

Broadcasting

62nd YEAR

FIRST IN TELEVISION CABLE RADIO SATELLITE

1993 □ \$2.95

- DON OHLMEYER: NBC'S NEW ENTERTAINMENT CHIEF
- ABC REWORKS FIVE NIGHTS IN SCHEDULE SHAKE-UP
- FOX TO GO AFTER OLDER VIEWERS

**Thanks for our best
NATPE in 6 years...
including the busiest single day ever.**



**NORTHERN
EXPOSURE**

Break the 30 minute laugh barrier.

Syndication, Fall 1994. **MCATV**

© 1993 MCATV. All rights reserved.

*****3-DIGIT 554
#009772680#P APR93 BR062

BROOKLYN CENTE MN 55430 19

0 11400 01070

A GAMERS PUBLICATION
SPECIAL REPORT
STATION TRADING:
MORE DEALS,
LOWER PRICES
 Vol. 123 No. 6

GIVE YOUR STATION A BREAK.

One revolutionary machine. A remarkable range of functions, from automated program playback and record to time delay and beyond. The Sony Flexicart™ multicassette system is truly unique – it's compact, format-independent and very affordable.

Plus when combined with a Sony LMS providing commercial playback, the Flexicart will help your station break through to a new level of automation. For more information, call 1-800-635-SONY, ext. FLEX.

INNOVATION AT WORK.



SONY

SONY

ON AIR

IN USE

BOOK OPEN



INITIAL CLEAR RECOVER EMERGENCY STOP

FLEXICART

Top of the Week

QUELLO NAMED INTERIM FCC CHAIRMAN



President Clinton last Friday tapped FCC Commissioner James Quello to chair the agency until he appoints a permanent successor to Alfred Sikes, who resigned the chairmanship Jan. 19.

Quello's interim appointment, along with Commissioner Sherrie Marshall's recusal from all broadcasting and cable matters, radically transforms agency politics, particularly on the two issues at the top of the mass media agenda: implementation of the 1992 Cable Act reregulating cable and the rewrite of the financial interest and syndication rules.

The change is for the worse for Hollywood and other fin-syn proponents. Marshall has been their principal champion at the commission. She helped save the rules from repeal, leading the three-member coalition that adopted more moderate regulations two years ago. Quello and then-Chairman Alfred

Continues on page 16

Interim Chairman Quello wants to keep FCC on 'stable course'

NBC PICKS OHLMEYER TO GET IT BACK ON TRACK

As president, West Coast, in charge of entertainment programming, his mission is to 're-energize' programming department and develop shows with broader appeal

By Steve McClellan

After 11 years of running his own L.A.-based production company, Don Ohlmeyer, newly appointed NBC president, West Coast, said he was getting a little too comfortable—a little bored perhaps—and was looking for a new challenge. So why not join NBC as head of entertainment-related activities, which is akin to heading up the army that found itself on the wrong side of Desert Storm?

It's not a pretty picture, but certainly there is no lack of challenge at the network whose initials lately (but not for long) have stood for Nothing But *Cheers*. And, being nobody's fool, Ohlmeyer deftly managed to avoid

being held responsible for NBC's daytime lineup, where, one station program executive observed last week, "programs go to die." Instead, as Ohlmeyer put it, daytime will remain "in the capable hands" of John Rohrbeck.

Talking about his appointment last week, Ohlmeyer said he had talked with NBC President Robert Wright on and off for "several years" about joining the company in some capacity. He said talks regarding the post he accepted had been going on for several months.

His mandate is several-fold. An immediate priority, Ohlmeyer said, is to "re-energize" the network's programming apparatus. After all, he noted, it wasn't that long ago that NBC, now a



NBC's new president, West Coast, returns to the network where he was executive producer of sports from 1977 to 1982

distant third, was on top of the heap—a feat accomplished with many of the same executives still in place, most notably Warren Littlefield, president, NBC Entertainment, and his top lieutenant, Perry Simon, and business affairs chief John Agoglia. Ohlmeyer

Continues on page 16

FOX, EVERGREEN UP OWNERSHIP STAKES WITH BIG BUYS

By Joe Flint

The 1993 station trading season kicked off in earnest last week with Fox Television Stations Inc. spending an estimated \$60 million-\$80 million to acquire WATL(TV) Atlanta, while radio group owner Evergreen Media, according to the deal's broker, Media Venture Partners, paid \$51 million for KTRH(AM)-KLOL(FM) Houston.

For Fox, which is acquiring the station from Renaissance Communications, which itself bought the station from Chase Communications, the acquisition gives the network seven stations in the top 10 markets and coverage of 20.225% of the nation's households. It currently owns WNYW (TV) New York, KTTV(TV) Los Angeles, WFLD(TV) Chicago, KRIV-TV Houston, WTTG(TV) Washington, KDAF(TV) Dallas and KSTU(TV) Salt Lake City.

For Evergreen, the Houston properties give the Dallas-based operator a total of eight stations—KKBT-FM Los Angeles, WLUP-AM-FM Chicago, KMEL-FM San Francisco, WTOP(AM)-WASH(FM) Washington, and WVCG(AM) Coral Gables and WAPE-FM Jacksonville, both Florida.

Evergreen also has a contract to purchase WFVY-FM Jacksonville, Fla., and owns KSSN-FM Dallas, operated under a local market agreement with Alliance Broadcasting.

Both deals could face FCC scrutiny. Sinclair Broadcasting filed a petition with the FCC seeking denial of transfer of ownership to Renaissance because, it claimed, Renaissance had "acted in bad faith" in its acquisition of WPTT-TV Pittsburgh by programing the UHF station as a home shopping channel. The deal was subsequently approved, but the same petition to deny could resurface against the Fox sale.

Evergreen also has FCC problems, but of a different nature. Evergreen's WLUP(AM) Chicago has been fighting a \$6,000 FCC indecency fine for five years, and the case is on its way to the U.S. District Court in Chicago. ■

This Week

NBC NAMES NEW WEST COAST CHIEF / 4

Veteran TV program producer Don Ohlmeyer, newly named to the post of NBC president, West Coast, plans to "re-energize" the network's programing apparatus.

FIVE NEW NIGHTS ON ABC / 20

ABC is reworking five nights of prime time by introducing three new shows, bringing back two and dropping five.

COMBO'S NEWS COMBO / 20

Bonneville International hopes to establish a "dominant news presence" in Seattle by merging the news operations of its KIRO-AM-FM-TV under the banner KIRO News Network.

REREG FIRSTS / 26

The first regulations of the 1992 Cable Act—one providing subscribers who cancel their service with the option of purchasing the wiring in their homes, and the other requiring systems to block access to indecent programing unless a subscriber requests it—were released by the FCC last week.



Station trading '92: a few more deals for a bit less money (p. 38)

RADIO TURNING TO KIDS / 33

With one radio programing network for kids set to launch and a second on the drawing board, the unanswered question is whether advertisers will tune in.

SPECIAL REPORT: STATION TRADING / 38

The new duopoly rules for radio ownership spurred activity in station trading,

but TV sales volume was down in 1992, as were average prices.

CABLE AUDIO INVESTMENT / 31

Time Warner Cable and a joint venture of Sony Software and Warner Music gave digital audio a boost last week with their \$20 million investment in Digital Cable Radio.

HELP US HELP YOU GET YOUR MAGAZINE DELIVERED ON TIME

If you are now receiving BROADCASTING via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call 800-323-4345 prior to 9:45 a.m. for a same-day replacement copy.

NEWS DEPARTMENTS

Business	48
Cable	31
Radio	33
Technology	36
Television	20
Top of the Week	4
Washington	26

FEATURE SECTIONS

Bicoastal	23
Cable Rereg.....	30
Changing Hands	50
Closed Circuit	18
Datebook	57
Editorials.....	70
Fates & Fortunes	64
Fifth Estater	67
For the Record.....	58
In Brief.....	68
Monday Memo.....	19
Ratings Week	25
Special Report.....	36
Washington Watch	28

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting*® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues), Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President/Business Publishing; Jerry D. Neth, Executive Vice President/Publishing Operations; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division; Neil Perlman, Senior Vice President/Group Publisher, J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Senior Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing; Steve Thompson, Vice President/Corporate Marketing; Daryl Otic, Vice President/Planning. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1993 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

CBS'S WINDING ROAD TO CLEARING LETTERMAN

Host addresses affiliate meeting; Sullivan new board chairman; retrans fees discussed

By Steve Coe and Joe Flint

CBS, whose affiliates met last week in Washington, is getting the word from many stations that it will have to offer some unique incentives to get the clearance support it expects for its upcoming David Letterman late-night show.

Clearance so far is at 83%, and Tony Malara, president, affiliate relations, says that even though the network will carry some delayed coverage—probably as much as 25% when the show debuts—Letterman's will be a successful launch given the low point from which it started.

But CBS still has a way to go to reach the "way over 90% clearance" Malara predicts: in many markets the network will have to perform some creative restructuring in either compensation or advertising time. It has already told stations it will reward live clearances with higher compensation—Malara said in some cases stations can double it—but some may require a bigger incentive to dump off-network syndicated programming, in which they hold all the ad time, in favor of the four minutes promised in each of the half hours of Letterman.

Jeff Rosser, vice president and general manager, KDKW-TV Dallas-Fort Worth, expects to delay the show a half hour unless the network comes up with more ad time, more compensation or some other kind of trade-off. "I have six-and-a-half minutes, and sometimes more, with my off-network comedy at 10:30 p.m. Central. So that



CBS affiliates, meeting in Washington last week, were joined by David Letterman. L to r: Rod Perth, VP, late night and non-network programming, CBS Entertainment; Tony Malara, president, CBS affiliate relations; Bill Sullivan, chairman, CBS affiliate advisory board, and president/GM, KPAX-TV Missoula, Mont.; Letterman, Mick Schafbuch, immediate past chairman and executive VP, KOIN-TV Portland, Ore., and Howard Stringer, president, CBS/Broadcast Group.

additional two-and-a-half minutes I get now compared to what I would with Letterman in the first half hour really adds up five days a week, 52 weeks a year."

In other developments at the meeting, the affiliates named former CBS Affiliate Board Chairman Mick Schafbuch, executive vice president and general manager, KOIN-TV Portland, Ore., to head a committee on retransmission consent. New Affiliate Board Chairman William Sullivan, president and general manager, KPAX-TV Missoula, Mont., said the committee will begin "fact-finding" discussions with major cable system operators and affiliates to explore the possibility of a cable-affiliate negotiating group.

Questions before the committee, Sullivan said, include whether it is feasible or legal, with regard to antitrust laws, to establish such a group.

Among the options discussed at the meeting will be rates by market size. The key, one source said, is efficiency. In Schafbuch's ADI, for example, there are 115 cable systems, a number making individual negotiations within a limited time period difficult.

Affiliates also made the rounds in Congress, where they pushed for removal of the financial interest and syndication rules. Sullivan and Schafbuch, in visits with FCC Commissioners James Quello and Ervin Duggan, also pressed for action on fin-syn and implementation of the Cable Act. ■

ABC GETS EMMY AWARDS FOR FOUR YEARS

After a four-year run on Fox, the Emmy Awards are moving to ABC as part of a new four-year deal negotiated between the network and the Academy of Television Arts & Sciences. The decision to accept ABC's bid was made last Wednesday night after a four-hour meeting during which the Academy's Board of Governors voted down one option that would have had the awards show presented by a different network on a rotating basis.

According to a source close to the negotiations, the board was able to secure a more lucrative deal by accepting ABC's bid as opposed to the wheel format, although "that wasn't the overriding factor. The board

felt they were better off finding a home. This way the network has more of a stake in the year-to-year performance."

ABC is expected to air the program in September as a lead-in to the new season rather than in August, where Fox has been scheduling it in order to avoid the chaos surrounding fall launches. There's no word yet on the length of the show, but all parties anticipate an effort to bring the production in at three hours. The Academy recently voted to reduce the categories presented during the prime time portion of the awards show, which should provide more opportunity for entertainment and a less harried pace during the production. —SC

S t a t i o n E x e c u t i v e s

F r o m

A c r o s s A M E R I C A

J u s t L e f t

T h e i r H E A R T S I n

S A N F R A N C I S C O .

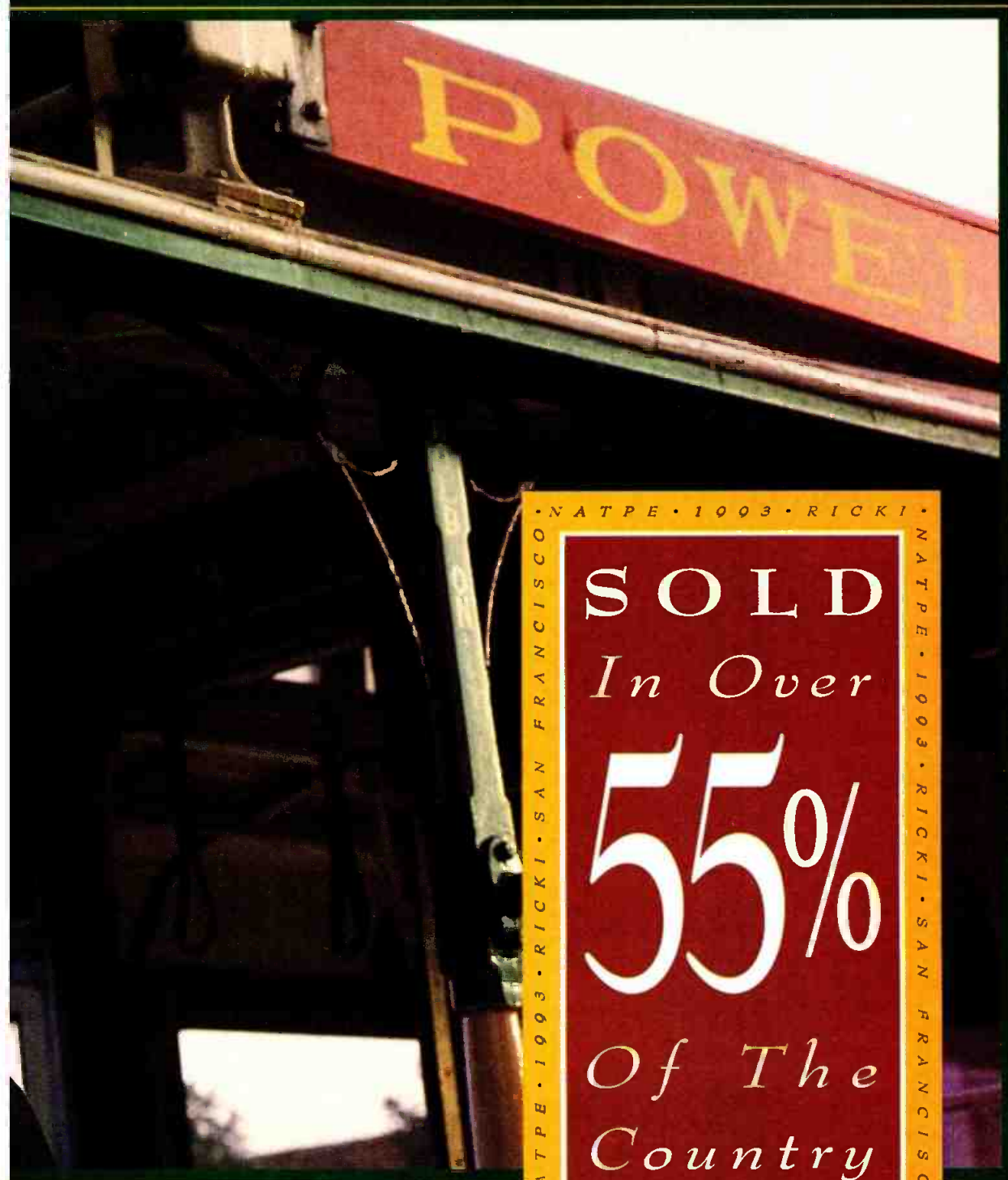


They All Fell In LOVE

RICKI

The
Garth Ancier
Company

With The Same WOMAN.



• NATPE • 1993 • RICKI •
• NATPE • 1993 • RICKI • SAN FRANCISCO •
• NATPE • 1993 • RICKI • SAN FRANCISCO •
• NATPE • 1993 • RICKI •
SOLD
In Over
55%
Of The
Country



CLINTON BYPASSES NETS FOR TOWN HALL

White House says local televised meeting is best way to keep in touch with public

By Mike Freeman

The age of the presidential electronic town hall has begun.

Arrangements were being finalized last week for the first of what the Clinton administration suggests will be many electronic town meetings, this one being set up by four ABC affiliates for broadcast this Wednesday from WXYZ-TV Detroit.

With the town halls, the White House appears to be implementing a strategy to circumvent the national networks and press corps in seeking public support for its policies.

"[President Clinton] said during the campaign that he wanted to stay in touch with the people, and he obviously feels that the town hall concept is the best forum to do that," Clinton's deputy press secretary, Jeff Eller, told BROADCASTING.

The President's first town meeting comes exactly one week before his scheduled State of the Union address to Congress Feb. 17 and, according to WXYZ News Director Walter Kraft, will allow him to use the audience as a "sounding board for some of the new programs he may announce in his first address to Congress."

Plans for the meeting began soon after Clinton's November win, with Kraft, KOMO-TV Seattle News Director Jacques Natz and several other ABC



Following the Democratic convention last summer, nominee Bill Clinton hit the electronic town hall circuit, which included a stop (above) at KOMO-TV Seattle, moderated by station anchor Kathi Goertzen. KOMO is one of four ABC affiliates sponsoring a town hall this Wednesday at WXYZ-TV Detroit, the first in what President Clinton promises will be a series of efforts to reach citizens via local broadcast outlets.

affiliate news directors holding regular conversations with Eller.

(During the presidential campaign, Clinton held town hall meetings at KOMO and WXYZ in July and September, respectively. Kraft said that the

previous Detroit town hall meeting did a 20/32 share, a level he expects WXYZ to "easily surpass" later this week.)

Following those discussions, the administration informed Kraft that President Clinton wanted to hold the meeting in Detroit, a city which has one of the highest unemployment rates in the country and is reeling from the \$25 billion in 1992 losses that General Motors reported two weeks ago.

"I think we [Clinton and the White House press office] are more in touch with the state and regional coverage areas than past administrations," said Eller. "This is really part of our desire to reach out directly to people in the individual markets."

The administration seems more interested in "bypassing" than "reaching out," said David Bartlett, president of the Radio-Television News Directors Association. "They've made it very plain they prefer to deliver their message directly to the people, bypassing the national media and, to the extent possible, the local media," he said. "After the election, Clinton more or less said he'd be crazy to deliver his message through the national press."

In addition to WXYZ, which will originate the town hall meeting this Wednesday at 9-10 p.m. (ET), three other ABC affiliates—KOMO, WSB-TV Atlanta and WPLG-TV Miami—will downlink the broadcast, allowing studio audiences at those stations to participate in the question-and-answer session.

Those four ABC affiliates, which have exclusivity in their markets, will jointly pick up the tab for the satellite time. As of last Thursday, Kraft said 16 other ABC affiliates, two NBC affiliates, C-SPAN and National Public Radio had signed on to pick up the feed. CNN may also pick up portions, according to Kraft.

Stations excluded from the town meeting will have their day, promised Eller. "We've got four years," he said. "So believe me, there will be many more Clinton and [Vice President Albert] Gore town hall meetings offered to broadcasters." ■

STEPHANOPOULOS HOUR GOES ON HIATUS

The White House last Monday pulled the plug on live coverage of its daily news briefings, disappointing a growing cadre of viewers who were turning in via CNN and C-SPAN.

"I think the goal is to have it be a more two-way conversation," Press Secretary Dee Dee Myers told the AP in explaining why Communications Director George Stephanopoulos, who presides at the briefings, decided to cancel the show.

The White House had broken tradition by permitting live coverage of the briefings, a move made possible as part of its strategy to "reach out" directly to the people.

But occasional hostile questions from White House reporters sometimes put Stephanopoulos and administration policies on the defensive. "It was a big mistake for Stephanopoulos to do it in the first place," said David Bartlett, president of the Radio-Television News Directors Association. "If he is going to get beaten up, it's better to do it in private," Bartlett said.

—HAJ

Nielsen



29 ~~28~~ Local meter service in markets...

Covering **over** 50% of the USA

Nielsen Station Index...
the established leader in
local television measurement.

Nielsen Media Research

DB a company of
The Dun & Bradstreet Corporation

SPECTRUM AUCTION ARGUMENT BEGINS AGAIN

Bill to transfer 200 mhz from government to private sector passes House Telcomsubcom; Stevens and Inouye introduce Senate version

By Randy Sukow

The House Telecommunications Subcommittee rapidly approved a bill to transfer 200 mhz of government-controlled spectrum to the private sector nearly identical to a bill passed by the full House in July 1991.

The Emerging Technologies Act (H.R. 707) appears to be headed toward speedy unanimous approval by the Energy and Commerce Committee and the full House but faces conflict with the Senate over the perennial issue of spectrum auctions. House leaders continue to register resistance to auctions while a bi-partisan majority of the Senate appears ready to give them a try.

The 1991 bill failed passage in the Senate during the 102nd Congress. But at the Communications Subcommittee level, Chairman Daniel Inouye (D-Hawaii) and Ted Stevens (R-Alaska) compromised on a trial auction of 30 mhz of the 200 mhz. Inouye and Stevens reintroduced a similar plan last Thursday (Feb. 4).

Competitive bidding could cure what Stevens called "the deterioration of the spectrum auction process,"

which has languished under time-consuming comparative hearings and lotteries that award licenses to speculators who have no intention of using the frequencies.

Potential time-consuming debate over the auctions was averted at last week's H.R. 707 subcommittee markup when Michael Oxley (R-Ohio) agreed not to offer an auction amendment but instead to introduce a stand-alone bill.

Not only are auctions the most fair and efficient way to assign frequencies, but "in a time when curative measures for the budget deficit predominate policy concerns, it seems foolish to give away a valuable resource such as the spectrum reserve," said Oxley, who estimated auctions could raise up to \$2.5 billion.

(Both the Inouye-Stevens and Oxley bills exempt broadcast and public safety frequencies from auctioning.)

Subcommittee Chairman Edward Markey (D-Mass.), who co-sponsors H.R. 707 with Energy and Commerce Committee Chairman John Dingell (D-Mich.), argued for immediate passage of the spectrum transfer to accommodate new technologies and

dwindling public-safety spectrum users and debate over auctions later. Witnesses at a brief hearing just before the subcommittee markup seemed to confirm Markey's view.

In many major U.S. cities, it is becoming increasingly difficult to get a cellular telephone connection, especially in high-demand situations like Washington during the recent inauguration, said Tom Wheeler, Cellular Telecommunications Industry Association president (and former National Cable Television Association president).

"There is a lot of talk about [telecommunications] infrastructure. That's what we're talking about here. The 21st century is the wireless information century. Information is going to move to people, not vice versa," Wheeler said. ■

WNYC FIGHTS FOR CHANNEL 3

By Rich Brown

The right of a cable system to reposition local public stations under the Cable Act is being tested in New York City, where WNYC-TV is fighting to regain its position on Time Warner Cable's Manhattan systems.

WNYC lost its last-minute effort to get an injunction against the Feb. 1 channel repositioning. But the station has not yet given up its fight to switch back from its new position—channel 31, the same as its over-the-air spot—to channel 3, its position since 1971.

Tom Morgan, WNYC-TV president, says the repositioning is in violation of the Cable Act, which includes provisions to protect positioning of non-commercial educational TV, with disputes to be settled by the FCC.

The commission, however, explained in a letter to WNYC that its hands are tied by a standstill order, issued by U.S. District Court in Washington late last year, that delays the FCC's ability to act on must-carry complaints for several months. ■

JUSTICE TO LEAD MUST-CARRY DEFENSE

The Clinton administration directed the U.S. Justice Department last Thursday (Feb. 4) to lead the defense of the must-carry provisions of the 1992 Cable Act in U.S. District Court, Washington, where five cable industry plaintiffs are currently challenging them. The department immediately began preparing a defense brief, due Feb. 12, and oral arguments are scheduled for March 4.

Last November the Bush Justice Department declined to defend must carry. Because Bush's veto message contained his view that must carry was unconstitutional, it was reasoned that Justice's defense of it would be a conflict of interest because the President is considered the department's ultimate client. The new administration's attention to the matter was delayed in the confusion over the Zoe Baird confirmation controversy ("Closed Circuit," Jan. 25).

"A strong government defense significantly adds to the likelihood that must carry will be upheld," said Jeff Baumann, National Association of Broadcasters vice president and general counsel.

The day before Justice entered the case, the Senate passed a resolution to file an amicus curiae brief in defense of must carry. "Although there was intense debate about a number of provisions of the Cable Act, there was broad support in the Congress for the act's must-carry provisions," said Senate Majority Leader George Mitchell (D-Me.). If Justice had not acted last week, Congress might have had to lead the defense. —RMS

IN
THE
YEAR
2025...



The Most Exciting New Animated Strip Series Of The Year!

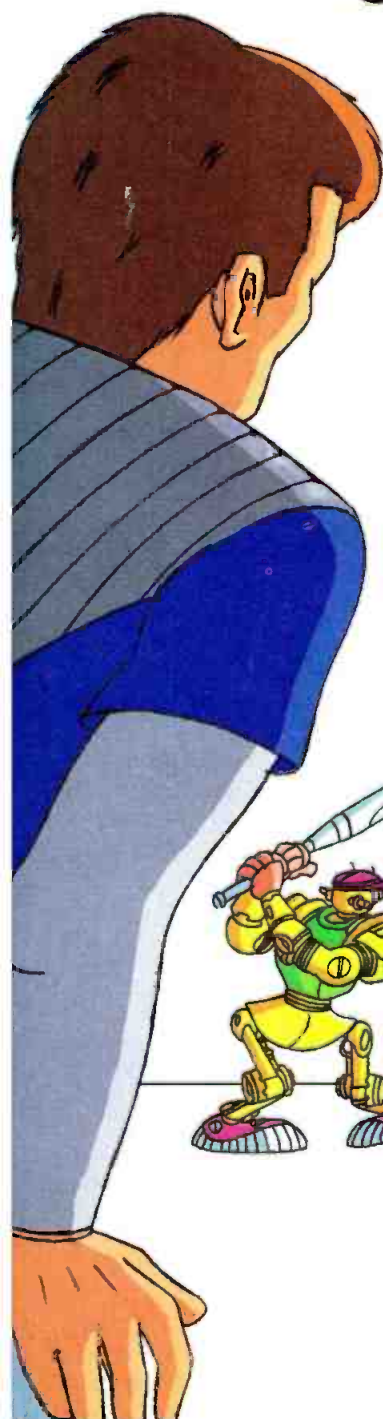
**ALREADY CLEARED IN 65% OF THE COUNTRY!
SOLD IN 19 OF THE TOP 20 MARKETS, INCLUDING**

WWOR/NEW YORK
KCOP/LOS ANGELES
WPWR/CHICAGO
WTFX/PHILADELPHIA
KBHK/SAN FRANCISCO

WSBK/BOSTON
KTXA/DALLAS
WXON/DETROIT
WGNX/ATLANTA
KTXH/HOUSTON

...AND MANY, MANY MORE!

All-new first run
animated strip
Available Fall of 1993!



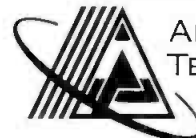
PRODUCED BY



C & D

AVI ARAD ASSOC.

DISTRIBUTOR & NATIONAL ADVERTISER SALES



ALL AMERICAN
TELEVISION, INC.

A Subsidiary Of

ALL AMERICAN COMMUNICATIONS, INC.
NEW YORK 212-418-3000 LOS ANGELES 310-301-1721

© 1993 All American Television

ZAPNEWS LAWSUIT

Schonfeld alleges fraud

By Geoffrey Foisie

A lawsuit over dollars small by most standards has ensnared some well-known names, including former CNN President Reese Schonfeld and radio news service Zapnews, and raised questions about the financial health of the news service, now majority-owned by Tribune Co. Tribune is not a defendant.

The suit, filed several weeks ago in U.S. District Court for the Southern District of New York, alleges that Zapnews founder James Hood, his wife and the news service's parent company, Fairfax Media, defrauded Schonfeld and one other stockholder.

Schonfeld, who declined to comment to BROADCASTING, alleges that roughly two years ago, Fairfax Media provided him and other investors with a confidential business plan. The plan allegedly stated Zapnews could break even with only 100 customers and that the operation would require no more than \$250,000 in capitalization.

The lawsuit claims Fairfax "failed to disclose" that some Zapnews customers were not being charged or had been given rates not subject to an increase; that a "material portion" of the company's accounts receivable were uncollectible, and that Zapnews inappropriately used CNN material. It also claims the news operation would need "a far greater number" than 100 customers to break even.

Each investor has asked for his investment, roughly \$75,000, to be returned, plus damages. They also asked to be compensated for certain promised tax losses, the benefit of which they lost, they said, because Fairfax "failed to cause material expenses to be recognized for tax purposes in 1991."

Zapnews began its lower-priced radio station news service in 1990. Since then, its niche market has been invaded by other news operations, including ABC and Pat Robertson's Standard News Service. One employee put the company's total paying-customers at 360. ■

US WEST ANSWERS VIDEO DIALTONE CALL

US West Communications last week dove into the video dialtone waters, unveiling an ambitious plan to build fiber-based broadband networks capable of delivering telephone and interactive video services throughout its 14-state region.

"We're taking the first concrete step toward being able to bring video-on-demand and other interactive video-based services to our mainstream customers," said Gary Ames, president and CEO, US West.

If all goes according to plan, the company will have about 100,000 customers on line by the end of 1994. After that, it will modernize at a rate of 500,000 customers per year. At that pace, it will take more than two decades to upgrade service to its more than 13 million customers. And at a cost of about \$1,000 per customer, it will require a capital investment of \$500 million a year.

"The interstate highway system began in earnest under the Eisenhower administration in 1956, and chunks of that still need to be built," said US West spokesman Jerry Brown.

Ameritech Corp., Bell Atlantic Corp., BellSouth Corp. and Nynex Corp. beat US West in announcing video dialtone or broadband network plans. But US West's are clearly the most ambitious.

To encourage telcos to build broadband networks, the FCC last year adopted its so-called video dialtone rules, under which telcos may lease capacity to programmers on a common carrier—first come, first served—basis.

The rules exempt telcos and their programmer-customers from cable regulations and permit a limited financial relationship between the two. The telcos are still barred by law from controlling programming on their own networks.

If US West has any programmers lined up for its networks, it is keeping the names close to the vest. "That's something we are not talking about," said Brown.

US West, Tele-Communications Inc. (the nation's largest multisystem operator) and AT&T have been jointly testing a video-on-demand and multichannel pay-per-view service in suburban Denver. The companies also have a joint venture that oversees cable and telephone operations in Europe and have discussed joint ownership of network facilities in the U.S.

"This announcement has no impact on our relationship with TCI, other than we hope they'll be a customer of our new network," said a US West spokesman.

As planned, US West's new network will provide for better-quality voice communications and a multitude of interactive video services. Among the planned offerings: video-on-demand, which enables viewers to call up programming when they want it in much the same way they use videocassette recorders.

US West's proposed networks will carry signals to the curb over fiber, but use conventional telephone line or coaxial cable for the final drop. They will initially be able to carry 70-100 video channels, but may eventually be able to handle as many as 500 with the help of compression technology.

US West said it has designed its network so the consumer may receive three different TV signals simultaneously. The plans call for a host of video and information services, including full-motion point-to-point video, or "video telephony."

Other services include high-definition broadcast, selective channel scrambling and some tiered services such as targeted advertising, home shopping and interactive games.

Pricing for services received over the new network has not been set, but US West indicated the price of some services would be usage-based and others, such as video shopping catalogs, would probably be paid for by the information provider.

—RB

“Our national sales are up 27%—
Seltel made the difference.”

“Last year, we went looking for a national sales partner
willing to invest time in WSEE-TV. We discovered Seltel.



It's made all the difference.

Seltel invests in our success
every day. They do it by providing
us with the best trained, best
equipped national sales force in

the country. If you haven't discovered the way to
improve your national sales performance, discover Seltel.

They make the *difference*.”

*Robert Hoffman
Vice President/General Manager
WSEE-TV, Erie*



SELTEL

Discover The Difference.

QUELLO

Continued from page 4

Sikes favored repeal.

And it appears to be bad news for cable. Generally pro-cable, Marshall may have softened some of the many new regulations required by the 1992 Cable Act. Quello, on the other hand, was a proponent of the Cable Act, especially enthusiastic about its must-carry and retransmission consent provisions. He also has close ties to the Hill Democrats who authored the law.

Despite Marshall's recusal, a 2-1 majority of Commissioners Ervin Duggan and Andrew Barrett still exists in favor of some form of fin-syn, although Barrett has indicated he might be willing to further water down or sunset the rules.

The FCC is currently reviewing the rules in the wake of a federal appeals court finding that the 1991 rules were "unreasonable and unreasoned" (see page 27). The court gave the FCC until April to come up with well-supported rules. April is also the deadline for final FCC

action on most of the cable rules.

The news concerning Quello and Marshall was not unexpected. Quello, who has served at the FCC since 1974, had been the odds-on favorite to be the interim chairman. The only question is why the administration took two weeks to appoint Quello, who was supported by Duggan, the only other Democrat on the commission.

Quello told BROADCASTING that top priority is still implementation of the Cable Act. Long range, he said, the FCC will keep things general and related to the Clinton-Gore communications agenda of which little is unknown except for a desire for a broadband multichannel network. "I hope to keep this thing on a stable course till a permanent chairman can take over," Quello said.

Marshall, a Republican with ties to Reagan and Bush whose term expired last June, has no chance of reappointment by a Democratic president. In a Jan. 29 letter, she not only disqualified herself from broadcasting and cable matters to pursue job opportunities, but from any issue involving the law firm of Latham & Watkins, where former FCC Chairman Mark Fowler and potential FCC Chairman Reed Hundt are employed.

-JF

OHLMEYER

Continued from page 4

wants to bring that winning feeling back to NBC. In the short term, he said, "there is nothing wrong with NBC that a couple of hits won't cure." Ohlmeyer said he's already been given the "25-cent tour" of the network's development slate for next season and he's optimistic that some of the projects have the potential to be hits the network so desperately needs. "There are some very exciting things" in the works, he said.

The network also needs hits with broad audience appeal. A major part of NBC's current prime time woes, executives inside and outside the company agree, was the network's ill-advised attempt this season to focus too intently on bringing younger viewers to the set, at the expense of a broader audience. "It's Warren's line," Ohlmeyer said last week, in total agreement, "they tried to go too young, too narrow, too fast. So there's a little course correction that needs to be done."

Ironically, it was advertisers that NBC thought they were appealing to with the youth strategy this season, and advertisers are the first to say the network goofed. "That strategy really did them in this year," said veteran media buyer Paul Schulman. "Their 18-49 demographics are lower this year than they were a year ago. Two

shows they gave up this year, *Matlock* and *In the Heat of the Night*, are getting higher 18-to-49 numbers now than anything on NBC."

Schulman said he was encouraged to hear NBC officials admit they made a mistake this season going too young. "They're right when they say they need to make the tent bigger. If they sell me an 18-49 demo and give me all this 50-plus audience for nothing, I'll say thank you and take it. Sometimes those folks have appliances and cars that need replacing too, so count me in."

Not unexpectedly, Ohlmeyer's appointment has prompted questions about Littlefield's future. Noting that he had spent exactly two days on the job when asked, Ohlmeyer said he had "all the confidence in the world" in Littlefield, Simon and Agolia, who was promoted to president, NBC Productions, last week, from executive vice president.

Reached last week, Littlefield said that he and Wright had numerous discussions over the past several months about the need for "structural and management changes" with respect to NBC's West Coast operations. "The gap between the West Coast and New York was slowing us down," he said. "Bob wasn't able to devote the time and attention that we needed to be in sync to address a number of fast and efficient decisions because of all the other activities he's involved with. It slowed us down and

made us less competitive."

Littlefield said the reorganization was "in many ways a relief. I found myself running one of the important divisions in the company and being involved in a lot of things that weren't programming-related and frankly didn't interest me." So far, he said, Ohlmeyer has been "extremely supportive" of him and his development efforts for next season. Among the best prospects, he said, are four sitcoms, with former *Night Court* star John Larroquette, *Cheers* stars George Wendt and Kelsey Grammer and Henry Winkler.

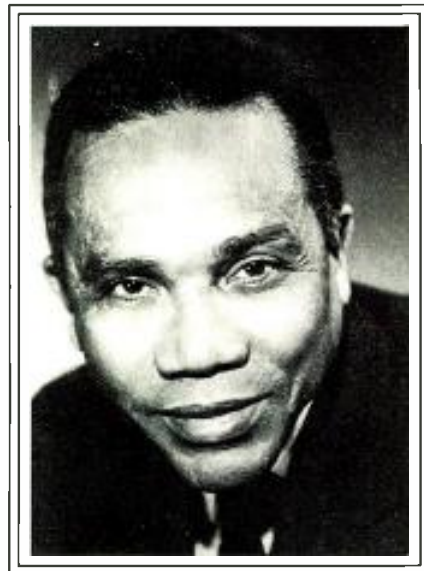
Wright confirmed he'd been "struggling with the issue of whether we had the right structure in place" for months. "All I can say is that I believe Don can help us" get back on track and position the network for the future. Part of Ohlmeyer's challenge, he said, will be to see what can be done from Hollywood to boost the network's return on investment. "It's become a high risk, low-reward business," he said.

Wright predicted a modest improvement in the network's revenue outlook for 1993, if Olympic dollars are discounted. "Revenues will be up, but not dramatically," he said. ■

**For More Late-Breaking
News, See "In Brief,"
Pages 68 and 69**

Thank You George!

In 1952, a young playwright and newspaper reporter named George E. Norford joined the broadcasting industry, a pioneer in a business which, like so much of society, did not yet reflect the ethnic diversity of the communities it served.



In 1958, George Norford became the first African-American producer of network television programs for NBC. At the network, he immediately distinguished himself as a passionate advocate for change, and a champion of responsible programming. In 1964, Donald H. McGannon, our legendary former chairman, invited George Norford to join Group W as vice president and general executive. In that position, Mr. Norford was instrumental in the establishment of the Broadcast Skills Bank, a program designed to recruit and train minorities for the industry. But that was only the beginning of George Norford's contribution to Group W. Over the course of his nearly 30 years here, much of it as a member of our Board of Directors, his energy, determination and persuasive voice have done much to foster diversity and improve the status of minorities in all of broadcasting. On January 1, George Norford announced his retirement from our Board. At this moment, then, we would like to take this opportunity to thank this truly remarkable individual for his dedication, his leadership and his contribution to the success of our company. All of us at Westinghouse Broadcasting Company salute you, George, for your friendship, your wise counsel, and your years of distinguished service. The lessons you have taught will remain with us, and your spirit will continue, we hope, to be expressed in the way we conduct our business every day. We wish you much happiness as you begin your well-earned retirement.



WESTINGHOUSE BROADCASTING COMPANY

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

CNBC CHANGES

CNBC has long reported to Tom Rogers, president, NBC Cable & Business Development, but word is that NBC is looking to change that. NBC wants CNBC to report to another arm, such as news (headed by Michael Gartner) or O&O stations (John Rohrbeck). Rumor has it that Dick Ebersol, head of NBC Sports, is also a candidate to broaden his duties to oversee the cable network as well. Says Rogers: "We're looking to integrate CNBC better with NBC, better with the core business." CNBC is also still looking for a new president. Al Barber had announced his resignation last September but said he would stay on until a successor was found. No new president is likely to be named until the higher change is made.

EAR OF EXPERIENCE

Among those whose advice NBC President Robert Wright sought in trying to figure out how to reorganize the network's West Coast operation was former NBC Entertainment and Paramount Studio chief Brandon Tartikoff, Wright confirmed in an interview last week. Tartikoff's opinion of Don Ohlmeyer? "He gave him very high marks, as did many others," Wright said. He said he and Tartikoff have remained friends and that he seeks his advice from time to time on network matters.

WASHINGTON

VEEP FLAP

Senate Communications Subcommittee member John Breaux (D-La.) was annoyed by reports last week that Vice President Al Gore was not receptive to the Breaux plan to form a presidential commission on telecommunications policy chaired by the Vice President. Reports emanated from a statement by Gore

DEBT INDIGESTION AT KOPLAR

Koplar Communications is sailing rough seas. Several weeks ago, major syndicators met to review substantial indebtedness incurred by the company's two independent TV stations, KPLR-TV St. Louis and KRBB-TV Sacramento, Calif.; in addition, Koplar reportedly must begin repaying principal on debt to three insurance companies this year. A way out of its current problems may be to sell KRBB-TV. One rumor suggests that the New York-based investment banking firm of Donaldson Lufkin & Jenrette would be packaging the station along with General Electric Capital Corp.'s co-located KSCN-TV, thus giving a buyer the option of taking one of the stations out of the programming market and making the surviving station more competitive. KPLR-TV also has to contend with keeping the St. Louis Cardinals baseball television contract, which is in its last year. And on April 26, trial begins in a \$10 million-plus lawsuit filed against Koplar by former employe Peter Keefe, now partner in Zodiac Entertainment. The company's president and chief executive officer, Ted Koplar, said through a spokesman he was "absolutely surprised" about rumors that his company was having problems. —GF

Chief of Staff Roy Neel: "The current institutions of government simply work better, as opposed to layering on a new role for the Vice President." Breaux, in a speech to the Interactive Services Association in Washington last week, said he immediately called Gore's office and was assured that reports that the Breaux plan had been rejected were inaccurate.

A spokeswoman for Gore said last Friday (Feb. 5) that the administration is "open to suggestions from Congress" and that no decision had been made on Breaux's plan. Neel could not be reached for comment.

ISSUE OF IMPORT

CBS Affiliate Board Chairman William Sullivan met with FCC interim chairman James Quello and Commissioner Ervin Duggan last week to complain about satellite operators providing distant network signals in violation of the 1988 Satellite Home Viewing Act. Sullivan, offering an example, said households with home dishes in his market receive the CBS affiliate in Denver. "I don't think carriers are honoring the white-area restriction," he said. The white-area provision of the act

sunset in 1994, and therefore is of paramount importance to Sullivan and affiliates in similar situations.

LOS ANGELES

SHOWTIME FOR SHELLEY

Showtime this fall will debut a new kids sitcom from MCA Family Entertainment featuring the talents of Shelley Duvall, already involved in her second season of MCA's *Shelley Duvall's Bedtime Stories* on the pay TV channel. The as-yet-unnamed series will feature a number of well-known personalities as well as animation and puppets.

ATLANTA

GOING ONCE

Would-be buyers for Cox Television's KTVU(TV) Oakland (San Francisco) and WKBD(TV) Detroit had better step up to the plate soon. According to Cox Television President Nick Trigony, the stations will be on the block for another two to three weeks, and if nothing materializes, Cox will hold on to them for the time being. Cox has had some preliminary feelers out, but according to sources, no offers acceptable to the company have surfaced.

Founder and Editor
Sol Talshoff (1904-1982)

Broadcasting

1705 DeSales Street, N.W.
Washington, D.C. 20036
Phone 202-659-2340
Circulation 800-323-4345
Editorial Fax 202-429-0651 □ Administrative Fax
202-331-1732 □ Advertising Fax 202-293-3278

Lawrence B. Talshoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, senior vice president and editor
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene (special projects), John S. Eggerton,
assistant managing editors
David R. Borucki, art director

Washington

Randall M. Sukow, Joe Filint, Patrick Watson,
assistant editors
John Gallagher, staff writer
Marsha L. Bell, editorial assistant
Winslow Tuttle, proofreader
Denise P. Smith, Kenneth Ray, production

New York

475 Park Ave. South 10016, 212-340-9860.
Editorial Fax 212-340-9874.
Advertising Fax 212-340-9869
Geoffrey Folsie, bureau chief
Stephen McClellan, chief correspondent
Rich Brown, Sharon D. Moshavi,
assistant editors
Peter Viles, staff writer.

Hollywood

1680 N. Vine St., 90028, 213-463-3148.
Fax 213-463-3159
Steve Coe, assistant editor (networks)
Mike Freeman, assistant editor (syndication)

Advertising

New York

212-340-9860
Lawrence W. Oliver, advertising director
Leslie Lillian Levy, marketing services director
Joseph E. Ondrick, East Coast regional
sales manager
Randi T. Schatz, sales manager
William C. Schenck, account executive
Joan Miller, executive secretary

Hollywood

213-463-3148
Nancy J. Logan, West Coast sales manager
Sandra Klausner, editorial-advertising assistant

Washington

202-659-2340
Doris Kelly, sales service manager
Mitzi Miller, classified advertising manager

Advertising Representatives

Lewis Edge & Associates (Southwest regional
and all North American equipment advertising)
609-683-7900, Fax 609-497-0412
Yukari Media Inc. (Japan) (06) 925-4452.
Fax (06) 925-5005

Distribution

William Cunningham, distribution manager
212-545-5435

Circulation

Michael Borchetta, subscription promotion director
P.O. Box 715, Brewster, N.Y. 10509-9873
□ 212-545-5432 □ Fax 914-878-7317

Production

Harry Stevens, production manager
Rick Higgs, assistant production manager

Corporate Relations

Patricia A. Vance, director

Broadcasting & Cable Market Place

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

Cahners Consumer/Entertainment
Publishing Division

John J. Beni, senior VP-general manager
Neil Perlman, senior VP-group publisher
Lawrence B. Talshoff, adviser
Phyllis Steinberg, director of customized
communications

Cahners Publishing Company
Terrence M. McDermott, president-COO
Reed Publishing (U.S.A.) Inc.
Robert L. Krakoff, chairman-CEO

Monday Memo

“Local TV and cable [must] identify long-term interests and seek an agreement.”

As the broadcast television and cable industries are driven by forces almost beyond their control toward the inevitable confrontation over must carry and retransmission consent, they should seek a moment of reflection away from the powerful interests and egos that created this perilous situation, and ponder a few commonsense questions:

For the television broadcaster:

■ Would you rather have your signal on a basic cable channel and receive no retransmission fee, or on an expanded tier and receive a fee based on the number of subscribers who elect to pay extra for it?

■ Will your viewers pay for signals that are readily available off the air, or will they use an A/B selector switch to avoid those payments?

■ Will you still have a significant role in the video marketplace of the late 1990's when HDTV becomes available to the consumer if only your NTSC but not your HDTV signal is carried on cable?

For cable television:

■ Will subscribers accept either higher rates to pay for retransmission-consent payments or the inconvenience of an A/B selector switch?

■ Are you prepared to pay the bill to create local programs on basic cable that would be needed to replace local television fare?

With virtually no exceptions of note, cable has carried local television signals without government compulsion for the simple reason that it makes no sense to omit a service that some subscribers wish to view. But it also makes no sense to pay for a service that subscribers can easily view off the air. Thus, if the proponents of a second revenue stream force the issue, broadcast signals will continue to be available, as they always have

been, off the air, but in all likelihood they will not be part of basic cable.

But the public will neither understand nor appreciate the circumstances that cause the inconvenience of switching back and forth between off-air signals and cable networks.

There is a simple solution that will benefit both broadcast television and cable—if they can take a long view of the future. It is a solution that will benefit both, irrespective of the current constitutional challenges of must carry and retransmission consent.



By Jay E. Ricks, chairman,
Douglas Communications,
Ridgewood, N.J.

During the next decade, broadcast television will face competition for viewers from a number of multichannel providers such as cable, DBS, MMDS, LMDS and perhaps telcos, each with ample channels to offer both NTSC and HDTV signals. Broadcast television's first priority should be to assure that NTSC and HDTV broadcast signals are as readily

available to viewers as the services of these multichannel providers. And the best way to obtain that assurance is through long-term agreements with today's cable industry.

While cable systems may not welcome the obligation to dedicate future channel capacity to carry both NTSC and HDTV signals from the same television station, the obligations may be tolerable in comparison to a perceived loss in the value of cable service caused by the removal of broadcast signals from the basic cable service.

The best hope to avoid self-inflicted injury is for local television stations and local cable systems to identify their own long-term interests and to seek an agreement that will address them. Assuming common sense prevails, I suspect that the resulting agreement will focus on ways to facilitate the delivery of the broadcast signal to cable subscribers, and not on creating a disincentive to such delivery. ■

Television

ABC REVAMPS FIVE NIGHTS IN MARCH

Drops five series, adds three new, two returning

By Steve Coe

In a slate of schedule moves, which include bringing three new series to the prime time lineup in March, ABC reworked five nights last week. Joining the schedule for the first time are comedies *Getting By* and *Where I Live* and drama *Sirens*. Set to return to the schedule are *Homefront* and *The Young Indiana Jones Chronicles*. Getting pulled from the lineup to make way for the new and returning series are *Camp Wilder*, *Civil Wars*, *America's Funniest People* and *Life Goes On*.

Getting By debuts on Friday, March 5, in the 9-9:30 time slot, replacing *Dinosaurs*, which moves to the Sunday 7:30-8 time period. *Where I Live* also premieres on March 5, taking over the *Camp Wilder* time slot of 9:30-10. *Sirens* debuts on Wednesday, March 10, at 10 p.m., inheriting the *Going to Extremes* berth. *America's Funniest Home Videos* moves to its new time slot of Sunday, 7-7:30, on March 7, teaming with *Dinosaurs* at 7:30. *The Young Indiana Jones Chronicles* returns to the network on March 13 with a two-hour movie and moves into its regular Saturday, 9-10 p.m., time slot on March 20. *Homefront* rejoins the schedule on Tuesday, March 9, at 10 p.m.

Of the series coming off the schedule, *Camp Wilder*, *Civil Wars* and *Life Goes On* will have aired all of the original episodes from their season order. *America's Funniest People* goes on hiatus after its Feb. 28 broadcast but will return to the schedule in May with new episodes.

Getting By stars Cindy Williams and Telma Hopkins as single mothers who share the same office and decide to move their families into the same house. The half-hour comedy is a

Miller-Boyett and Bickley/Warren Production in association with Lorimar Television.

Where I Live is an urban comedy starring Doug E. Doug as 17-year-old Douglas St. Martin, who sees the world from his apartment building stoop. The comedy is a Michael Ja-

cobs Production in association with Touchstone Television.

Sirens is an hour drama that looks at the lives of three female rookie cops and how they balance their professional and private lives. Jayne Brook, Adrienne Joi Johnson and Liza Snyder star in the ABC Productions project. ■

'NEWS WITHOUT WALLS' IN SEATTLE

Bonneville's Seattle merged AM-FM-TV news department launches KIRO News Network



The stage was set for KIRO's news remake last week.

By Mike Freeman

Vertical and horizontal integration are most commonly known as euphemistic terms that executives frequently use when discussing the coordinated efforts of different operating divisions within a major corporation. And now Bonneville International Corp. is imparting that philosophy in a radically new ap-

proach by merging the editorial departments of its KIRO-AM-FM-TV combination in Seattle.

In a move that had been first anticipated by BROADCASTING over seven months ago ("Closed Circuit," July 13, 1992), Bonneville had its broadcast triad take to the airwaves for the first time last Thursday under the KIRO News Network banner.

Using an inverted triangle connect-

ed by three lines (each one representing an arm of the AM-FM-TV combination) as its identifying logo, the main thrust behind the merging of the radio and TV editorial staffs is to try to establish KIRO-TV as the "dominant news presence" in a market where NBC affiliate KING-TV and ABC affiliate KOMO-TV typically hold rating advantages over the CBS affiliate.

Investing more than \$3 million in the launch and promotion of KIRO-TV's "news without walls" concept, Bonneville is gambling that its approach will alter newsgathering efforts of radio and TV combinations around the country.

The newly constructed \$1.5 million studio set/newsroom, housing all 160 news staffers, encompasses 9,100 square feet of floor space and includes a Puget Sound decorative motif, Pacific Northwest and Native American art, a nine-screen video wall and robotic cameras.

If the set design resembles a soundstage for "Star Wars," it is no surprise. Robert Bovill, who was a set designer for George Lucas's Industrial Light & Magic's theatrical production of "Return of the Jedi," was contracted by KIRO to build the newsroom set with the help of Pacific Northwest Ballet co-artistic director Kent Stowell, to develop a "choreographic" design.

(The "news out of the box" strategy is meant to allow news anchors freedom to range among different locations in the studio and newsroom to give KIRO's newscasts more of a sense of mobility and urgency. Complementing that is the typical contingent of field news crews.)

KIRO hired the 53-member ensemble of the Seattle Symphony to record the theme music for its newscasts.

If this smacks to some (particularly Seattle competitors) as a marriage of entertainment, news and gimmickry a bit heavy on the bells and whistles, even KIRO's executive vice president and general manager, Glenn Wright, concedes that "this entire cultural change has some on the news staff a little bit nervous and reticent" about the new format.

"We have been rehearsing this [new format] for the last several weeks, so I think many of our news staffers realize that the real intent behind the format change is to consolidate and better solidify the newsgathering efforts of our radio and

television news departments," Wright says.

To illustrate his point, Wright points to several key philosophical and structural shifts in the editorial departments he says will serve as the "backbone" of the KIRO News Network.

First, a "KIRO News University" has been created, a continuing program in which local academics will regularly consult radio and TV reporters on stories of local, national and international significance.

"The idea is to have our reporters better prepared to do more in-depth, specialized reporting," says Wright.

"If we're going to send a reporter to Somalia, we want someone who is up to speed on how the government collapsed and why those rival gangs basically drove their own people to famine. And when I speak of specialists, we also want reporters who know every corner of the Pacific Northwest—the local cultures, customs and history."

Another major component of the physical setup, says Wright, will include the permanent positioning of cameras in the AM and FM radio station booths, where a breaking story or interview with a major newsmaker can

'REAL NEWS' FOR KCOP-TV

By Mike Freeman

As KIRO-TV Seattle begins its mobile newsroom strategy (see story, above), another independent, KCOP(TV) Los Angeles, is in the third week of its new news format.

Beginning what it coined as its *Real News* format at 10-11 p.m., KCOP's \$10 million investment is a "cross between hard local news and *60 Minutes*," says News Director Jeff Wald, who adds the emphasis is on "longer enterprise stories," featured investigative pieces of four to seven minutes, while the "standard" police and fire stories are reduced to 20 or 30 seconds in length.

"I'm trying not to sound like we're tooting our horn, but we think the format will revolutionize the television industry," Wald says. "We've really divided up the assignment desks, so we can have our reporters concentrating on the development of more in-depth investigative pieces. At the same time, that will also free them up to cover breaking news stories, because we're not chasing the same stories that the six other stations in the market already know about."

In terms of the physical expansion, Wald said parent company, Chris-Craft/United Television budgeted \$3 million for a studio set-newsroom reconstruction and expansion from 2,300 square feet to 16,000 square feet. Another \$5 million-\$6 million has been invest-

ed in acquiring a new satellite uplink truck.

In contrast to KIRO's promotional blitz, KCOP opted not to do any on-air or print promotion campaign because, says Wald, he wants to "get the bugs out of the format," which could mean that a full promo campaign will not be launched until the May sweeps.

"In my opinion, if you tell everyone that the new format is the hottest thing since sliced bread, you're setting the expectation levels so high that you could be setting yourself up to become a colossal disappointment...The management here has waited 30 years for a news operation to take hold in the market, and Chris-Craft is taking a patient, long-term approach to its commitment to the station."

KCOP may have to remain patient, because L.A. viewers apparently haven't discovered the *Real News* format yet. With one day left in the January Nielsen book, its late newscast turned in a bottom-ranked 2.2 rating/4 share (NSI, Jan. 6-Feb. 2), which represents no movement from its most recent November (1992) sweeps period average at 10-11 p.m. (2/4). However, the just-launched February sweeps period will provide the first four-week test for the new format.

"You have to do some counter-programming to break out in this [seven-station] market," says Carol Martz, program director for KCOP, "and that will take some time. Possibly six to eight months." ■

be simulcast on the TV station's newscast. "Our goal is to have a strong corps of reporters who can make the crossover between radio and television, wherever breaking news merits their immediate services," Wright adds.

KIRO's director of news operations, Andy Ludlum, and TV news director

Gail Neubart began discussing the format changes with Wright and the station's president and CEO, Ken Hatch, more than eight months ago. (Several sources indicated that road to change was paved by the departure of former TV news director John Lippman for the news director post at KCBS-TV Los Angeles a year ago. At the time, some

news staffers blamed Lippman for the station's third-place ranking due to his "penchant for tabloid news.")

While Wright said that the station has an "indefinite commitment" to the new format, he declined to specify what sort of specific minimum ratings goals he or Bonneville officials have placed on the station's 41 hours

BROADCASTING IN A BRAVE NEW WORLD

The following is an edited text of remarks by News Corp. Chairman Rupert Murdoch to Fox affiliates at the NATPE convention in San Francisco.

News Corp. is institutionally committed to the proposition that fortune favors the brave. We believe it, and we act on it, and it works for us. We have demonstrated these qualities since our start against large odds in Australia 40 years ago, and more recently with our stunning successes at B Sky B and at Fox. In fact, historically, News Corp. has achieved most of its growth through building new businesses.

Today, News Corp. is the third largest media company in the world behind Bertelsmann and Time Warner. Subtracting music revenues, we are the largest. The challenge before us now is to apply the same entrepreneurial spirit and the same daring that built our company to the unprecedented media opportunities opening up around the world.

I have watched, and participated slightly, for the last 30 years as this industry has made the world a smaller, more intimate place, and seen it transform politics and culture, and the pace of change is forever accelerating. Film audiences are expanding around the world, and movies are seen by more people than ever. The publishing and computer industries are joining forces to provide more and more resources for the dissemination of news and information.

And above all, there's television. Today there are more than one billion television sets around the world, a 50% jump in the last five years alone.

Television's impact on the world community cannot be overstated.



When Lech Walesa was asked what caused the phenomenal collapse of communism in Eastern Europe, he pointed to a television set and said: "It all came from there." The most unbelievable fact about the global expansion of television is that it has only just begun. Whether it's in Latin America, Europe or the great population masses of Asia and Africa, television is a growth industry still in its infancy.

Even here in the U.S., television is on an exponential growth curve. This year—not a decade from now, but this year—our friends at TCI will inaugurate digital compression. Within four years, 90% of their subscribers will be connected to fiber-rich networks boasting 500 or more channels. Meanwhile, the geniuses at Microsoft, and elsewhere, are designing sophisticated viewer interface systems—like the Windows system on your office PC—to help guide the viewer through the maze to the programs they seek.

Our goal—and I mean for all of us here today—is not merely to

survive in this brave new world, but to thrive. We believe that our future is to be the pre-eminent supplier of first-rate creative and editorial product to viewers around the world. And we honestly believe that we are uniquely positioned to fulfill this destiny.

As you know, I became an American citizen in part because of my dream of building an American network. Why? As an immigrant, perhaps I can observe without embarrassing you that when people around the world refer to modernization and progress, what they mean is Americanization. It is to America that this emerging world looks in many fields of endeavor including television. Pure and simple, the world wants American entertainment and the American way of life.

I believe that the realities are straightforward. If you aspire to be a leader in entertainment and information in the global marketplace, you must first be a leader here in America. That is why I staked the News Corp. assets to fund the birth of Fox, and that is why I am committed—absolutely—to doing whatever it takes to make our network a great network, an important network.

In my view, the only route to this goal is free broadcasting. Now, don't get me wrong. I love cable. Cable has helped us tremendously, and we aspire to be a leading software supplier to the cable industry. But I believe—more strongly than anything else I believe—in the primacy of mass circulation media, and that means broadcast television. ■

of news coverage.

However, KIRO's research department has released projections to advertisers that call for the station's weekday 5-6 p.m. newscast to average an 11 rating/21 share (NSI)—about 4 share points (24%) ahead of its 8/17 household average over the last three major sweeps periods (NSI, February, May, November 1992). As for the 11-11:35 p.m. newscast, the CBS affiliate is shooting for an 8/22 average, roughly three share points (16%) ahead of its 7/19 average during the aforementioned sweeps periods.

"Our future is dependent on localism, especially with the proliferation of cable, DBS and interactive video technologies," Wright says.

KING's vice president and general

"I have to give them credit for attempting a gutsy move, albeit a highly expensive one."

Tony Twibell, KING-TV

manager, Tony Twibell, says he will reserve "judgment" on KIRO's news reformatting until he has a chance to view it over the next few weeks, but he did say: "I have to give them credit for attempting a gutsy move, albeit a highly expensive one."

"On the other hand, the Seattle market is substance-driven," Twibell adds. "I am not sure that viewers in the market are that big on the glitz and the glamour. I do think they will get some early rating spikes, but I am not sure how loyalty factors in, in this market."

Similar sentiments were expressed by KOMO's vice president and general manager, Dick Warsinske: "[KIRO] will buy themselves some early sampling initially, but I don't think people will stay around if all they have is new furniture and a new format. Our viewers are very sophisticated in this market, so we'll be sticking with our emphasis of substance over style."

Twibell says that KIRO officials have been projecting up to 60% gains in certain "key" demos. "If they are able to do it, we may all be doing our newscasts out of Caesars Palace," Twibell says. ■

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Bo knows avascular necrosis

Eric Ober, president, CBS News, is said to be "recuperating nicely" from hip-replacement surgery last Thursday (Jan. 28). A CBS News spokesman said Ober was scheduled to be released from New York's Hospital for Special Surgery Thursday (Feb. 4) and would work from home for two weeks before returning to the office. Ober got a surprise call the day before his surgery from someone who knew what to expect—Bo Jackson, who had a hip replaced last April and is currently trying to make a major-league comeback with the Chicago White Sox. Jackson, who has done some promos for CBS in the past, let Ober know what he was in for. "Eric was a little apprehensive going into it, and it was great to hear from someone who had been through it," the spokesman said. Jackson reportedly challenged Ober to a game of racquetball after he recovers. What he didn't know

at the time, however, was that Ober was a handball champ in his days as a Brooklyn, New York, high schooler.

Turning on tabs

Like many network television reporters, Krista Bradford, now with NBC News, came up through the local television ranks. In between, however, was a five-year odyssey through tabloid television, including stints with *A Current Affair*, *The Reporters* and *Now It Can Be Told*. In the Feb. 18 issue of *Rolling Stone* magazine, Bradford writes about experiences in the tabloid and local television wars and doesn't have many kind words for either genre. In the story, she accuses many in the tabloid business, described generally as "awash in Australian journalists," of being racist, sexist and homophobic. She says reporters lied to get subjects to cooperate. As for coming up through the ranks in local television (with stints at stations in Los Angeles, Denver and Boston, among others), Bradford

writes: "Growing up in television is akin to prolonged high-level exposure to cultural radiation—you don't mature, you mutate."

The talk menagerie

In case you didn't know the February sweeps were under way, one look at the lineup of guests and topics on the talk show circuit last Thursday would have provided plenty of clues. Sex was the topic du jour on *Oprah*, *Jenny*, *Vicki!*, *Joan*, *Geraldo* and *Maury*, with topics ranging from *Oprah*'s sex seminar to *Jenny* providing a forum for a woman accused of seducing her daughter's boyfriend. *Vicki!* and *Joan* went for a familial twist, with the former offering centerfold sisters and the latter serving up sibling strippers. Seemingly taking the relative high road was *Sally*, who spoke with Tom and Roseanne Arnold. Montel offered up an hour of people who refuse to pledge allegiance to the flag. And so it goes.

'FAMILY' AFFAIR

While *Family Feud* is expected to come off CBS in June, All American Television is well on its way to clearing the Ray Combs-hosted game show for its sixth season in syndication. Company officials said the show came out of the NATPE International convention at about 50% coverage for the 1993-94 season, well ahead of last year's clearance pace. (Currently, the show is airing in 83% of the country.) All American Vice President Richard Mann said the clearance has been helped by CBS's decision to cancel the show, because it opens daytime clearance opportunities not previously available for syndication. Also at the show, the company had a number of inquiries from stations wondering about a possible "best of" version of *Feud* that could air with the first-run half-hour strip. All American is said to be looking into it.

—SM

UNIPIX RESTRUCTURES FOR DOMESTIC PUSH

Former Fox Lorber partner leads charge into program development for U.S. market and expansion of home video activities

By Steve McClellan

UniPix Entertainment (formerly Majestic Entertainment), the Greenwich, Conn., company that has focused primarily on international program distribution, is entering the domestic program development area and is expanding its home video direct marketing activity as well.

The company, which is run by former Fox Lorber Associates partner David Fox, is also exploring options for a public offering. "It's something we are moving aggressively toward," said Fox, which declined further comment "because of financial regulations." As of last Thursday, the company had not filed any public offering documents with the Securities and Exchange Commission.

UniPix is controlled by two former Telepictures executives, Herb Pearlman and David Lawi, and an American Stock Exchange company they control, Helm Resources.

The company's name change parallels a restructuring that includes four separate divisions, including a new division called UniPix North America, run by Paul Gerkin. According to Fox, the unit is developing niche programming for cable and PBS and will also develop more mainstream programs for wider audiences for syndication. However, said Fox, the company intends to sell the rights to the mainstream programs to distributors already established in domestic syndication.

One project being pitched to both PBS and cable networks is a 13-episode series on prominent movie directors called *Lights, Camera and Action*, produced by L.A. Dreams in association with the Directors Guild of America. Fox said that series and others coming out of the North America unit would also be sold in both domestic and foreign home video markets and to international broadcasters.

Another division, UniPix Direct, will focus on the direct marketing of home video titles. Although no projects are currently on the table, Fox said the company would also consider producing infomercials for some of its own products. "It's an open question



UniPix's David Fox

right now," he said, indicating the company is considering the production of a half-hour infomercial for a series

of shark documentaries, packaged as *The Shark Attack Files*, for home video.

UniPix Entertainment, which Fox will oversee, will sell newly made independent feature films to worldwide buyers and oversee a joint venture with Northern Arts to distribute films and operate a video rental business in the U.S.

The expansion, said Fox, is designed to increase product flow to the company's "original profit center," UniPix International. "That is and will continue to be the core division," he said.

The company had revenues in 1992 totaling \$1.5 million. "We're looking to triple that in 1993," Fox said. ■

WHDH CUSTOMIZES 'INSIDE EDITION' FOR KCAL

Boston station produces inserts for L.A. station

By Mike Freeman

In what is being billed as a "unique collaboration between two broadcasters and a syndicator," CBS affiliate WHDH-TV Boston is producing *Inside Edition Extra*, a half-hour "best of" repackaging of King World Productions' *Inside Edition*, for Walt Disney-owned independent KCAL(TV) Los Angeles. The station began broadcasting the program last Monday in its 6-6:30 p.m. slot weekdays (KCAL airs the original *Inside Edition* at 7 p.m.).

According to Cathy Perron, program director of WHDH, executives at KCAL heard last December that the Boston affiliate had been producing its customized version of the syndicated half-hour news magazine since last September (hosted by the station's anchor, Tom Ellis) and expressed interest in using the program to fill a mid-season scheduling gap. While Perron and a King World spokeswoman declined to comment on specific licensing terms (where it is believed KCAL is paying King World a straight license fee), Perron would say that the L.A. station is covering certain "handling" and production costs.



Tom Ellis, 'Inside Edition Extra' host

"We're just very pleased that a market the size of Los Angeles has looked to us," said Perron, who added that KCAL is being provided a two-to-three-minute window for local news talent inserts within the program. "It certainly seems a unique instance where a local broadcaster can customize the program for another broadcast market, so we'd be happy to make this available to other stations, which is something King World has been open to as well." ■

Ratings Week : Broadcast

The World According to Nielsen, Jan 25-31

	ABC	CBS	NBC	FOX
MONDAY	21.7/33	11.5/17	10.2/16	NO PROGRAMING
8:00	4. American Music Awards 21.6/33	30. Golden Palace 11.9/17	25. Fresh Prince 12.9/19	
8:30		25. Murphy Brown 12.9/19	47. Blossom 10.1/15	
9:00		40. Love and War 10.8/16	51. NBC Monday Night Movies—Full Xposure: The Sex Tapes Scandal 9.5/15	
9:30		40. Northern Exposure 10.8/18		
10:00				
10:30				
TUESDAY	14.2/23	14.7/24	8.9/14	5.0/7
8:00	10. Full House 16.6/26	12. Rescue: 911 15.2/23	72. Reasonable Doubts 7.9/12	89. Class of '96 5.1/8
8:30	15. Hangin w/Mr. C 14.6/22		76. Reasonable Doubts 7.3/11	92. Key West 4.8/7
9:00	5. Roseanne 21.5/33	17. CBS Tuesday Movie: Another 48 HRS 14.5/24	31. 1st Person/Maria Shriver 11.6/20	
9:30	15. Jackie Thomas 14.6/23			
10:00	59. Civil Wars 9.0/16			
10:30				
WEDNESDAY	11.6/18	11.8/18	11.3/18	10.0/15
8:00	46. Wonder Years 10.4/16	80. Space Rangers 6.8/10	14. Unsolved Mysteries 15.1/23	29. Beverly Hills, 90210 12.0/18
8:30	51. Doogie Howser 9.5/14		34. Seinfeld 11.5/17	69. Melrose Place 8.0/12
9:00	6. Home Improvmt 18.0/27	60. Mad About You 8.9/13		
9:30	11. Coach 16.4/25	62. Law and Order 8.5/15		
10:00	74. Going to Extremes 7.6/13	7. 48 Hours 17.9/31		
10:30				
THURSDAY	12.2/19	12.1/20	10.7/17	10.4/16
8:00	21. Matlock 14.4/22	34. Top Cops 11.5/18	67. Out All Night 8.1/13	22. Simpsons 13.9/22
8:30			65. A Diffent World 8.3/13	31. Martin 11.6/18
9:00	73. Jack's Place 7.8/12	24. Street Stories 13.2/21	12. Cheers 15.2/24	51. ILC: First Season 9.5/15
9:30			17. Wings 14.5/23	82. Down the Shore 6.6/10
10:00	17. Primetime Live 14.5/25	34. Knots Landing 11.5/20	48. Mad About You 9.9/16	
10:30			67. Wings 8.1/14	
FRIDAY	13.3/24	8.9/16	8.4/15	7.0/12
8:00	23. Family Matters 13.8/24	56. Golden Palace 9.1/16	50. World Professional Figure Skating Championship 9.7/17	69. America's Most Wanted 8.0/14
8:30	28. Step By Step 12.3/21	56. Major Dad 9.1/16		76. Sightings 7.3/13
9:00	45. Dinosaurs 10.5/18	54. Designing Wm 9.4/16		92. Likely Suspects 4.8/8
9:30	54. Camp Wilder 9.4/17	61. Bob 8.7/15		
10:00	9. 20/20 16.9/31	63. Picket Fences 8.4/15	85. I'll Fly Away 5.8/11	
10:30				
SATURDAY	8.0/15	9.9/18	8.5/15	8.5/15
8:00	81. ABC Saturday Night Movie—Cannonball Run II 6.7/12	17. Dr. Quinn, Medicine Woman 14.5/25	78. Empty Nest 7.1/12	48. Cops 9.9/17
8:30		56. Raven 9.1/16	79. Nurses 7.0/12	38. Cops 2 10.9/19
9:00			38. Empty Nest 10.9/19	69. Code 3 8.0/14
9:30			43. Nurses 10.7/19	88. The Edge 5.2/9
10:00	43. The Commish 10.7/20	84. Alive: 20 Years Later 6.2/12	75. 5 Years Later/Bob Costas 7.5/14	
10:30				
SUNDAY	7.6/12	12.2/18	39.5/59	4.4/7
7:00	87. Life Goes On 5.4/8	31. 60 Minutes 11.6/17	1. Super Bowl XXVII— Dallas Cowboys vs. Buffalo Bills 45.1/66	96. Batman 3.1/5
7:30				95. Shaky Ground 3.3/5
8:00	65. Am Fun Home Vid 8.3/12	37. Murder, She Wrote 11.4/16		86. In Living Color 5.5/8
8:30			90. Roc 5.0/7	
9:00	63. ABC Sunday Night Movie—The Witches of Eastwick 8.4/13	27. CBS Sunday Movie— The Shell Seekers 12.8/20	3. Post Game 32.2/49	83. Married w/Childn 6.4/9
9:30			7. Homicide 17.9/31	90. Herman's Head 5.0/7
10:00				94. Flying Blind 3.7/6
10:30				97. Ben Stiller Show 2.8/5
WEEK'S AVGS	12.4/20	11.6/19	15.1/24	7.1/11
SSN. TO DATE	12.4/20	13.2/22	11.1/18	7.6/12

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Washington

CABLE REREG GETS UNDER WAY AT FCC

Home wiring and indecency are first Cable Act-mandated rules issued

By Joe Flint

The first set of new rules for the cable industry rolled off the FCC's presses last week with the implementation of both the home wiring and the indecent programing provisions of the Cable Act.

Under the home wiring rules, cable operators will not be allowed to remove home cable wiring when a subscriber terminates service. The operator can sell the wiring to the subscriber for the replacement cost of the wiring itself. Cable home wiring, the commission said, is defined as only the cable itself, not a decoder box or amplifier.

The commission also implemented its blocking regulations for indecent programing on commercial leased access channels. The indecency rules require operators that do not voluntarily prohibit indecent programing to place such programing—as identified by the program supplier—on a single commercial leased access channel.

Home wiring

The purchase price to the subscriber for home wiring, the commission said, may be based on a "reasonable approximation" of the length of the cable on the subscriber's premises and charged for on a cost-per-foot basis.

When the subscriber calls to terminate service, the FCC said, the operator is required to tell the subscriber that the wiring can be purchased.

If the subscriber does not want the wiring, the cable operator has 30 days to remove it or it automatically becomes the subscriber's.

Cable operators argued in comments that the threat of signal theft is such that they should be allowed to

remove wiring at the termination of service.

The commission countered that a "perceived threat of theft of service is not sufficient to prevent a subscriber from benefiting from the use of his or her home wiring."

If there is theft, the FCC said the operator will not be held responsible for facilities over which it does not provide service.

Indecency

The cable operators, under the FCC's new rules, will have to block access to a channel with indecent programs unless the subscriber provides the operator with a written request to receive the programing. The subscriber also must state that he or she is at least 18 years old. If all checks out, the operator has 30 days to unblock the channel.

The new rules also give operators a little more control over programing on commercial leased access channels. Now, a system will be able to require certification from program providers that their programing is neither obscene nor indecent and does not need to be blocked. If a programer refuses to provide certification, the operator can reject the request for use of the system's facilities.

The FCC said operators can require programers of live programing to certify that they will exercise "reasonable efforts to insure that no obscene programing or indecent programing on a non-blocked channel will be presented."

Operators can choose their mode of scrambling, the FCC said, as long as it is effective. Channels have to be blocked only while indecent programing is being shown.

While the commission gave the cable operators some control over distribution of programing content, operators, including Time Warner, had argued that carrying leased access programing was a violation of their First Amendment rights.

But if it had to be done, Time Warner said, the commission should allow for certification notices, one channel for the programing and indemnity from indecent programing.

On the issue of the First Amendment, the commission said it was obligated to execute and enforce the wishes of Congress. "Moreover, we believe the constitutional challenges raised by the commenters are without merit. In *Sable Communications v. FCC*, the Supreme Court, in upholding a ban on obscene telephonic communications but striking down a complete prohibition on indecent telephonic communications, expressly stated that the 'government may regulate the content of constitutionally protected [indecent] speech in order to promote a compelling interest if it chooses the least restrictive means to further the articulated interests.'"

The commission did not say what wording needs to be contained in a certificate. Advance notice for such an operator to be notified by a program provider of such programing, the commission said, is 30 days, which is 23 more than the FCC suggested in its original proposal.

"In our view, a 30-day time period appropriately balances the interests and needs of leased access users and cable operators...if we later find that this approach is too burdensome for either program providers or cable operators, we can alter it accordingly." ■

BATTLE LINES DRAWN, ONCE AGAIN, ON FIN-SYN

Networks say rules militate against program diversity; Hollywood wants them strengthened

By Harry A. Jessell

It was déjà vu all over again last week as the broadcast networks urged the FCC not to resurrect the financial interest and syndication rules and Hollywood and independent broadcasters argued for their preservation.

Told by a three-judge panel of the U.S. Court of Appeals that the new fin-syn rules it adopted in 1991 were "unreasonable and unreasonable," the FCC majority supporting rules launched a rulemaking to see if it can rewrite the rules or their underlying rationale in a way acceptable to the court.

The networks said the majority's effort is doomed to failure. "The voluminous record before the commission furnishes no rational basis" for the rules, CBS said.

But Hollywood disagreed. The FCC majority's decision two years ago to

adopt less restrictive rules rather than simply repealing the original 1970 rules was "a prudent and rational judgment by an expert agency whose statutory mandate is to protect the public interest," said the Coalition to Preserve the Financial Interest and Syndication Rule. "That judgment is supported by the substantial record of evidence amassed during this proceeding."

If anything, the coalition said, the FCC should strengthen the 1991 rules. In addition to the cap on in-house productions (40% of the prime time schedule), the coalition said the FCC should impose a 25% subcap on in-house made-for-TV movies and miniseries. "That record shows that absent such a subcap, a network could produce or credibly threaten to produce all of its television movies, miniseries and other non-episodic programs in-house," it said.

The Association of Independent

Television Stations urged the FCC "to stand its ground. No retreat is called for by the court's opinion. Indeed, the purported shortcomings in the commission's decision to maintain relaxed financial interest and syndication rules represent nothing more than immaterial lapses of explanation which may be cured easily on remand."

Although less restrictive than the 1970 rules they supplanted, the 1991 rules still restrict the networks' ability to acquire financial stakes in programs on their prime time schedules that come from outside producers. That interest could pay off big if the shows enjoy a strong network run and go into syndication.

The fin-syn majority lost one of its members when Commissioner Sherrie Marshall recused herself Jan. 29 from all broadcasting and cable matters to pursue job opportunities in those businesses. (Marshall's term expired last June, but she may serve until Presi-

Help Your Viewers and Listeners Prevent A Frozen Pipe Mess



FREE PUBLIC SERVICE MATERIALS

What did a million homeowners have in common during the winters of 1987-91? They all suffered from the mess and nuisance of frozen, broken pipes. The good news? You can help your listeners and viewers avoid this mess.

Non-commercial public service announcements stressing what people can do to prevent frozen pipes are available **FREE** to you—along with a prevention how-to brochure for use as a giveaway item.

To get these free materials, just mail in the form below.

Please send me your free "Prevent Frozen Pipes" public service materials.

Name _____

Station _____

Address _____

City _____ State _____ ZIP _____

Materials Preferred: TV PSAs (3/4" tape)
 TV PSAs (1" tape)
 Radio PSAs (reel-to-reel tape)
 Brochures (Quantity needed: _____)
 News release/general information

Mail to: Frozen Pipes, Public Relations Dept.
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710-0001
For Information Call:
(309) 766-2063

State Farm Fire and Casualty Company Home Office: Bloomington, Illinois

It comes too late for the cable industry, but Senate Commerce Committee member John Danforth (R-Mo.) last week announced he will be calling it quits at the end of the 103rd Congress. Danforth was the driving force behind the 1992 Cable Act, which imposed heavy regulation on cable. Danforth was also Alfred Sikes's principal patron, helping him land his jobs as head of NTIA and later as chairman of the FCC. Sikes was a cable critic, although he opposed Danforth's cable measure as too regulatory.

"I would rather start a new phase of life when I am 58 than when I am 64," Danforth said in explaining why he will not seek a fourth term in 1994. He said he will return to his earlier calling as an ordained minister in the Episcopal Church, spend more time with his family and perhaps return to practicing law.

"If you were looking for the true definition of a senator," said Minority Leader Bob Dole, "it would read 'Jack Danforth.'"

Former Congressman Tom Tauke (R-Iowa), now NYNEX vice president, government affairs, testified in favor of heavy government involvement in a telecommunications infrastructure upgrade—including some funding measures—during a House Science Subcommittee hearing last Tuesday (Feb. 2).

Tauke suggested government funds be allocated for research and development as well as deployment of some new technologies and to provide new communications technologies in schools, libraries and other government-supported facilities. But in other areas, such as the MFJ restrictions on Bell operating companies and the cable-telco crossownership ban, government is impeding progress, Tauke said: "Restrictions on telephone companies' ability to participate in the provision of cable television services reduces the incentives for investment."

Just before he left office last Jan. 19, FCC Chairman Alfred Sikes released a batch of items—more than 100 by one count—for voting by the other commissioners "on circulation." Sikes dutifully voted on each, but, according to FCC lawyers, those votes no longer count. As required by the law, they say, his vote was deleted from every item that had not collected a majority by the time his resignation took effect.

The disqualification of Sikes's vote will make no difference on most of the items, since items usually divide the commissioners equally. Indeed, most are passed unanimously.

FCC Commissioner Ervin Duggan told attendees at a computer networking convention in Washington last week he harbors lingering concerns about the agency's ability to police the regional Bell operating companies in competitive businesses. If Congress allows them to compete, Duggan said at a panel at the ComNet show, "I would hope it would give us the wherewithal to do the job." As things now stand, he said, the FCC "has fewer than a score" of auditors to guard against cross-subsidies and other abuses by the telcos.

The FCC is already facing heavy new regulatory burdens as a result of the new cable act, Duggan said. Nonetheless, he said, Congress has yet to appropriate extra money to hire

additional staff to carry the burdens. "We are like the children of Israel who were required to make bricks without straw."

Confused? Call 301-216-1446. That's the Community Antenna Television Association's new StatusFax service. At no charge, CATA will fax those lost in the cable reregulate a brief summary of any rulemaking along with actions to date and deadlines for comments. CATA hopes the service will inspire cable operators, particularly small and rural ones, "to tell the government what they think of the new rules that are being proposed."

Greg Chapados, who left his job as head of the National Telecommunications and Information Administration just before the

Democrats took over Washington, has become a cable operator, joining Hallmark Cards's Crown Media as senior vice president, new business development. A Hallmark Cards subsidiary, Dallas-based Crown serves 810,000 subscribers in 15 states.

"This is an excellent opportunity," says Chapados. In his newly created post at Crown, he says he'll be evaluating the potential of new services, everything from PCS to video-on-demand.

The "traditional" next step for someone with his background would have been a Washington law/lobbying firm, he says. But after years of talking about the telecommunications revolution, he says, he wanted to be part of it.

Nonetheless, he says, he plans to keep his Washington skills and contacts fresh for those times when the company needs help in the capital. "I'd like to continue to be involved in the policy debate."

Washington Watch

Edited By Harry A. Jessell



American Women in Radio and Television gathered more than 700 to honor new members of Congress (around 50 of the 121 neophytes showed) at a crowded reception on Capitol Hill last Tuesday evening. Among those on hand were (l-r) Cokie Roberts, ABC News and NPR; Representative Jack Quinn (R-N.Y.); Representative Paul McHale (D-Pa.) (partially blocked from view); Melodie Virtue, attorney, Haley, Bader & Potts, and co-chair of the event; Representative Charles Candy (R-Fla.), Representative Bud Grams (R-Minn.); Ellen Schmed, FCC Office of Legislative Affairs and co-chair; Representative Ted Strickland (D-Ohio), and Warner Bros. TV talk show host Jenny Jones. ■

dent Clinton appoints a successor.)

But there are still two pro-fin-syn votes on the commission in Andrew Barrett and Ervin Duggan. And that is enough to carry the day, since one of the votes against the new rules and for total repeal was that of Chairman Alfred Sikes, who resigned Jan. 19.

As it has in the past, much of the debate in the FCC's new proceeding has centered on programing diversity, one of the cornerstones of the commission's policymaking. The networks contend that fin-syn rules hamper diversity; Hollywood says the rules are vital to it.

"[T]he restrictions harm rather than help independent program producers and diminish rather than foster the diversity which is the supposed goal of the rules," NBC said.

"In just the last 18 months, four more independent producers (New World, Imagine Entertainment, Orion and Fries Entertainment) have gone

out of business or into bankruptcy, and the number of suppliers of prime time network entertainment series has fallen further—to only 26 during the 1991-92 season, from the 55 suppliers in 1970," the network said. "With the barriers the rules have imposed on independent producers, the share of network prime time entertainment series hours produced by MPAA studios had increased to 62.8% (72.8% if the networks' own production is not counted) compared to 43.5% in 1970."

The FCC "should reject the networks' patently absurd counting game once and for all," the coalition said. The networks' claims are "belied by the fact that scores of different producers compete for rights to TV movies based on real life events," it said. "That some producers may choose to affiliate for a time with a larger production entity for their financing and production facilities does not in any way diminish the fact that it is these

individual producers who are creating the shows and that each of these individual producers is contributing to diversity."

What's more, the coalition said, the networks' argument is undercut by the fact that the coalition's members include scores of independent producers. "Neither the networks nor Chairman Sikes nor the court can explain why the very producers that they contend would benefit from the [rules] repeal oppose such action by the commission," it said. "The only explanation is that the repeal of the [rules] would harm, not help, emerging producers."

At the urging of Commissioner Barrett, the FCC notice of rulemaking asked whether the rules should have a "sunset"—a date certain on which the rules would expire.

The networks ignored the request, and Hollywood said it was a bad idea. ■

FCC TOLD DAB THREATENS LOCAL RADIO SERVICE

NAB says national satellite service is danger to U.S. free local radio service

By Joe Flint

Ten years ago, when the FCC started to promulgate regulations for direct broadcast satellites (DBS)—which are designed to provide programing services via satellite to the home—the television industry said it feared such a service would destroy the localism provided by broadcasters and do irrevocable damage to the industry.

Now, these arguments are being used by the radio industry against DBS's radio equivalent, Satellite Digital Audio Broadcasting (DAB), for which the FCC proposed spectrum last October.

The FCC's proposal calls for 50 mhz in the S-band (2310-2360 mhz) and, in theory, could allow a listener to drive across country without having to change the channel.

It is not the new technology that scares broadcasters—in fact, many would like the digital-audio technology to be limited to in-band use for over-the-air stations—it is the idea of scores of satellite-delivered channels on a national or regional basis competing with local stations that they fear and which they told the FCC in comments last week.

"The current number of operating FM and AM stations serving the United States public represents the highest level of audio program diversity available in the world...any continued policy of simply adding more and more stations to the commercial radio environment will ultimately dissuade the public interest," said the National Association of Broadcasters.

Ultimately, the association said, a competing satellite service "presents a potential danger to the United States' universal, free, local radio service and thus to the public interest it serves."

So how should such technology be implemented? Through over-the-air broadcasting, say the broadcasters.

The threat to localism was stressed in comments filed jointly by several radio group owners.

"National radio stations raise a troubling question of undue concentration of control of the media, an issue that has consistently been of concern to the commission. Ownership of even one station capable of reaching all markets in the country constitutes a far greater level of national ownership than the FCC now permits," the joint comments said, adding that the "erosion of audiences and advertising revenues caused by satellite

radio would inevitably destroy the ability of many community stations to offer these services."

The new technology, the joint comments said, should also be made available to existing terrestrial broadcasters before the commission considers any new type of service.

Satellite CD Radio, a leading proponent of the new technology, counters that digital-audio radio services will provide multichannel CD-quality audio service to areas that "are now and are likely to remain poorly serviced by terrestrial sources."

Establishing the service, Satellite CD Radio said, will "promote the national interest by developing the nation's telecommunications infrastructure."

As for letting the service be available over the air, the company, along with other would-be DAB providers does not have a problem with that.

The providers of such a service urged the commission not to rush to judgment on any one technology for the service but did say that "multiple entry and quality of service also will be improved if all applicants make use of a frequency plan relying on spatial, frequency, time and polarization diversity," Satellite CD Radio said. ■

RECENT ACTIONS:

By the end of last week, defendants in a must-carry challenge by five cable-industry companies learned that the Justice Department will lead the defense (see "Top of the Week"), taking up the case the Bush Justice Department refused to handle. Justice Dept. Staff Attorney John Tyler will lead defense. A three-judge panel of the U.S. District Court in Washington in December delayed due date for written briefs until Feb. 12 to accommodate the Clinton Justice Department. Justice is leading the defense of all other challenges to the 1992 Cable Act, including retransmission consent, rate regulation and program access. The panel is scheduled to hear oral arguments on must carry on March 4. District Court Judge Thomas Penfield Jackson will then hear arguments on all other provisions on the same day. The FCC last week issued the first of its new cable rules (see page 26).

1. Must carry/retransmission consent. Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. Every three years, commercial TV stations must choose whether to negotiate retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retrans-

Congressional deadline for completion: April 3.

6. Anti-buythrough. Systems with addressable capability required to offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002. **Final approval target: April 1. Congressional deadline for completion: April 3.**

7. Program access. Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. Wireless Cable Association and Consumer Federation of America, in comments filed Jan. 25, accused FCC of ignoring congressional intent by asking for public comment on aspects of program access that were not supposed to be open for interpretation. Cable industry commenters asked for as much flexibility as possible for vertically integrated companies to set prices for non-cable multichannel services and to enter into exclusive contracts, claiming that strict interpretation of Cable Act could lead to fewer new cable network launches. **Reply comments due Feb. 16. Final approval target: April 1. Congressional deadline for completion: April 3.**

KEEPING UP WITH CABLE REREG

ON THE AGENDA OF THE FCC



mission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to a third of capacity for broadcasters. **Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).**

2. Indecency. FCC issued new rules last week (see page 26) giving operators right to limit all indecent programming submitted for leased-access channels to one designated channel and scrambled unless specifically requested by subscriber. Programers will also be allowed to require certification that programming being provided is or is not indecent. Indecent or obscene programs on public, educational and governmental (PEG) channels to be prohibited.

3. Home wiring. FCC issued new rules determining ownership and use of cable operator-installed wires (see page 26) requiring operators to inform subscribers that they can purchase home wiring on a cost-per-foot basis.

4. Sports migration. Sport-by-sport study of national, regional and local programming from broadcast to basic and premium cable services and PPV. **Proceeding may be done on memorandum. Congressional deadline for completion: July 1, 1993, and July 1, 1994 (interim reports to Congress).**

5. Rate regulation. Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multichannel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas where commission deems rates to be excessive. In comments filed on Jan. 27, National Cable Television Association and several other organizations proposed "benchmark" formulas to compute "reasonable" charges for basic, extended basic programming, equipment rental and installation. National Association of Broadcasters proposed benchmark placing basic-tier rate at \$3.48-\$7.35 on 40-channel cable system. **Reply comments due Feb 11. Final approval target: April 1.**

8. Customer service standards. Minimum requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules. **Final approval target: April 1. Congressional deadline for completion: April 3.**

9. Ownership limits and carriage agreements. Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. FCC suggested 25% national cap for cable subscribers was possibility. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. **Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.**

10. Equal employment opportunity. Expansion of job categories covered by cable EEO rules from nine to 15, adding titles such as general manager and chief technician. Cable systems required to identify race, sex and job title within each category on EEO reports. Fines per violation increased from \$200 to \$500. **Congressional deadline for completion: July 2.**

11. Electronic equipment compatibility. Rules insuring that special functions of new TV receivers and videocassette recorders are not rendered obsolete by changes in cable scrambling systems. FCC is given authority to determine circumstances when scrambling and encryption are appropriate. **Final approval target: April 5, 1994. Congressional deadline for completion: April 5, 1994.**

12. Home shopping public-interest study. FCC will determine public interest value of broadcast stations running 24-hour home shopping programming or several hours of program-length commercials and whether such stations should be eligible for must carry. **Comments due March 29. Reply comments due April 13. Final approval target: July 2. Congressional deadline for completion: July 2.**

13. DBS public interest. FCC will set public interest requirements of DBS operators, including pricing rules and minimum noncommercial and educational channel carriage. **No proceeding date yet. Congressional deadline for completion: None.**

Broadcasting

Cable

TIME WARNER TAKES STAKE IN CABLE RADIO

Deal gives DCR funding to expand to 250 channels in exchange for license fee payments

By Rich Brown

Time Warner Cable and a joint venture of Sony Software Corporation and Warner Music Group last week paid an estimated \$20 million for a stake in Digital Cable Radio (DCR), a move that cable industry executives are hoping will help accelerate the overall growth of the digital audio business.

"With the world's two largest record companies getting involved, we expect our product to be significantly enhanced," said DCR President Dave Del Beccaro.

Specifically, the deal provides DCR with funding to aid in its planned expansion abroad and its plans to expand the service from its current 28-channel lineup to 56 channels by May 1. DCR plans to further expand to 250 channels of audio programming in the next few years. In return, it will pay a licensing fee to Sony and Time Warner, an arrangement DCR does not share with other music suppliers.

The deal also gives DCR access to another 3 million homes by the end of 1994 through Time Warner Cable, the nation's second-largest multisystem operator. DCR since its launch in May



Del Beccaro: from 28 to 250 channels

1990 has lined up about 5 million homes through agreements with cable operators, including DCR partners Adelphia Cable Communications, Comcast Cable Communications, Continental Cablevision, Cox Cable Communications and Times Mirror Cable Television. (General Instrument Corporation's Jerrold Communica-

tions Division, the cable TV equipment manufacturer, is also a partner.)

Delivered via cable systems, the DCR services offer a variety of audio formats ranging from soft rock to classical music. Although DCR is currently available in 5 million homes, a small percentage of that number—about 50,000—actually pay about \$10 a month to receive the company's digital audio services.

Meanwhile, executives at competitor Digital Music Express last week said the new DCR partners should prove helpful in expanding the total digital audio business. Digital Music Express currently reaches about 11 million basic cable households and has approximately 120,000 subscribers. Ownership in publicly traded DMX includes several cable companies such as Tele-Communications Inc., Scientific-Atlanta, Viacom, KBLCOM, Scripps Howard, Colony Communications, Crown Media Inc. and Shaw Cablesystems of Canada.

Top multisystem operators that have yet to sign agreements with either of the digital audio companies include Cablevision Systems Corp., Cablevision Industries, Century Cable, Jones Intercable and Falcon Cable TV. ■

SPOT CABLE AD REVENUES CONTINUE RAPID CLIMB

Political spending helped boost fourth quarter 78% over '91; monitoring still a problem

By Rich Brown

Total national spot cable television advertising reached \$45.7 million for the fourth quarter of 1992, representing a 78% increase over the \$25.6 million for the same period in 1991, according to industry-wide data just released by cable rep-

firm Cable Networks Inc.

Total year 1992 spending on national spot cable totaled \$111.6 million, up 36% from \$81.9 million in 1991, according to company data.

Looking ahead, Cable Networks Inc. is projecting total national cable spot revenue to grow by 33% to \$33.1 million in first-quarter 1993, up from

\$24.9 million for the same period last year.

The company reports substantial spot cable outlays so far in the first quarter from the automotive and financial services categories and expects increased activity in the retail and insurance categories. Major holdouts that continue to spend heavily on broadcast

television include package goods and supermarkets, according to CNI executives.

Cable Networks Senior Vice President Peter Moran said higher numbers during the fourth quarter were partly attributable to political ad dollars, which he said became a "major force" in spot cable advertising for the first time.

Moran said all presidential campaign dollars came from the Clinton campaign, which spent \$700,000 to \$800,000 on spot cable advertising. Outgoing President Bush did not put any money into spot cable, which, Moran quips, "is probably why he's out of a job."

Despite an influx of campaign ad dollars, Moran said the spot cable business lost a lot of business from state and legislative campaigns to broadcasters. That is because the spot cable industry, which ships ads to cable systems via videocassette, could not turn the ads around quickly enough.

Moran said another ongoing prob-

TOP 10 SPOT CABLE AD CATEGORIES IN 4TH QTR.

1. Automotive
2. Political
3. Dining & drinking establishments
4. Banking & banking services
5. Telecommunications
6. Financial services
7. Retail apparel
8. Retail general merchandise
9. Auto rental/auto repair
10. Amusements/recreation

lem for spot cable continues to be the difficulty in trafficking and monitoring systems, which makes it hard for reps to find out from systems when spots are missed.

"We billed about 95.7% of the spots we ordered," said Moran. "We need to get higher than that."

For the year ahead, Moran said CNI is tentatively projecting industrywide spot cable growth of about 38%-40%. More immediately, Moran said the ambitious New York-area satellite-delivered interconnect system, WNYI (New York Interconnect), is still scheduled to begin testing in the first quarter of 1992. Until the participants are sure that the system is ready, he said, "we are not throwing any switches." ■

SCI-FI CREATES HOME VIDEO DIVISION

USA Networks' Sci-Fi Channel is creating a home video division, Sci-Fi Channel Video Classics, which the company hopes to market through retail video stores nationally. Beginning in March Sci-Fi Channel will market its first title directly to viewers, *The Baker Years Commemorative Set*, a boxed set that features three hours of excerpts from the cult British TV series *Dr. Who*, starring Tom Baker. The two-video set, which will sell for \$29.95, will be available in video retail stores through Fox Video. Future plans for the label call for Sci-Fi to use its airwaves to market additional titles featuring *Other World* and other short-lived TV series as well as classic sci-fi movies that air on the channel. Eventually—probably when the channel grows from its current 11 million subscriber base to about 20 million—Sci-Fi executives say they plan to offer the home video line through video retail stores. The company is currently in negotiations with programming distributor UniPix Entertainment (see story, page 24) to work with the Sci-Fi Channel on its home video plans. —RB

HEAD ENDINGS

RECORD REACH

National cable penetration reached an all-time high of 63.1%, representing 58,533,400 households in November 1992, according to the latest data from The Arbitron Co. The number represented a rise of 4.2% since November 1991, when the number of TV households wired for cable was 56,189,000, or 61.2% nationally.

PRIME TIME IS 24 HOURS

Los Angeles-based regional cable sports service Prime Ticket Network will expand its programming to 24 hours, seven days a week, beginning March 1. The network's current TV day is 24 hours on weekends and 12 hours a day Monday through Friday. Prime Ticket serves more than 4.2 million cable subscribers in Southern California, Nevada, Arizona and Hawaii.

PICKING THE HITS

Pay-per-view programmer Viewer's Choice launched its new Continuous Hits channel with more than 2.8 million homes, including about 1.3 million addressable subscribers. The movie-of-the-week service, which had been testing with 500,000 subscribers via tape delivery in eight markets, is expected to be in more than 3.5 million basic homes, including about 1.6 million

addressable subscribers, by April. Other newly launched services by the company include Continuous Hits 2 (reaching 200,000 addressable subscribers in three systems via tape delivery) and Hot Choice (formerly Viewer's Choice 2), an action-adventure channel reaching more than 8.7 million basic homes, with about 4.5 million addressable subscribers.

COUNTRY CLIMBING

CMT: Country Music Television has crossed 18 million cable TV subscribers, representing 30% of all U.S. TV households and 12% growth in the past four months. CMT is also launching a new dance video series, *CMT Saturday Nite Dance Ranch*, set to join the schedule on Feb. 13. CMT's sister service, The Nashville Network, is adding two shows: *Path to Stardom*, a weekly half-hour talent show on Saturdays at 7:30 p.m. ET, beginning April 3, and *:10 Seconds*, a half-hour game show airing weekdays at 3:30 p.m., beginning March 29.

MOVIES IN MANHATTAN

The Movie Channel launched last Monday (Feb. 1) on Time Warner New York City Cable Group's Manhattan systems. By August, the pay TV channel hopes to penetrate 7%, or 30,500, of the 445,000 subscribers served in the area.

Broadcasting

Radio

CAN RADIO RECAPTURE KIDS' ATTENTION?

24-hour format targets AM stations; ABC plans some kids' programming

By Peter Viles

Nobody is predicting that radio will relive its golden age, when parents and their children gathered around the radio to listen together to their favorite evening programs.

But more and more radio operators believe that children's radio—programming that targets both young children and their parents—is an untapped market poised for growth.

As one children's programming network launches a national, 24-hour format, and as ABC considers launching its own children's programming, the unanswered question is whether advertisers can be brought along to make the venture profitable.

After three years of programming locally over WWTC(AM) Minneapolis, Children's Satellite Network (CSN) is convinced that national advertisers will support a national children's network. The network, which uses the on-air slogan "Radio AAHS," recently began 24-hour satellite distribution. By April 1, CSN will have nine affiliates, including stations in six top-25 markets.

ABC Radio, meanwhile, is said to be developing a children's format for its Satellite Music Network. An ABC spokeswoman said the network is moving ahead with plans to offer some children's programming in 1993, but would not comment on whether the programming will take the form of a 24-hour format or block programming.

"It is an area that we're very interested in," says ABC Radio spokeswoman Lesley Halpern. "We're looking at lots of different programming options."

CSN's programming, which varies by dayparts, includes music targeted toward children, 15-minute and 30-min-

ute stories, lullaby music in early evenings and "brain games" for parents to play with children. The network is sold on a barter basis, with local stations keeping eight minutes per hour of commercial time and CSN getting two minutes to sell to national advertisers.

"Quite frankly, I think the national advertising aspect of this is the easiest thing because there's so much national advertising out there targeting children," says Chris Dahl, president of Children's Broadcasting, CSN's parent company. Dahl estimates that advertisers spend \$800 million per year on children's television alone, and very little on radio advertising.

CSN is basing part of its appeal to advertisers on a set of written princi-

ples in which the network pledges, and urges its advertisers, to "promote the truth, accuracy and sensitivity of programming, commercial messages and other information directed toward children." One of the company's five principles reads: "Recognizing that the broadcast media play an important part in educating children, information should be communicated in a truthful and accurate manner."

Convincing those advertisers to switch to radio will not be easy, however, especially because there is no established ratings research documenting children's use of radio. Both Arbitron and Strategic AccuRatings measure listeners ages 12 and above.

"The two biggest issues are, first, can the audience levels be documented



BILL BOARD

Latching onto the theme of generational change in high places, WKLQ(FM) Grand Rapids, Mich. (Holland) inaugurated a billboard campaign featuring the new president. "Bill Clinton is the first president of the *Rolling Stone* generation," says Brad Brandmiller, president and general manager of the station. "We wanted to mark this historic occasion with a humorous, tongue-in-cheek tribute." Grand Rapids is no stranger to billboard campaigns featuring the high and mighty: WLAV-FM raised eyebrows last year with a series featuring Pope John Paul II (headlined "Father knows best") and a nun ("Make it a habit") listening in on stereo headphones.

—PW

to the advertisers' satisfaction, and then, can advertisers be convinced that you don't need a visual element of advertising to get children to consume in a certain way," says Gerry Boehme, senior vice president and director of research, Katz Radio Group.

He adds: "For broadcasters, the question is, do you spend the money to measure the listeners if there aren't any advertisers who are going to want to reach them?"

WWTC has already answered that question by hiring Strategic AccuRatings to conduct a telephone survey to measure listenership. But the survey was needed because WWTC, despite its three-year run in Minneapolis, does not show up in the Arbitron surveys.

The AccuRatings survey, conducted last July, created a special demographic group, people ages 4 to 44, to measure listenership to WWTC. The results: WWTC ranks as the ninth favorite station and 11th in weekly come. And among listeners 4-9, WWTC is number one in morning drive, number one after school and number one in the "favorite station" category.

Will that kind of research convince national and local advertisers to support CSN? If WWTC is any indication, advertisers will support the format at modest levels—the station has not yet broken the \$1 million barrier in annual billings. But for AM stations in today's radio economy, modest advertiser support is better than nothing.

"It's definitely better suited for AM stations," Dahl says of CSN. "I don't want to call it a savior for AM, but when I bought WWTC it was losing \$60,000 a month, and we're now at a point where the station, without the network costs, is successful. I see this as a very, very viable format for AM radio across the board."

Radio AAHS has lined up affiliates in Denver, St. Louis, Phoenix and Salt Lake City, and will soon have a unique, three-station group of affiliates covering the Baltimore-Washington corridor.

That group, called Capital Kids' Radio Co., was started recently by two Maryland lawyers, Larry Kessner and Virginia Carson, who have set out buying AM stations—WITH Baltimore, WPRW Manassas, Va., and WNTR Silver Spring, Md.—with the intent of linking them via Radio AAHS.

The recent enthusiasm for children's programming is partly tempered

by the failure of a similar national venture, Imagination Station, launched by an Orlando, Fla., station at roughly the same time WWTC was launched locally. Further, there is no measurable market for syndicated children's programming. The Michigan-based Children's Syndicated Radio Network, which broadcasts using the on-air slogan "Motivation Station," is still searching for national advertisers one year after its launch.

"People say that all these things have failed," observes Dahl. "Well, the only one I know of is the 'Imagination Station,' and I think that failed because they tried to sell it nationally from day one.

"Our position was, let's wait and perfect it locally and then go national. What makes us different is that we've been in it for three years and we know how it works, and we're ready to share that with other affiliates." ■

RIDING GAIN

'GREASEMAN' TO GOTHAM

Doug "The Greaseman" Tracht makes his New York debut today (Feb. 8) on Infinity's WXRK-FM New York, which is also the home of fellow shock-jock Howard Stern. The Greaseman's new 6-10 p.m. show will also be broadcast on Infinity-owned stations in Washington and Philadelphia, and Infinity is reportedly looking for a Los Angeles outlet for the show. The show will originate from Los Angeles.

RACIAL APOLOGY

Bill Cunningham, host of an evening talk show on WLW(AM) Cincinnati, apologized recently for criticizing a black city councilman who has campaigned to have Cincinnati Reds owner Marge Schott suspended from baseball. According to Associated Press,

Cunningham had urged voters to tell Councilman Tyrone Yates they would "throw him out of office on his black ass" if he didn't stop criticizing Schott. Three days later, on Jan. 28, Cunningham apologized for the remark on his program, saying he "felt sick to my stomach" when he realized that racists had applauded his comments.

PAXSON GRABS A NETWORK

Paxson Broadcasting has reached an agreement to buy Pat Robertson's Florida Radio Network. The network, with 64 affiliates, broadcasts news and sports programming. The network fits well with Paxson's strategy of concentrating his radio group in Florida, with duopolies in each of the state's four major markets. A source familiar with the transaction estimated the price at \$1.8 million.



ABC 'Nightline' host Ted Koppel (left) and CNN anchor Bernard Shaw (right) joined Larry King at Duke Ziebert's restaurant in Washington for the broadcast of King's final late-night radio show Jan. 28. King started his afternoon shift Feb. 1.

We're Hot In Phoenix!

*The Phoenix Market
is hotter than ever, and
CBS Radio Representatives
just turned it up another notch!*

We are pleased to welcome two more Bonneville International properties

KPSN "Sunny 97" FM

KIDR 740 AM

to our family of represented stations

They join KTAR-AM and KKLT-FM - the two Pulitzer-owned stations which we have served since 1981 - as the market's best-repped radio stations.

We are proud of our long association with both the Bonneville and Pulitzer broadcast organizations. We look forward to providing their stations with the excellence in National Sales that such quality broadcasters have come to expect.

CBS RADIO REPRESENTATIVES

...representing America's
most influential radio stations.

Technology

MORE TESTING LIKELY IN HDTV'S FUTURE

While Advisory Committee has been scheduled to choose a transmission system by Feb. 24, there's growing support for Zenith-AT&T request for retesting

By Randy Sukow

February was to be the month. It was the month many expected the FCC's Advisory Committee on Advanced Television Service to culminate five years of work and recommend a high-definition television transmission system for commission standardization. A meeting of the full advisory committee was even scheduled for Feb. 24 to formally approve the recommendation.

It still may happen.

But a number of HDTV experts last week appeared to be resigned to the expectation that the advisory committee will approve more lab tests at the Advanced Television Test Center

(ATTC) in Alexandria, Va., for some of the systems—maybe all of them. A special panel of the advisory committee is holding a week-long meeting starting today (Feb. 8) to compare the results of more than a year's worth of laboratory tests on five proposed HDTV systems. By the end of the week it should be clear whether the near future promises a standard or more trials.

Early in the advisory committee's life, a similar week-long meeting was held at a motel in Springfield, Va. "Hell week," as it was later called, was convened for the daunting task of comparing 15 proposed advanced television systems and attempting to narrow the field (BROADCASTING, Nov.

21, 1988).

This time the hotel is in Tyson's Corner, Va., and the number of systems is only five. But the task may be no less daunting. The subjective quality of the proposed systems, especially the four proposed all-digital systems, is nearly identical.

Other technical aspects of the systems—coverage area, digital modulation schemes, susceptibility to interference—can be used to narrow the proposals to one recommendation now, some proponents said.

Quincy Rogers, associate general counsel and director, government affairs, General Instrument Corp., complains that returning systems to ATTC will eventually make the job of differ-

FIRST HDTV RESULTS: MORE RESULTS NEEDED

One of the more arduous and time-consuming tasks for the Advanced Television Test Center after each proponent's testing period was compilation of the data into a publishable report. That process will soon come to an end—for the first round of testing, at least—with the coming publication of the results of the Channel Compatible DigiCipher (CCDC) system, proposed by the American TV Alliance (ATVA), a consortium of the Massachusetts Institute of Technology and General Instrument Corp.

The CCDC tests, conducted at ATTC's Alexandria, Va., lab Aug. 31-Oct. 20, 1992, were intended to be the last before the FCC's Advisory Committee on Advanced Television Service recommended a system. But as with other systems, enough flaws in CCDC were found to suggest the need for further tests.

MIT and GI, in a statement included in a draft of the report, were generally satisfied with the results. "In video compression, the system demonstrated many good features, including good motion rendition," ATVA said. "Our powerful adaptive equalizer has

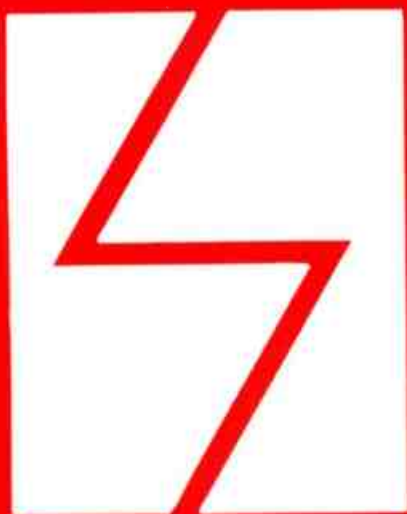
demonstrated excellent performance in multipath interference and airplane flutter."

Expert witnesses used phrases like "looks like photo" to describe the CCDC pictures, but more often complained of "crawly artifacts" and a "swirly effect." ATVA linked the flaws to "an implementation error" and a "suboptimal choice of table entries." Both are technical glitches that the consortium claims to have corrected in the lab since the test and which could be re-examined should the advisory committee approve additional tests for some or all of the systems when it meets on Feb. 24.

CCDC is one of two digital HDTV transmissions systems proposed by ATVA. Like the Zenith-AT&T system, it employs a 787.5-line progressive scan input system, but differs significantly from the Zenith-AT&T in its digital modulation scheme. DigiCipher, ATVA's other digital HDTV system, which uses 1,050-line interlace scanning input, received generally better reviews when its results were published (BROADCASTING, Sept. 14, 1992).

—RMS

W



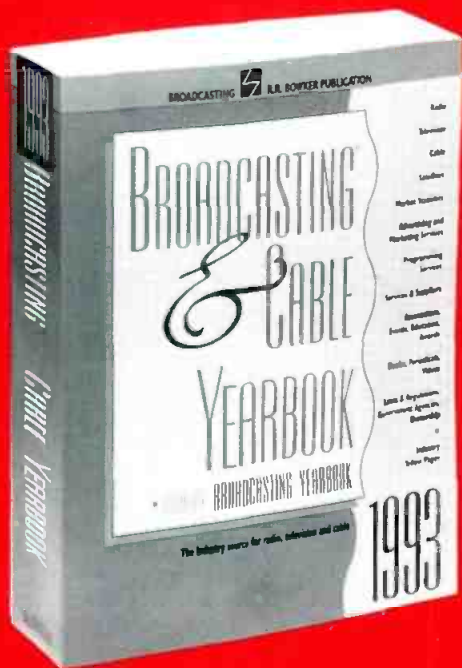
YO



YEAR

IS B

**YOUR YEARBOOK —
THE MOST COMPLETE
AND ACCURATE
INDUSTRY REFERENCE
— RETURNS AS...**



**BIGGER AND BETTER
THAN EVER, IT HAS
THE INFORMATION...
THE ANSWERS...
THE RESOURCES
YOU'VE BEEN
LOOKING FOR.**

With a history of service to the industry that goes back 60 years, **Broadcasting & Cable Yearbook 1993** combines the industry know-how of *Broadcasting* magazine with R.R. Bowker's database and reference book publishing experience.

The result is a complete and vital sourcebook that provides:

- ❑ Detailed information about all radio and TV stations throughout the U.S. and Canada.
- ❑ Complete cable coverage of MSOs and independent owners with 1,000 or more subscribers...plus cable market penetration figures.
- ❑ Information on station ownership and cross-ownership...prices paid for stations...networks and network personnel.
- ❑ Market data, maps, and charts, including ADI Atlas and charts from NCTA.
- ❑ Listings for key industry services — ad agencies...producers...distributors and production supervisors...media buying services...station reps...law firms and PR services...systems and computer services...government agencies...and more.
- ❑ Information about trade associations...trade shows...education...awards...publications...and video.
- ❑ Programming and Equipment Manufacturer Indexes.

**Updated and Organized to Suit
YOUR Needs**

The 1993 edition of **Broadcasting & Cable Yearbook** offers a tabbed format making it easier to use. Other features to look for include:

- ❑ State running heads at the top of every page for quick reference.
- ❑ Thoroughly updated radio and TV station listings.
- ❑ Vital details on ownership, FCC rules and regulations, and government agencies right up front.
- ❑ Index of radio and TV station call letters.
- ❑ Information on new and expanding industry services — Multichannel Multipoint Distribution Services (MMDS), regional cable TV news program networks, wireless cable companies, and businesses that provide bartering services.
- ❑ Industry Yellow Pages — listing telephone and fax numbers for the people and companies you need to contact in radio, TV, and cable — now a separate volume, making the main volume much easier to handle.

OUR --- BOOK ACK!

**THE
MOST
COMPLETE
AND
ACCURATE
INDUSTRY
REFERENCE...**

**Here's a Sample Entry from
YOUR Yearbook**

Date station first went on air	State running head — at the top of every page for quick reference
Station call letters	Frequency, power, and hours of operation
Alabama	
Montgomery	
<p>WACV (AM)—Jan 16, 1939: 1170 khz; 10 kw-D, 1 kw-N, DA-2. TL: N32 27 16 W86 17 21. Box 1669 (36102). (205) 832-1170. Charles Woods. Group Owner: Woods Communications Group Inc. Net: CBS. Format: News, talk, sports. News staff 3. Target aud: 25 plus. Spec prog: Farm 5 hrs wkly. ■ Charles Woods, CEO; Linda Prescott, gen mgr & stn mgr; Fred Thompson, opns dir; Brent Markwell, gen sls mgr; Don Markwell, progmg dir; Robert Charles, news dir; John McClemore, engrg dir.</p>	
Telephone number	Address
Personnel	Network, audio news service, representative, and programming
	Licensee name

All This at Last Year's Price

Because the information in **Broadcasting & Cable Yearbook** is an integral part of YOUR workday, we've kept last year's price. Plus, with the Special Discount Offer, you can save 20% off this price. See the Order Form for details!

YOUR Yearbook is Back and It's Better than Ever!

You'll find answers to YOUR questions...solutions to YOUR problems...and resources for YOUR needs on every page of the **Broadcasting & Cable Yearbook 1993!**

March 1993•0-8352-3315-4•2-vol. set•c.1,968pp. •\$159.95
Available on Standing Order.

To order, return the attached Order Form or call

1-800-521-8110.

Dial "1" for Customer Service and ask for Department CNA.

**YOUR YEARBOOK IS
INDISPENSABLE!**

**BROADCASTING & CABLE YEARBOOK
1993 IS VITAL FOR...**

**ANSWERING OWNERSHIP
QUESTIONS.**



CONTACTING STATION PERSONNEL.



**LOCATING RADIO, TV, AND
CABLE RESOURCES.**



AND MUCH MORE!

Also of Interest

**The 1992
Cable Spot Advertising Directory**

Everything you need to know to buy cable in any of the 211 DMAs across the country can be found in **The 1992 Cable Spot Advertising Directory**. A joint venture of the Cabletelevision Advertising Bureau and National Register Publishing, it gives you information about more than 700 cable systems that can help you make informed evaluations, including market profiles that indicate value and buying power, subscriber counts, sales contact information, and more.

July 1992•0-87127-948-6•c. 700 pp. •\$125.00
Available on Standing Order.



Much of the recent improvement in the proposed digital HDTV transmission systems could not have been done without a little help from some friends. The consortium of General Instrument and the Massachusetts Institute of Technology last week demonstrated their two systems using video co-produced with Japan's NHK featuring the inauguration of Bill Clinton last month. The video was recorded in the NHK-developed 1,125/60 high-definition video format (above). It was displayed on a 36-inch progressive-scan monitor, custom built by Mitsubishi for GI and MIT's Channel Compatible DigiCipher system. The demonstration was also assisted by a DigiCipher consumer VCR built by Toshiba and a ghost simulator from Hewlett-Packard.

In other HDTV news, Hewlett-Packard agreed last week to build encoders for the Zenith-AT&T Digital Spectrum Compatible HDTV transmission system and Harris Allied Broadcast Division, Quincy, Ill., signed a licensing agreement to build exciters for DSC-HDTV, to be installed with its current line of UHF-TV transmitters.

entiation even harder. In the months since initial tests, most of the flaws in picture or audio quality detected have been corrected in the lab.

Features like packetized data transmission (a technique to send several streams of digital audio, video and data in the same channel with the primary HDTV signal), originally tested in only one of the digital systems, have since been added to the proposals for all of them.

GI and the Massachusetts Institute of Technology are proposing DigiCipher, one of two systems considered to have fared especially well in ATTC testing. Advanced Digital HDTV, the other highly rated system, is supported by the Advanced Television Research Consortium (ATRC), a cooperative effort of five companies and research centers including NBC and the David Sarnoff Research Center, Princeton, N.J.

"We did very well in tests. We believe we're either first or tied for first in the various criteria," says Sarnoff President James E. Carnes, speaking for ATRC. "We have improvements in our hardware that we're ready to go in to retest, if that's the decision. But the changes are in our hardware and not in the system, per se."

The proponent leading calls for retesting is the consortium of Zenith Electronics Corp. and AT&T proposing the Digital Spectrum Compatible HDTV system. "Our reading in seeing quality tapes of all the systems was that all needed improvements, not just ours," said Robert Graves, AT&T vice president, government affairs. "If there were one system that was three lengths ahead of the others there might be some reluctance, but my sense of things is that that is not the case."

Zenith and AT&T conducted an over-the-air demonstration of DSC-HDTV last week in Washington to show that audio and video flaws spotted in the initial tests conducted over a year ago have been corrected. Among the flaws were artifacts created by the progressive-scan source materials that were produced with an inadequately adjusted HDTV camera, said Wayne Luplow, Zenith executive director, advanced research and development. Similar problems were detected in the other proposed progressive-scan system, the Channel Compatible DigiCipher system proposed by GI and MIT (see box, page 36).

The Zenith-AT&T demonstration also served as a showcase for other features to be considered in a second

round of tests, such as the Zenith's 16-level vestigial sideband digital modulation scheme, which allows for transmission of two HDTV signals over one 6 mhz cable TV channel, which is not possible using the quadrature amplitude modulation the other digital proponents are using.

GI-MIT also held a Washington demonstration last week to show off technological features it has added to its two systems. Both now are designed to include Dolby AC-3 surround sound audio, packetized information—originally proposed by ATRC—and other features.

"The enabling technology here is the computer digital circuitry. In consumer personal computers and HDTV now there is a clear convergence and when these sets come out, they are going to be more sophisticated than we're used to," said Robert Rast, GI vice president, HDTV business development.

If additional ATTC testing is ordered by the advisory committee, only one week would be needed to record the improvements in the DSC-HDTV system, Graves said. But the consensus among HDTV experts is that three or four weeks will be set aside for each system selected for retesting. "You can't just spot check the things you've fixed. You've got to go around to all the tests to make sure you haven't broken something" by making changes, Carnes said of the retesting process.

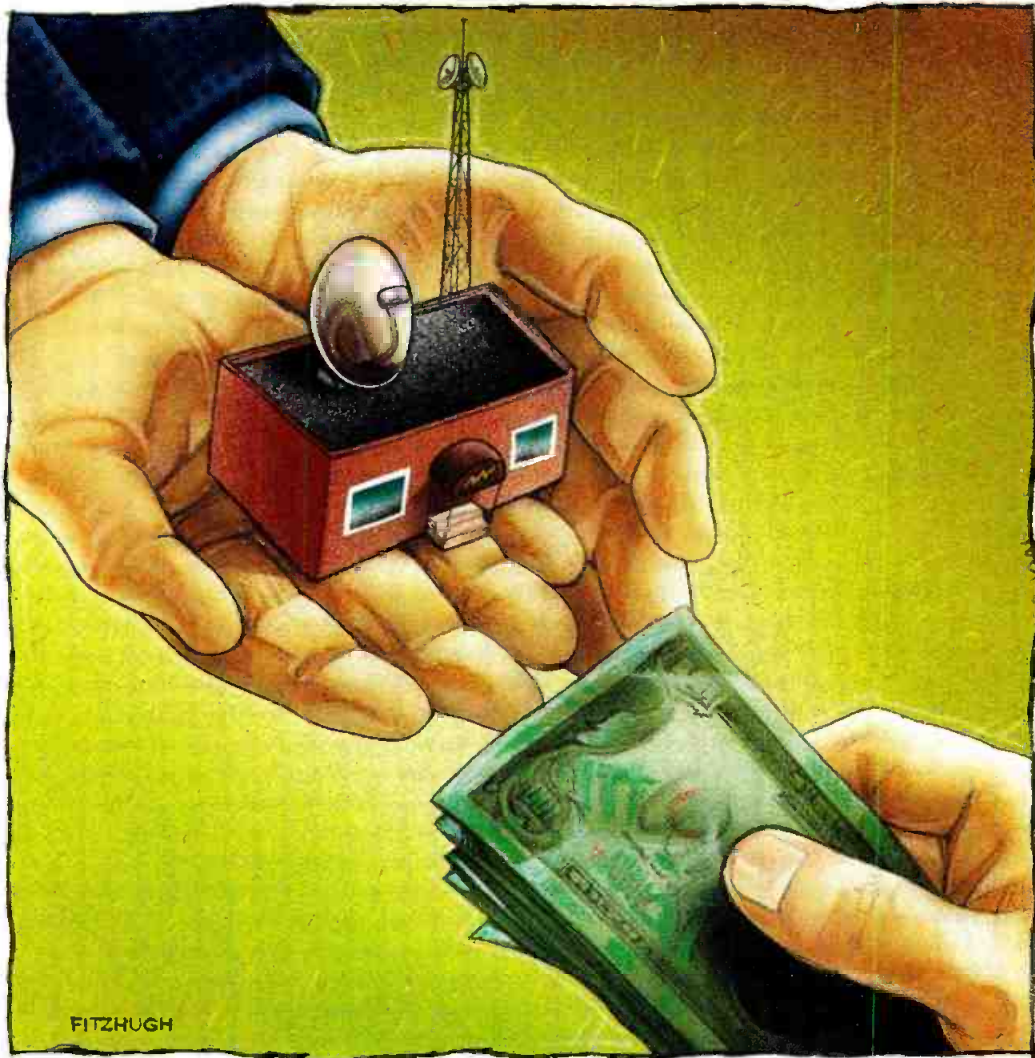
Retesting could delay the long-awaited recommendation of a system by about six months. That delay could be cut if sentiment at this week's special panel meeting turns toward narrowing the field to fewer than five systems.

The most likely system facing elimination is the last analog-based transmission system, Narrow-MUSE, proposed by the Japan Broadcasting Co. (NHK). It was NHK's over-the-air demonstration in Washington of its original MUSE system in January 1987 that jolted American industry into a race to catch up to the Japanese in HDTV development. In the months following that demonstration, the FCC froze further assignment of UHF-TV stations to save room for HDTV and formed the advisory committee.

This week's meeting, one source said, may give NHK the opportunity to leave the field gracefully. ■

SPECIAL REPORT

STATION TRADING



DUOPOLY RULES SPUR RADIO ACTIVITY

Observers see new limits producing steady increase in trading; TV sales remain sluggish

By John Gallagher

For experienced radio operators with plenty of cash in their pockets, 1992 was a good year for station trading. But for others, last year was a time to decide whether to stay in the radio game or leave it altogether.

The FCC changed the ground rules last August by loosening the duopoly restrictions, thus allowing owners to "double up" in markets where they

already own property. The change created a potential market for owners struggling with overleveraged, underperforming stations, and a potential windfall for cash-rich owners able to buy at often bargain-basement prices and strengthen their market positions at the same time.

Changes in the rules may be necessary to revive television trading, which has been even slower and for which lending is even tighter than for radio. "For struggling independent

television stations, I see no movement until there's a change in duopoly," says broker Jim Blackburn.

The list of FCC-approved acquisitions shows that radio sales were up over last year to a total of \$604 million in deals, compared with 1991's 10-year low of \$534 million. Television sales dropped, however, with a total of just \$124 million in standalone deals, compared with \$273 million in 1991. Group sales—two or more combo or standalone radio stations and/or

TV's—grew from \$273 million to \$318 million.

The 667 radio deals last year, comprising 208 AM's, 289 FM's and 170 combos, increased from 591 in 1991, with a rise in FM sales accounting for most of the increase. The number of television sales remained low—just 41 in 1992—but two more than in 1991. Artificial prices attached to restructurings and stations in receivership partly explain the decrease in average prices for FM's and TV's (see chart).

As the radio industry moves through its shakeout period, brokers have begun to see signs of life. "I'd say most of the bubble has passed through the industry," says Mitt Younts of Media Services Group. "I think what you're finding now are stations probably performing at their peak, but they're just overleveraged." The stations that were underperforming, Younts says, for the most part are either for sale or have been sold.

"One of the things I'm sensing," says broker Ted Hepburn, "is a realization by some broadcasters that...there's a marketplace for my station, but probably only a couple of people want to buy it. If those people buy someone else, I may be waiting at the starting gate." The train is in the station, but we don't know how long it's going to be there."

In the first quarter of 1993, according to Paul Leonard of Star Media, "you're still going to see a relatively healthy number of deals, but not nearly the number that should be happening if the market forces were left to find their own equilibrium. There are still some things that are preventing a lot of transactions from happening, and, primarily, it's still the lack of senior financing."

Broker Gary Stevens figures that most lending institutions have had their fill, at least for now, of speculation in broadcasting. "You've got a hangover here that's going to last a long time. You still have an awful lot of companies that are being restructured, and the definition of a restructure is that somebody takes a haircut. And it ain't the borrower."

Many observers think relaxation of the duopoly rules will have a big impact in 1993.

Group owners with deep pockets were already at the planning table in early 1992 in anticipation of the rule changes, and many deals were signed by the time the rules actually went into effect Aug. 5. For example:

- Mel Karmazin's Infinity Broadcasting reinforced its presence in Chicago and Boston with second FM purchases there.

- Bill Phalen's Prism Radio went

into Tucson, Ariz., with nothing and came out owning two combos.

- John Hayes's Alliance Broadcasting and Scott Ginsburg's Evergreen Media both established themselves in San Francisco, where each anticipates building upon that presence.

"Before [the rule changes], owners were asking, 'At what point should I get out?'" says broker Andrew McClure of William A. Exline Inc. "Duopoly opportunities are changing their timetables. They're saying, 'Now is the time to get out.'"

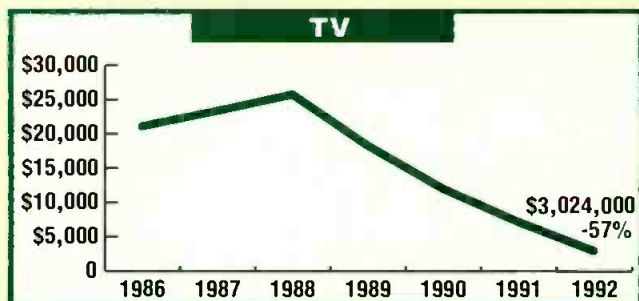
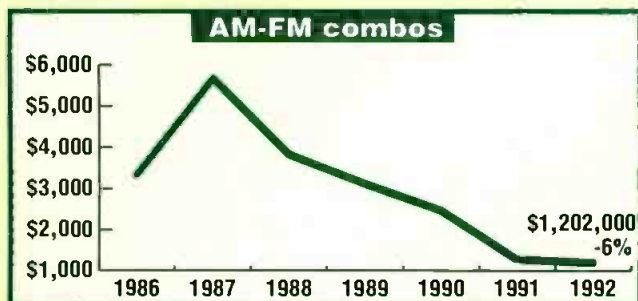
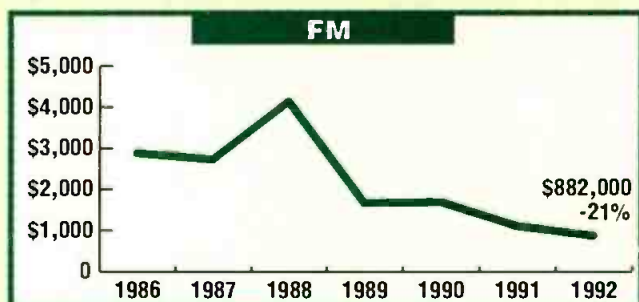
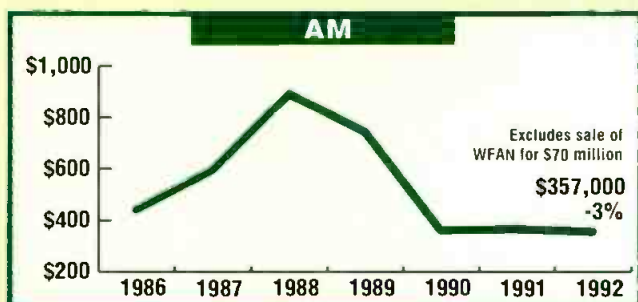
And the ones getting out are doing it according to their own timetable, says Leonard. "Sellers with debt stress who are getting pressure from lenders, or who are having a difficult time making the operating equation work—they're selectively completing transactions on their terms, rather than on their lenders' terms."

Most duopoly deals have taken place below the top 25 markets, frequently over-radioed areas where there is a lot of room for consolidation and where the advantages to duopoly—being able to offer advertisers more product while lowering overhead through economies of scale—are most apparent.

Leonard and other brokers antici-

Continues on page 43

AVERAGE STATION PRICES 1986-92



The charts represent the average price (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and television stations over the past seven years, according to sales data collected by BROADCASTING. Stations sold as part of group deals are not included due to unavailability of individual prices. Percent figure indicates increase or decrease in 1992 average over 1991.

38 YEARS OF STATION TRANSACTIONS

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1992	\$603,192,980 (667)	\$318,176,050 (24)	\$124,004,000 (41)	\$1,045,373,000
1991	534,694,500 (793)	206,995,500 (61)	273,365,000 (38)	1,014,579,000
1990	868,636,700 (1045)	411,037,150 (60)	696,952,350 (75)	1,976,626,100
1989	1,148,524,765 (663)	533,599,078 (40)	1,541,055,033 (84)	3,235,436,376
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1981	447,838,067 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1961	55,532,516 (282)	42,103,708 (13)	31,167,943 (24)	128,804,167
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1954	10,224,047 (187)	26,213,323 (18)	23,906,760 (27)	60,344,130
Total	\$13,521,780,175	\$11,664,993,066	\$18,382,433,153	\$43,569,206,394

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number

of stations traded. Now AM-FM combinations are counted as two stations.

*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.

We've Closed the Books on \$973 Million in 1992.

With transactions totalling in excess of \$973 million in 1992, CEA begins its third decade of service to the industry with an accumulated record of transactions of more than \$11 billion worldwide.

1992 Partial Listing of CEA Transactions

CLIENT	DESCRIPTION OF TRANSACTION OR SERVICE	AMOUNT (In Thousands)
CABLE TV		
Amnox, Inc.	Sold: Forsyth & Cherokee Counties, GA Systems	Not Disclosed
Benchmark Communications	Senior Debt Placement	\$ 8,850
Clearvue Cable	Sold: Walton County, GA System	1,752
Coast TV Cable, Inc.	Sold: Long Beach and Pass Christian, Mississippi Systems	Not Disclosed
G.H. Cable of Arizona and G.H. Cable of Mississippi	Senior Debt Placement	15,350
G.H. Cable of Arizona and G.H. Cable of Mississippi	Subordinated Debt Placement	8,000
Greater Media	Sold: Oakland County, MI System	Not Disclosed
Harron Communications Corp.	Senior Debt Placement	140,000
Lake Tansi Cable TV, Inc.	Sold: Lake Tansi, TN System	Not Disclosed
Mountain View Enterprises, Inc.	Sold: Clayton, GA System	4,400
N-COM Holdings Corp.	Sold: Michigan Cable TV Systems	75,000
N-COM Holdings Corp.	Senior Debt Placement	60,000
New South Cable T.V. Co. Inc.	Sold: Talladega County, AL System	Not Disclosed
Palm Cable, Inc.	Sold: Palm Coast and Portions of Flagler County, FL System	12,300
Palmer Communications	Sold: Palm Desert & Naples, FL Systems	Not Disclosed
Premier Cablecomm, Inc.	Sold: Danville, Belleville, Havana, and Yell County Systems	2,900
Raystay Co.	Senior Debt Placement	33,100
Simmons	Sold: Barre, VT et al. & Bath, Havervill, NH Systems	24,770
Hershey's Mill Cable TV	Sold: Hershey's Mill, PA System	1,450
Summit Cable Services of Iredell County, Inc.	Sold: Statesville, Troutman and Iredell County, NC System	Not Disclosed
Summit Cable Services of Georgia, Inc.	Sold: Winder and adjacent areas of Barrow County, GA Systems	Not Disclosed
Spechio Pay TV, LP	Sold: Illinois System	13,800
Susquehanna Cable Co.	Sold: Centerville, Liberty, Woodville, Glister MI Systems	1,450
Tele-Media Company of Hershey	Sold: Hershey, Hummelstown, Palmyra & E. Hanover PA Systems	29,000
Turner Vision, Inc.	Sold: Welch, WV System	3,350
United Cable Television of Los Angeles County Ltd.	Sold: Los Angeles County System	Not Disclosed
BROADCASTING		
Channel 44 Ltd.	Sold: WJTC - Channel 44 Mobile/Pensacola	\$ 2,250
Citadel Communications	Sold: KQMS/KSHA Redding, CA	1,360
Clear Channel Communications	Joint Operating Agreement	Not Disclosed
G&C Broadcasting, Inc.	Acquired: KUKQ/KUPD Phoenix, AZ	12,300
Price Broadcasting	Sold: KGA/KDRK Spokane, WA	12,300
	Sold: KOOK/KBEE Modesto, CA	
	Sold: KQMS/KSHA Redding, CA	
	Sold: KHEZ Boise, IH	
	Sold: KROW Reno NV	
G&C Broadcasting, Inc.	Senior Debt Placement	10,000
INTERNATIONAL		
Asian Business News	Structured TCI, TVNZ, Asian Business News Partnership	Not Disclosed
Australian Broadcasting Corporation	Provide advice relative to development of Pay TV	Not Disclosed
Command Video International	Asian Hotel Programming service - Equity Placement	Not Disclosed
Communications Partnership	Sold: Indra Dnush - Asian Satellite Channel	Not Disclosed
Independent Newspapers	Irish MMDS Operator - Sale of Majority Interest	\$ 24,000
Sheffield Cable Media Ltd.	Sheffield, England cable franchise - Sold Equity Interest	4,200
Storyfirst Communication	C.I.S. Broadcaster - Equity Placement	Not Disclosed
Telegraf	Czech, Newspaper - Equity Placement	Not Disclosed



Brokerage, investment banking, and financial services exclusively
for the media and entertainment industries.

101 E. Kennedy Blvd. Suite 3300, Tampa, FL 33602 - 813/222-8844

TAMPA • PHILADELPHIA • NEW YORK • LONDON • MUNICH • PRAGUE

CEA is a member of the National Association of Securities Dealers, Inc. and its professional associates are registered with the NASD. Member SIPC.

CABLE SYSTEM SALES ON THE REBOUND

Trading activity picking up, with some operators opting to sell rather than upgrade

By Rich Brown

It appears the relatively quiet cable system trading business could be in for a change, with some likely catalysts being the growing cost of system upgrades, the FCC's planned ruling on cable reregulation and current proposals in Washington to revise estate taxes.

Nobody seems to be suggesting that cable system sales will grow to become anything like the booming business of the 1980's. But there are, nevertheless, some signs of growing activity.

One development that the market has seen in the past year is that some cable operators have decided to cash in their chips rather than implement costly system upgrades that may or may not pay off. Among those taking that route are the longtime owners of Indianapolis-based Cardinal Communications, a multisystem operator with 85,000 subscribers.

"We feel that the technology coming in the future is going to require deep pockets, and we have to question whether a small company can cover that," said Myron Pattison, president, Cardinal Communications, in announcing the sale of the systems through Communications Equity Associates late last year. Among others, Waller Capital Corp. was signed to find a buyer for Masada Corp., an Alabama-based operator serving 75,000 subscribers.

"There are a lot of people that don't want to spend the capital needed to

comply with the law or to tap into new revenue streams," said Andrew Armstrong, president of Waller Capital Corporation. "There is an awful lot of opportunity, but there is some risk associated with that opportunity."

One catalyst for change that many industry observers tend to be overlooking is proposals by President Clinton to revise estate taxes, said Rick Michaels, chairman of **Communication Equity Associates**. The proposed

"We feel that the technology coming in the future is going to require deep pockets, and we have to question whether a small company can cover that."

Myron Pattison, Cardinal Communications

changes could hasten seasoned system owners to sell or liquify their assets, he said.

Summing up last year's business, CEA reported the closing of a total 22 deals representing 351,000 subscribers with an aggregate value of \$654.6 million in 1992. Top deals for CEA included the sale of Palmer Communications systems in California and Florida to Colony Communications; Michigan-based N-COM Holdings Corp. to TA Communications Partners; United

Cable Television of Los Angeles County Ltd. to UCTC of Los Angeles County Inc., and the purchase of Greater Media's Oakland County, Mich., operation by Tele-Communications Inc.

Daniels & Associates in 1992 brokered a total of 21 deals representing 367,773 subscribers with an aggregate value of \$681 million. Some of the company's largest deals in 1992 included the sale of 75,000-subscriber East Tennessee Cablevision to Robin Cable Systems II Inc.; 44,348-subscriber Michigan-based N-Com II Inc. to N-Com LP II/N-Com Group; 43,000-subscriber California-based Community Cablevision Co. to Times Mirror Co., and 41,000-subscriber Cooke Cablevision of Syracuse (New York) to Ionian Communications LP.

Waller Capital Corp. brokered 13 deals in 1992 representing 368,000 subscribers with an aggregate value of \$629 million. Top deals included the sale of CoxGilbert's 70,000-subscriber Staten Island, N.Y., system to Time WarnerCox; Viacom's 58,000-subscriber Milwaukee system to Time Warner; Vista's 44,000 subscribers in Washington, South Carolina, Texas and Idaho to Falcon Cable, and Gilbert's 40,000 subscribers in Newark, N.J., to Cablevision Systems Corp.

Currently, brokers said, entrepreneurs are still having a difficult time obtaining the financing for small market acquisitions in the tight economy. Nevertheless, brokers who spoke with BROADCASTING expressed optimism.

"If the smaller deal is the right deal, you can get it done," said Brian Deevy, president and chief operating officer of Daniels & Associates, who is responsible for managing the company's overall business, including both brokerage and investment banking services to cable and mobile communications clients.

Added CEA's Michaels, "While debt markets remain relatively tight for entrepreneurial companies and will probably remain so in the foreseeable future, there is some interest in the market. Nineteen ninety-three is going to be an exciting year. In spite of all the problems, it's going to be generally upbeat." ■

appraisals

due diligence • asset allocation • litigation support



BIA CONSULTING P.O. Box 17307, Washington, DC 20041
Phone: 703-818-2425 • FAX: 703-803-3299

DUOPOLY

Continued from page 39

pate the first half of 1993 bringing more activity than all of last year, with duopoly deals accounting for most of the transactions, according to broker Richard Forman. Forman predicts an increase in trading volume of 10% to 15% by the end of the year, directly attributed to duopoly.

As of the end of January, 175 applications had been filed seeking to take advantage of the new rules, a 35% to 40% increase in the total number of applications filed in the same period the year before, according to the FCC. So far, 90 of the duopoly applications have been approved.

Sluggish sales for TV

Brokers insist that television remains a healthy medium despite the low trading numbers, but say sales will remain sluggish until price expectations between buyer and seller converge. The ball, most agree, is in the seller's court. "The network affiliate owner, realizing that three years ago he was getting 11 and 12 and 13 times cash flow, now must accommodate himself, if he's going to sell the station, to the seven to eight times multiple," says broker Ben La Rue.

Lenders are no more anxious to lend to television than to radio, and the few that are expect much more from borrowers. Notes broker Howard Stark: "Before, if you had 20% of equity, you might be able to get 80% of senior and subordinated financing. Now it's at least 50-50, usually more."

TV owner Paul Brissette, who purchased eight TV's in 1991 from his former company, Adams Communications, agrees with that assessment. "You have to put a lot of equity in, and you have to know that you can do better than the previous owner. And the seller has to become more realistic."

Broker Jim Blackburn is convinced that what was good for radio is good for television, and that it will take some government intervention to jump-start the business. "I think we need to have, say, an ABC affiliate able to acquire an independent or UHF or some other disadvantaged facility for the health of the television industry. It's worse than people realize."

Blackburn laments, however, that with the change in the administration,

the momentum that began last year toward loosening the caps on TV ownership has lost steam. "I credit Al Sikes with having more vision than the majority of broadcasters when it came to changing the radio duopoly rules, and I credit him now that he's gone with being able to see that better than the television industry as well," he says.

No matter what happens with regard to television rule changes in 1993,

Frank Kalil of Kalil and Co. anticipates that technological innovations will insure that TV stations are a long way from losing their value. "HDTV is going to grow bigger and faster than anyone wants to believe," Kalil says. "The reason TV stations are promoting talk that HDTV is not coming on very fast is because it's going to cost them some money to convert. But, like most technology, it cannot be held back." ■

WHAT'S THE COMMUNICATIONS WORLD COMING TO?



Communications companies turn to GFC because they know our staff of experienced and responsive professionals can accommodate acquisition and recapitalization financing.

Through the years, GFC has earned a reputation for superior industry knowledge, flexible structures and competitive rates in an atmosphere of outstanding customer service.

If you're wondering where in the world to find reliable communications financing, call

Matt Breyne • Jeff Kilrea
(312) 855-1638 • Chicago, Illinois

GFC

Greyhound Financial Corporation
Dial Tower • Dial Corporate Center • Phoenix, Arizona 85077

\$1 MILLION-PLUS DEALS

GROUPS

■ **WZLX(FM) Boston, WUSN(FM) Chicago, WZGC(FM) Atlanta.** Seller: Cook Inlet Radio License Partnership Ltd. Buyer: Infinity Broadcasting. Price: \$100 million.

■ **KRLD(AM) Dallas, KODA(FM) Houston, KJQY(FM) San Diego.** Seller: Command Communications. Buyer: CF Media. Price: \$63 million.

■ **WSSL-AM-FM Greenville, SC; WSIX-FM Nashville, WJDS(AM)-WMSI(FM) Jackson, MS.** Seller: Capstar Communications. Buyer: Capstar Media, Southeast. Price: \$42.5 million.

■ **WRVA(AM)-WRVQ(FM) Richmond, VA; WRBQ-AM-FM St. Petersburg-Tampa, FL.** Seller: Edens Broadcasting. Buyer: Clear Channel Communications. Price: \$18.5 million.

■ **WINZ(AM)-WZTA(FM) Miami-Miami Beach; WWNZ(AM)-WZTU(FM) Orlando-Cocoa Beach, all Florida.** Seller: Guy Gannett Publishing Co. Buyer: Paxson Enterprises. Price: \$18.3 million.

■ **KTCJ(AM)-KTCZ-FM Minneapolis; KAHI(AM)-KHYL(FM) Auburn (Sacramento), CA.** Seller: Parker Communications-

Sacramento. Buyer: National Radio Partners Ltd. Price: \$12.75 million.

■ **KHEZ(FM) Caldwell (Boise), ID; KGA(AM)-KDRK-FM Spokane, WA; KOOK(AM)-KBEE-FM Modesto; KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM)-KNEV(FM) Reno.** Seller: Price Broadcasting Company II. Buyer: Citadel Communications. Price: \$12.5 million.

■ **KDFT(AM) Ferris, TX; WIMG(AM) Ewing, NJ; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL; WXSS(AM) Memphis, TN; WGSP(AM) Charlotte, NC; WPCE(AM) Portsmouth, VA; WBXB(FM) Edenton, NC; WURD(AM) Philadelphia.** Seller: Subsidiary of Willis Broadcasting. Buyer: Willis Family Broadcasting. Price: \$9.45 million.

■ **WKSJ-AM-FM Prichard (Mobile), AL; WCAW(AM)-WVAF(FM) Charleston, WV, WRKA(FM) St. Matthews (Louisville), KY.** Seller: Capitol Broadcasting. Buyer: Franklin Communications Partners Ltd. Price: \$8.125 million.

■ **WTOPI(AM)-WASH(FM) Washington and KASP(AM)-WKBQ(FM) St. Louis.** Seller: Chase Radio Communications

(40% interest in stations). Buyer: Evergreen Media Corp. of Washington. Price is 40% of 10.25 times cash flow plus \$7 million (less debt of partnership at closing combined with 40% of working capital at closing).

■ **KWG(AM)-KSGO(FM) Stockton-Tracy, CA, and KAQQ(AM)-KISC(FM) Spokane, WA.** Seller: Lilac City Broadcasting Co. Buyer: Silverado Broadcasting Co. Price: \$6.612 million.

■ **KCFX(FM) Harrisonville (Kansas City), MO, and WOFX(FM) Fairfield (Cincinnati), OH.** Seller: KCFX Radio. Buyer: Heritage Media. Price: \$6.57 million.

■ **WKZL(FM) Winston-Salem, NC, and WGFX(FM) Gallatin, TN.** Seller: HaPa. Buyer: Dick Broadcasting Co. of Tennessee. Price: \$6.5 million.

■ **WKZO(AM) Kalamazoo and WJFM(FM) Grand Rapids, both Michigan.** Seller: Fetzer Broadcasting Service. Buyer: Radio Associates of Michigan. Price: \$4.625 million.

■ **WEXY(AM) Wilton Manors, FL, and WKQB(FM) North Charleston, SC.** Seller: Trident Communications. Buyer: QNP. Price: \$2.45 million.

■ **KPPL(FM) Colusa and KVOY(AM)-KTPI(FM) Tehacha-**

pi, both California. Seller: Park Lane Colusa Partners Ltd. Buyer: The Park Lane Group. Price: \$2.5 million.

■ **WORA(AM) Mayaguez, QBBS(AM) San Juan and WPRP(AM) Ponce, all Puerto Rico.** Seller: Radio Americas Corporation. Buyer: Radio Cadena Informativa. Price: \$2.1 million.

■ **KBBX(AM)-KUMT(FM) Centerville (Salt Lake City) and KDEE(FM) Brigham City, all Utah.** Seller: Radio Property Ventures. Buyer: U.S. Radio IV. Price: \$1.65 million.

■ **WNAU(AM)-WWKZ(FM) New Albany, MS, and KLCL(AM)-KHLA(FM) Lake Charles, LA.** Seller: Gary Stevens, receiver for GMX. Buyer: Broadcasters & Publishers. Price: \$1.2 million.

■ **KKID-AM-FM Sallisaw, OK, KFAY-FM Hunstville and KOLX(FM) Barling, both Arkansas, and WMBH(AM)-KKUZ(FM) Joplin, MO.** Seller: Demaree Media. Buyer: Hendren-McChristian Communications. Price: \$1.2 million.

TV'S FLORIDA

■ **WMLB(TV) Miami.** Seller: New Miami Latino Broadcast-

\$100M FOR COOK-INLET STATIONS: INFINITY'S DUOPOLY BARGAIN

In August, Infinity became one of the first radio groups to take advantage of new FCC rules allowing FM-FM combos in the same market. By purchasing Cook Inlet stations in Chicago, Boston and Atlanta for \$100 million, Infinity created duopolies—FM-FM combos—in Chicago and Boston.

Analysts said the three Cook Inlet stations—WUSN-FM Chicago, WZLX-FM Boston and WZGC-FM Atlanta—had combined revenues of roughly \$25 million, with cash flow estimated at \$10.5 million. That would make the \$100 million total price approximately 10 times cash flow.

In Chicago, Infinity now operates WJMK-FM, an oldies station. WJJD-AM, a nostalgia station, and Cook Inlet's WUSN-FM, a country station. In Boston, Infinity added WZLX-FM, a classic rock station, to pair with its existing album-oriented rock station, WBCN-FM.

Industry analysts said both FM-FM combinations should help Infinity build dominance within demographic groups, specifically 25-54, and should also allow the company to cut some costs through consolidation.

"They paid a full price based on what the stations are worth on a standalone basis, but they got a bargain when you consider what they can do with those stations now that they own them," observed Drew Marcus, a media analyst for Alex. Brown & Sons.

—PV

\$21M FOR WPTY(TV): CLEAR CHOICES FOR CLEAR CHANNEL

Clear Channel Communications has received favorable reviews from Wall Street lately, bolstered by numbers from Paul Kagan Associates that place it number one among all broadcast stocks with an 86.9% share increase for the year ending December 1992.

Part of that has to do with its relatively short but successful television track record, based on a strategy of acquiring struggling stations and making them successful. Last year it bought Fox affiliate WPTY(TV) Memphis from Chase Communications for \$21 million cash, its sixth Fox affiliate and seventh television purchase in the five years since it started a television division. It now operates 26 radio stations. Clear Channel paid nine times cash flow for the station, and although technically not a turnaround, it is a strong component of its television stable. The deal was an exchange between the old and the new, with Chase now almost completely out of the broadcast business in the U.S. (it retains WTIC-AM-FM Hartford, Conn.), concentrating instead on cable systems in Poland, and with Clear Channel continuing to build upon an already solid base of TV's. Its television division president, Dan Sullivan, acknowledges that the company is one of a few that is in a position to hunt for more TV's. It has financing in place with which to grow, Sullivan says, adding, "Of course, we're also known for not paying retail prices either."

—JG

STATION TRADING

ing. *Buyer:* William C. de la Pena. *Price:* \$1.6 million.

■ **WEVU(TV) Naples.** *Seller:* Caloosa Television. *Buyer:* FCVS Communications. *Price:* \$4.65 million.

■ **WJTC(TV) Pensacola.** *Seller:* Channel 44 Ltd. *Buyer:* Mercury Broadcasting Co. *Price:* \$2.25 million.

KENTUCKY

■ **WDKY-TV Danville (Lexington).** *Seller:* WDKY License Co. *Buyer:* Superior Communications Group. *Price:* \$10.3 million.

MICHIGAN

■ **WTLJ(TV) Muskegon (Grand Rapids-Kalamazoo-Battle Creek).** *Seller:* Video Mail Communications. *Buyer:* Tri-State Christian TV. *Price:* \$1.5 million.

MINNESOTA

■ **KTMA-TV Minneapolis.** *Seller:* Estate of KTMA Acquisition. *Buyer:* Sonlight Television. *Price:* \$3.3 million.

MONTANA

■ **KTVQ(TV) Billings.** *Seller:* SJL of Montana Associates Ltd. *Buyer:* KTVQ Communications. *Price:* \$6.8 million (approximate).

NEW MEXICO

■ **KVIO-TV Carlsbad (Albuquerque).** *Seller:* Marsh Media of El Paso. *Buyer:* Pulitzer Broadcasting Co. *Price:* \$1.75 million.

NEW YORK

■ **WSTM-TV Syracuse.** *Seller:* WSTM-TV Ltd. *Buyer:* Federal Broadcasting Co. *Price:* \$19.2 million.

OKLAHOMA

■ **KTEN(TV) Ada.** *Seller:* Eastern Oklahoma Television Co. *Buyer:* United Broadcasting Ltd. *Price:* \$7.98 million (approximate).

TENNESSEE

■ **WKXT-TV Knoxville.** *Sellers:* John D. Engelbrecht and South Central Communications. *Buyer:* Phipps Television of Tennessee. *Price:* \$5,772,620.

■ **WPTY-TV Memphis.** *Seller:* Channel 24 Licensee. *Buyer:* Clear Channel Television. *Price:* \$21 million.

TEXAS

■ **KRTW(TV) Baytown (Houston).** *Seller:* Pray. *Buyer:* Patriot Broadcasting. *Price:* \$12.7 million.

WASHINGTON

■ **KPDX(TV) Vancouver.** *Seller:* Columbia River Television. *Buy-*

er: Cannell Communications Ltd. *Price:* \$15 million.

WISCONSIN

■ **WHKE(TV) Kenosha.** *Seller:* LeSea Broadcasting. *Buyer:* Lab Partners. *Price:* \$1.35 million.

AM-FM's

ALABAMA

■ **WACT-AM-FM Tuscaloosa.** *Sellers:* Stephen J. Taylor, Edward L. Taylor IV and Suzanne J. Taylor. *Buyer:* Thomas J. Lich. *Price:* \$1.3 million.

■ **WTNW(AM)-WFFX(FM) Tuscaloosa.** *Seller:* Arrow Communications of Alabama. *Buyer:* Alabama Universal. *Price:* \$1 million (approximate).

■ **KVVA-AM-FM Phoenix-Apache Junction.** *Seller:* Beta-com. *Buyer:* American Broadcasting Systems. *Price:* \$6.9 million.

■ **KISP(AM)-KMXX(FM) Phoenix.** *Seller:* Professional Broadcasting. *Buyer:* Sundance Broadcasting of Wisconsin. *Price:* \$5 million.

■ **KOPA(AM)-KSLX(FM) Scottsdale.** *Seller:* Cook Inlet Radio Partners Ltd. *Buyer:* Great American Television & Radio Co. *Price:* \$11,406,240.

■ **KJYK(AM)-KKLD(FM) Tucson.** *Seller:* Duchossois Communications Co. of Arizona. *Buyer:* Behan Broadcasting LLC. *Price:* \$4 million.

CALIFORNIA

■ **KGEO(AM)-KGFM(FM) Bakersfield.** *Seller:* Kern Broadcasting. *Buyer:* Rogers Brandon. *Price:* \$1.75 million.

■ **KOQO(AM)-KQPW(FM) Clovis (Fresno).** *Seller:* GKC Broadcasting Ltd. *Buyer:* Dwight Case. *Price:* \$2,055 million.

■ **KKAM(AM)-KBOS(FM) Fresno-Tulare.** *Seller:* Richard C. Phalen Jr. *Buyer:* CenCal Broadcasting. *Price:* \$1.4 million.

■ **KVOY(AM)-KTPI(FM) Mojave-Tehachapi.** *Seller:* HPW Communications. *Buyer:* The Park Lane Group. *Price:* \$1.82 million.

■ **KQMS(AM)-KSHA(FM) Redding, CA.** *Seller:* Citadel Communications. *Buyer:* Park Lane Redding Radio. *Price:* \$1.36 million.

■ **KCKC(AM)-KBON(FM) San Bernardino-Lake Arrowhead.** *Seller:* Arrowhead Broadcasting. *Buyer:* All Pro Broadcasting. *Price:* \$5 million.

August 30, 1991

Davenport LTD, Partnership
has completed the sale of the assets of
KLJB-TV
Davenport, Iowa
to
Grant Communications
and
CitiCorp Venture Capital

The undersigned initiated this transaction on behalf of the seller and assisted in the negotiations and financing

THE TED HEPBURN COMPANY

Ted Hepburn, President
125 Garden Rd., Palm Beach, Florida 33480 P.O. Box 43263 Cincinnati, Ohio 45243
(407) 863-8995 (513) 271-5400

January 29, 1992

Shamrock Broadcasting, Inc.
has completed the sale of the assets of
ABC affiliate
WTVQ TV
Lexington, KY
to
Park Communications

The undersigned initiated this transaction on behalf of the seller and assisted both parties in the negotiations

THE TED HEPBURN COMPANY

Ted Hepburn, President
125 Garden Rd., Palm Beach, Florida 33480 P.O. Box 43263 Cincinnati, Ohio 45243
(407) 863-8995 (513) 271-5400

March 12, 1992

Commonwealth Communications Services, Inc.
has completed the sale of the assets of
WHP AM and FM
Harrisburg, PA
to
Pennsylvania Broadcasters Associates III

The undersigned initiated this transaction on behalf of the seller and assisted the parties throughout the negotiations

THE TED HEPBURN COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480 P.O. Box 43263 Cincinnati, Ohio 45243
(407) 863-8995 (513) 271-5400

November 10, 1992

The Backe Group, Inc.
has completed the sale of the assets of
WDKY TV
Lexington, KY
to
Superior Communications of Kentucky, L.P.

Todd Hepburn, Vice President of the undersigned initiated this transaction and assisted the parties in the negotiations

THE TED HEPBURN COMPANY

Ted Hepburn, President
125 Garden Rd., Palm Beach, Florida 33480 P.O. Box 43263 Cincinnati, Ohio 45243
(407) 863-8995 (513) 271-5400

Closings are the best measure of performance. No brag, just fact.

THE TED HEPBURN COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 43263, Cincinnati, Ohio 45243
(513) 271-5400

COLORADO

■ **KSSS(AM)-KVUU(FM) Colorado Springs.** Seller: Radio Ventures. Buyer: Dick Broadcasting Co. Price: \$1.275 million.

■ **KRXY-AM-FM Denver.** Seller: KRXY Radio. Buyer: Jefferson-Pilot Communications Co. Price: \$6.1 million.

■ **KSKE-AM-FM Vail.** Seller: Vail-Aspen Broadcasting Ltd. Buyer: American Broadcasting Systems. Price: \$1.3 million.

CONNECTICUT

■ **WINE(AM)-WRKI(FM) Brookfield (Danbury).** Seller: Housatonic Valley Broadcasting Co. Buyer: Danbury Broadcasting. Price: \$3.35 million.

■ **WSTC(AM)-WQQQ(FM) Stamford.** Seller: Chase Broadcasting of Stamford. Buyer: Q Broad. Price: \$4.15 million.

FLORIDA

■ **WFTW(AM)-WKSM(FM) Fort Walton Beach.** Seller: Specter Broadcast. Buyer: New South Communications. Price: \$1 million.

■ **WOKV(AM)-WKQL(FM) Jacksonville.** Seller: Professional Broadcasting. Buyer: Phalen & Associates. Price: \$3.75 million.

■ **WNLS(AM)-WTNT(FM) Tallahassee.** Seller: Arso Radio Corporation. Buyer: Park Broadcasting of Florida. Price: \$2.65 million.

GEORGIA

■ **WJYZ(AM)-WJIZ(FM) Albany.** Seller: Silver Star Communications-Albany. Buyer: Keys Communications Group. Price: \$2.541 million.

■ **WCNN(AM)-WALR(FM) Atlanta.** Seller: Ring Radio Co. (debtor-in-possession). Buyer: Midwestern Broadcasting Co. Price: \$6 million.

■ **WIBB(AM)-WKXK(FM) Macon-Fort Valley.** Seller: Middle Georgia Broadcasting. Buyer: Taylor Communications. Price: \$1 million.

KANSAS

■ **KQAM(AM)-KEYN-FM Wichita.** Seller: Radio Management Services. Buyer: Clear Channel Communications. Price: \$2 million.

KENTUCKY

■ **WSJP(AM)-WBLN-FM Murray.** Seller: Starlite Communications. Buyer: WML Communications. Price: \$1.225 million.

MINNESOTA

■ **WQPM-AM-FM Princeton.** Seller: P.M. Broadcasting Co. Buyer: Segue Communications. Price: \$1.2 million.

■ **KWEB(AM)-KRCH(FM) Rochester.** Seller: Rochester Communications. Buyer: KRCH of Minnesota. Price: \$2 million.

NEVADA

■ **KORK(AM)-KYRK-FM Las**

\$19.9M FOR KEZW(AM)-KOSI(FM): NO ONE SAW IT COMING

D& D Broadcasting's sale of KEZW(AM)-KOSI(FM) Denver to Tribune Broadcasting for \$19.9 million cash was not part of D & D's original business plan. In 1990 its lending bank, Barclay's, withdrew from the broadcast business, and D & D's shareholder group could not make up for the loss created when its youngest shareholder died and his estate wanted to cash out. "We had the choice of refinancing the station or selling to Tribune," said D & D Broadcasting President Steve Dinetz. The station had been sought as a prime candidate for Tribune's basic acquisition strategy—top 25-30 markets where it owns stations. Tribune's Vice President, radio Wayne Vriesman's current mandate is to take advantage of the buyer's market and search the country for more radio stations, particularly in markets where Tribune already has a presence. —JG

Vegas. Seller: Anchor Media Ltd. Buyer: Lotus Broadcasting. Price: \$1.425 million.

OHIO

■ **WONE(AM)-WTUE(FM) Dayton.** Seller: Summit-Dayton Broadcasting. Buyer: Stoner Broadcasting System. Price: \$7.7 million.

■ **WSPD(AM)-WLQR(FM) Toledo.** Seller: Toledo Broadcasting. Buyer: Stratford Research. Price: \$4 million.

OREGON

■ **KEED(AM)-KSND(FM) Eugene.** Seller: Community Pacific Broadcasting Co. Ltd. Buyer: McKenzie River Broadcasting Co. Price: \$1.01 million.

■ **KZRC(AM)-KXYQ(FM) Milwaukie-Salem (Portland).** Seller: Daytona Group of Oregon. Buyer: KXYQ Broadcasting Co. Price: \$1.3 million.

■ **KFX(AM)-KGON(FM) Portland.** Seller: Ackerley Communications. Buyer: Apogee Radio Ltd. Price: \$5.5 million.

■ **KGW(AM)-KINK(FM) Port-**

land. Seller: Portland Radio. Buyer: KINK. Price: \$1.5 million.

PENNSYLVANIA

■ **WHP-AM-FM Harrisburg.** Seller: WHP. Buyer: Dame-Arnold Partnership. Price: \$3.25 million.

■ **WPIT-AM-FM Pittsburgh.** Seller: KISS Ltd. Buyer: Salem Media of Pennsylvania. Price: \$6.5 million.

SOUTH CAROLINA

■ **WVVO(AM)-WDXZ(FM) Dorchester Terrace-Mt. Pleasant.** Seller: Suncoast Communications. Buyer: Equico Capital. Price: approximately \$2.5 million.

TEXAS

■ **KORQ-AM-FM Abilene.** Seller: Bakcor Broadcasting. Buyer: ADCOMM of Abilene. Price: \$4.928 million.

■ **KMOW(AM)-KEYI-FM Austin-San Marcos.** Seller: KEYI-FM Partners Ltd. Buyer: Mercury Broadcasting Co. Price: \$3 million.

■ **KEZB-AM-FM El Paso.** Seller: KEZB. Buyer: Paso Del Norte Broadcasting. Price: \$1.02 million.

■ **KFMX-AM-FM Lubbock.** Seller: KFMX Radio Ltd. Buyer: Sonance Lubbock L.C. Price: \$1 million.

■ **KZVE(AM)-KXTN(FM) San Antonio.** Seller: TK Communications. Buyer: Spectrum Broadcasting. Price: \$12.65 million.

UTAH

■ **KALL-AM-FM Salt Lake City.** Seller: Communications Investment. Buyer: Apollo Radio of Salt Lake City. Price: \$1.88 million.

VIRGINIA

■ **WSVS-AM-FM Crewe.** Seller: Banking Services and Roger A. Aiken, coreceivers for KAT Broadcasting. Buyer: ABS Communications. Price: \$3 million.

■ **WGCV(AM)-WPLZ-FM Petersburg (Richmond).** Seller: Paco-Jon Broadcasting. Buyer: Sinclair Telecable. Price: \$1.4 million.

WASHINGTON

■ **KEYF-AM-FM Dishman-Cheney (Spokane).** Seller: Unicom Broadcasting. Buyer: KEYF. Price: \$1.825 million.

■ **KUDY(AM)-KKZX(FM) Spokane.** Seller: Inland Empire Broadcasting. Buyer: Carl T. Robinson. Price: \$1.008 million.

WEST VIRGINIA

■ **WCHS(AM)-WVNS(FM) Charleston.** Seller: West Virginia TV and Radio. Buyer: West Virginia Radio. Price: \$1,743,836.

FM'S

ALABAMA

■ **WAVH(FM) Mobile.** Seller: Atmor Properties. Buyer: Pourtales Holdings. Price: \$1.8 million.

CALIFORNIA

■ **KEZL(FM) Fowler.** Seller: Biltmore Communications. Buyer: Americom II. Price: \$1 million.

■ **KBRG(FM) Fremont (San Jose).** Seller: Radio America. Buyer: EXCL Communications. Price: \$5.1875 million.

■ **KRTY(FM) Los Gatos-San Jose.** Seller: Royal Broadcasting of California. Buyer: Empire Broadcasting. Price: \$3.31 million.

■ **KMEL(FM) San Francisco.** Seller: San Francisco Century Broadcasting Ltd. Buyer: Evergreen Media Corporation of San Francisco. Price: \$44 million.

■ **KWIZ-FM Santa Ana.** Seller: Liberman Broadcasting. Buyer: Radio KWIZ Partners Ltd. Price: \$8.75 million.

■ **KNJO(FM) Thousand Oaks.** Seller: Comedy Broadcasting

\$44M FOR KMEL(FM): EVERGREEN RISES ABOVE THE REST

In 1992, Evergreen Media made the largest strides in BROADCASTING's ranking of top radio group owners by leapfrogging from number 20 to 12; its purchase of KMEL(FM) San Francisco from Century Broadcasting for \$44 million cash had much to do with it. "It gave us a beachhead in what we consider to be a very important market for the company's growth," says President Scott Ginsburg. "It's one of the super signals in the market." Evergreen has experienced positive growth while many companies have been filing for bankruptcy. While Ginsburg does not rule out the possibility of a future public offering, his more immediate strategy is to take full advantage of duopoly rule changes, with the goal of acquiring second FM's in Evergreen's markets. —JG

■ **KBOB(FM) West Covina (Los Angeles).** Seller: Robert Burdette Investments. Buyer: Westcom Media California. Price: \$3.25 million.

FLORIDA

■ **WHVE(FM) Cocoa Beach.** Seller: Paxson Broadcasting of Orlando Ltd. Buyer: Hoker Broadcasting. Price: \$5.5 million.

■ **WZCR(FM) Fort Myers Beach, FL.** Seller: McHale, Ezzell & Co. Buyer: Scheffera. Price: \$1.55 million.

■ **WAYP(FM) Holmes Beach (Sarasota-Bradenton).** Seller: 98.7 Partnership. Buyer: Al-palm Broadcasting. Price: \$2.3 million.

■ **WXBM(FM) Milton.** Seller: WXBM Buyer: June Broadcasting. Price: \$4.5 million.

■ **WCTH(FM) Plantation Key.** Seller: Sounds of Service Radio. Buyer: Gateway Broadcasting. Price: \$1.148 million.

■ **WEEJ(FM) Port Charlotte.** Seller: Chambersburg Broadcasting Co. Buyer: Kneller Broadcasting of Charlotte County. Price: \$1.5 million.

■ **WUVU(FM) St. Augustine.** Shull Broadcasting Co. Buyer: Todd Communications. Price: \$1.2 million.

ILLINOIS

■ **WVX(FM) Highland Park (Chicago).** Seller: WVX. Buyer: Douglas Broadcasting. Price: \$3.7 million.

INDIANA

■ **WKHY(FM) Lafayette.** Seller: U.S. Broadcasting. Buyer: Stay Tuned Broadcasting. Price: \$1.78 million.

■ **WSLM-FM Salem.** Seller: Don H. Martin. Buyer: US Radio III. Price: \$2 million.

IOWA

■ **KDMG-FM Pella.** Seller: GBA. Buyer: Intergalactic Communications. Price: \$1.43 million.

KANSAS

■ **KICT-FM Wichita.** Seller: Radio Ventures International. Buyer: Granite Broadcasting. Price: \$1 million.

KENTUCKY

■ **WHRS(FM) Winchester.** Seller: Hancock Communications. Buyer: Trumper Communications of Kentucky Ltd. Price: \$1.513 million.

MASSACHUSETTS

■ **WBOS(FM) Brookline (Boston).** Seller: Ackerley Communications of Massachusetts. Buyer: GCI Boston. Price: estimated \$9 million.

MICHIGAN

■ **WDFX(FM) Detroit.** Seller: WDTX. Buyer: Alliance Broadcasting Motown Ltd. Price: \$4.55 million.

MINNESOTA

\$70 MILLION FOR WFAN: TOP-SELLING AM IS STILL GROWING

Infinity's purchase of WFAN(AM) from Emmis Broadcasting helped prove that major-market radio hadn't lost its shine. The price, \$70 million, or roughly 10 times existing cash flow, is considered a record for an AM standalone. Further, the purchase helped Infinity engineer a successful public offering that in turn helped re-establish radio's value on Wall Street.

Emmis had paid roughly \$15 million for WFAN in 1988, and turned the station around by installing the nation's first all-sports format. The format has thrived under Infinity, but a key element has little to do with sports: the *Imus in the Morning* program, hosted by morning man Don Imus.

"Thank God we've got Imus in the morning," says WFAN General Manager Joel Hollander. "Imus is definitely driving the bus." That show, with its relatively affluent, male-dominated audience, has helped WFAN increase its billings from approximately \$27 million in 1991 to over \$30 million in 1993.

—PV

■ **KQQL(FM) Anoka.** Seller: Trumper Communications of Minnesota Ltd. Buyer: Radio 100 Ltd. Price: \$14 million.

■ **WCTS-FM Minneapolis.** Seller: Central Baptist Theological Seminary of Minneapolis. Buyer: Radio 100 Ltd. Price: \$10 million.

NEBRASKA

■ **KZKX(FM) Seward (Lincoln).** Seller: KZKX, subsidiary of Sherman Broadcasting. Buyer: C.T. Robinson. Price: \$2.85 million.

NEVADA

■ **KBUL(FM) Carson City.** Seller: Almor Properties. Buyer: Citadel Associates Ltd. Price: \$1.3 million.

■ **KJUL(FM) North Las Vegas.** Seller: Carrigan Communications. Buyer: American Broadcasting Systems. Price: \$3.2 million.

NEW JERSEY

■ **WADB(FM) Point Pleasant.** Seller: Pleasant Broadcasters. Buyer: Seawood Broadcasters. Price: \$2 million.

NORTH CAROLINA

■ **WVY(FM) Grifton.** Seller: Grifton Radio. Buyer: Taylor Communications. Price: \$1.4 million.

■ **WMYI(FM) Hendersonville (Greenville, SC).** Seller: Am-Com Radio of the Carolinas. Buyer: Capstar Communications of South Carolina (WMYI). Price: \$10.25 million.

■ **WTZR(FM) Moyock (Chesapeake, VA).** Seller: American Eagle Communications. Buyer: Willis Broadcasting. Price: \$1.13 million.

OHIO

■ **WZRZ(FM) Hamilton.** Seller: Reams Broadcasting. Buyer: National Radio Partners Ltd. Price: \$3.25 million.

■ **WVUD-FM Kettering (Dayton).** Seller: University of Dayton. Buyer: Liggett Broadcast. Price: \$3.35 million.

PENNSYLVANIA

■ **WIBF-FM Jenkintown.** Seller: Fox Broadcasting Co. Buyer: Jarad Broadcasting Co. Price: \$3.4 million.

PUERTO RICO

■ **WPRA(AM)-WRPC(FM) Mayaguez-San German.** Seller: W.P.R.A. Buyer: American National Broadcasting. Price: \$1.7 million.

SOUTH CAROLINA

■ **WRXR(FM) Aiken.** Seller: Guardian Corporation. Buyer: J & L Broadcasting. Price: \$1.5 million.

■ **WKXC-FM Aiken.** Seller: CSRA Broadcasters. Buyer: GHB of Augusta. Price: \$3.8 million.

TEXAS

■ **KKPS(FM) Brownsville.** Seller: Sunbelt Radio Acquisition. Buyer: Spectrum Broadcasting of the Valley. Price: \$1 million.

■ **KRRG(FM) Laredo.** Seller: Sunbelt Radio Group. Buyer: Encarnacion A. Guerra. Price: \$1.2 million.

VIRGINIA

■ **WVLR(FM) Appomattox.** Seller: LBS Broadcasting. Buyer: L-R Radio Group. Price: \$1.24 million.

■ **WWDE-FM Hampton.** Seller: Edens Broadcasting. Buyer:

Max Radio of Hampton. Price: \$5 million.

AM'S CALIFORNIA

■ **KDIA(AM) Oakland.** Seller: RAGH. Buyer: Willie L. Brown Jr. Price: \$1.6 million.

■ **KSTE(AM) Rancho Cordova.** Seller: Minority Communications of California. Buyer: Fuller-Jeffrey Broadcasting. Price: \$1 million.

■ **KPLA(AM) Riverbank.** Seller: KPLA Ltd. Buyer: Kiertron. Price: \$1 million.

■ **KGIL(AM) San Fernando.** Seller: Buckley Communications. Buyer: Mount Wilson FM Broadcasters. Price: \$2.5 million.

■ **KLOK(AM) San Jose.** Seller: Bahia Radio. Buyer: Metro Mix. Price: \$6.0625 million.

■ **KHPY(AM) Yucaipa (Moreno Valley).** Seller: Delbert L. Van Voorhis. Buyer: KHPY Hispanic Radio. Price: \$1 million.

COLORADO

■ **KLZ(AM) Denver.** Seller: Summit-Denver Broadcasting. Buyer: Donald B. Crawford. Price: \$1.5 million.

WASHINGTON, D.C.

■ **WUST(AM) Washington.** Seller: District Group Communications. Buyer: New World Radio Ltd. Price: \$1.15 million.

FLORIDA

■ **WWNN(AM) Pompano Beach.** Seller: 777 Communications Ltd. Buyer: HMS Broadcasting. Price: \$1.8 million.

INDIANA

■ **WNDZ(AM) Portage (Chicago), IN.** Seller: WNDZ. Buyer: Douglas Broadcasting. Price: \$2 million.

MASSACHUSETTS

■ **WHDH(AM) Boston.** Seller: WHDH-AM. Buyer: Atlantic Radio. Price: \$3 million.

MINNESOTA

■ **WMIN(AM) Maplewood (Minneapolis).** Seller: Voyageur Broadcasting Co. Buyer: Central Baptist Theological Seminary of Minneapolis. Price: \$1.5 million.

NEW YORK

■ **WFAN(AM) New York.** Seller: Emmis AM Broadcasting. Buyer: Infinity Broadcasting. Price: \$70 million.

■ **WNEW(AM) New York.** Seller: WNEW(AM) Partnership. Buyer: Bloomberg Communications. Price: \$13.58 million.

TEXAS

■ **KPRC(AM) Houston.** Seller: H & C Communications. Buyer: Sunbelt Broadcasting Co. Price: \$3.5 million.

Business

FOX EYES OLDER VIEWERS

Network to court an older audience to tap larger pool of ad dollars

By Sharon D. Moshavi

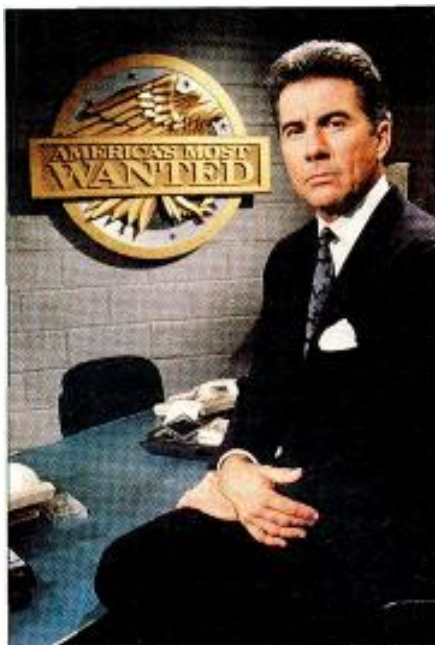
Fox may be going gray. At least around the temples.

Aware that youth doesn't last forever, the tot-teen-and-twenty-something network is looking to broaden its audience by appealing to older viewers and, by extension, tap into a larger pool of ad dollars.

"Inevitably as we go, we will look to age [our audience] a bit," says Jon Nesvig, Fox senior vice president, sales. "As we grow to seven nights, you have to attract advertisers across the board." The worry is that there may not be enough ad dollars earmarked for the younger generations to support that growth. Some ad agency executives estimate there are twice as many ad dollars targeting the 18-49 demographic group as for 18-34.

Programming six nights a week since January, the network is looking to go beyond its core 12-34 viewers to the entire 18-49 age group, and perhaps even beyond. "We don't consider ourselves, nor do we want to be, a niche network. We want to be a broad-based focused network," says Nesvig.

But is it possible for Fox to skew older without diluting the younger demos? Advertising executives, for the most part, say yes—as long as Fox goes slowly and does not alienate its younger viewers, the way they believe NBC alienated its older viewers by skewing too young this season. Many believe it is necessary, as does Fox, for the network to court an older audience to increase its advertising revenues. "It makes a whole lot of sense," says Aaron Cohen, senior vice president, director of broadcast programming, N.W. Ayer, but he also points out that the audience will age naturally: "The history of TV is that the audiences grow older as programs



'America's Most Wanted' is one of Fox's older skewing programs, as is 'Cops'

grow older. [That will happen at Fox] unless they continuously replace programs that are long-term players."

The shows Fox most recently launched for its sixth night of programming, *Class of '96* and *Key West*, are starting the trend. About 45% of the audience for *Key West* is age 35 or over, giving it the highest concentration of the older age group among Fox shows aside from its reality-based shows, which skew older. *Class of '96* does have a high concentration of age 34 and under viewers (67%), but fewer than those for the similar-genre programs *Melrose Place* (70%) and *Beverly Hills, 90210* (73%).

Advertisers say the shows Fox has in development, particularly Robert De Niro's anthology series *Tribeca*, are well-targeted for a broader range of ages, and thus for advertisers with budgets geared to the 18-49 age group

or possibly even 25-54.

Fox is no stranger to programs that skew older, and its success with them may propel them in that direction again. Its reality series on Friday and Saturday nights, *America's Most Wanted* and *Cops*, which derive 38% and 47%, respectively, of their audience from age 34 and under, are two of the network's most successful and longest-running programs.

But Fox, for better or for worse, still cannot shake its young image. According to Tom Winner, executive vice president, director of marketing services, Campbell-Mithun-Esty, the Fox reality shows, "compared to other network shows of the same genre, still skew about half the age. I've never been quite able to figure it out." The answer, says independent media buyer Paul Schulman, is that Fox has been able to successfully promote the brand name of the network, and, he said, "you could put Lawrence Welk on Fox and it would skew young."

Fox is viewed by the 35-49 group, and even 50+, but not enough to attract advertisers to buy Fox to reach those groups, say media buyers. Because of its concentration of younger viewers, Fox's cost-per-thousand prices are lower than the three networks for younger viewers, says Betsy Frank, senior vice president, Saatchi & Saatchi. But buying older viewers on Fox is actually more expensive on a CPM basis, she says.

Not all advertisers think Fox should try to age its audience. Says Campbell-Mithun-Esty's Winner: "Fox's niche is young, and to move away from that means it starts playing ball with ABC, NBC and CBS, and will end up with the same problems they do. I don't think Fox can go old—younger-skewing shows will propel the network." ■

HIGH CONCEPT... HIGH FINANCE

Program and distribution companies face tricky credit markets and finicky lenders; majors have few problems

By Geoffrey Foisie

As broadcasters have struggled to raise capital from banks and the public markets, their counterparts in the programing community have generally had an easier time. But some producers and syndicators, notably smaller companies without a library, have also found the reception from capital providers noticeably worse than say, five years ago. The trend to barter syndication has not helped matters, some of them say.

Most television programing is produced by the majors, who have been little affected by the prevailing credit caution. In the past few weeks, Time Warner has announced \$2 billion of debt financing. Along with other studios, Time Warner has had little trouble doing what Merrill Lynch's Greg Seibert calls "opportunistic refinancing," using the net proceeds to pay off existing "higher coupon" debt.

Some major players such as Paramount or King World, in fact, are sitting on lots of cash. Says Oppenheimer's Jessica Reif: "The studios have great balance sheets."

Bank financing, as well, has been accessible to major program providers. National Westminster, for instance, provides credit to both MCA and Paramount as well as some independent companies such as New Line, Samuel Goldwyn and Republic. Bank credit is potentially available, says Bank of America Senior Vice President Gary Matus, also to companies seeking to acquire film and program libraries.

For program distributors and producers, the primary credit demands are on the theatrical film side. Says Samuel Goldwyn's chief financial officer, Hans Turner: "Even with our limited film budgets, you can't get away for under \$10 million for theatrical. We are always searching for capital to produce films, whether through



Ads that ran early, such as this Pepsi spot, may have had more impact

SUPER BOWL VIEWING HITS HIGH AT HALFTIME

Despite a blowout game, viewership during the Super Bowl for adults 18-49 was higher in the fourth quarter of the game than the first, according to an analysis by Horizon Media. Viewing by men 18-49 started at a 41.2 rating, reached 49.4 by halftime, dropped 1% during the Michael Jackson extravaganza, and finished at a 46.9. Women 18-49 started at 28.4 rating, reaching 34.8 by halftime, grew by another 7% during halftime, and finished at 34.8.

Carl Kotheimer, Horizon executive vice president, director of marketing services, says despite higher viewing later in the game, he thinks attention wavered during the fourth quarter, and that ads aired late in the game did not have the impact they would have had if the game had been closer.

—SDM

foreign joint ventures or motion picture production funds."

By comparison, much of first-run television production is cheap—Goldwyn is able to finance continued production of *American Gladiators* out of the company's operating cash flow. In addition, TV series costs are more manageable, and banks don't have to worry about completion bonds—which are used to guarantee against cost overruns in theatrical films.

Says National Westminster's senior vice president, Gary Miller: "Most TV fare turns around pretty fast. The studios get paid quickly whatever the network is going to pay you." The lag time between production and payment is so short, says Miller, that it is not appropriate for bank financing, "besides which, most programers can carry the financing for that short a period anyway."

Still, some programers have to seek

bank and other financing and they, like most other U.S. companies, have noticed a less friendly reception than was the case several years ago. Says Genesis Entertainment's president and chief operating officer, Wayne Lepoff: "...the belts have been tightened. It has made it more difficult to obtain lines of credit."

Says Samuel Goldwyn's Turner: "In general, we have found banks have been far less willing to lend than ever before. That has been true for everybody else in the United States. They are asking for more restrictive covenants, and want some kind of input into what you can and can't do with the money. They are asking for more collateral; if, before, they wanted a cushion of collateral one-and-a-half times greater than the loan, now maybe they want a cushion of two times. They may also say we can't do more than 'y' number of projects, or

for more than 'x' dollars."

National Westminster's Miller says changes in the syndication business itself have contributed to banks' caution in lending for production: "It used to be you could figure out what an off-network half hour could be sold for. Nobody has those assurances anymore; even a show that will last to have enough episodes, it's a crapshoot now."

"Financing TV production used to be an acceptable debt risk, but now I think it is equity risk, unless the show has extraordinary ratings success right away." Banks still might be willing to fund new television production using contracts for existing syndication product as collateral. Miller adds.

Some programming financial executives think the shift to barter sales has made the financing environment more difficult. Says Genesis's Lepoff: "The banks don't understand barter as well."

Smaller companies with only one or two shows are particularly at a disadvantage, says Furman Selz's managing director, Michael Garin: "This is a business where, inevitably, not all

your shows will work, and unless you are sufficiently well capitalized and have a library that's generating cash flow to get you through the periods of disappointment, you'll never survive to the long term. The position of smaller companies is weaker than ever, and this will only be one of several elements that will continue the

trend toward consolidation and concentration of the industry."

Bank of America's Gary Matus agrees that firms without a library are at a disadvantage: "We rarely finance individual projects. Obviously that differs for people like Cannell, Goldwyn and New Line, people that have a library." ■

Changing Hands

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

WATL(TV) Atlanta □ Sold by Renaissance Communications to Fox Broadcasting for \$60 million-\$80 million (see "Top of the Week"). WATL is Fox affiliate on ch. 36 with 2,682 kw visual, 402 kw aural and antenna 1,170 feet above average terrain.

WCOA(AM)-WJLQ(FM) Pensacola, Fla. □ Sold by BREM Broadcasting to

WKRQ-TV Inc. for \$2.23 million. **Seller** is headed by Edmond J. Muniz, and recently purchased WMXZ(FM) New Orleans ("Changing Hands," Nov. 16). He also has interests in WGCM-AM-FM Gulfport, Miss., and WYAT(AM)-WLTS-FM New Orleans. **Buyer** is headed by Kenneth R. Giddens, and is licensee of WKRQ-AM-FM-TV Mobile, Ala. WCOA(AM) is full-timer with AC, news format on 1370 khz with 5 kw. WJLQ has CHR format on 100.7 mhz with 100 kw and antenna 1,555 feet.

KHGI-TV Kearney, KSNB-TV Superior, KWNB-TV Hays Center, Nebraska □ Sold by Girard Communications to Fant Broadcasting for \$2.05 million cash. Stations make up NTV Network, which has been under receivership since 1989. **Seller** is headed by Joseph Girard, receiver. **Buyer** is headed by Anthony J. Fant, and also owns Fox affiliate WNAL(TV) Birmingham, Ala. All stations are ABC affiliates. KHGI is on ch. 13 with 316 kw visual, 31.6 kw aural and antenna 1,110 feet. KSNB-TV is on ch. 4 with 100 kw visual, 12.6 kw aural and antenna 1,131 feet above average terrain. KWNB-TV is on ch. 6 with 100 kw visual, 21.6 kw visual and antenna 737 feet above average terrain. **Broker: The Connelly Co.**

KMHT-AM-FM Marshall, Tex. □ Sold by R.W. and J.J. Inc. for \$250,000. Stations sold in 1991 for \$1.016 million ("For the Record," Jan. 28, 1991). **Seller** is headed by Clint Formby and George A. Franz. Formby has interests in three AM's and three FM's. He and Formby have interests in KSAM(AM)-KHUN(FM) Huntsville, Tex. **Buyer** is headed by

BEHAN BROADCASTING COMPANY

has acquired

KJYK / KKLD

Tucson, Arizona
from

DUCHOSSOIS COMMUNICATIONS, INC.

\$4,000,000.00

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



Kalil & Co., Inc.

3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$811,000 □ 5

FM's □ \$1,689,715 □ 6

AM-FM's □ \$4,232,500 □ 8

TV's □ \$62,525,000 □ 6

Total □ \$69,258,215 □ 24

1993

AM's □ \$1,161,000 □ 6

FM's □ \$4,851,015 □ 15

AM-FM's □ \$50,632,500 □ 16

TV's □ \$62,525,000 □ 6

Total □ \$119,169,510 □ 43

For 1992 total see Feb. 1, 1993 BROADCASTING.

Eli Jones III, and has no other broadcast interests. KMHT(AM) is fulltimer with oldies format on 1450 khz with 1 kw. KMHT-FM has heart and soul format on 103.9 mhz with 3 kw and antenna 300 feet.

KHIT-AM-FM Reno □ Sold by Radio Associates Inc. to Lotus Communications for \$750,000. Seller is headed by Ken Miller, and is licensee of one AM and three FM's. Buyer is headed by Howard Kalmenson, and is licensee of nine AM's and seven FM's, including KOZZ-AM-FM Reno. KHIT(AM) has country format on 1590 khz with 5 kw. KHIT-FM has country format on 104.5 mhz with 25 kw and antenna 2,930 feet above average terrain. *Broker: Star Media Group Inc.*

WWJY(FM) Crown Point, Ind. □ Sold by Meyer Broadcasting Corp. to M & M Broadcasters Inc. for \$600,000. Seller is headed by John Meyer. Buyer is headed by Thomas M. McDermott, and is licensee of WIMS(AM) Michigan City, Ind. WWJY has easy AC format on 103.9 mhz with 3 kw and antenna 330 feet above average terrain. *Broker: George R. Jeneson.*

WRHC(AM) Coral Gables, Fla. (Miami) □ CP sold by Steven H. Friedman, Chapter 7 trustee for Radiocentro Broadcasting Co., to Jorge A. Rodriguez for \$525,000. Principals have no other broadcast interests. WRHC has Spanish news, talk format on 1550 khz with 10 kw day and 500 w night.

WSTI-FM Quitman, Ga. □ Sold by

Allen Denton, receiver, to Orb Communications Inc. for \$515,215. Seller has no other broadcast interests. Buyer is headed by Robert H. Harrison, and has no other broadcast interests. WSTI-FM has AC format on 105.3 mhz with 3 kw and antenna 300 feet above average terrain.

KZIA-TV Las Cruces, N.M. □ Sold by Southwestern Broadcasting Co. Inc. to Lee Enterprises Inc. for \$440,000. Proposed assignment of station last year for \$900,000 was dismissed ("For the Record," July 27, 1992). Seller is headed by Robert L. Munoz, and has no other broadcast interests. Buyer is headed by Richard D. Gottlieb, and is licensee of WSAZ-TV Huntington, W.Va.; KGMB(TV) Honolulu, KGMD-TV, Hilo and KGMV(TV) Wailuku, all Hawaii; KGUN(TV) Tucson, Ariz., and KMTV(TV) Omaha, Neb. It also controls 100% of KOIN-TV Portland, Ore., and KRQE(TV) Albuquerque and KBIM-TV Roswell, both New Mexico. KZIA-TV is ABC and NBC affiliate on ch. 48 with 79.4 kw visual, 7.9 kw aural and antenna 113 ft.

KXTQ(AM)-KKIK(FM) Lubbock, Tex. □ Sold by Dennis Elam, Chapter 7 trustee, to Ramar Development Co. for \$362,500. Seller also has interests in KMND(AM)-KNFM(FM) Midland, Tex. Buyer is headed by Ray Moran, and has interests in KRSY(AM) Roswell and KASY(FM) Albuquerque, both New Mexico. KXTQ has Spanish hit radio format on 950 khz with 5,000 w day and 500 w night. KKIK has country format on 93.7 mhz with 100 kw and antenna 740 feet above average terrain. *Broker: Whitley Media.*

WAJL(AM) Pine Castle-Sky Lake, Fla. □ Sold by Alleluia Ministries Inc. to Daystar Ministries Inc. for \$350,000. Seller is headed by Albert H. Chubb, and has no other broadcast interests. Buyer is headed by Larry W. Linkous, and has no other broadcast interests. WAJL has contemporary Christian format on 1190 khz with 5 kw day.

WMFG-AM-FM Hibbing, Minn. □ Sold by DNS Broadcasting to Al Quarstrom for \$255,000. Seller is headed by Dennis Rice. Buyer has no other broadcast interests. WMFG(AM) is fulltimer with oldies format on 1240 khz with 1 kw. WMFG-FM has oldies format on 106.3 mhz with 3 kw and antenna 200 feet above average terrain. *Broker: Johnson Communication Properties Inc.*

SOLD!

WWNZ-FM, Orlando, Florida has been sold by Paxson Broadcasting of Orlando, Lowell N. Paxson, Principal, to Press Broadcasting Company, Inc., Robert E. McAllen, President for \$5,200,000.

Brian E. Cobb
and
Randall E. Jeffery
Brokers

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Solutions.

GEORGE I. OTWELL
404-978-1294

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
RANIDOLPH E. GEORGE
415-391-4877

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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

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

GM/GSM: Tough economy—tough market. Medium-market Central New England station needs GM/GSM capable of hiring, training and motivating. If you are a self starter, can motivate a retail sales force, and are in it for the long haul reply to Box B-19. EOE.

KSET-FM El Paso's hot new brand of country is looking for a GM or GSM who is looking to move up within a couple of years — strong proven sales management background is a must. This is a great opportunity for a hard working financially motivated person. No phone calls please. Replies to: Sam Kobren, V.P. Dunn Broadcasting Co., 444 Executive Center Blvd, Suite 211, El Paso, TX 79902 Fax: 915-532-4970. EOE.

Proven small-mkt GM/GSM: Growing group operator seeking strong GM/GSM for top-rated, underperforming AM station in attractive southeastern small-market. Extensive general & sales mgt experience required with proven results in small mkt. \$29,000 - \$33,000 salary range with excellent benefits and incentive bonuses. Opportunity for equity. Please send resume & successes to Box B-20. EOE.

Top rated Gulf Coast FM radio station seeks strong general sales manager. Excellent staff, sales tools, support, compensation and benefits. Live and work in paradise. Send resume and references to Box B-21 EOE.

Radio sales manager: Doylestown, Penna. Seeking an aggressive sales manager to double our billing in 1993. New format. Aggressive new ownership. Suburban Philadelphia market. Bucks County is upscale with lots of business and one-half million population. No compensation barrier for a winner. Send resume to: M.M. Wesley, Network Broadcasting Corp., PO Box 689, Newtown, PA 18940. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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

AM-FM station in northeast looking for on/air-operations manager. Individual must be extremely detail oriented with strong leadership skills in overseeing all aspects of day-to-day operations pertaining to programing department. Must be adult-oriented, personality communicator with daily air shift. Send resume and tape with philosophies on maintaining a winning "on air" sound to: 465 Auburn Street, c/o Progressive Search, Newton, MA 02166. EOE.

HELP WANTED ANNOUNCERS

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

HELP WANTED NEWS

NPR's Performance Today announces three new staff positions that we intend to fill with resourceful, energetic people who share the spirit that classical music is a vital part of contemporary American life. **Editor:** BA or equivalent exp. and 4 years editorial or related exp. in classical music. Editorial judgment and editing skills required. Demonstrated command of conversational writing style. Broadcast exp. extremely desirable. **Production assistant:** BA or equivalent exp. and 1-1/2 years arts-related exp. with demonstrated ability to collect, organize and disseminate information. Experience in radio production with emphasis on writing and tape editing highly desirable. Knowledge of classical music preferred. **Music acquisitions coordinator:** BA or equivalent and 3 years exp. in classical music programing for radio and demonstrated awareness of recent trends in the field. Three years working with concert presenters, concert artists and artists' representatives and demonstrable familiarity with prominent figures and current events in the field. Send cover letter and resume to: NPR Personnel Department, 2025 M Street, NW, Washington, DC 20036. EOE/AA.

SITUATIONS WANTED MANAGEMENT

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

SITUATIONS WANTED ANNOUNCERS

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

SITUATIONS WANTED TALENT/PERSONALITY

Talk show host: Experienced, professional, extensive contacts. Conversant on varied subjects, call-in, monologue, interview, deep resonant voice. Salary open. Michael 1-704-632-4621.

SITUATIONS WANTED TECHNICAL

Broadcast technician/presenter: National and international radio and television experience. B.A. degree. American married to British wife with broadcast presenter experience. All employment seriously considered. Keith Hendrickson, 221 Newtondale, Sutton Park, Hull HU7 4BQ, England, Air Mail.

TELEVISION

HELP WANTED MANAGEMENT

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

Director of development, public television: WLVT-TV, Channel 39 Allentown/Bethlehem, PA, (Lehigh Valley), seeks person to supervise 5 person development dept. at one of America's most successful PTV stations, on air 28 years. Responsible for all station fundraising, program underwriting, on-air auction, pledge drives, telemarketing. Familiarity with IBM system 36 a plus. Requirements include: Supervisory/managerial experience in public TV development. We are looking for a public TV pro: preferably one in administrative managerial development capacity at PTV station now. Please state present salary and salary requirement. Application deadline March 1, 1993, for early April 1993 start. Resumes (no phone calls please) to: Shelley Brown, VP Development Community Relations, WLVT-TV 39, South Mountain Drive, Bethlehem, PA 18015-4799. AA.EEO.

General sales manager: Southern Minnesota's #1 Newschannel seeks savvy manager to lead top-notch sales force. Local and/or national management experience preferred. Great 100+ market to live in with excellent group. Many career growth opportunities. Send resume to Jerry Watson, VP-GM, KTTG Television, Inc., 601 1st Ave SW, Rochester, MN 55902. No calls please. EOE.

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

HELP WANTED SALES

Sales & marketing acct. executive: candidate should have proven track record in sales and marketing of video production or related industry. Must be a proven success at prospecting, cold calling and closing. Should possess knowledge of Mpls. advertising, video production, film & public relations communities. Regional and national sales experience will also be considered. Submit resume to: Todd Hanks, Conus Communications, 3415 University Avenue, Minneapolis, MN 55414-3365. Equal opportunity employer.

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

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

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

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

Marketing manager: Plan, manage, and administer underwriting for public TV/Radio programming and special events. Supervise four reps. Proven successful sales management experience required, knowledge of media, advertising sales, and market research. Resume to Personnel, WMFE, 11510 East Colonial Drive, Orlando, FL 32817. Deadline 2/15/93. EOE. Minorities and women encouraged to apply.

Marketing consultant: This could be the last station that you will ever work for. Great station, established list, fantastic top 50 market near several large cultural centers. If you're frustrated in your current position and you want to live in a quality market, send in your cover letter and resume today. Responses to David Bradley, LSM, WHTM-TV, PO Box 5860, Harrisburg, PA 17110. EOE

Entry-level sales: WROC-TV (CBS) is Rochester's fastest growing television station, and we're looking for a self-motivated sales professional to generate new business. If you want the job, you must sell us on why you're the one to hire. Call Lynda Peterson, 716-288-8400. EOE M/F

Account executive wanted: WKEF-TV, immediate opening. College and two-year broadcasting experience required. Send resume to Local Sales Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EOE M/F

HELP WANTED TECHNICAL

Chief engineer: "Hands-on" chief engineer wanted for Washington, DC UHF independent Harris transmitter, one-inch VTR and Betacam experience a must. Send resumes to WFTY-TV 50, 12276 Wilkins Avenue, Rockville, MD 20852, or fax 301-230-1550. No phone calls please. Equal opportunity employer.

WATL Fox 36 needs an experienced master control operator. Four-day week, great facility. Odetics experience needed. Send resume to WATL Fox 36, One Monroe Place, Atlanta, GA 30324. EOE

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

TV transmitter maintenance engineer: Top 10 market, privately owned HSN affiliate, two-year course in TV broadcast electronics, including digital and RF technology, manufacturer schools a plus. FCC General Class license or SEB/CET certification or equivalent workplace experience, minimum 5 years. Send resumes only (no phone calls) to Curtis Garris, Chief Engineer, WTMW TV-14, PO Box 678, Ben Franklin Station, Washington, DC 20044. EOE/MF

TV studio maintenance engineer: Top 10 market, privately owned HSN affiliate, minimum two-year course in TV broadcast electronics, including digital technology, manufacturer schools a plus. FCC General Class license or SEB/CBT certification or equivalent workplace experience, minimum 5 years. Send resumes only (no phone calls) to Curtis Garris, Chief Engineer, WTMW TV-14, PO Box 678, Ben Franklin Station, Washington, DC 20044. EOE/MF

HELP WANTED NEWS

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

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

TV reporter: Aggressive general assignment reporter needed for rising CBS affiliate. Two years experience and journalism degree preferred. Must be a team player, willing to work nights and weekends. Minority applicants encouraged to apply. No calls. Send non-returnable 3.4" tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE M/F

Changes on the horizon: Looking for several anchors, reporters, producers, and videographers/editors. Also need main-line weathercaster and sportscaster. Only applications with non-returnable demo tape, resume, salary requirements/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE

Anchor/reporter needed for one of the best capitalized facilities on the Eastern Shore. At least one year experience. Position includes weekend anchoring (with some weathercasting) three days reporting. Ability to generate stories from an assigned beat essential. Resume references, 3.4 inch audition tape to News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Women and minorities encouraged to apply. No phone calls please. EOE M/F

Small midwestern affiliate looking for main anchor to team with male. Not an entry level position. Send letter, resume and nonreturnable tape to Dennis Fisher, News Director, KQTV, PO Box 6247, St. Joseph, MO 64506. No phone calls please. EOE

WYFF-TV news openings: Reporter and photographer. Minimum one year experience in commercial television newsroom. The positions require a high degree of skill. Send a resume and tape depicting those skills to: Andy Still, News Director, WYFF-TV, PO Box 788, Greenville, SC 29602. No phone calls. EOE

Sports talent: 3-5 yrs experience on-camera, voice, producing for event coverage/magazine formats. Good interviewer/story teller. Overall sports background, motorsports knowledge helpful. Extensive travel, relocation necessary. M/F. EOE. Resume and tape to: Sports, PO Box 7637, Mission Hills, CA 91346

Meteorologist: Medium, midwest market seeking strong communicator. Prefer AMS seal. Send resume and statement of weather philosophy to Box B-23. No beginners. EOE M/F

Morning news anchor: Co-produce and anchor sunrise newscast in Gulf Coast market. If you have 2-3 years experience and the desire to get better every day, we want to hear from you. Send your resume and photo to Box B-24. EOE

News director: Aggressive news department needs a leader with great people skills to continue the climb to number one. Must have strong producing background. Newscasts are fast paced with lots of creativity. Send news philosophy, resume and a recent newscast to: Ralph Todde, Station Manager, KRNW-TV, 1790 Vassar St., Reno, NV 89502. Send non-returnable tapes on 3.4 inch or VHS format. No phone calls! EOE

Reporter/photographer WSAZ-TV3, #1 rated news, Huntington/Charleston market. General assignment reporting, 2 years commercial TV experience, college degree preferred. NewStar experience beneficial. Ability to handle live work necessary. EEOE. Non-returnable tape resume, no phone calls, to Bill Cummings, WSAZ-TV3, PO Box 2115, Huntington, WV 25721

Top 50 market looking for a weekend anchor/reporter to compliment our female anchor. Main anchor backup role — plus featured live reporter position. Must be active/involved anchor and reporter. EOE. Resumes to Box B-25.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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

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

Producer's dream: Top 30's market seeks "Top Gun" Qualifications: 2+ years experience, knowledge of NewStar & SNG, hot tape, cool head. Rush tape and resume to Jack Beavers, Executive Producer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE

Video editor: Number-one station wants creative, energetic videotape editor with significant broadcast experience for top-rated weekly magazine programs and other projects. Good camera skills a plus. News experience helpful. Self-motivation, enthusiasm and teamwork a must. Send resume and non-returnable 3.4" or broadcast Beta tape (no calls) to Linda Munich, Director of Public Affairs, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE

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

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

Top-50 CBS affiliate looking for news producer with 5 years broadcast newsroom experience. Excellent people and organizational skills. Must coordinate available resources into a strong 30-minute newscast daily. Send tape and resume to: Mall Hope, WHP-TV, PO Box 1507, Harrisburg, PA 17105. EOE.

Graphic designer for ABC affiliate in 19th market. Must have excellent design skills for print and air. Mac competence in PageMaker and/or Freehand, video production experience. Quantel Paintbox experience in news strongly preferred. Send resume only (no calls, please) to: Eric Warp, Art Director, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. KOVR-TV is an equal employment opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age or other factors prohibited by law. Drug free workplace.

Computer editor: Major market, northeast production facility seeking a creative and talented computer editor. Position requires 3 to 5 years experience with state-of-the-art equipment, preferably ADO and D2 M.F. EOE. Send resume and salary requirements to: Box B-26.

Wanted: Sales rep for East Central Florida production company to market multi-camera mobile production services. Experience with sports, networks and corporate teleconferences advantageous. Fax resume to 407-799-1016. Attention: GM. EOE.

Senior promotion writer-producer: WSMV Nashville, seeking highly skilled creative talent to produce award-winning image news program spots that sell. Become part of a 90's broadcast team inventing marketing promotion of the future. People-person, a plus. Minimum experience five years. Women, minorities encouraged to apply. Send award-winning spots to: Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. EOE.

Top 50 market station needs promotion manager. Strong people skills and outside the box attitude. Require college degree and minimum 5 years major market television experience. No beginners. EOE. Resume/tape to: Roxanne Nelson, KFOR-TV, PO Box 14068, Oklahoma City, OK 73113.

Producer, news: Top 20 station searching for creative, assertive, organized producer. Candidate must have 3 years show producing experience, superb writing and teasing skills. Excellent opportunity. EOE. Send resume to: Box B-27.

Production manager: Central Illinois' top post-production and edit facility seeks an accomplished, organized director/cinematographer who is ready to move into management as "player-coach" of our successful team. Good people, leadership, and marketing skills a must, no beginners, please. Send reel, resume, and salary requirements to: Dennis Upham, President & GM, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. EOE. No phone calls please.

Art director: Cutting edge designer needed to supervise large staff. You must be willing to take risks and think out of the box. A college degree, five years graphic experience, Macintosh and paint box skills are required. Send your hottest tape and resume to: Roxann Nelson, Creative Services Director, KFOR-TV, Box 14068, Oklahoma City, OK 73114. EOE. No phone calls!!

SITUATIONS WANTED TECHNICAL

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

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

SITUATIONS WANTED NEWS

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

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

Sml mkt ND, asst ND & news ops mgr, 10 yrs Boston, 2 yrs lg mkt. "Lou Grant" style mgr seeks safe family surroundings and dedicated staff. Turn arounds OK. Reply to Box B-28.

MISCELLANEOUS

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

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

Job hunting? Broadcasting's best employment-listings service just got better! Expanded networking capabilities for more leads. Timely documented advice on likely future openings. Incredible upgrades throughout. Now in our 9th year — with over 90% repeat business! Free information, Media Marketing/The Hot Sheet, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

Television news consulting services, specializing in medium/small market newsrooms and individual talent. We'll help you improve ratings, streamline operations, or reorganize personnel to maximize potential and minimize costs. We also work with individual talent interested in polishing performance to advance in position or market. Exceptionally reasonable rates. Write us your goals for free prospectus: Dennis Tompkins, Principal, TNCS, RR1, Box 500, Litchfield, ME 04350.

CABLE

HELP WANTED SALES

Account executive/advertising sales: National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Minneapolis market. 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 Missouri School of Journalism seeks an assistant professor to teach in the broadcast news department and supervise radio feature production at the university's NPR station. Master's degree and significant professional experience preferred. Desire to teach, work with students and edit their scripts a must. Success with network submissions a plus. Women and minorities are encouraged to apply. Send letter, tape and resume to Cecil Hickman, KBIA News Director, UMC School of Journalism, 176 Gannett Hall, Columbia, MO 65211. EOE.

Buena Vista College seeks a student-centered faculty member to teach within a Mass Communication/Corporate Communication program which has as its primary objective the graduation of students who are practically and theoretically prepared for an ever-changing world of mediated communication. Applicants should have both academic and professional credentials; willingness to reach out to students interested in communication as either a creative or a business activity; interest in advising and teaching; ability to work closely with students in a co-curricular radio program; additional interests in such areas as communication research methods, advertising, and media management. This is a tenure-track position - MA required; PhD preferred. Buena Vista College currently enrolls approximately 125 Mass Communication/Corporate Communication majors and minors who study in Lage Communication Center, which is fully equipped with video, audio, and print communication technologies. Buena Vista College, a comprehensive college of approximately 1000 students, emphasizes career studies in communication, business, and education. Send letter of application, via, and three letters of recommendation to Benjamin B. Donath, Associate Dean of Faculty, Buena Vista College, Storm Lake, IA 50588. Review of applications will begin March 15, 1993, and continue until position is filled. AA/EEO.

HELP WANTED NEWS

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

Minority/journalists/students: Win an expenses-paid trip to investigative reporting conference in New York. To apply, call Investigative Reporters & Editors, 314-882-2042.

FINANCIAL SERVICES

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

EMPLOYMENT SERVICES

Writers, editors, broadcasters: Monthly subscription listing of current, interesting vacancies nationwide. All levels and skills. Write: WEB, POB 40550, Washington, DC 20016. 703-506-4400. Estb. 1986.

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

WANTED TO BUY EQUIPMENT

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

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.

FOR SALE EQUIPMENT

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

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

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

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

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

Used 340' ft. tower with lighting system, includes new guy wires etc. 314-687-3932.

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.

RADIO

HELP WANTED MANAGEMENT

NETWORK ACCOUNT EXECUTIVE

Network radio company seeks account executive to sell network radio advertising to New York based advertising agencies. Applicants must have extensive network radio sales experience. Qualified candidates who want top commissions, send resume to:

Epic Radio Networks
420 Lexington Ave, Suite #300
N.Y., N.Y. 10170

No phone calls please. EOE.

TELEVISION

HELP WANTED PROGRAMING PROMOTION & OTHERS

TV Production Assistant II

Full-time position with benefits. Duties include: field videography, editing, various in-studio crew positions, occasional directing, and lighting. Prior experience a must. Send resume with cover letter by February 26 to Executive Secretary, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801.



Equal Opportunity Employer

HELP WANTED NEWS

NEWS TAPE EDITOR

KING 5 News has an excellent opportunity to be a part of a nationally recognized photog/editing staff. Key responsibilities include editing and co-producing news stories; logging and recording feeds; and preparing tape pieces for "on-air" use.

Successful candidate will have two years newstape editing experience using Beta SP and computer editing system, ability to work independently and under deadline pressure situations, detail oriented, and creative skills. College degree preferred.

Please forward two copies of your resume and a non-returnable Beta tape to:

HUMAN RESOURCES #93R5
KING 5 TV
333 DEXTER AVE N
SEATTLE, WA 98109
NO PHONE CALLS PLEASE
EOE M/F/D/V



HELP WANTED PROGRAMING PROMOTION & OTHERS



What promotion producer wouldn't like to move to San Diego and work for the #1 station?

But we're only looking for one. The Best. Top rated ABC affiliate wants most talented promotion producer with proven track record. Outstanding writer whose words create excitement. First rate producer who knows what pictures belong with the words. Who knows when to let the pictures say it all. A highly motivated self-starter. Minimum three years in medium or large market TV. Not a beginner. Not a prima donna. Someone who can join our terrific team, turn out great work, inspire others and be a key player in our future. Are you the one?

Send resume and tape to:
Creative Services Director
P.O. Box 85347
San Diego, CA 92186

No phone calls.
Please.
E.O.E./M/F

PUBLIC NOTICES

The Subcommittee on Budget, Finance and Audit of the PBS Board of Directors will meet in executive session at 2:00 p.m. on February 25, 1993, at the PBS offices, 1320 Braddock Place, Alexandria, Virginia. Tentative agenda includes short-term investment policy; endowment policy; stations on deferred payment plans; and reports from officers.

The Executive Committee of the Public Broadcasting Service will meet at 9:00 a.m. on February 26, 1993 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia. Tentative agenda includes reports from PBS officers and Board committees on education services, programming, finance, nominating, annual meeting, satellite replacement; membership applications; ready to learn project; and other business.

SALES TRAINING

LEARN TO SELL TV TIME
Call for FREE Info Packet
ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

ALLIED FIELDS

EMPLOYMENT SERVICES

GOT THE 900 NUMBER BLUES? TRY MEDIALINE

TV's Job Listing Leader Since 1986
NO OUTLANDISH PHONE CHARGES
NO STALE, DEAD END LEADS
JUST LOTS MORE REAL JOBS FOR LOTS LESS MONEY

To subscribe call 800-237-8073/California 408-648-5200


THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

WADE CABLEVISION is seeking candidates with proven experience in producing and directing various Local Origination programs including live and taped special events coverage.

L.O. PRODUCER/DIRECTOR

Candidates for this position should possess the following:

- Prior experience as a Producer/Director.
- College degree in communications or related field and/or equivalent work experience.
- Proven ability to write scripts and edit 3/4" SP VTR's.
- Experience with directing single and multiple camera crews.
- Ability to plan and develop programming.

If interested, you must be able to transport and operate on-the-shoulder camera equipment weighing up to 55 pounds for extended periods. You must possess a good driving record and valid driver's license (complying with the company's Vehicle Safety Operations Policy) and be able to work long and flexible hours when necessary.

We offer Medical and Dental Benefits, Life Insurance, a Profit Sharing Plan and the support a strong management team. Forward resume including salary history and non-returnable video tape demo to:



Wade Cablevision
Attn: Human Resources
1700 North 49th Street
Philadelphia, PA 19131

We Are Dedicated to Excellence

We are an Equal Opportunity Employer and comply with the Drug Free Workplace Act.

EMPLOYMENT SERVICES CONTINUED

1-900-40-RTNDA Updated Daily
RTNDA Job Service
 85 cents a minute. Listings 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

FOR SALE EQUIPMENT


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

FINANCIAL SERVICES

Radio group owner seeks partner or joint venture to develop and market unique digital software for radio stations.
 For information fax:
Media Services Group
 Washington, D.C. 703-351-0361

FOR SALE STATIONS

CENTRAL MISSISSIPPI 20KW FM
 Small town with new industry — No competition in local market — Studio, real estate, tower & building at one location — new transmitter — absentee owner — may finance the right operator.
 601-352-6673

MEDIA BROKERS • APPRAISERS
 RADIO • TV • LPTV
 A Confidential & Personal Service
BURT SHERWOOD INC.
 4171 Dundee Rd., Suite 269, Northbrook, IL 60062
 708-272-4970


FOR SALE
 Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.
The Deer River Group
 Washington, D.C.—(202) 659-3331

FOR SALE
 50KW AM AND CLASS C FM, IN SOUTHWESTERN TOP 50 MARKET. SERIOUS BUYERS ONLY PLEASE. P.O. BOX 25670, HONOLULU, HAWAII 96825.

FOR SALE STATIONS CONTINUED

 **\$400k-\$3.5 Mil**
 Fla FM Prof Terms
 NC Combo Ocean Terms
 GA FM Stressed Buy!
 Fla FM Coastal Cash
 NC Combo Prof Terms
 Fla Combo Make Offer
 Fla Hispn Prof Make Terms
 Also 2 Great Fla AMs
Donald K. Clark, Inc.
 Media Broker
 813-949-9311
 P. O. Box 340617, Tampa, FL 33694

6KW - Mid-Atlantic
 Super FM. All new equipment. Computerized operation. Tower at 1276'. Only FM in fastest growing county in state. Prosperous growth area. \$13 million market. \$250,000 down and terms.
SNOWDEN Associates
 MEDIA BROKERS
 Dick Paul - Tom Snowden - Paul Reid
 919-355-0327

FOR SALE: AM/FM with CP to go to full C. Upgrade moves signal to 300,000 pop. 450,000 — cash talks. Call (509) 633-2020 or write P.O. Box K, Grand Coulee, WA 99133.

FOR SALE WYNU-FM JACKSON, TENNESSEE
 Class C 100kw (ca 1050 feet Power House. Equipment less than 3 years old. Premier facility in the market. Positive Cash Flow. For more information call Bill Van Huss of Thoben-Van Huss at 317-636-1016.

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

Your Yearbook is back!

The all new edition of
Broadcasting & Cable Yearbook,
 coming

March 1993.

For information, call
1-800-521-8110.

R.R. Bowker

A Reed Reference Publishing Company

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 Mitz Miller.

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

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

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

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

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

Rates: Classified listings (non-display) Per issue. Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 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, C.O.D., P.D., 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.

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

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

Date Book

FEBRUARY

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

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

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

Feb. 8-9—*Arkansas Broadcasters Association* meeting and legislative luncheon. Capital Hotel, Little Rock, Ark. Information: (501) 227-7564.

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

Feb. 17-21—"Close Encounters of a Different

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

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

Feb. 19—"Presidential Debates and National Issues," conference co-sponsored by the *Annenberg Washington Program in Communications Policy Studies of Northwestern University* and the *Joan Shorenstein Barone Center of Harvard University*. Willard Office Building, Washington, D.C. Information: (202) 393-7100.

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

Feb. 22-26—"Advancing the Field of Media Studies," research and technology studies seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Information: Shirley Gazsi, (212) 678-6600.

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

MARCH

March 3—"Programmer and Operator Partnerships for Effective Public Affairs," regional event sponsored by *Cable Television Public Affairs Association*. National Press Club, Washington, D.C. Information: (301) 206-5393.

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

March 4—"The Changing Landscape of Television: 500 Channels and Beyond," breakfast meeting sponsored by *Cable Television Administration and Marketing Society, New York chapter*. Panelists: Herb Granath, ABC Enterprises; James Kofalt, Cablevision Systems Corporation; John Hendricks, Discovery Network; Dick Aurelio, Time Warner New York City Cable Group. Rainbow Room's Pegasus Room, Rockefeller Center. New York. Information: Elizabeth Loyola, (212) 735-5372.

MAJOR MEETINGS

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

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

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

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

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

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

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

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

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

April 18-20—*Television Bureau of Advertising*

annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

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

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

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

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

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

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

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

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

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

456-7777.

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

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

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

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

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

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (202) 452-7823.

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

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

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

For the Record

As compiled by BROADCASTING from January 25 through January 29 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KHAR(AM)-KBRJ(FM) Anchorage, AK** (AM: BAL930111EF; 590 khz; 5 kw-U; FM: BALH930111EG; 104.1 mhz; 55 kw; ant. 61 ft.)—Seeks assignment of license from Sourdough Broadcasters Inc. to Alaska Broadcast Communications Inc. for \$800,000 ("Changing Hands," Jan. 11). Filed Jan. 11.

■ **KOY-AM-FM Phoenix, AZ** (AM: BAL921224EA; 550 khz; 5 kw-D, 1 kw-N; FM: BALH921224EB; 95.5 mhz; 96 kw; ant. 1,570 ft.)—Seeks assignment of license from Edens Broadcasting Inc. to Sundance Broadcasting Inc. for \$7 million ("Changing Hands," Dec. 7, 1992). Filed Dec. 24, 1992.

■ **KMTB(FM) Murfreesboro, AR** (BAPLH930106GE; 95.3 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of CP from Mediatronics Broadcasting Inc. to Penn-Lee Broadcasting Inc. for \$178,500. Seller is headed by Phillip O'Bryan. Buyer is headed by Gregory A. Bobo, and has no other broadcast interests. Filed Jan. 6.

■ **KTMG(AM) Deer Trail, CO** (BAL930106EA; 1370 khz; 5 kw-D, 160 w-N)—Seeks assignment of license from Gold Bar Broadcasting & Communications Inc. for \$150,000. Buyer is headed by Edmond A. Marshall, and has no other broadcast interests. Filed Jan. 6.

■ **WRHC(AM) Coral Gables, FL (Miami)** (BAL930108EF; 1550 khz; 10 kw-D, 500 w-N)—Seeks assignment of CP from Steven H. Friedman, Chapter 7 trustee for Radiocentro Broadcasting Co., to Jorge A. Rodriguez for \$525,000 (see "Changing Hands," p. 50). Filed Jan. 8.

■ **WAYQ(TV) Daytona, FL (Orlando)** (BALCT930107KE; ch. 26; 5 kw-V; 500 w-A; ant. 1,033 ft.)—Seeks assignment of license from Beach Television Partners, debtor-in-possession, to 35 Club Inc. for \$35,000. Station operates as satellite of independent WAYK(TV) Melbourne, FL. Seller is headed by George Mills Jr., trustee. Buyer is headed by James D. McCotter, and recently sold

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.

WHT(AM) Baltimore ("Changing Hands," Dec. 21, 1992). Filed Jan. 7.

■ **WCOA(AM)-WJLQ(FM) Pensacola, FL** (AM: BAL930107EA; 1370 khz; 5 kw-U; FM: BALH930107EB; 100.7 mhz; 100 kw; ant. 1,555 ft.)—Seeks assignment of license from BREM Broadcasting to WKRG-TV Inc. for \$2.23 million (see "Changing Hands," p. 50). Filed Jan. 7.

■ **WULF(AM)-WKXH-FM Alma, GA** (AM: BAL921223GH; 1400 khz; 1 kw-U; FM: BAPLH921223GI; 104.3 mhz; 1.9 kw; ant. 397 ft.)—Seeks assignment of CP from The Hays Group Inc. to Sunbelt Media Inc. for \$352,552 ("Changing Hands," Jan. 18). Filed Dec. 23, 1992.

■ **WSTI-FM Quitman, GA** (BALH921224GG; 105.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Allen Denton, receiver, to Orb Communications Inc. for \$515,215 (see "Changing Hands," p. 50). Filed Dec. 24, 1992.

■ **WWJY(FM) Crown Point, IN** (BALH921223HR; 103.9 mhz; 3 kw; ant. 330 ft.)—Seeks assignment of license from Meyer Broadcasting Corp. to M & M Broadcasters Inc. for \$600,000 (see "Changing Hands," p. 50). Filed Dec. 23, 1992.

■ **KWMT(AM) Fort Dodge, IA** (BTC930108EG; 540 khz; 5 kw-D, 200 w-N)—Seeks transfer of control of KWMT Radio Inc. for no cash consideration; John P. Jenkins is giving 40 shares each to his son and daughter-in-law Jon W. and Roma Jenkins. Filed Jan. 8.

■ **WKNK(FM) Edmonton, KY** (BALH930108HX;

99.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Vickie K. Hatchett to Newberry Broadcasting Inc. in exchange for 10% of stock of Newberry Broadcasting, of which she is currently an officer and director. Buyer is also purchasing WLMK(FM) Horse Cave, KY (see below). Filed Jan. 8.

■ **WLMK(FM) Horse Cave, KY** (BAPH930108HW; 100.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from James B. Myers III to Newberry Broadcasting Inc. for \$30,000. Buyer is headed by Steven W. Newberry, and is purchasing WKNK(FM) Edmonton, KY (see above). It is also licensee of WHHT(FM) Cave City, KY. Filed Jan. 8.

■ **WWZQ-AM-FM Aberdeen, MS** (AM: BTC930111HU; 1240 khz; 1 kw-U; FM: BTCH930111HV; 105.3 mhz; 3 kw; ant. 299 ft.)—Seeks transfer of control of Tenn-Tom Broadcasting Corp. for \$60,000. Donald W. Warnick is selling his 30% of licensee to J. D. Buffington, who currently owns 40% of stock. Principals have no other broadcast interests. Filed Jan. 11.

■ **WXHT(FM) Meridian, MS** (BAPH921224HQ; 102.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Charisma Communications Co. to East Mississippi Broadcasters Inc. for \$243,500. Seller is headed by Donald R. DePriest, and is licensee of WKIR(FM) Columbus, WWZD(FM) New Albany, WKOR-AM-FM Starkville and WPMX(AM) Tupelo, all Mississippi. Buyer is headed by Clay E. Holladay, and is licensee of WYBZ-FM Mary Esther, FL. He is also 100% stockholder of licensee of KRVV-FM Bastrop, LA, and 80% owner of licensee of WDJR(FM) Enterprise, AL. Filed Dec. 24, 1992.

■ **KESY-AM-FM Omaha, NE** (AM: BAL930111EA; 1420 khz; 1 kw-D, 330 w-N; FM: BALH930111EB; 104.5 mhz; 100 kw; ant. 1,040 ft.)—Seeks assignment of license from Sungroup Broadcasting of Nebraska Inc., debtor-in-possession, to OMA Inc. for assumption of debt. Seller is also licensee of KEAN-AM-FM Abilene and KYKX(FM) Longview, both Texas; KKSS(FM) Santa Fe, NM; WOWW(FM) Pensacola, FL, and KMJJ-FM Shreveport, LA. Buyer is headed by John W. Biddinger, and has no other broadcast interests. Filed Jan. 11.

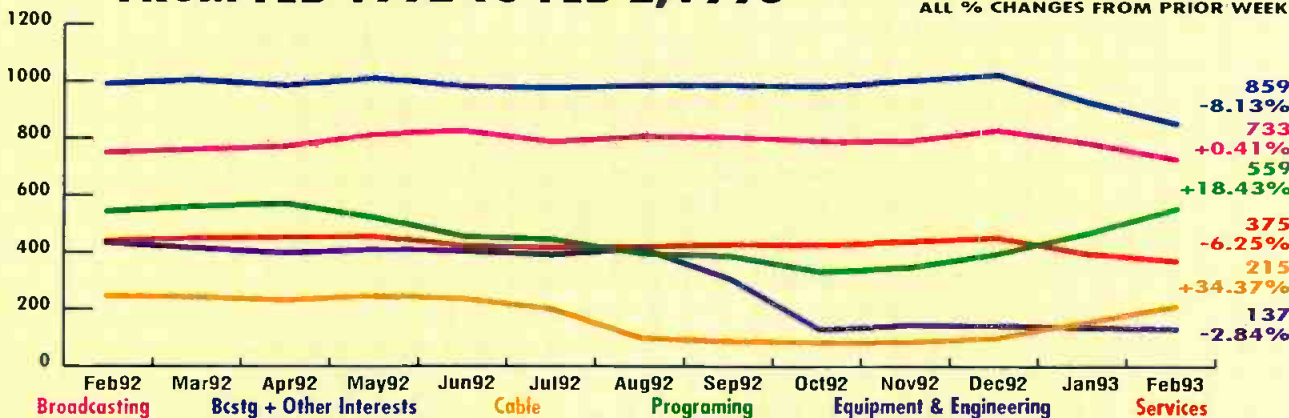
■ **KZIA-TV Las Cruces, NM** (BALCT930111KH; ch. 48; 79.4 kw-V; 7.9 kw-A; ant. 113 ft.)—Seeks assignment of license from Southwestern Broadcasting Co. Inc. to Lee Enterprises Inc. for \$440,000 ("Changing Hands," p. 50). Filed Jan. 11.

■ **WXLX(AM) Aibemarle, NC** (BAL930111EH; 1010 khz)—Seeks assignment of license from

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1992 TO FEB 2, 1993

NASDAQ: 705.12 (-0.29%)
S&P Ind.: 511.33 (+0.20%)

ALL % CHANGES FROM PRIOR WEEK



Agape Faith Church to Norman Communications Inc. for \$20,000. Seller is headed by J.B. Whitfield, and has no other broadcast interests. Buyer is headed by William Dale Norman Jr., and is licensee of WZKY(AM) Albemarle, NC. Filed Jan. 11.

■ **WAVJ(AM) Black Mountain, NC** (BTC930107EF; 1350 khz; 1 kw-D)—Seeks transfer of control from Master Media Inc. to Steve L. Bursleson for \$1 and other consideration; real estate contract to be negotiated. Seller is headed by Danny Dyer. Buyer has no other broadcast interests. Filed Jan. 7.

■ **KADS(AM) Elk City, OK** (BAL930108EC; 1240 khz; 1 kw-U)—Seeks assignment of license from Investar Inc. to Joseph W. Tilton for \$10. Licensee sold stock in 1990 to principal Ken Martin for \$70,000. Buyer has no other broadcast interests. Filed Jan. 8.

■ **KRAD(AM)-KJFK(FM) Perry, OK** (AM: BAL930107EE; 1020 khz; 400 w-D; FM: BALH930107HY; 105.1 mhz; 1 kw; ant. 328 ft.)—Seeks assignment of license from W. Robert Morgan to Starlight Broadcasting Inc. for \$150,000. Buyer is headed by James W. Dunn. His wife, Vera L. Dunn, is licensee of KIMY(FM) Watonga, OK. Filed Jan. 7.

■ **KURY-AM-FM Brookings, OR** (AM: BTC930106EB; 910 khz; 1 kw-D; FM: BTCH930106EC; 95.3 mhz; 3 kw; ant. 90 ft.)—Seeks transfer of control of KURY Radio Inc. to Dorothy J. Garvin for \$175,000. Seller is Norman Oberst, selling his 50% of licensee. Garvin is wife of Vern Garvin, who is 50% shareholder of licensee. Filed Jan. 6.

■ **WCOR(AM) Lebanon, TN** (BAL930108EI; 900 khz; 500 w-D, 136 w-N)—Seeks assignment of license from Lebanon Broadcasting Inc. to WCOR Inc. for \$16,000. Seller is headed by Lynwood H. Eaton. Buyer is headed by Susan H. Bay, and has no other broadcast interests. Filed Jan. 8.

■ **KZTQ(FM) Laredo, TX** (BAPH930108HS; 106.1 mhz)—Seeks assignment of CP from Paul Garza Jr. to Miguel A. Villarreal Jr. for \$122,500, plus remaining balance of loan. Buyer is licensee of KDOS(AM) Laredo, TX. Filed Jan. 8.

■ **KMHT-AM-FM Marshall, TX** (AM: BAL930104EC; 1450 khz; 1 kw-U; FM: BALH930104ED; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from R.W. and J.J. Inc. for \$250,000 (see "Changing Hands," p. 50). Filed Jan. 4.

■ **KJRB(AM)-KEZE(FM) Spokane, WA** (BAL930112EA; 790 khz; 5 kw-U; FM: BALH930112EB; 105.7 mhz; 100 kw; ant. 1,910 ft.)—Seeks assignment of license from Apollo Radio of Spokane Inc. to Citadel Communications Corp. for \$2.75 million; if approved, Citadel seeks assignment of KJRB to Blossom Mountain Broadcasting Inc. ("Changing Hands," Jan. 18 and below). Filed Jan. 12.

■ **KJRB(AM) Spokane, WA** (BAL930112EC; 709 khz; 5 kw-U)—Seeks assignment of license from Citadel Communications Corp. to Blossom Mountain Broadcasting, Inc. for \$100,000, pending approval of simultaneous purchase from Apollo Radio (see above). Seller is headed by Lawrence R. Wilson, and also recently purchased KNEV(FM) Reno from proposed assignee for \$500,000 ("Changing Hands," Feb. 1.). It is licensee of KKFM(FM) Colorado Springs; KCNR(AM)-KLZX(FM) Salt Lake City; KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Montana; KHEZ(FM) Caldwell, ID; KGA(AM)-KDRK-FM Spokane, WA; KROW(AM)-KBUL(FM) Reno-Carson City, NV, and KBEE(AM)-KATM(FM) Modesto, Calif. Buyer is headed by Stephen R. Harris, and recently sold KNEV(FM) Reno to assignor; it has no other broadcast interests. Filed Jan. 12.

■ **WKTT(FM) Cleveland, WI** (BALH930111HT; 103.1 mhz; 3 kw; ant. 327 ft.)—Seeks assignment of license from WKTT Inc. to Tri-County Radio Inc. for \$431,000 ("Changing Hands," Jan. 25). Filed Jan. 11.

Actions

■ **WFIX(FM) Rogersville, AL** (BAPH921127GO; 93.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Eugene G. Hutchens, individual, to Country Boy Communications Inc., headed by Hutchens, for no cash consideration; application is filed for estate planning purposes ("For the Record," Dec. 21, 1992). Action Jan. 12.

■ **KRTM(FM) Temecula, CA** (BTCED920717HM; 88.9 mhz; 18 w; ant. -39 ft.)—Granted transfer of control of Penfold Communications Inc.; transfer reflects appointment of board of directors ("For the Record," Aug. 3, 1992). Action Jan. 22.

■ **KSSS(AM)-KVUU(FM) Colorado Springs, CO** (AM: BAL921029EH; 740 khz; 3.3 kw-D, 1.5 kw-N; FM: BALH921029EI; 99.9 mhz; 87.4 kw; ant. 2,200 ft.)—Granted assignment of license from Dick Broadcasting Co. Inc. of Colorado to KVUU-KSSS Inc.; asset purchase agreement to be filed as amendment ("For the Record," Nov. 30, 1992). Action Jan. 13.

■ **KDHT(FM) Greeley, CO** (BALH921202GW; 92.5 mhz; 57 kw; ant. 1,237)—Granted assignment of license from APB Broadcasting Inc. to Premiere Radio Networks Inc. for \$3.55 million ("Changing Hands," Nov. 30, 1992). Action Jan. 21.

■ **WTXX(TV) Waterbury, CT** (BALCT921016KI; ch. 20; 2,239 kw-V; 223.9 kw-A; ant. 1,200 ft.)—Granted assignment of license from Channel 20 Licensee Inc. to Counterpoint Communications Inc. for \$3.601 million ("For the Record," Nov. 16, 1992). Action Jan. 14.

■ **WINX(AM) Rockville, MD** (Washington) (BAL921109EB; 1600 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Montgomery County

Broadcasting Co. Inc. to Radio Broadcast Communications Inc. for \$150,000 ("For the Record," Nov. 30, 1992). Action Jan. 15.

■ **WTAC(AM) Flint, MI** (BAL921204EB; 600 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Gore-Overgaard Broadcasting Inc. to Midwest Broadcasting Corp. for \$400,000 ("Changing Hands," Jan. 18). Action Jan. 22.

■ **WXMC(AM) Parsippany, NJ** (BAL921029EG; 1310 khz; 1 kw-D, 100 w-N)—Granted assignment of license from Lakeland Broadcasting Corp. to James Chladek for \$200,000 ("For the Record," Nov. 23, 1992). Action Jan. 15.

■ **WADR(AM)-WKDY(FM) Remsen, NY** (AM: BAL921112EC; 1480 khz; 5 kw-D, 50 w-N; FM: BAPLH921112ED; 93.5 mhz; 3 kw; ant. 300 ft.)—Granted assignment from Adirondack Broadcasting Inc. to Norma Eilenberg for \$350,000 ("Changing Hands," Dec. 7, 1992). Action Jan. 13.

■ **WDZD(FM) Charlotte, NC** (BAPLH921008HT; 93.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Jennings Communications Corp. to PCG of the Golden Strand Inc.; purchase price not included in application ("For the Record," Nov. 9, 1992). Action Jan. 13.

■ **KMAV-AM-FM Mayville, ND** (AM: BAL921207ED; 1520 khz; 2.5 kw-D; FM: BALH921207EE; 3 kw; ant. 148 ft.)—Dismissed app. of assignment of license from DJ Broadcasting Co. to Gary C. Pearson for \$300,000 ("Changing Hands," Jan. 25). Action Jan. 13.

■ **WWBD(AM) Bamberg, SC** (BAL921125EA; 790 khz; 1 kw-D, 100 w-N)—Granted assignment of license from Underwood Communications to Gaston Broadcasting Inc. for \$55,000 ("For the Re-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,961	183	5,144
Commercial FM	4,785	916	5,701
Educational FM	1,588	304	1,892
Total Radio	11,334	1,403	12,737
Commercial VHF TV	558	13	571
Commercial UHF TV	589	153	742
Educational VHF TV	124	5	129
Educational UHF TV	238	9	247
Total TV	1,509	180	1,689
VHF LPTV	466	140	606
UHF LPTV	844	1,004	1,848
Total LPTV	1,310	1,144	2,454
FM translators	1,954	393	2,347
VHF translators	2,529	87	2,616
UHF translators	2,431	417	2,848

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 92.1 million.

† Construction permit.

Source: Nielsen, NCTA and Broadcasting's own research.

cord," Dec. 21, 1992). Action Jan. 13.

■ **WDXI(AM)-WMXX(FM) Jackson, TN (AM):** BAL921023HX; 1310 khz; 5 kw-D, 1 kw-N; FM: BALH921023HY; 103.1 mhz; 3 kw; ant. 262 ft.—Granted assignment of license from Liberty Radio II Inc. to Gerald W. Hunt for approximately \$480,000 ("For the Record," Nov. 23, 1992). Action Jan. 15.

■ **KVTY(FM) Mission, TX (BALH921125GT; 105.5 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of license from RGV Broadcasting Inc. to La Nueva KBOR Inc. for \$350,000 ("Changing Hands," Jan. 4).

■ **WHTL-FM Whitehall, WI (BALH921208GX; 102.3 mhz; 3 kw; ant. 450 ft.)**—Granted assignment of license from Amercom Corp. to Coulee Communications Corp. for \$196,000 ("For the Record," Jan. 11). Action Jan. 21.

NEW STATIONS

Applications

■ ***Crystal River, FL (BPED930114MA)**—University of Florida seeks 90.9 mhz; 2 kw; ant. 113 m. Address: 2206 Weimer Hall, Univ. of Florida, Gainesville, FL 32611. Applicant is headed by chairman Charles R. Edwards Sr., and is licensee of noncommercial WUFT-FM-TV Gainesville, FL. Filed Jan. 14.

■ ***Pace, FL (BPED930111MA)**—Pensacola Charities Inc. seeks 88.9 mhz; 6 kw; ant. 72.3 m. Address: 400 East Government Street, Pensacola, FL 32501. Applicant is headed by Robert G. Kerrigan, who is 50% shareholder in licensee of WEBZ(FM) Mexico City Beach, FL. Filed Jan. 11.

■ **Cottonwood, ID (BPED930113MB)**—Washington State University seeks 90.1 mhz; .25 kw; ant. 612 m. Address: 382 Murrow Communications Center, Pullman, WA 99164. Applicant is headed by Richard R. Albrecht, and is licensee of KWSU(AM)-KZUU(FM) and KWSU-TV Pullman, WA; KFAE(FM) and KTNW(TV) Richland, WA, and KRFA(FM) Moscow ID. It is permittee of KNWR(FM) Ellensburg and KNWY(FM) Yakima, both Washington. Filed Jan. 13.

■ ***Palatine, IL (BPED930111MB)**—William Rainey Harper College seeks 88.3 mhz; .1 kw; ant. 24 m. Address: 1200 W. Algonquin Road, Palatine, IL 60067. Applicant is headed by Jeanne Pankanin, and has no other broadcast interests. Filed Jan. 11.

■ ***Falmouth, MA (BPED930114MC)**—University of Massachusetts seeks 91.9 mhz; .654 kw; ant. 54 m. Address: 100 Morrissey Blvd., Boston, MA 02125. Applicant is headed by chairman Gordon N. Oakes and Patricia Monteith, and is licensee of WUMB(FM) Boston, WAYW(FM) Worcester, and WFCR(FM) and WMUA(FM) Amherst, all Massachusetts. Filed Jan. 14.

■ ***Iron Mountain, MI (BPED930113MA)**—Family Educational Broadcasting Corp. of Door County Wisconsin seeks 91.3 mhz; 10 kw; ant. 177 m. Address: 1715 Michigan Street, Sturgeon Bay, WI 54235. Applicant is headed by Mark R. Schwarzbauer, and is licensee of educational WPFF(FM) Sturgeon Bay, WI. Filed Jan. 13.

■ ***Thompson, OH (BPED930114MD)**—Kent State University seeks 89.1 mhz; 11 kw; ant. 149 m. Address: 1613 East Summit Street, Kent, OH 44242. Applicant is headed by Carol Cartwright, and is licensee of noncommercial WKSU(FM) Kent and permittee of WKRW(FM) Wooster and WKRJ(FM) New Philadelphia, both Ohio. Filed Jan. 14.

■ ***Christiansted, VI (BPED930114MB)**—Virgin Islands Public Television System seeks 88.5 mhz; 10 kw ant. 315 m. Address: P.O. Box 7879, Charlotte Amalie, St. Thomas, VI 00801. Applicant is headed by Calvin F. Bastian, and is licensee of noncommercial WTJX(TV), Charlotte Amalie, VI. Filed Jan. 14.

■ **Blaine, WA (BP930106AA)**—Birch Bay Broad-

casting Company Inc. seeks 1600 khz; 50 kw day, 5 kw night. Address: 4840 Lincoln Road, Blaine, WA 98230. Applicant is headed by George A. Wilson, and has interests in licensees of KARI(AM) Blaine and KBLE(AM) Seattle, both Washington. Filed Jan. 6.

Actions

■ **Fayetteville, AR (BPED900823MA)**—Granted app. of Nat. Christian Network Inc. for 89.3 mhz; 5 kw; ant. 352 m. Address: 1150 West King Street, Cocoa, FL. Applicant is headed by Raymond Kassar, and owns WCNO(FM) Palm City, FL. Kassar also has interests in licensee of WWBC(AM) Cocoa, FL. Action Jan. 13.

■ **Fort Smith, AR (BPED900816MA)**—Granted app. of Bible Broadcasting Network Inc. for 89.7 mhz; 1 kw; ant. 118 m. Address: P.O. Box 1818, Chesapeake, VA 23327. Applicant non-profit company headed by Lowell L. Davey, and is licensee of one AM and 17 FM's. Action Jan. 13.

■ **Garberville, CA (BPH910717MB)**—Granted app. of Brett E. Miller for 103.7 mhz; 7.64 kw; ant. 807 m. Address: 11608 Blossomwood Ct., Moorpark, CA 93021. Applicant has no other broadcast interests. Action Jan. 22.

■ ***Lafayette Township, IN (BPED900215MC)**—Granted app. of Southwest Allen County Schools for 91.1 mhz; 1 kw; ant. 165 m. Address: 4510 Homestead Rd., Fort Wayne, IN 46804. Applicant is headed by Robert S. Warner, and has no other broadcast interests. Action Jan. 12.

■ **Gallatin, MO (BPH920617MA)**—Granted app. of Missouri Valley Broadcasting Inc. for 101.7 mhz; 15 kw; ant. 129 m. Address: Highway 65 North, P.O. Box 128, Marshall, MO 65340. Applicant is headed by Michael A. Phillips, who also owns 100% of WPHQ(FM) Bloomer and WMEQ(AM)-WMEQ(FM) Menomonie, both Wisconsin. Action Jan. 14.

■ ***Ocean City, NJ (BPED900109MD)**—Granted app. of Temple Univ. of the Commonwealth System of Higher Education for 91.3 mhz; 1.68 kw-H, 10.5 kw-V, ant. 117 m. Address: Broad and Montgomery Sts., Philadelphia PA 19122. Applicant is headed by W. Theodore Eldredge, and is licensee of WRTI(FM) Philadelphia and permittee of WUCP(FM) Summerdale, PA. Action Jan. 25.

■ ***Vineland, NJ (BPED900522MB)**—Returned app. of New Jersey Public Broadcasting Authority for 91.3 mhz; 15 kw-H, 2 kw-V, ant. 80 m. Address: 1573 Parkside Ave., CN777, Trenton, NJ 08625. Applicant is headed by Robert G. Ottenhoff, and is licensee of four public TV's. Action Jan. 25.

■ ***Raton, NM (BPED920324MA)**—Granted app. of Eastern New Mexico University for 90.9 mhz; .1 kw; ant. -177 m. Address: 52 Broadcast Center, Portales, NM 88130. Applicant is headed by Duane Ryan, and has no other broadcast interests. Action Dec. 31, 1992.

FACILITIES CHANGES

Actions

FM's

■ **Kerrville, TX KRVL(FM) 94.3 mhz**—Canceled app. of Griffin Broadcasting Corp. (BPH-900510IF) for CP to change ERP: 50 kw H&V ant.: 150 m.; TL: north of Highway 2093, 11 km ESE of Harper (Gillespie Co.), TX; class: C2 (per MM docket #88-34). Action Sept. 4, 1992.

■ **Odessa, TX KOCV(FM) 91.3 mhz**—Forfeited and canceled app. of Odessa College (BPED-870526IA) for CP to change TL: 201 University Blvd., Odessa: 31 51 59 - 102 22 50. Action Sept. 10, 1992.

■ **Brigham City, UT KDOE(FM) 100.7 mhz**—Granted app. of Harold S. Schwartz (BMPH-890418IK) for mod. CP (BPH-850712ZM) to make changes; TL: 6.9 km SE of Penrose, Box Elder, UT; change ant.: 405 m.; 41 35 49 - 112 14 58. Action Sept. 4, 1992.

■ **Logan, UT KVFM(FM) 94.5 mhz**—Forfeited and canceled app. of Reed Bullen (BPH-801020AD) for CP to change TL: Cal Mountain near Logan, specify RC 21-B West Center Logan, increase ERP: 34 kw (H), ant.: 2,038 ft. and make changes in antenna system: 41 47 07 - 112 13 52. Action Sept. 10, 1992.

■ **Longview, WA KZOE(FM) 90.3 mhz**—Granted app. of Columbia Heights Christian Academy (BPED-910705MA) for CP to make changes; change: ERP: .5 kw (V); ant.: 224 m. TL: on Mt. Brinyon, 5 km from Longview at 65' true. Action Sept. 4, 1992.

■ **Wheeling, WV WOVK(FM) 98.7 mhz**—Granted app. of Mountain Radio Corp. (BPH-870921IA) for CP to change TL: Woods Road .5 mi north of Brookside, Brookside, OH, change ERP: 15 kw H&V; ant.: 906 ft., and make changes in antenna system: 40 04 48 - 80 46 06. Action Sept. 10, 1992.

■ **Antigo, WI WRLO-FM 104.9 mhz**—Forfeited and canceled app. of Ad-Mark Communications Inc. (BPH-890515ID) for CP to replace directional antenna with omni-directional antenna. Action Sept. 10, 1992.

TV's

■ **Fayetteville, AR KHOG-TV ch. 29**—Granted app. of Sigma Broadcasting Inc. (BPCT-920625KF) for CP to change ERP (vis): 1410 kw. Action Sept. 11, 1992.

■ **Norfolk, NE KXNE-TV ch. 19**—Granted app. of Nebraska Educ. Telecomm. Commission (BMPET-920721KE) for MP (BPET-910116KF) to change ERP (vis): 1682.67 kw; ant.: 348 m., antenna: Andrew ATW 33H4-HTT2-195. Action Sept. 10, 1992.

■ **Buffalo, NY WIVB-TV ch. 4**—Granted app. of Buffalo Mgt. Enterprises Co. Inc. (BPCT-920608KH) for CP to change ERP (vis): 100 kw; ant.: 366 m.; TL: Colden, NY (42-39-33 78-37-33); antenna: LDL Communications ADCT4H6.3SD50ND2. Action Sept. 14, 1992.

■ **Charleston, SC WSUY(FM) 100.7 mhz**—Granted app. of Southern Communications Inc. (BPH-920901IE) for CP to make changes; change frequency: 100.5 mhz (per MM docket #90-32); ERP: 25 kw (H&V); ant.: 100 m.; TL: Secessionville Road, Charleston; change to class C3 (per MM docket #90-32). Petition for reconsideration filed April 16, 1992. Action Sept. 16, 1992.

■ **Katy, TX KNWS-TV ch. 51**—Granted app. of Johnson Broadcasting Inc. (BMPCT-920121KG) for MP (BPCT-840711KI) to change ant.: 506 m.; TL: .8 km north of Senior Rd. near Mustang Bayou, 2.1 km south of Houston Boundary, Fort Bend Co., TX; site is 34 km SE of Katy (29-33-40 95-30-04). Action Sept. 10, 1992.

ALLOCATIONS

■ **Crestview, FL** Amended FM Table to substitute channel 284C1 for channel 284C2 at Crestview; modified license of WAAZ(FM) accordingly. (MM docket #90-91, by MO&O [DA 92-1705] adopted December 16 by the Chief, Policy and Rules Division).

■ **Stock Island, FL** Denied request of S-3 Communications Corp. for allotment of channel 248A to Stock Island. (MM docket 92-8, by R&O [DA 92-1689] adopted December 11 by the Chief, Allocations Branch).

■ **Starbuck, MN** Proposed amending FM Table by allotting Channel 247C2 to Starbuck; comments March 15, replies March 30. (MM Docket 92-315, by NPRM [DA 92-1737] adopted December 21 by the Chief, Allocations Branch).

■ **Mexico, NY** Effective March 8, amended FM Table to allot Channel 280A to Mexico; filing window: March 9 - May 8. (MM Docket 92-123, by R&O [DA 92-1735] adopted December 21 by the Chief, Allocations Branch).

■ **Iron River, WI** Proposed amending FM Table by

allotting channel 297C2 to Iron River; comments March 4, replies March 19 (MM docket 92-311, by NPRM [DA 92-1685] adopted December 11 by the Chief, Allocations Branch).

■ **Rudolph, WI** Effective March 8, amended FM Table to substitute Channel 260C3 for Channel 260A at Rudolph; modified license for WIZD(FM) accordingly. (MM Docket 92-212, by R&O [DA 92-1736] adopted December 21 by the Chief, Allocations Branch).

Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by NPRMs adopted December 17, proposed amending the FM Table for the following communities; comments due March 5, replies March 22:

■ **Central, NM** Substitute channel 237C1 for channel 237C2; modification of CP for KZTT(FM) accordingly. (MM docket 92-313, DA 92-1710).

■ **Walhalla, ND** Allotment of channel 294C2. (MM docket 92-312, DA 92-1709).

■ **Oliver, PA** Substitution of channel 235B1 for channel 235A; modification of CP of WXAK(FM) accordingly. (MM docket 92-314, DA 92-1711).

Chief, Allocations Branch, by R&Os adopted December 22, amended FM Table, effective February 26, for following communities:

■ **Grundy Center, IA** Substituted channel 249C3 for channel 249A; modified license of KGCI-FM accordingly. (MM docket 92-129, DA 92-1739).

■ **Copenhagen, NY** Substituted channel 294C3 for channel 294A; modified CP of WWLF-FM accordingly. (MM docket 92-131, DA 92-1738).

■ **Canyon City, OR** Allotted channel 233A; filing window: March 1 - March 31. (MM docket 92-130, DA 92-1740).

Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by R&Os adopted December 11, made changes in FM Table of Allotments for following communities, effective February 25; filing window, where appropriate, is February 26-March 29:

■ **Moose Lake, MN** Allotted channel 296C3 (MM docket #92-220, DA 92-1687).

■ **Canton and Louisiana, both Missouri** Substituted channel 271C for channel 271A at Louisiana; modified license of KJFM(FM) accordingly; substituted channel 265C3 for channel 272C3 at Canton; modified license of KBXB accordingly. (MM docket #92-213, DA 92-1686).

■ **Reedsburg, WI** Allotted channel 275A. (MM docket #91-104, DA 92-1684).

ACTIONS

■ **Heritage Cablevision Associates of Dallas Ltd. and Texas Cable TV Association Inc. v. Texas Utilities Electric Co.** Concluded that Texas Utilities is liable for damages in amount of \$159,647.61 plus interest in this pole attachment complaint proceeding. (By Order [DA 93-11] adopted January 7 by Chief, Common Carrier Bureau).

■ **Selkirk Communications Inc. and West Boca Cablevision v. Florida Power & Light Co.** Granted, in part, Selkirk's and West Boca's complaints against Florida Power & Light concerning charges for pole attachments; terminated separate annual rental agreement for pole attachments used for other than traditional cable television services; terminated presumption of type of service pole attachments are utilized to provide as set forth in rules of pole lease agreement; and granted various motions for leave to file amicus briefs. (By Orders [DA 93-12 and DA 93-13] adopted January 7 by Chief, Common Carrier Bureau).

■ **Adopted regulations to establish times of day during which indecent programming may not be broadcast on radio and TVs.** (GC docket #92-223, report DC-2317, action by Commission January 19 by R&O [FCC 93-42]).

■ **Amended forfeiture rules to reflect Congress's recent amendment to Communications Act** which extended statute of limitation for issuing forfeitures to broadcast station licensees. (Report GN-120, General Action, by Commission January 11 by Order [FCC 93-12].)

■ **Began inquiry to obtain information regarding means of assuring compatibility between consumer electronics equipment and cable systems.** (ET docket #93-7, Report DC-2311, action by Commission January 14, 1993, by Notice of Inquiry [FCC 93-30].)

■ **Designated for hearing license renewals of KRGV(FM) and KLMN(FM) Amarillo and KENT-AM-FM Odessa, all Texas; and license applications for KAMY(FM) Lubbock, TX, and KOJO(FM) Lake Charles, LA, all controlled by T. Kent Atkins; assessed forfeiture of \$250,000 for unauthorized construction and other rule violations.** (MM docket 93-4, Report DC-2316, action by Commission January 11 by Hearing Designation Order and NAL for Forfeiture [FCC 93-14].)

■ **Granted request filed by General Instrument Corp. and extended deadline for filing reply comments in matter of Encryption Technology for Satellite Cable Programming; replies are due January 26.** (By Order Extending Deadline for Filing Reply Comments [DA 93- 54] adopted January 21 by Chief, Office of Plans and Policy).

■ **Seeking comment on implementation of provision of Cable Television Consumer Protection Act of 1992 relating to carriage of broadcast TVs that are predominantly utilized for transmission of sales presentations or program length commercials (home shopping stations).** (MM docket #93-8, Report DC-2307, action by Commission January 14, 1993, by Notice of Proposed Rulemaking [FCC 93-35].)

■ **Beaumont and Idyllwild, both California** Designated for hearing four mutually exclusive applications, three for new FM station at Beaumont and one for modification of facilities of KATY-FM Idyll-

wild. (MM docket #93-310, by Order [DA 92-1733] adopted December 22 by Chief, Audio Services Division, Mass Media Bureau).

■ **Lafayette, CA** Denied B. Eduard Tutel reconsideration of R&O granting petition for rulemaking filed by Radix Broadcasting Inc., which proposed allotment of channel 298A to LaFayette, and denying counterproposals filed by others, including Tutel. (MM docket 89-629, by MO&O [DA 92-174, adopted December 24 by Chief, Policy and Rules Division, Mass Media Bureau).

■ **Montecito, CA** Ordered Ellwood Beach Broadcasting to forfeit \$7,500 for failing to timely report loss of its transmitter site. (MM docket 87-426 by MO&O [FCC 93-13] adopted January 11 by Commission).

■ **Palm Springs, CA** Denied petition of Gulf-California Broadcast Co., licensee of KESQ-TV for reconsideration and ordered it to forfeit \$5,000 for willful and repeated violation of FCC's EEO rules. (Report MM-699, Mass Media action) by Commission January 6 by MO&O [FCC 93-11]).

■ **Seaside, CA** Approved settlement agreement and dismissed with prejudice applications of Seaside Wireless Ltd., and H.H. & L Communications; granted application of Dunlin Group for new FM on channel 280A in Seaside, CA. (MM docket 90-382 by Summary Decision [FCC 93D-1] issued January 7 by ALJ Richard L. Sippel).

■ **Denver, CO** Terminated investigation of children's programming on KWGN-TV regarding its airing of commercials during "Dennis the Menace" and "Merrie Melodies" programs; determined incidents to be isolated and inadvertent violations of Commission's rules. (By Letter [DA 93-46] January 4 by Chief, Complaints and Investigations Branch, Enforcement Division, Mass Media Bureau).

■ **Destin, FL** Dismissed petition filed by Florida State Conference of Branches of NAACP seeking reconsideration of Commission's decision to grant Gulfcoast Broadcasting Inc. renewal application

Broadcasting

PO Box 715, Brewster, NY 10509-0715

Save \$54 Off The Newsstand Price —

Yes! Please begin my subscription to Broadcasting Magazine:

1 year: \$99 Canadian Rate: \$129 (Price includes GST)

Foreign Rate (Air): \$300 Foreign Rate (Surface): \$149

Payment enclosed Bill me (U.S. only)

ORDER TOLL-FREE USING VISA, MASTERCARD OR AMEX: 1-800-323-4345

Name _____

Title _____

Company _____

Address _____ Home? Yes No

City _____ State _____ Zip _____

Phone _____ SBHA

Please help us by answering the following questions:

1. What best describes your type of business? (Check one)

- TV/Affiliate Radio/TV/Cable Service Library/University/Organization Student
 TV/Network Manufacturer of Radio/TV/Cable Equipment Attorney/Gov't/Trade Organization
 TV/Independent Advertising Agency Other (please describe)
 Radio Network Advertiser

2. What best describes your title? (Check one)

- President/Owner/CEO Program Director
 Vice President News Director
 Director/Manager Chief Engineer/Technician
 General Manager Other (please describe)
 General Sales Manager Station Manager

with reporting conditions and \$15,000 forfeiture. (By MO&O [FCC 93-16] adopted January 11 by Commission).

■ **Dunnedin and Hollday**, both Florida Denied petitions for reconsideration filed by NAACP and Pasco Pinellas Broadcasting Co.; ordered Pasco Pinellas, licensee of WLVU(AM) Dunnedin and WLVU-FM Holiday to forfeit \$18,000 for violation of EEO rule. (By MO&O [FCC 92-575] adopted December 30 by Commission).

■ **Melbourne, FL** Admonished George Mills Jr., trustee, licensee of WAYK(TV) in regard to violation of commercial limits imposed by Commission rules implementing Children's Television Act of 1990. (By Letter [DA 93-44] adopted January 4 by Chief, Complaints and Investigations Branch, Enforcement Division).

■ **Panama City Beach, FL** Designated for hearing mutually exclusive applications of SunKissed Broadcasting Inc. and Beach TV Properties Inc. for new TV on channel 46. (MM docket 92-307 by HDO [DA 92-1680] adopted December 15 by Chief, Video Services Division, Mass Media Bureau).

■ **St. Petersburg, FL** Notified Bay Television Inc., licensee of WTTA(TV) that it is apparently liable for forfeiture of \$10,000 for exceeding children's TV commercial limits. (By Letter [DA 93-30] adopted January 6 by Chief, Mass Media Bureau).

■ **Tampa, FL** Notified Tampa Bay Television Inc., licensee of WFTS-TV, that it is apparently liable for forfeiture of \$10,000 for exceeding children's TV commercial limits. (By Letter [DA 93-29] adopted January 6 by Chief, Mass Media Bureau).

■ **Atlanta** Admonished SuperStation Inc., licensee of WTBS(TV), for violations of commercial limits imposed by FCC rules implementing Children's Television Act of 1990. (By Letter [DA 93-47] adopted January 4 by Chief, Complaints and Investigations Branch, Enforcement Division).

■ **Valdosta, GA** Notified Metro Media Broadcasting Inc. of its apparent liability of forfeiture in amount of \$15,000 for violation of Commission's EEO Rule. (By MO&O [FCC 92-560] adopted December 21 by Commission).

■ **Honolulu** Admonished Tak Communications Inc., D.I.P., licensee of KITV(TV), for violations of commercial limits imposed by our rules implementing Children's Television Act of 1990. (By Letter [DA 93-45] adopted January 5 by Chief, Complaints and Investigations Branch, Enforcement Division).

■ **Slidell, LA** Designated for hearing mutually exclusive applications of Unicorn Slide and Trudy M. Mitchell for new TV station on channel 54. (MM docket 92-308 by HDO [DA 92-1681] adopted December 15 by Chief, Video Services Division).

■ **Eldon, IA** Designated for hearing mutually exclusive applications of Rivertown Communications and Sample Broadcasting Co. for new FM station. (MM docket 92-316, by Order [DA 92-1754] adopted December 30 by Chief, Audio Services Division).

■ **Snow Hill, MD** Dismissed petition by Snow Hill Community Broadcasting for allotment of channel 223A. (MM docket 92-230, by R&O [DA 92-1749] adopted December 30 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ **Fitchburg, MA** Upheld \$4,000 forfeiture imposed on Montachusett Broadcasting Inc., licensee of WXLO(FM), for violation of Section 73.1206 of Commission's rules, which prohibits broadcasting telephone conversation without permission. (Report MM-703, action by Commission January 11 by MO&O [FCC 93-17].).

■ **Florissant, MO** Notified WPNT Inc. of its apparent liability of forfeiture in amount of \$6,250 for violation of Commission rules for failing to fully disclose material terms of contest and misrepresentation of value of prize awarded to second place winner of contest. (By MO&O [DA 93-40] adopted January 7 by Chief, Mass Media Bureau).

■ **Franklin Lakes, NJ** Denied petition by Ramapo Indian Hills Regional High School District seeking reconsideration of Commission's earlier decision upholding Mass Media Bureau's dismissal of Ramapo's application to upgrade facilities of WRRH(FM) from Class D to Class A. (Report MM-702, action by Commission January 11 by MO&O [FCC 93-15].).

■ **Jacksonville, NC** Designated for hearing four (4)

mutually exclusive applications for new TV station on channel 35 at Jacksonville. (MM docket 92-309 [DA 92-1682] adopted December 15 by Chief, Video Services Division).

■ **Cleveland** Granted renewal applications of Malrite Communications Group Inc. for WHK(AM)-WMMS(FM) over objections of NAACP. (By MO&O [FCC 92-564] adopted December 23 by the Commission).

■ **Barnwell, SC** Notified H. Drew Wilder, licensee of WBAW(AM), of his apparent liability of forfeiture in the amount of \$5,000 for broadcast of telephone conversation without having informed caller prior to recording conversation of its intended broadcast use. (By Letter [DA 93-39] adopted January 11 by Chief, Mass Media Bureau).

■ **Arlington, TX** Affirmed Review Board decision granting application of Metroplex Communications Inc. for new UHF. (Report DC-2301, Action by Commission December 23, 1992, by MO&O [FCC 92-563].).

■ **Blanco, TX** Affirmed Review Board decision disqualifying Blanco Communications, Ltd., an applicant for new TV station on channel 52. (MN docket 85-269, by MO&O [FCC 92-581] adopted December 31 by Commission).

■ **Bellingham and Anacortes**, both Washington Denied Darlene C. Paglinawan McHenry reconsideration of R&O granting reallocation of UHF channel 24 in lieu of channel 64 at Bellingham, and reallocation of channel 64 in lieu of channel 24 at Anacortes. (MM docket 92-47, by MO&O [DA 92-1746] adopted December 24 by Chief, Policy and Rules Division).

■ **Sheridan, WY** Consented to assign CP for un-built TV KRBQ(TV), channel 7, Sheridan, WY, from K2 Radio, Limited Partnership to KULR Corp. KULR is licensee of station KULR(TV), channel 8, Billings, MT. Because Grade B contour of KULR(TV) overlaps that predicted for KRBQ(TV), KULR requested and was granted waiver of duopoly rule and will operate KRBQ(TV) as 100 percent satellite of Billings station. (Report MM-701, Mass Media Action, action by Commission January 12 by MO&O [FCC 93-19].)

SERVICES

BROADCAST DATABASE
dataworld[®]
MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

LEDS
BROADCAST DATA SERVICES

A Div. of Moffet, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

dataworld[®]
LPTV/TV Translator

Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

DSI
COMMUNICATIONS, INC.

• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

LDL
COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

Broadcast Video Tape
Great Service • Excellent Prices

CoarcVideo[™]
New Quality Stock • Custom Reelods
BETACAM • U-MATIC • VHS
1-800-888-4451

FOR WORLDWIDE
SATELLITE TRANSMISSION
SERVICES ANYWHERE CONTACT
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3901

TNS
TOWER NETWORK
SERVICES
NATIONWIDE SERVICE

(305) 771-7180
WE - STROBE LIGHT SYSTEMS
SERVICE - TOWERS AND ANTENNAS

**RADIO OR TV
DATABASE**
\$50

The Radio Mall
800-759-4561

STROBE/RED Light Repair

Troubleshooting/Service Contracts
Structural Inspections
Used Towers Bought and Sold
ANTENNA & TOWER SERV. INC.
PH: 314-687-3932 FAX: 687-3933

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A. D. Ring, P.C.

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611

MEMBER AFCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704

MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 778-4488



Since 1944

Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111

Member AFCCE

SILLIMAN AND SILLIMAN

8601 Georgia Ave. #910
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

MLJ

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600

1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telex: (202) 659-0360

Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.

SEATTLE, WASHINGTON 98107

(206) 783-9151; Facsimile: (206) 789-9834

MEMBER AFCCE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
J. Cabot Goudy, P.E.

PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 356-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

**JOHN FX. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124



**LAWRENCE L. MORTON
ASSOCIATES**
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93036

LAWRENCE L. MORTON, P.E.

AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE



**Radio/Tv Engineering
Company**

"Serving Broadcasters over 35 years"

Consultants: Bernard J. Palermo, Pres.
1416 Hollister Lane, Los Osos, CA, 93402
Tel. (805) 528-1996 & Fax: (805) 528-1992

STEVEN J. CROWLEY, P.E.
Consulting Engineer

1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 383-2906
Member AFCCE

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(202) 296-2722

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion

26 weeks - \$60 per insertion

13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

Fates & Fortunes

TELEVISION

New members of the executive committee and board of directors, NATPE International, elected during annual program conference, San Francisco: **Lou Gattozzi**, operations manager, WJW-TV Cleveland, elected chairman/CEO; **Russ Myerson**, director, programming, Media General Broadcast Group, Tampa, Fla., elected first vice chairman/treasurer; **Carolyn Worford**, director, program operations, WJBK-TV

the board of directors, class of 1994: **Jayne Adair**, director, program strategy/executive producer, sports, KDKA-TV Pittsburgh; **Philip Jones**, managing director, Central Television Enterprises, London.

Edward Adler, manager, media relations, Time Warner Inc., New York, named director.

Appointments at Walt Disney Television, Burbank, Calif.: **Janet Blake**, executive director, special projects, network television, named VP/writer, development, special projects;

correspondent, NBC News, Washington, named senior Washington correspondent.

Appointments at WUSA-TV Washington: **Samara Martin**, producer, special events, named executive producer, special projects; **Chris Gordon**, reporter/anchor, named co-anchor.

Tom Petner, former VP, news, WWOR-TV Secaucus, N.J., joins WTAE-TV Pittsburgh as news director.

Tim Newman, VP, North Ameri-



Edward Adler
Time Warner Inc.



Janet Blake
Walt Disney



Rosalind Marks
Walt Disney



Chris Gordon
WUSA-TV



Leslie Litt
NBC Entertainment

Detroit, elected second vice chair/secretary; **Steve Goldman**, president, domestic television, Paramount Television Group, Los Angeles, continues as associate member representative; **Pat Patton**, program director, KMBC-TV Kansas City, Mo., serves as immediate past chairman. Elected to the board of directors, class of 1996: **Matt Mixon**, program director, WFSB-TV Hartford, Conn.; **Craig Smith**, program director, KING-TV Seattle; **Lynn Stepanian**, program director, WESH-TV Orlando, Fla.; **John Rohr**, VP/director, programming, Blair Television, New York; **John Ryan**, president, CEO, Worldvision Enterprises, Los Angeles. Elected to the board of directors, class of 1995: **Phil Jones**, president, broadcasting group, Meredith Corporation, Des Moines, Iowa; **Pat Fili-Krushel**, senior VP/programming, production, Lifetime Television, Astoria, N.Y.; **Ed Wilson**, senior VP, syndication, Columbia Pictures Television. Los Angeles: Elected to

Rosalind Marks, associate director, business affairs, network television, named VP, business affairs.

Appointments at ABC Entertainment, New York: **Alan Sternfeld**, VP, program planning, scheduling, named senior VP; **Deborah Ellis Leoni**, director, dramatic series development, named VP; **Brian McAndrews**, director, current series programs, named VP.

Richard Wald, senior VP, ABC News, New York, named senior VP, editorial quality.

Walter Porges, VP/news practices, ABC News, New York, retires.

Faith Daniels, host, NBC's *Faith Daniels*, New York, named anchor, new prime time NBC News program premiering later this year.

David Verdi, deputy director, news/senior producer, special reports, NBC News, New York, named executive news director.

John Cochran, chief White House

can Sales, Pandora International Entertainment, New York, joins Saban Domestic Distribution, Chicago, as VP, midwest sales.

Cynthia Basciani, senior VP, special interest division, Columbia TriStar Home Video, New York, joins Capital Cities/ABC Video Publishing, Stamford, Conn., as VP, programming/acquisitions.

Mark Gilula, executive VP/consultant, Barr Films, Los Angeles, joins Capital Cities/ABC Video Publishing, Stamford, Conn., as VP/sales, marketing.

Susan Solomon, principal, Trillium Media Ltd., New York, joins The Andrews Group there as executive VP.

Michael Williams, reporter, WSVN-TV Miami, joins WTVJ-TV there in same capacity.

Howard Malley, executive in charge of production, Vin Di Bona Productions, Los Angeles, named

VP, production.

Ron Merrix, computer support specialist, Public Television Center, Tallahassee, Fla., named computer support analyst.

Doreen Morgan, promotion manager, WMSN-TV Madison, Wis., joins WAWS-TV Jacksonville, Fla., in same capacity.

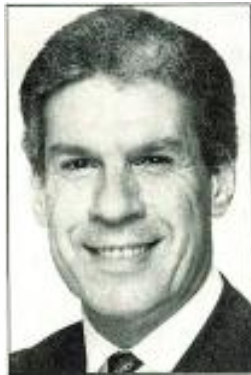
Martha Pell Stanville, VP, affiliate advertising, promotion, NBC, Burbank, Calif., joins Fred Hayman Beverly Hills (Calif.) as VP, public relations.

Leslie Litt, manager, casting, NBC Entertainment, Burbank, Calif., named director.

Barbara Tranchito, manager, NBC West Coast, Burbank, Calif., named senior manager.



Barbara Tranchito
NBC West Coast



Ed Goldman
WBZ(AM)-TV



Camille Bohannon
Associated Press



Jim McDaniels
TW CityCable



Jan Renner
TW CityCable

Harrison, music director/host, assumes additional responsibilities as production director.

Bonnie Jane Saindon, account executive, Durpetti & Associates, Detroit, joins Banner Radio there in same capacity.

Rosemary Young, writer/producer, MJI Broadcasting's *Ask the Stars*, *Milestones* and *Country Today*, New York, named director, talent, artist relations.

Michael Hedges, program director, KVL-FM Dallas, joins KEX(AM) Portland, Ore., in same capacity.

Jean Marie White, assistant business manager, WHLI(AM)-WKJY-FM Garden City, N.Y., joins Eastman Radio, New York, as research analyst.

Gary Cassard, VP/GM, Cox Cable, Ocala, Fla., named VP/GM, Cox Cable, Gainesville, Fla.

Leonard Marsh, account executive, Jones Intercable, Denver, joins Cable Media there as regional sales manager.

Appointments at Cox Cable Communications, Atlanta: **Angelina Li**, director, marketing research, named VP; **John Hartman**, manager, satellite services, named director.

Charles Forma, assistant counsel, Cablevision Systems Corp., Woodbury, N.Y., named VP/law, cable operations.

Appointments at Time Warner CityCable, New York: **Jim McDaniels** and **Jan Renner**, directors, sales, named VP's, sales.

RADIO

Ed Goldman, president, Group W Television Sales, New York, named VP/GM, WBZ(AM) Boston, and VP/station manager, WBZ-TV, there.

Camille Bohannon, anchor, NBC Radio Network, Washington, joins The Associated Press, Broadcast News Center, there, as anchor/reporter.

Appointments at KLRD-FM Yucaipa, Calif.: **Candace Andrews**, operations manager, named VP/financial development; **Noonie Fugler**, program director, named VP/corporate programming; **Don Murray Carson**, morning show personality, Unistar Radio Network, Los Angeles, joins in same capacity.

Appointments at WTKI-FM Milwaukee: **John Reynolds**, assistant program director/promotion director, WZEE-FM Madison, Wis., joins in same capacity; **John "Woody"**

CABLE

Anne Standish, regional director, affiliate sales, Nostalgia Television, Anaheim, Calif., named regional VP, sales, eastern region, Philadelphia.

Jodi Geiger, manager, public relations, Comedy Central, New York, named director, media relations.

Appointments at The Family Channel, Virginia Beach, Va.: **Mike Gwartney** and **Judy Lyons**, program executives, named directors, programming; **William Abbott**, account executive, New York office, named sales manager.

James Weiss, assistant director, publicity, public relations, Rainbow Programming Holdings, Woodbury, N.Y., joins Turner Network Television, Atlanta, as public relations director, corporate relations, non-original programming.

Robin Walker, senior account executive, The Terrie Williams Agency, New York, joins Showtime Networks Inc. there as manager, trade/sports publicity.

James Alexander, senior project manager, research department, Turner Broadcasting System, Atlanta, named associate director, audience research, CNN, there.

Joe DelBalso, assistant director, sports media relations, Fordham University, New York, joins Empire Sports Network, West Seneca, N.Y., as director, public relations.

ADVERTISING

Zeynep Gunduz-Lindem, account supervisor, DDB Needham Worldwide, Chicago, named VP.

Jill Dworkin, account supervisor, Griffin Bacal Inc., New York, named VP.

Carl Kotheimer, executive VP/corporate director, media market-

JESSELL NAMED EXECUTIVE EDITOR



Harry A. Jessell, senior editor of BROADCASTING magazine and its chief correspondent, has been named executive editor. He will be responsible for the editorial direction of the magazine's headquarters and bureaus and for assisting the editor in policy formulation and execution. Jessell joined the magazine in 1978 and served in increasingly important roles as reporter/editor on key beats including the FCC and other federal agencies, cable and technology. He has been senior editor in charge of Washington coverage since December 1990. Editorial operations and production continue under the direction of Managing Editor Mark Miller.

ing services, Della Femina McNamee, New York, joins Horizon Media Inc. there as executive VP/director, marketing services.

Appointments at Pamela Giddon & Company, New York: **Kathryn Slavin**, associate account executive, Susan Davis Companies, Washington, D.C., joins as account director; **Dina Ligoriski**, account supervisor, named account supervisor/media planning director; **Jessica Schwartz**, account supervisor, named account supervisor/creative director; **Denise Treco**, account executive, named manager, public affairs.

Kim Platt, director, meetings, events, Price & Associates, Englewood, Colo., named VP, new business development.

Appointments at Temerlin McClain, Dallas: **Gary Smith**, creative director, promotional/regional marketing group, Tracy-Locke, Dallas, joins as senior art director; **Jim Weber**, associate creative director, Bloom FCA! Dallas, joins as senior copywriter; **Grant Swain**, associate creative director, **Campbell Mithun Esty**, Minneapolis, joins in same capacity; **P.K. Dailey**, sales representative, Lasertech Color, Carrollton, Tex., joins as print production manager, direct services group; **Jennifer Hood**, account executive, Davis Incentive Group, Dallas, joins as traffic coordinator; **Christi Korzekwa**, media supervisor, named associate media director; **Matthew Comstock**, **Julie Hearne** and **Melissa Maestri**, assistant media planners, named media planners; **Laura Del-**

Ivo, senior art director, Richards Group, Dallas, joins in same capacity; **Richard Luttrell**, research analyst, Aetna Health Plans, Irving, Tex., joins as senior research analyst; **Lori Teicher Burke**, former partner, Media Ranch, Los Angeles, joins as media supervisor; **Heather McCool**, graduate, University of Texas at Austin, joins as assistant media planner; **Tony Balmer**, account supervisor, named management supervisor; **Joyce Ernst**, senior account executive, named account supervisor; **Andrea Bonner**, senior account executive, named account supervisor.

TECHNOLOGY

Denis Heimerich, independent consultant, Albuquerque, N.M., joins EDS Cable Television Services, Freehold, N.J., as product manager.

William Randall, director, contracts, Orion Satellite Corporation, Rockville, Md., named VP/contracts, administration.

Denis Curtin, president, Orion Satellite Corporation, Rockville, Md., elected as a fellow of the American Institute of Aeronautics and Astronautics.

Timothy Hulick, VP/engineering, Acrodyne Industries, Blue Bell, Pa., elected as a fellow of the Institute of Electrical and Electronic Engineers.

DEATHS

Mike Roszman, 48, traffic reporter, WGR-FM Buffalo, N.Y., died Jan. 11 in a helicopter crash during his

afternoon traffic report. During low visibility, the helicopter hit a power line and fell into the Niagara River. Roszman had been at WGR-FM for 21 years and served in various positions including engineer, producer and talk show host. Survivors include his wife, Rebecca, and three children.

Alan Silverman, 58, sales manager, WOR(AM) New York, died Jan. 15 of a heart attack en route to St. Clare's Hospital, midtown Manhattan. Silverman joined WOR(AM) in 1979 after earlier affiliations with WADO(AM) New York and several New York advertising agencies. Survivors include his wife, Eleanor, and three children.

Ramon (Ray) Coleman, 65, retired newscaster and broadcasting executive, died Jan. 19 of cancer at Veterans' Medical Center, Pittsburgh. Coleman began his career in 1969, after a 24-year stint in the Army, joining WAMO(AM)-FM Pittsburgh as a newscaster and talk show host. In 1972 he joined WTAE-AM-TV Pittsburgh as a newscaster, and was named community relations coordinator for the radio station in 1973. He became community and station services director for both stations in 1978 and was named personnel director of WTAE-AM-TV-WHTX-FM in 1985. Coleman retired in 1989. Survivors include his wife, Elizabeth, one son and two daughters.

Dave Herman, 57, president/GM, KOB-TV Albuquerque, N.M., died Jan. 22 from pancreatic cancer at Presbyterian Hospital, there. Herman started his broadcasting career as an accountant at KISD(AM) Sioux Falls, S.D., then moved to WNAX(AM) Yankton, S.D. In 1956 he moved to New Mexico and joined KQEO(AM) Albuquerque as a salesman/auditor. Herman joined KOB-TV in 1959 as an account executive. In 1966 he was named national sales manager. A decade later he became GSM. In 1984, when Hubbard Broadcasting added its satellite stations, KOB-TV Roswell, N.M., and KOB-TV Farmington, N.M., KOB-TV's then-GM Jerry Danziger was named station manager for all three stations, and Herman became station manager of KOB-TV. He became president/GM of the station in 1989. Survivors include his wife, Donna, and two daughters.

Fifth Estater

JON CLIFFORD NESVIG

When Jon Nesvig left NBC in 1989 to head sales at Fox, an ad agency client asked him: "How could you do that, how could you leave NBC for Fox?" When their paths crossed again at last year's up-front presentation, the man asked: "How did you know?"

Nesvig wishes he were prescient, but says he did not realize at the time how good a move it would be: that he would leave NBC just as it was headed for another ride down and that Fox would hold its own against the big guns. Not that all has been smooth sailing at Fox. The past year has seen some momentous change: most notably the departure of Fox Inc. Chairman Barry Diller and Lucie Salhany's replacement of Jamie Kellner as head of the network. Nesvig expects changes under Salhany, differences that may make the sales department's job tougher.

According to Nesvig, while Kellner focused more on affiliate relations and regulatory issues, "Lucie's emphasis will be more on programing, so there will probably be more responsibility on the sales department. We'll be pulling our load here."

In the four years Nesvig has spent at the network, Fox has just about doubled its programing. The advertising dollars, the "engine that fuels it all," as Nesvig puts it, have grown along with it. While some critics charge that Fox (which launched its sixth night of programing last month) is growing faster than it can handle, Nesvig disagrees, saying the company has "enormous capacity for growth." On the ad side, Fox had its biggest upfront ever this season, selling 75%-80% of its inventory and bringing in an approximately \$500 million.

Fox has had its share of problems this past season, with makegoods needed for ratings shortfalls on both new and old programing. Nesvig chalks it up to the cyclical nature of television. He has seen it better and worse at Fox; the first season he joined the network, all nine new shows failed. "We'll come out of this season in good shape."

Nesvig has been on the rollercoaster



ride before. He joined NBC in 1974, at a time when NBC was a strong number two to CBS. It proceeded to plummet into the ratings cellar. "If Fox was around in those days, we might have even been behind them," says Nesvig, who stayed to see the network rebound under Grant Tinker.

During his 15 years at NBC, Nesvig had both his least-liked and most favorite jobs in his pre-Fox career. Vice president of marketing sits right at the bottom, he says. "At that time, it was more of a staff job. I enjoy direct customer interaction more than the planning side of the job." Head of West Coast sales was what he liked best; being away from New York meant independence, and being in Los Angeles meant more involvement in the programing.

Nesvig quips that his job goal when he first got out of college was to avoid the army; the year was 1967, he was classified 1A in the selective service (meaning he was one step away from

being drafted), and was having problems finding a job because companies simply did not want to hire a 1A. He finally managed to land a job in the media buying department at Benton & Bowles in New York. It was a good fit for Nesvig, always fascinated with advertising, and he stayed there a year before he was drafted.

He spent two years stationed at Fort Jackson, South Carolina, most of it in the personnel department, and he concedes he was lucky to stay out of Vietnam. "Luck" took the form of a bout of pneumonia, typing skills his commanding officer found invaluable, and what Nesvig terms "the inefficiency of the army bureaucracy."

Coming out of the army, he spent six none-too-happy months working at an insurance firm. He soon joined a media buying company in Los Angeles started by the former media direc-

tor at Benton & Bowles. From there he went to ABC Radio Networks. His first year there, ABC broke its network into four formats, and it broke even the first year.

Breaking even is a moment Nesvig recalls with satisfaction at almost every job he's had. When he joined Fox, it was the year the fledgling network lost \$100 million, but the next year it broke even. "There's a tremendous amount of excitement as you round that corner and start up," he says.

Since that first position at ABC, Nesvig says he has not had to pound the pavement to find the next job. He philosophizes: "If you worry about doing your job instead of worrying about your career, your career will take care of itself." ■

Senior VP, sales, Fox Broadcasting Co., New York; b. Nov. 23, 1943, St. Peter, Minn.; BA, economics, Williams College, Williamstown, Mass. 1966; assistant media buyer, Benton & Bowles, New York, 1967; U.S. Army, 1968-70; customer service manager, Allstate Insurance Co., Pasadena, Calif., 1970; VP, media supervisor, Independent Media Services, New York, 1970-72; manager, sales development, ABC Radio Networks, New York, 1972-73; account executive, Los Angeles, 1973-74; account executive, NBC-TV, Burbank, 1974-76; VP, Western sales, 1976-79; account executive, New York, 1979-80; VP, daytime and children's sales, 1980-81; VP, marketing, 1981-82; VP-GM, Eastern sales, 1982-89; present position since April 1989; m. Hanneke Aberson, July 28, 1972; children: Timothy, 18; Mieke, 16; Carolyn, 12.

In Brief

Ad-supported cable TV networks were a \$3.5 billion industry in 1992 and are expected to grow to \$4 billion in 1993 with \$1 billion in cash flow, according to Paul Kagan Associates Inc. The top 10 networks in 1992 based on net revenue were ESPN (\$553.3 million); CNN and Headline News (\$491.4 million); TNT (\$415.1 million); USA (\$364 million); superstation WTBS-TV Atlanta (\$256.5 million); MTV (\$221.5 million); Nickelodeon (\$205.1 million); Lifetime (\$176.7 million); Discovery (\$160.4 million) and TNN (\$137.3 million). Ad billings accounted for 57% of total revenue and license payments from cable operators accounted for 43%, according to the Kagan data.

WRRK(FM) Pittsburgh was sold to radio owner Saul Frischling for **\$5.5 million**. Frischling also owns WLTJ(FM) Pittsburgh, with which he has entered a time brokerage agreement. He recently purchased KASP(AM)-WKBO(FM) St. Louis from Evergreen Media for \$7 million; he also owns KXOK(AM)-KHTK(FM) there. Broker: Bergner & Co.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 24. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.3/221/98
2. Jeopardy!	13.3/210/97
3. Star Trek: Deep Space Nine	13.0/227/98
4. Star Trek	11.0/243/99
5. Oprah Winfrey Show	10.3/231/99
6. Entertainment Tonight	9.5/178/95
7. Geraldo-New Godfathers	8.9/133/94
8. Wheel Of Fortune-wknd	8.8/184/82
9. Married...With Children	8.4/192/96
10. Current Affair	8.2/178/95
11. Time Trax	8.0/149/91
11. Untouchables	8.0/196/96
13. Inside Edition	7.8/168/92
14. Roseanne	7.6/132/85
15. Designing Women	6.7/202/98

WIAI(FM) Danville, Ill., was sold by Kickapoo Broadcasting Inc. to I.A.I. Broadcasting for **\$1.3 million**. Seller, headed by Terry Forcht, has no other broadcast interests. Buyer, subsidiary of Key Broadcasting Inc., also owns eight AM's and eight FM's. Broker: Hague & Co.

NAB Radio Board Chairman Wayne Vriesman, VP, Tribune Broadcasting's radio group, was one of

eight incumbent NAB radio board members to win re-election to two-year terms last week. In addition, two new board members were elected: Bill Evans of WQXE(FM) Elizabethtown, Ky., and Paul C. Hedberg of KMRS(AM)-KKOK-FM Morris, Minn. NAB will mail ballots for a runoff vote in districts 1, 3 and 7 on Friday (Feb. 12). It will also mail ballots in the final round of voting for the TV board where six members will be elected out of a field of 12 candidates including two incumbents. Results will be released on March 15.

Fox's WFXT-TV Boston pulled a station record 30 rating/40 share in the Nielsen metered market overnights with its broadcast of last week's salute to retiring Celtic great Larry Bird. The station, which is owned by the Celtics, had market exclusivity for the tribute, which was produced by NBA Entertainment in conjunction with the team. Two stations in Bird's home state of Indiana also carried the show, NBC affiliate WTWO-TV in Bird's college town of Terre Haute and WISH-TV Indianapolis. The latter, a CBS affiliate, pre-empted *Top Cops* and *Street Stories* for the two-hour tribute and preceded it with its own locally produced half-hour, which averaged a 13.3/21, with the prime time special pulling an 18.6/26.

Fairness doctrine codification was one of two venerable bills from past Congresses to re-emerge in the Senate last week. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) introduced the bill which has been favored on Hill since the FCC dropped the rule in 1987 but was blocked by the Reagan and Bush administrations. The bill could sweep into enactment with the help of the new Democratic administration. The other old business, a lowest-unit-rate (LUR) bill in-

FCC HITS BROADCASTERS WITH \$101,000 IN FINES

The FCC's fine rampage continued last week with the commission issuing broadcasters forfeitures totaling \$101,000. The fines were issued to 26 TV and radio operators, mostly in the Southwest and Rocky Mountain regions, and follow the FCC's latest station audit.

The highest fine—\$13,150—was issued to KNUS(AM) Denver for non-compliance in areas including, but not limited to, public inspection files, the Emergency Broadcast System, station log maintenance and leaving the station unattended.

Fines were also issued for tower light malfunctions and operating with an expired license.

The FCC is also becoming more vocal about issuing fines. Normally, notices of apparent liability issued to broadcasters from field offices are not released to the general public from the commission's Washington office. Now, the commission plans on releasing public notices on every fine issued.

The NAB has expressed concern about what it says is an alarming growth in fines from the commission.

—JF

roduced by Commerce Committee ranking minority member John Danforth (R-Mo.), was included in last year's campaign finance legislation (S. 3), which was eventually vetoed by President Bush. The Danforth language, endorsed by NAB, limits candidates' LUR eligibility to 30 days prior to primary elections and 45 days prior to general elections and limits the cases when candidates can demand pre-emptions for their spots.

Preliminary ratings from Nielsen Syndication Service ranking report (for the week ending Jan. 24), which will officially be released later this week, have Columbia Pictures Television Distribution's sophomore off-network sitcom *Married...with Children* turning in a personal-best 9.8 gross aggregate average rating. Since its off-network debut, *Married* has exhibited 14% year-to-year growth for the January rating period over its January 1992 numbers, with a 9.3 rating average for the latest month-long measuring. *Married's* number is thought to be the best weekly rating for an off-network sitcom since *The Cosby Show* recorded a 13.3 GAA rating (NSS, week ending Jan. 15, 1989).

In related news, CPTD's *Ricki Lake* talk show strip, hosted by ac-



triss Ricki Lake (above), which is set to launch next fall, has been sold in 55% of the country. Major market clearances include WWOR-TV New York, KCOP(TV) Los Angeles, WPWR(TV) Chicago, KRON-TV San Francisco and KYW-TV Philadelphia.

Stock of Video Jukebox Network jumped 72% last week. The company disclosed it was in "serious negotiations" with The Island Trading Co., headed by former Island Re-



Peggy Charren, founder of Action for Children's Television, and Video Software Magazine have organized Children's VideoSwap. The program is designed to provide videos to hospital wards, inner-city crisis centers and other child-care centers to educate and entertain children. The pilot program was launched in the Boston-Cambridge area. Videos are chosen by the nonprofit Coalition for Quality Children's Videos. The program is scheduled to expand to New York, Chicago, Los Angeles and Atlanta this year. Making the announcement were (l-r): Paula Miller, coalition executive director; Charren; Ranny Levy, coalition president, and John Gaffney, editor, Video Software Magazine.

cords owner Chris Blackwell. **NTN Communications stock jumped 43%;** the company said that 30,000 subscribers used the interactive TV company's "QB1" game during the Super Bowl. NTN said it expected potential subscribers to double before next year's Super Bowl. **General Instrument Corp.'s stock jumped 26%.** Last Wednesday it reported earnings of 12 cents per share, compared with a 53-cents-per-share loss in the comparable period last year. General Instrument also said it had filed with the SEC to offer 10 million additional shares of common stock.

January ratings for weekday children's programming once again contained good news for The Fox Children's Network, with *Batman: The Animated Series* averaging a 7.2 rating (NSS/NTI, Dec. 28, 1992-Jan. 24, 1993) among kids 2-11. Trailing the Caped Crusader was Disney Afternoon's rookie half-hour spoke, *Goof Troop*, which turned in a 6.6/2-11 rating. The remaining rankings ended up being a seesaw battle between FCN and DA, with Fox's *Tiny Toon Adventures* averaging a third-ranked 6.3, followed by DA's *Darkwing Duck's* 5.0.

The two-hour premiere of *Kung Fu: The Legend Continues*, the second hour-long spoke of Warner Bros. Domestic Television Distribution's Prime Time Entertainment Network, **posted a 10.2 rating (NSS, Jan. 18-24),** according to preliminary A.C. Nielsen data. The double-digit *Kung Fu* rating follows the 8.4 national rating turned in a week earlier by companion hour *Time Trax*.

ABC News will do a live 90-minute call-in show with President Bill Clinton from the White House on Saturday, Feb. 20 (11:30 a.m.-1 p.m.). Peter Jennings will host the special, during which children from around the country will quiz Clinton via satellite.

NBC flagship **WNBC-TV** and PBS flagship **WNET-TV**, both New York, announced an agreement last week **for several news, programming and public affairs co-ventures** over the next year. WNET will carry two WNBC-TV public affairs shows, *Visions* and *Positively Black* on alternate Saturdays beginning April 3. Taking a cue from their respective networks, the two stations will also collaborate on election coverage later this year.

Editorials

JUST DO IT

The Clinton administration has made an inauspicious start—make that nonstart—in the communications policy area. We concede there is much on the presidential plate, but former FCC Chairman Al Sikes served notice six weeks ago and has been gone for two weeks now. The President last week named James Quello acting chairman, and the commission could hardly be in more experienced hands. But unless it plans to make the Quello posting permanent, the administration should find a candidate and put him or her forward so that the confirmation process can begin.

Two weeks ago, the White House sent two “special assistants to the chairman” to set up shop at the FCC, which led this page to believe a chairman might be forthcoming. When none was, the two were quickly withdrawn when it became public knowledge they were poking around without portfolio, so to speak. As it stands, the ranks of the FCC have thinned considerably. With Sherrie Marshall’s recusal from all mass media matters, the commission can’t even field a bridge game among voting members. There are too many important issues on its plate for the FCC to be running at anything but full tilt.

KILLING THE MESSENGER

A bill has been introduced in the New Mexico state senate to ban alcohol ads from TV, radio and newspapers. Such bills crop up periodically and must be snuffed out like brushfires lest they spread. The first thing wrong with these bills is they fail the legal test that says any proposed limit on commercial speech must be narrowly tailored to further its governmental interest. A total ban, as the courts have pointed out with indecency, does not qualify as narrow. At the risk of boring our regular readers with further elucidation of what has always seemed the obvious: Beer is a legal product whose use in moderation has not been found to be harmful, and may in fact be beneficial. The abuse of alcohol, particularly in concert with a set of car keys, is a real problem. The way to combat it, however, is to educate people about the effects of alcohol abuse and to stiffen the punishment for drunk driving, not cultivate ignorance and hope the problem goes away.

P.S. On the subject of advertising brushfires, we noted last week that the District of Columbia is planning a services tax on lawyers and others and we were reminded that advertising is often targeted by such taxes. Anyone with deep pockets is at risk these days from cash-starved states and municipalities. Several years ago the portents

of a sales tax on services in Florida went generally unheeded until it made it into law. It then took boycotts by major national advertisers and the lobbying of lawyers similarly taxed to overturn it. The ad associations do their best to keep track of the status of various such proposals, but all broadcasters should remain vigilant and sound the alarm at the first smell of smoke.

THERE'S A MEETIN' HERE TONIGHT

Broadcasters who have been rallying around the flag of localism lately appear to have a friend in a high place. This Wednesday evening (Feb. 10) the President will hold his first electronic town meeting from WXYZ-TV Detroit. The broadcast will be downlinked to three other ABC affiliates—which are sharing the cost of satellite time—and is being picked up in numerous markets and by C-SPAN, NPR and others. The result is that although the seed was the initiative of local broadcasters, the result will approach a national broadcast. The meeting is the first of many, according to deputy press secretary Jeff Eller, who added that the President “obviously feels that the town hall concept is the best forum to do that.”

The President has pledged to remain in touch with the pulse of the nation and the will of the people. Given the demands of the office, bus tours are an impractical route to that end. The protestations of John Chancellor notwithstanding, dialogues between candidate Clinton and “ordinary folks” were among the most illuminating moments of the election process. If television can provide the new President a sort of electronic bus tour of local America, we say: “All aboard.”



Drawn for BROADCASTING by Jack Schmidt

“The following noncommercial program is brought to you by Sunbrite, the ecologically friendly dishwashing liquid that’s tough on stains and gentle on the planet. Now available in...”

MIP 93

**International
Television
Programme
Market**

*April 16th-21st
Palais des Festivals
Cannes
France*



BUSINESS INSIGHT



U.K.

Managing Director:
Peter Rhodes
International Exhibition Organisation Ltd.
Tel: (071) 528 0086
Fax: (071) 895 0949
Telex: 920173

U.S.A.

President:
Barney Bernhard
International Exhibition Organisation Inc.
Tel (212) 689 4220
Fax: (212) 689 4348
Telex: 4979122

France

International Sales Director:
Jaques Gibout
International Sales Manager:
Guillaume Galliot
Midem Organisation
Tel: 33 (1) 44 34 44 44
Fax: 33 (1) 44 34 44 00
Telex: 645547

Midem Organisation

☉ A member of the Reed International group

Celebrate 30 years of MipTV in Cannes this Spring with professionals from around the world. The industry's annual event is the meeting place for over 8,000 producers, distributors, broadcasters, acquisition executives, feature film makers and many more.

Seize the opportunity to buy and sell, make new contacts, create partnerships, negotiate co-productions and plan for joint ventures over 6 days of intensive business activity.

Secure your place for the future. Advertise in the Mip News Preview, Mip Guide, Mip News and, exclusive to this year's show, the "30 Years of Television Album".

Contact Barney Bernhard today on (212) 689 4220 or fax on (212) 689 4348

MAKE YOUR BETACAM A DIGITAL BETTER-CAM.

With a **Panasonic**
Emmy Award winning
DSP camera.

There's no need to wait to add Digital Signal Processing to your Betacam SP VTR. Right now, **Panasonic**, and only **Panasonic**, offers a full line of Digital Signal Processing cameras, from the full-featured AQ-20D to the value-packed WV-F700 and WV-F500, for all professional VTRs, including Betacam SP.



Panasonic's DSP Cameras dock directly to most Betacam SP decks, or use a simple adaptor.

With Panasonic Digital Signal Processing camera set-up is easier, certain and repeatable. DSP cameras maintain strict uniformity in RGB signals and ensure that phase and frequency characteristics remain stable. They provide for 2-dimensional cross-color filtering, variable enhancements, high-chroma aperture correction, accurate one-touch gamma adjustment and auto knee circuitry.

Others ask you to wait for digital, and then you'll be up-to-date. But, for **Panasonic**, then is now.



Panasonic Broadcast & Television Systems Company was awarded two 1992 EMMY's for Outstanding Achievement in Technical Engineering Development for its Digital Signal Processing technology as implemented in its line of DSP cameras. Betacam is a trademark of Sony Corporation.

For more information call: 1-800-528-8601
(upon request enter code 07)
One Panasonic Way, Secaucus, NJ 07094.

Panasonic
Broadcast & Television Systems Company