

123-41

OCT 11

Broadcasting & Cable

The Newsweekly of Television and Radio

TELEVISION



The past and future of retrans **6**

PROGRAMING



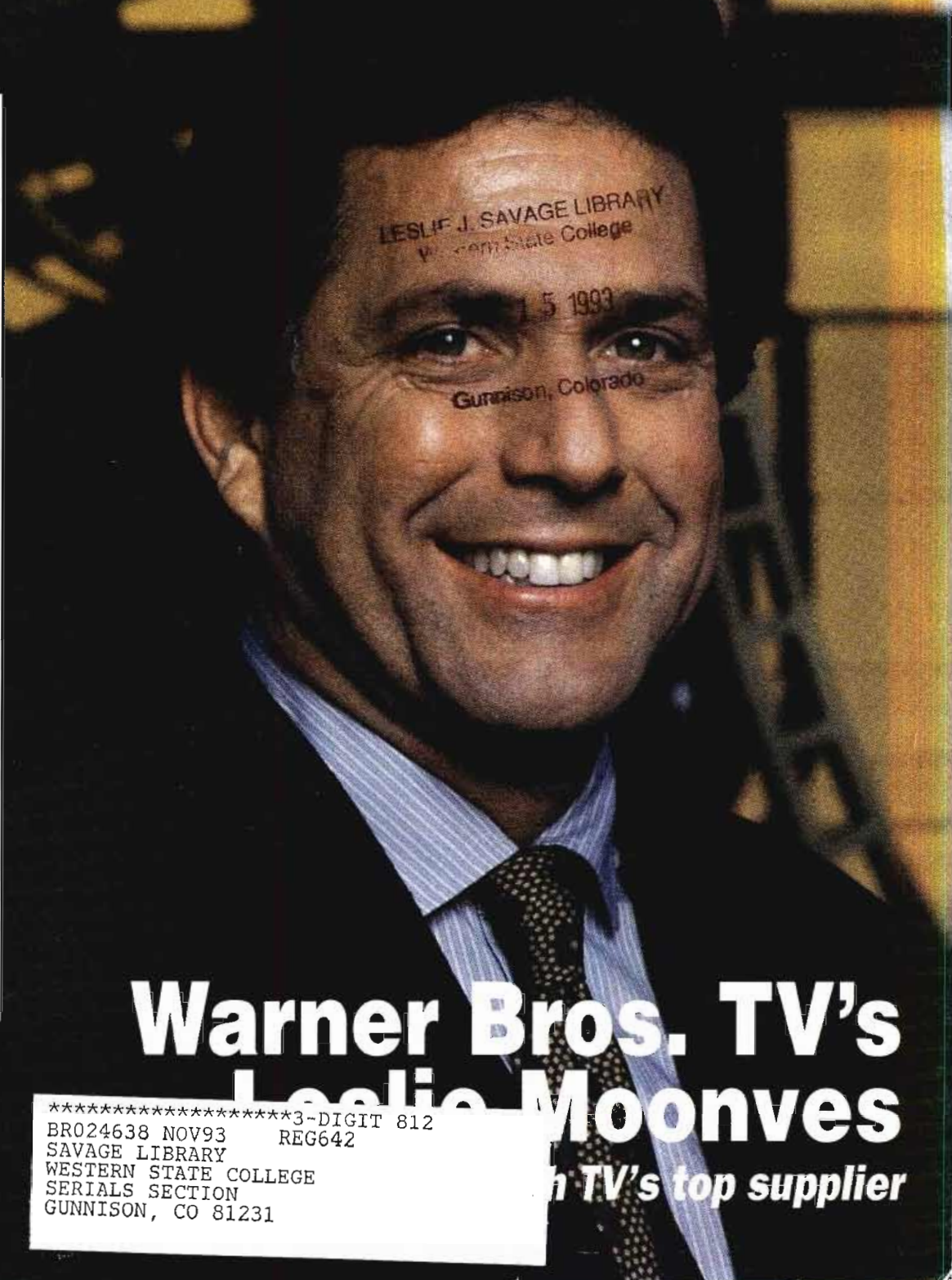
'Power Rangers' pack ratings punch **32**

TECHNOLOGY



3D0 interfaces with US West **52**

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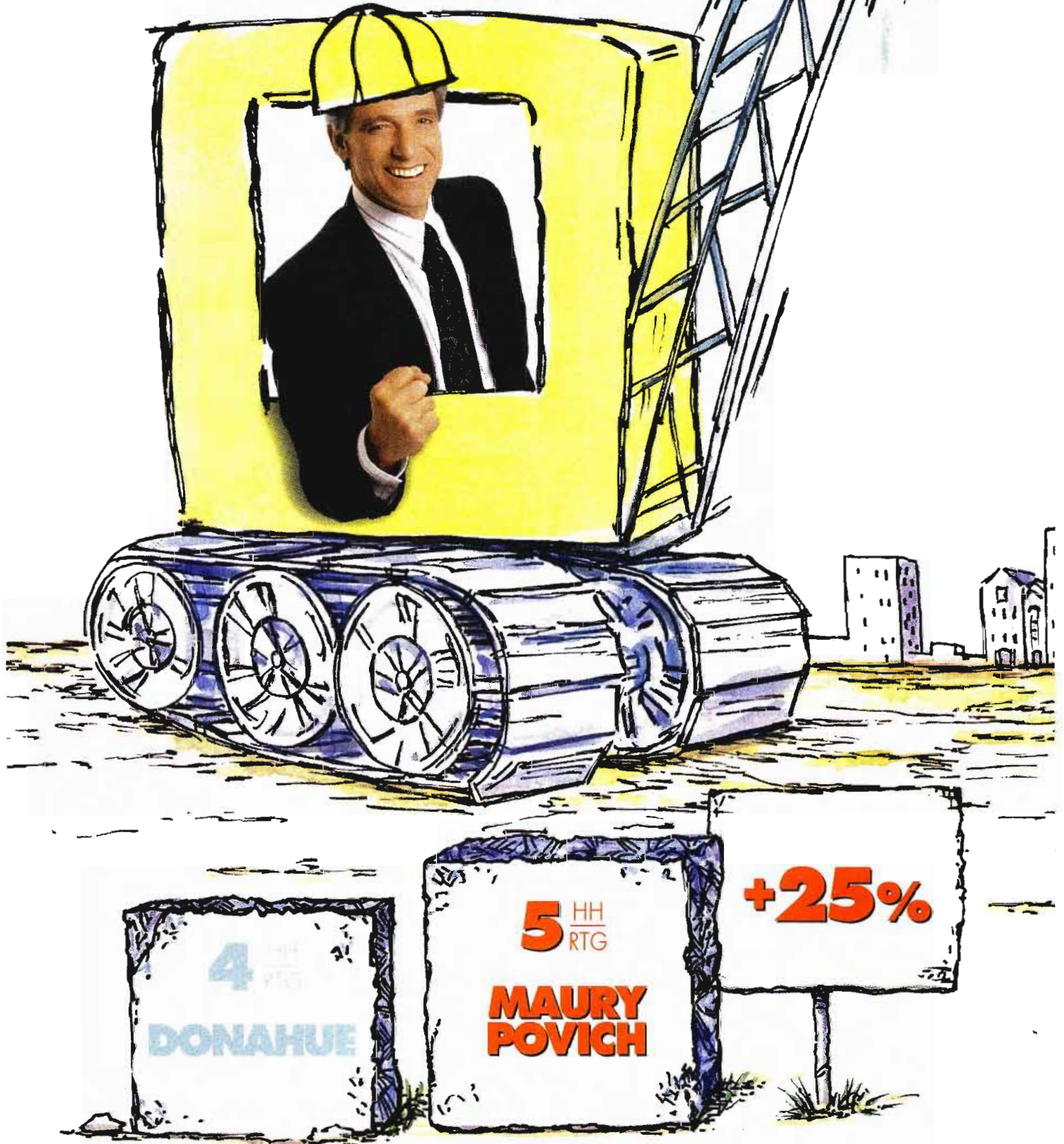


Warner Bros. TV's Leslie Moonves

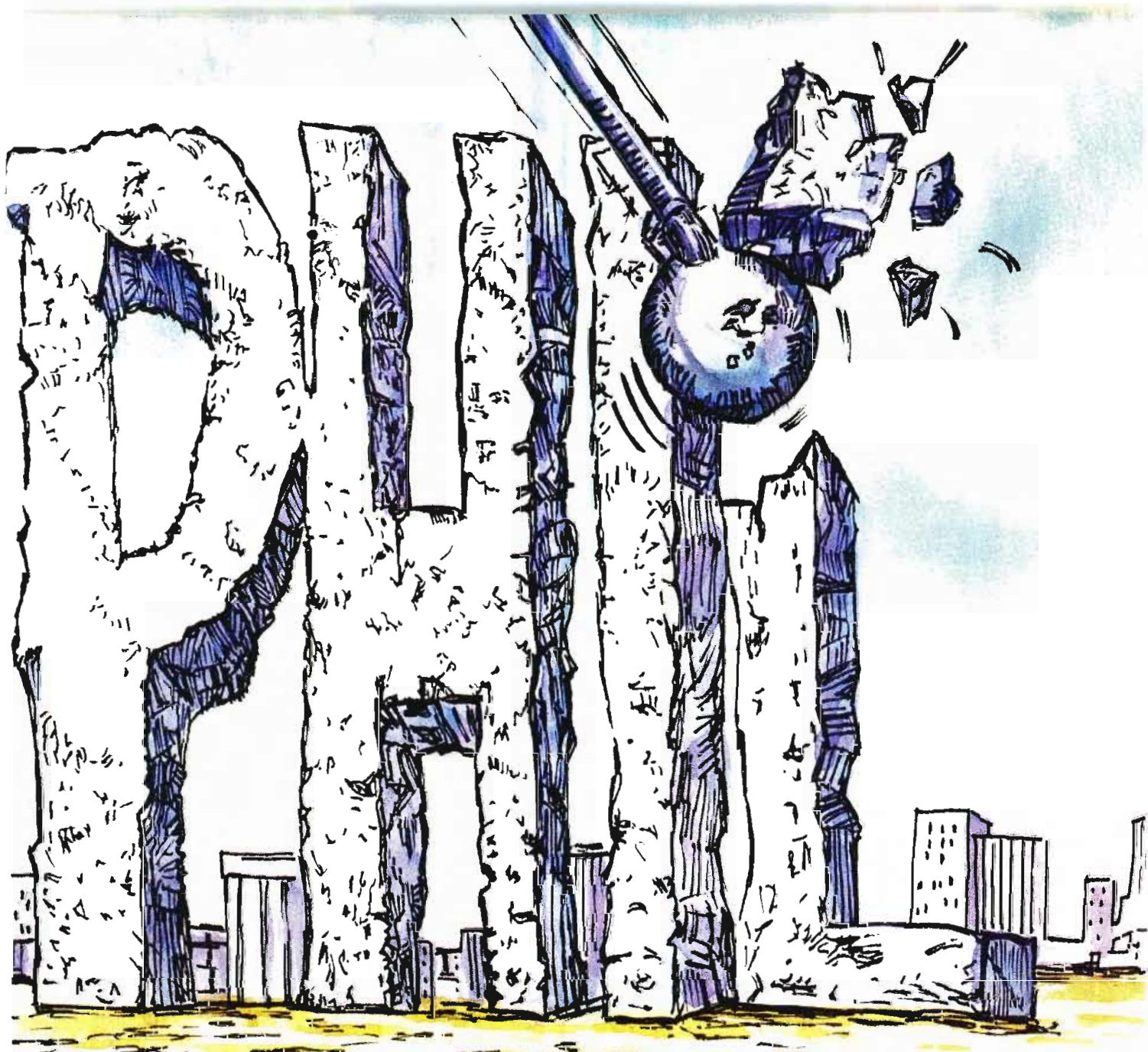
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MAURY'S STARTING TO CHIP AWAY AT THE OLD BLOCK.



Source: NSI, 9/7-9/10/93. Excludes Labor Day due to preemptions. (BN, SE, MI, DV, SD, PD, KC)
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In its season premiere week, **THE MAURY POVICH SHOW** went head-to-head against "Donahue" in seven metered markets and won, by an average of 25% in ratings. Chalk it up to the growing appeal of Maury, who's chipping away at the *old block* of daytime talk. And carving out quite a niche for himself.

THE
MAURY POVICH
SHOW

TM



A Paramount Communications Company

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



Even cash-for-retransmission leader Gary Chapman settled for a no-cash deal. / 10

Cable holds the line on retrans After all the sound and fury over retransmission-consent negotiations, most broadcast stations remain on the cable. In the end, though, cable operators came out on top. Almost all of the major operators held their ground, refusing to work straight cash-for-signal deals. Broadcasters largely worked deals for cable channels, ad trades and free promotional time. / **6**

•Although most broadcast stations cut deals, a few held out and were dropped by cable systems. In Michigan, for example, CBS affiliate WWMT couldn't work a deal with TCI's 175,000-subscriber system in Grand Rapids, and NBC affiliate WOOD lost 7% of its viewers after hitting a dead end with Cablevision. / **14**

•The stations that opted to take a cable channel for retransmission consent suddenly find themselves with a new expense: programing and running a channel. Many are predicting that it will take at least five years to turn a profit on the extra channels. / **16**

•Multimedia's new talk-based cable channel will not feature Phil Donahue or Sally Jessy Raphael, but it may nab Rush Limbaugh and Jerry Springer. Multimedia

denies that the channel is a retransmission tool for its station, which worked out six-month extensions with their local cable systems. / **17**

Nynex enters Paramount battle The latest heavy hitter to enter the heated battle for control of media giant Paramount is Nynex, which last week offered to invest \$1.2 billion in Viacom to bolster it in the fight against QVC. The next move is up to the Paramount board of directors. / **18**

Promise of cable attracts new players The huge potential of the 500-channel cable future is attracting some nontraditional players, including Connecticut-based fiber optic company FiberVision, which proposes to overbuild systems in Bridgeport, Hartford, New Haven and New Britain. FiberVision will be challenging some of cable's biggest names: TCI, Cablevision Systems and Comcast. / **18**

PROGRAMMING

Turner Movie Classics sets high price

Turner Broadcasting is telling cable operators that its new Turner Movie Classics will cost between 15 and 25 cents, equaling American Movie Classics, among the most expensive cable channels. Operators appear skeptical, saying Turner will need to come down on the price. / **26**

'Evening Shade' tries again

Following a disappointing first outing on the syndication market, *Evening Shade* is back with a revamped marketing plan. The new plan calls for a two-year barter deal: one year as a five-day strip and one year of weekend play. / **30**

Chase skates on thin ice

Fox affiliates appear increasingly concerned about the poor performance of the late-night *Chevy Chase Show*. The network is bringing in new writers and may name a new producer. / **30**

Power Rangers make surprise showing

Fox Broadcasting's quirky live-action sci-fi show *Mighty Morphin Power Rangers* is shaping up as a sur-

prise hit, placing fourth among kid-oriented shows after only a few weeks on the air. Most surprising, though, is its showing in Los Angeles, where the *Power Rangers* are giving even the mighty Oprah Winfrey a run for her money in the 3 p.m. slot. / **32**

ABC turns up NYPD heat

As the controversial cop drama *NYPD Blue* continues to dominate its time slot, ABC is applying pressure in the 50 markets where affiliates refused to air the show. The network will offer the show to other stations in those markets. / **33**

Getting a piece of the fringe

MTM is hoping to pair its *Trivial Pursuit* show, set to move from cable to broadcast syndication next year, with *The New Price Is Right* as an hour-block alternative to the new class of early fringe talk shows in development for 1994. / **33**

'Wavelength' comes up short

After 11 weeks of poor ratings, Rysher Entertainment's young adult-oriented show *Wavelength* is up for some changes. Parents and stations are worried that the show's mature themes, including drug abuse, date rape and homosexuality, may be too strong. / **34**

"Booking guests has gotten a lot tougher."—a source close to The Chevy Chase Show on the flagging fortunes of the Fox late-night show. / 30

OCT 11, 1993

Viewers get more days in court

Some producers are betting that the end of *People's Court* didn't spell the end of court-based TV. Buena Vista is developing *Judge & Jury* and Group W is working on *Jones & Jury*, with former NBC legal correspondent Star Jones (right). Analysts are hesitant to predict whether the court format will still fly. / 35



Star Jones will lead revival of courtroom TV. / 35

tapes from a central studio with a 500-station telephone-based distribution network that can send out spots within four hours of production. / 46

WASHINGTON

At odds over telcos

Broadcasters and cable operators are at odds over telco-entry legislation in the Senate. Broadcasters favor strong bans on buyouts by telcos, while cable wants to see mergers and buyouts allowed. / 47

ADVERTISING & MARKETING

Reebok sponsors Cable Health

With a multimillion-dollar sponsorship deal with the Cable Health Club network, Reebok is taking aim at the \$27 billion health industry. Reebok will be the exclusive athletic shoe sponsor for Cable Health Club, newly launched on Jones Intercable and Comcast. / 50

Loving the health-care plan

The Clinton health-care-reform plan may be wildly controversial in much of the nation, but it's a huge hit with broadcasters. The plan is generating millions of dollars in ad revenues as special interest groups line up to sell their positions to Congress and the public. / 51

TECHNOLOGY

FCC issues computability rules

The FCC has issued its proposed rules for computability between cable systems and consumer electronics, borrowing largely from a joint recommendation from the two industries. But the commission wants to add some additional rules for cable. / 52

3DO leaps into interactive TV

Computer animation company 3DO got a boost last week as US West tapped it to design the guts of the set-top boxes for a video dialtone test in Omaha. The box is the gateway to interactive services, including games, video on demand and home shopping. / 54

Chips offer real-time compression

C-Cubed Microsystems says its new real-time, broadcast-quality digital compression system is the breakthrough that will form the basis for the digital TV future. The system is already designed into some high-profile equipment. / 54

BUSINESS

Telcos want part of cable

Lehman Brothers says cable companies offer attractive targets for telco investment, but it predicts that the industries will butt heads over who controls the new partnerships. Among the predicted partnerships, Lehman Brothers lists Comcast and Cablevision with Southwestern Bell and TCI with GTE. / 37

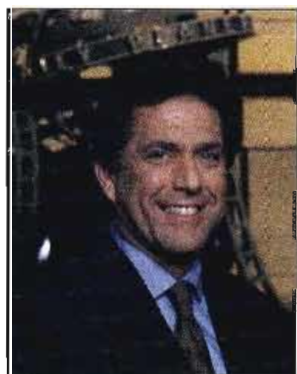
RADIO

Infinity snaps up WPGC

Infinity grabbed yet another prime broadcast property last week, buying Washington, D.C.'s highly rated WPGC-AM-FM for \$60 million. Analysts say the stations are a good fit with Infinity's other holdings, which include D.C.'s WJFK-FM. / 42

Doing away with tapes

Digital Generation System is seeking to do away with the old way of distributing ads by express-shipping



On the Cover: Warner Bros. TV's new president Leslie Moonves has about 15% of the network schedules under his control. This week, he talks about creating new shows and the importance of pushing the boundaries of programming. / 19
Photo by Warren Faubel / Black Star

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Stations stay for no pay

The retransmission-consent deadline passes with most stations bartering their signals for new channels, promos, ad time and more

By Joe Flint

It was only a year ago that broadcasters were cheering retransmission consent as the great equalizer that would give them a second revenue stream.

But as the deadline for retrans deals passed last Tuesday at midnight, most TV stations watched hopes of receiving money for cable carriage of their signals fade away before the operators' near universal refusal to pay.

At deadline last Friday, only a handful of stations continued to insist on cash, withholding permission from systems to carry their signals (see story, page 14).

Although retrans did not produce cash, it did provide many broadcasters with new opportunities.

Major broadcast groups, including three of the four networks, leveraged retrans to gain carriage and, in some cases, subscriber fees for new local and national cable channels (see story, page 16).

Other broadcasters made deals that will allow them to sell ad time on cable or receive free promotion. Some will provide local news updates to CNN and CNN Headline News.

When did cash disappear from the retrans table? For ABC, it was when the FCC prohibited cable operators from passing on retrans payments to subscribers. After that, "it became obvious that if we wanted to pursue cash we would have to go to the mat," says Michael Mallardi, senior vice president, Capital Cities/ABC.

For a lot of other broadcasters and cable operators, it was when ABC opted to pursue carriage for ESPN2 rather

than cash. That was the "major turning point," says Rob Stengel, vice president, Continental Cablevision, the third largest operator. "Once one of the industry leaders recognized the reality of the marketplace, it was kind of inevitable, like falling dominos."

Hoping to strengthen free over-the-air broadcasting, Congress included in the 1992 Cable Act provisions giving

systems in their markets. But by the deadline, most had capitulated, granting at least short-term retransmission consent to continue negotiations.

According to a joint survey by the Television Bureau of Advertising (TVB) and the National Association of Broadcasters, 92% of all TV stations continue to reach at least 99% of their cable households, and 97% reach more than 90% of their cable households.

That's good news to the buyers of national spot and network advertising, who were concerned that holdouts would mean fewer eyeballs for their advertisements.

"The final effect on broadcast advertising was negligible," says TVB President Ave Butensky.

Frustrated by their lack of leverage in retransmission negotiations, broadcasters are now backing efforts to end the statutory prohibition against telephone companies' entering the cable business in their telephone service areas (see story, page 47). The broadcasters think that they may fare better



broadcasters the right to either demand carriage on local cable systems (must carry) or negotiate with cable systems for compensation for carriage of their signals (retransmission consent).

Stations had to choose one of the options last June. Most network affiliates and major independents opted for retrans, but many small independent stations went for must carry and guaranteed themselves cable carriage throughout their markets.

As late as two weeks ago, scores of TV stations were threatening to withhold signals from one or more cable

in future retransmission-consent negotiations if they have two broadband networks to deal with.

Although most TV stations maintained their cable carriage, in many cases it was due to short-term extensions, granted with the idea of continuing negotiations.

Top cable operators were still processing information from their local system managers last week and were unable to differentiate between done deals and extensions. One industry observer, however, speculated that anywhere from one-half to two-thirds of

**There's a good reason
why one new access
strip will be at the top
of this list in 1994.**

FIRST-RUN BARTER 30-SECOND SPOT REVENUES.

\$80,000
ENTERTAINMENT TONIGHT

\$65,000
WHEEL OF FORTUNE

\$55,000
JEOPARDY

\$50,000
A CURRENT AFFAIR

\$32,000
INSIDE EDITION

\$28,000
COPS

\$22,000
HARD COPY

\$15,000
HIGHWAY PATROL

\$9,000
FAMILY FEUD

SOURCE: Electronic Media, September 6, 1993.

**This is the show.
Already sold in over
40% of the country
for two years.**

ENT

ENTERTAINMENT NEWS TELEVISION

ENT. Entertainment News Television.

Unlike past high profile access projects that have missed the mark, ENT is not trying to reinvent the wheel. It's a concept already proven to succeed on television. And proven to attract key demos. That's why it's already sold across over 40% of the country.

Entertainment News Television is executive produced by David Nuell, the man responsible for turning around "Entertainment Tonight," with over 1880 half-hours of proven experience.

And, ENT has the resources of Time Warner, the world's largest media company.

That means 1600 reporters, editors and researchers in addition to our West Coast program staff of 140. And, on the East Coast, coordinating our magazine involvement, we have Ave Westin, the man who executive produced "20/20" and "Inside Edition."

An experienced team, all working together to give ENT the competitive edge in enterprise reporting well beyond the reach of any other program in syndication.



David Nuell

ENT is a concept that's already proven in access. With the backing, resources and commitment of Time Warner.

And this is the reason.

NET P R O F I T S

NET profits and a better bottom line.

That's the reason so many stations are locking up ENT for access.

Everyone knows that it's tough enough trying to get the high CPM's that access deserves without complicating matters by running a strip many advertisers won't buy. Strips with subject matter that negatively impact the news programs that proceed them and the station's image.

Beginning Fall '94, stations have the opportunity to take the "high road" to higher CPM's and stronger profits with an access program that's highly competitive, advertiser friendly and a natural follow-up to the news.

ENT. Entertainment News Television. An access strip four years and \$75 million in the making. This is programming at its best for your most lucrative daypart, access. An audience engaging, advertiser friendly, responsible alternative to tabloids that will put you at the top of the charts and will allow you to get top dollar for your access avails.

ENT. Entertainment News Television. It's not just an idea. It's our business.

TIME-TELEPICTURES
Television



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DOMESTIC TELEVISION
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the broadcasters had granted extensions.

ABC, NBC, Fox and CBS all maintained almost 100% of cable carriage for their owned stations and—in Fox's case—their affiliates as well, either through deals or extensions. ABC, NBC and Fox pitched retrans for carriage of new channels. Having failed to come up with a channel acceptable to operators, CBS granted one-year carriage deals to all operators.

ABC tied negotiations for their stations to carriage of ESPN2; NBC got renewals for CNBC and rollout commitments for America's Talking in return for carriage of their stations. Fox, working with its affiliates, went after rollout commitments for its cable network FX, in return for carriage of Fox stations and its affiliates.

It was a push for all three to get any deals or extensions in place by Oct. 6. NBC executives say they made deals

or have agreements in principle with all major cable operators with the exception of Cablevision Systems Inc., which was granted an extension. ABC last week signed its major holdout, Tele-Communications Inc., giving that network deals with the top 20 cable operators.

As of last Thursday, 23 cable operators serving 33 million homes had signed for FX, which carries a hefty subscriber fee. Other operators, including Time Warner, Continental and Comcast, had accepted six-month extensions to continue negotiations.

On the cable side, TCI reached agreements with all but seven stations in five markets and says it signed more than 400 non-cash deals. TCI's biggest challenge remains in Corpus Christi, Tex., where all three network affiliates have gone off cable.

A Time Warner spokesperson said that the operator's only holdouts were WCSH-TV Portland, Me.; KBAK-TV Bakersfield, Calif., and WEAU-TV Eau Claire, Wis. Time Warner concluded negotiations with two-thirds of the broadcasters it carries, with the rest taking extensions.

Philadelphia-based MSO Comcast reached no-cash deals with all 175 different owners that the company had to negotiate with, and less than 10 of those involved extensions, according to a spokeswoman.

Cablevision Industries started retransmission-consent negotiations with 165 television stations and managed by the deadline to reach long-term agreements or short-term extensions with all but one of the stations, ABC affiliate WCJB-TV Gainesville, Fla. "We got close but not close enough," said CVI Vice President Mike Eagen.

Jones Intercable reached agreements or extensions with all but one of 257 stations, WWMT-TV Kalamazoo, Mich., according to a spokesman. None of the deals involved cash, and about 25% of the agreements are 6-12-month extensions.

"For the agreements we were able to reach there is a win-win situation," said the Jones spokesman.

Cablevision Systems Corp., which had to negotiate retransmission-consent deals with 200 stations, wound up dropping seven of those stations when the deadline arrived. They include NBC and CBS affiliates in Rockford, Ill.; Kalamazoo, Mich.; Lewiston, Me., and Arrowhead, N.C. ■

No cash for LIN and Chapman

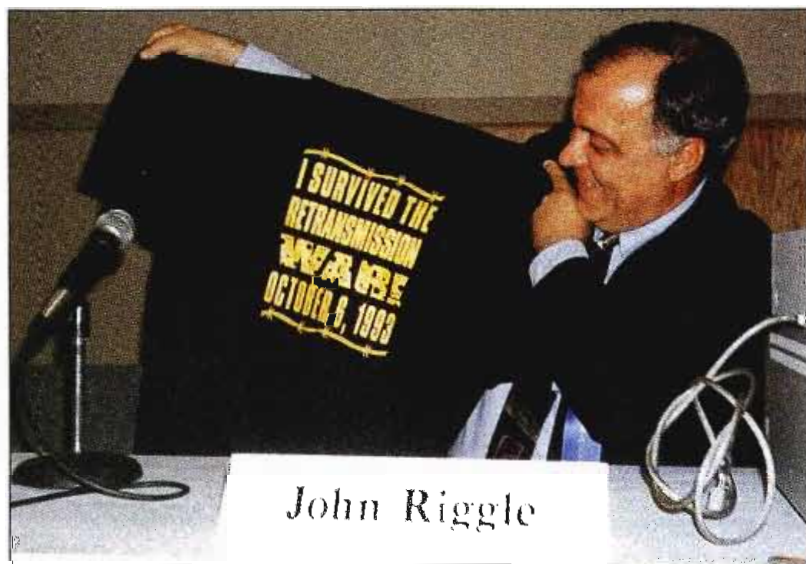


He talked the talk, but in the end he didn't walk the walk.

LIN Television President Gary Chapman (left)—who was one of the most vocal proponents of cash-for-retransmission-consent deals—ended up going cable's way. Instead of cash, LIN will create a local weather channel in the seven markets in which it owns TV stations. LIN will receive a subscriber fee for its channel, but Tele-Communications Inc.—the largest cable operator, which carries LIN stations—said it is a small fee.

"When ABC made their retransmission-consent agreement, which traded owned stations for ESPN2, that was the first indication that the trend was set." LIN's situation was not helped by the fact that in many of their markets there is a significantly viewed station on systems offering much of the same programming.

Chapman says that after that "we will never know what could have been. It changed the direction of negotiations." Chapman says deals have been concluded that reach more than 93% of LIN TV homes. —JF



Fox affiliate WPMT-TV York, Pa., gave out T-shirts to local cable system operators following the signing of each retransmission-consent deal. Station manager John Riggle showed off a sample at last week's Atlantic City Cable Show. Said Riggle: "Retransmission consent has thrown us together. If there's an upside, we now know them all personally and quite well."

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HARLAN J. ROSENZWEIG

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GRATEFUL FOR HIS
CONTRIBUTIONS AS
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BOARD MEMBER
OF DISCOVERY.

HIS ENERGY AND
CREATIVITY WILL
BE MISSED.

HIS SPIRIT WILL
ALWAYS BE WITH US.

DISCOVERY COMMUNICATIONS, INC.

PROVEN WINNERS

NEW YORK WNYW 5PM
+33% in rating since Nov. 1992.

LOS ANGELES KCOP 4PM
+50% in share vs. lead-in.

CHICAGO WPWR 9PM
+62% in rating since Nov. 1992.

PHILADELPHIA KYW 4PM
AGAINST OPRAH:
+25% in share vs. Maury lead-in
and #1 Talk Show on the station.

DETROIT WDIV 4PM
AGAINST OPRAH:
+40% in rating vs. Sally's Nov. 1992
delivery in time period.

HOUSTON KPRC 3PM
+83% in share vs. lead-in.

ATLANTA WXIA 9AM
+17% in share since July 1993.

CLEVELAND WJW 10AM
+40% in share vs. Bertice lead-in.

MINNEAPOLIS KMSP 11AM
+55% in rating since October 1992.

MIAMI WSVN 10AM
NEW STATION:
#2 in time period against
three talk shows.

SACRAMENTO KCRA 2PM
NEW STATION:
+69% rating advantage vs. Bertice
head-to-head.

PHOENIX KUTP 9PM
+76% in rating since Nov. 1992.

BALTIMORE WMAR 3PM
+38% in rating since October 1992.

ORLANDO WKCF 11AM
NEW STATION:
+150% in rating vs. Joan's Nov. 1992
delivery in time period.

WINNERS!

RENEWED IN
NEW YORK, LOS ANGELES
AND CHICAGO FOR '94-'95!

SAN DIEGO KUSI 10AM

+50% in share vs. Geraldo's
July 1993 delivery in time period.

HARTFORD WVIT 10AM

+13% rating advantage vs. Bertice
and Jenny head-to-head.

INDIANAPOLIS WRTV 10AM

#1 in time period, beating
Bertice and Jenny.

PORTLAND KPTV 11AM

+21% in rating since October 1992.

MILWAUKEE WITI 11AM

+54% rating advantage vs. Maury
head-to-head.

CINCINNATI WKRC 12:30AM

#1 in its time period.

SAN ANTONIO KMOL 4PM

AGAINST OPRAH:

+33% in share vs. Bertice lead-in.

the
Montel
WILLIAMS
show



one world entertainment
A DIVISION OF MCA NETWORKS

VIACOM

Hanging tough

A dwindling number of stations were still holding out last Friday for lucrative retrans deals and paying the price in loss of cable carriage; here are three of the hot spots

Corpus Christi, Tex.

The retrans standoff continued last week between Tele-Communications Inc. and three network affiliates in the 123rd-largest market.

At deadline Friday, Corpus Christi was the only market in the country where all three network affiliates were off cable.

Two weeks ago, the three all demanded cash. But last week, KRIS-TV and KIII(TV) said they would grant retrans consent if TCI would reduce their subscriber bill by 60 cents a month for each station.

"All along, [subscribers] have been paying for our programs, but cable kept all the money," said Mike McKinnon, owner and president of KIII.

KRIS-TV General Manager T. Frank Smith said TCI declined the rate-reduction deal in an ad, saying new rate regulations prohibited it.

"Are they trying to tell me the federal government won't allow them to lower their rates?" asked Smith.

The market's other holdout, KZTV, has not asked TCI to lower its rates and is still pushing for cash.

TCI did not return phone calls.

Portland, Me.

Late last week, NBC affiliate WCSH-TV was still looking to cut deals and return to five of the 25 cable systems that serve the 75th-largest market. "We want recognition of our value," said General Manager Lou Colby.

CBS affiliate WGME-TV had only one deal left last week with a 23,000-sub system owned by Cablevision Systems Corp.

WCSH-TV's search for "recognition" is costing it about 100,000 cable viewers on systems owned by Time Warner, Cablevision Systems and other large operators. With some of the smaller systems, the station has signed deals that include cash payments and commitments by systems to advertise on the station. Some agreements call for the station to sell local ad time.

WGME-TV signed a deal last Wednesday with the local Time Warner system, which has 56,000 subscribers. That deal gives WGME-TV time on a second channel, which it will use to time shift its news, weather and sports programming, according to Bill Stough, vice president and general manager, WGME-TV.

Bakersfield, Calif.

In the country's 132nd-ranked market, ABC affiliate KBAK-TV granted retransmission consent to the local Cox Cable system last August, but is still at loggerheads with the Time Warner system.

KBAK-TV GM Phil Nye will not talk specifics, but said he is pressing the Time Warner system for about the same deal he got from Cox.

"We haven't asked Warner for anything per sub," Nye said. "What we have asked for is a mutually beneficial deal, the type of deal that has been signed all over the country."

The station has been off the system since the retrans deadline last Tuesday. "We haven't been affected at all so far," Nye said. "We have an excellent transmitter and couldn't be placed better."

At press time Friday, Warner General Manager Bill Grinstead said he expected to strike a deal within a day. "I haven't heard back from them on my latest proposal," he said, adding that Nye is demanding more from Warner than from other systems. "It's different," he said. "Otherwise, we'd have a deal."

Arbitron follows Nielsen, delays overnights

Arbitron Co. bowed to pressure from broadcasters, advertisers and advertising agencies last week and agreed to delay its overnight reports to double check their accuracy. The action comes as cable systems realign their channels in the wake of the retransmission-consent deadline.

Early Friday afternoon, Arbitron released overnights for seven major markets: Chicago, Cleveland, Kansas City, Phoenix, Miami, Washington and Denver. There were no holdouts in these, markets and the ratings service believes it has up-to-date information on all lineup changes, a spokesman said. The delays are expected to be up to five days in some markets.

During the delays, Arbitron will conduct a telephone survey to confirm information in its database about lineup changes on cable systems. A second survey will be conducted to make sure no additional television sets were installed in metered homes.

In recent weeks, Arbitron had insisted lineup changes could be handled without delays in overnight reports. Despite reassurances from Arbitron, both the Television Bureau of Advertising and the Electronic Media Research Committee asked the ratings company to delay its reports to insure accuracy.

"Our customers have come back to us with the concern that a particular viewer may take some unpredictable action," said Steve Morris, Arbitron president. That unpredictable action includes the installation of an unmetered television set, Morris said.

Nielsen Media Research announced two weeks ago that it would delay overnights up to five days to insure accuracy. Nielsen said last week that there have been a significant number of lineup changes, even though more than 95% of all stations have signed retransmission deals. Overnights for Oct. 6 will be available today (Oct. 11.).

—CS

In September, our new series swept the ratings.



This fall, our favorite cereals sweep the country.

After getting off to a great start with our new series premieres, awareness of our returning shows gets a huge boost from our incredible Kellogg promotion. With 125 million NBC boxes on grocery shelves nationwide, it's easier than ever for viewers with great taste to dig into shows like *Seinfeld*, *Blossom*, *Saved by the Bell*, *Wings*, *The Fresh Prince of Bel-Air* and *The Tonight Show with Jay Leno*.



Source: NTL AA% new fall original programming, excluding previews 9/6-9/26/93. Subject to qualifications.

 **NBC Marketing**

Retrans plans: programming the new channels

Broadcasters' new cable connection may be initial drain, not gain; some look to profits early on

By Steve McClellan

For many broadcasters, retransmission agreements have resulted in a second expense stream, where potential profits remain an uncertainty.

These are broadcasters who have struck deals with cable operators to create local channels for cable. Some station executives, such as Cox Broadcasting's Nick Trigony, are projecting profits right out of the box. Whether that happens, Trigony says candidly, "remains to be seen."

Cox-owned WPXI-TV Pittsburgh is creating a cable news channel for the market. Cox-owned WHIO-TV Dayton, Ohio, is also creating a new local cable channel, but the program format is not yet complete.

Other executives, including Providence Journal President Jack Clifford, say, however, that the local cable channels they create may take five years to return a profit. Providence Journal's Seattle-based King Broadcasting division is creating a regional news channel in the Pacific Northwest that will link four of its stations in three states.

Trigony declines to cite specifics about the deals for the two Cox-produced local cable channels. "We feel

good about these deals, but it is expensive to produce a service that people are going to watch," he says. Cox tried aggressively to create similar ventures in Atlanta, Orlando and Charlotte, but could not reach agreements with cable operators there for second channels.

The majority of the new retrans cable channels stem from broadcaster expertise in local news and information programming. Others are a variation on the theme. For example, LIN Broadcasting is taking a narrower approach, with local weather channels. Times Mirror is creating channels that would be anchored by local news services, but that also would contain interview and public affairs programs and possibly time-shifted network and syndicated entertainment shows.

Executives at TCI, the nation's largest cable operator, say that they will do at least 30, and possibly as many as 50, retrans deals involving broadcaster-created channels. Negotiations in many cases are still under way, says TCI's programming vice president, Jedd Palmer.

Palmer says that most of the TCI-related second-channel deals involve news and information programming, with some "entertainment compo-

New local cable channels

| Market (ADI) | Station (Group) |
|----------------------------|---------------------------------------|
| Austin, TX (66) | KXAM (LIN) KTBC (TM) |
| Birmingham, AL (49) | WVTM (TM) |
| Boise, ID (133) | KTVB (King) |
| Charlotte, NC (30) | WBTV (J-P) |
| Dallas (8) | KDTW (TM) |
| Dayton, OH (53) | WHIO |
| Decatur, IL (74) | WAND (LIN) |
| Ft Wayne, IN (101) | WANE (LIN) |
| Fort Worth, TX (8) | KXAS (LIN) |
| Gnd Rpd, MI (37) | WOOD (LIN) |
| Indianapolis (27) | WISH (LIN) |
| Knoxville, TN (62) | WBOR |
| Lt Rock, AR (58) | KATV |
| New Orleans (40) | WWL |
| Pittsburgh (17) | WPXI |
| Portland, OR (26) | KGW (King) |
| Prtsmth, VA (39) | WABY (LIN) |
| Richmond, VA (60) | WWBT (J-P) |
| San Francisco (5) | KRON |
| San Diego (25) | KFMB |
| Seattle (14) | KIRO KING (King) |
| Spokane (83) | KREM (King) |
| St. Louis (18) | WVTM (TM) |

TM—Times Mirror; J-P—Jefferson-Pilot
Except for those of LIN Television, all the channels are to feature news. The LIN channels will feature local weather.

nents" in a few cases.

Most of the pitches concerning new channels were worth considering, says Palmer. However, one format he rejected was for local infomercial channels. "We just didn't feel there was much value there as a viewing option," he says. But that was the only format rejected out of hand by TCI. "We are dealing with people who

New national cable channels

| Group(s) | Channel | Format | Cable homes committed | Fee, per sub per month |
|--|------------------------|---------------------|-----------------------|------------------------|
| ABC/Hearst | ESPN2 | Youth sports | 10 million | 15-25 cents |
| NBC/Group W | America's Talk. | Talk | NA | 10-15 cents |
| Multimedia | Talk Channel | Talk | * | NA |
| Fox | FX | Ent. | 35 million | 25 cents |
| Tribune/ Providence Journal | Food Ch. | Food | 18 million | Free |

*Multimedia predicts 6 million-9 million subs at fall '94 launch. NA-Not Available

make a living delivering programming that people want to watch, and most of the proposals we received had some merit."

And while the Oct. 6 deadline has passed, cable operators and broadcasters continue to discuss opportunities for new local channels. Mike Egan, vice president of programming for Cablevision Industries, Liberty, N.Y., says that the MSO has been approached by roughly a dozen broadcasters with proposed new local channels. Egan says that there wasn't enough time to meet with all of them by last week's deadline, and that they will also have an opportunity to make their pitch in the weeks ahead.

LIN Broadcasting was one of the longest holdouts for cash and was being described last week, when it retreated from that position, as the CBS of local broadcasters.

But there are major differences in the retrans endgames for those two

companies. CBS, with much vitriol from its chief executive Laurence Tisch, basically punted on the issue for a year, after several proposals to do new cable services were rejected by cable operators.

For LIN, however, the resolution seems more satisfactory for both sides—the creation of LIN-produced local weather cable channels in all seven of its markets. LIN President Gary Chapman says he backed off the cash issue when it became clear both sides were "wasting time" and that getting nowhere in discussions.

Why a weather service? Chapman says there are several reasons, including research the company did that shows weather is the "number one sought-after information in a newscast." He also says government officials wrote to both him and TCI urging them to come to some agreement because viewers relied heavily on LIN's news departments to keep them in-

formed during civil emergencies such as major storms.

Chapman says that all seven of the weather channels will be 24 hour and in the event of local emergencies live. "We think it's a win-win situation for all involved," he says. "Cable gets an attractive new service that viewers have expressed a demand for and we have a new business." Chapman says all of the major operators have signed in the LIN markets, including TCI, Comcast and Jones, accounting for more than 90% of the cable subscribers in LIN markets.

Meanwhile, several other stations have joined the growing list of those doing news channels for cable in their markets. Post-Newsweek's WPLG(TV) has plans to start a channel in the Miami market, and Post-Newsweek is said to have options in other markets as well. In San Diego, KFMB-TV is also doing a news-formatted cable channel, as is KATV Little Rock, Ark. ■

Talk all day, Talk all night on cable

New cable service for 1994 from Multimedia will not use Donahue or Raphael but may include Springer and Limbaugh; channel may figure in retransmission deals

By Steve McClellan

One sight you won't see on Multimedia's proposed cable service, The Talk Channel, is Phil Donahue in a dress.

And you won't see Sally Jessy Raphael in a dress, or any other attire. Multimedia has ruled out any involvement by its two syndication stalwarts in the new cable service.

Jerry Springer and Rush Limbaugh are another matter. Multimedia executives are less vociferous in counting out roles for those two relative newcomers to the company's stable of talk hosts. However, both Springer and Limbaugh have exclusive-to-syndication contract arrangements well past the launch.

Springer in fact, is a major presence in Multimedia's sales presentation tape to cable MSO's, where he is seen unabashedly talking up the service as the best thing since the invention of the cathode ray tube.

Multimedia executives say that no decisions have been made on talent for the talk channel. Marc Summers, of *Double Dare* game show fame, also

played a key role in the presentation tape. He has not signed a deal to participate in the new service, but Multimedia executives don't rule it out.

Playing a key role in developing the channel's content is Burt Dubrow, executive producer of the *Sally Jessy* show. Multimedia Entertainment President Bob Turner says Dubrow would be "expanding his responsibilities as we go down the line." Launch is set



for 1994, and the company hopes to have between 6 million and 9 million subscribers at that time.

Limbaugh's presence would make sense, because the channel's concept generally borrows more from talk radio than from daytime TV talk shows.

The new channel is much more geared to issues, policy and the ramifications of the day's big news stories than to offbeat characters and relationships (although, no doubt, there will be some of that).

The channel will be programed by daypart, skewing more serious and newsy during the morning and night and a little softer at midday. Talk Channel director (and main architect) Paul Fitzpatrick describes the format as a "seamless flow" that won't have conventional half-hour or hour programs per se.

The service may become a factor in retransmission talks, says Multimedia President Bill Grimes. The Multimedia stations have granted six-month extensions to cable systems carrying its owned stations. But Grimes stresses that the channel was not designed as a retrans bargaining tool.

Will the company entertain equity-partnership offers? Yes, but they have to make "strategic sense" (read: drive subscribership up). "We don't need financing for the channel," says Grimes. ■

Suspense mounts at Paramount

By Geoffrey Foisie

The validity of QVC Network's bid for Paramount is once again before the Paramount board, which meets today (Oct. 11). Both QVC and competing bidder Viacom had busy fundraising efforts last week, with Viacom lining up Nynex on its side, while QVC Networks obtained formal bank commitments. What the Paramount board decides may determine how quickly either of the two bidders puts its financial resources to work.

The board has at least three options, says Eric Rosenfeld, managing director of arbitrage for Oppenheimer & Co.: "They could set a date by which both companies have to come back with new bids, maybe two weeks out. They could enter into talks with QVC and get more details from them about what they want in a merger. Or the board might say they would continue to explore regulatory and other issues; I think that is less likely."

The Nynex investment in Viacom is a carbon copy of the Blockbuster deal announced a week earlier, although at \$1.2 billion it is twice as large. Like the earlier deal, the commitment could be reduced by half if a Viacom-Paramount merger is not consummated by Aug. 31, 1994. Nynex Chairman Bill Ferguson will join the Viacom board.

Both Viacom Chairman Sumner Redstone and Ferguson insisted that

this was more than a financial deal. Said the latter: "This is the beginning of strategic relationships, including providing switched and addressable information in partnership with Viacom.... Our intention is to have broadband multimedia interactive networks in the Northeast."

While increasing Viacom's capital, Redstone last week did nothing to alter Viacom's bid for Paramount, even after QVC presented the Paramount

board with "commitment letters" covering \$4 billion of financing for the \$30-per-share cash portion of its offer. One Wall Street takeover investment specialist speculates that the Paramount board may challenge some of the QVC financing details: "It is my understanding that so far QVC has paid very little in [bank] commitment fees."

Paramount stock closed Friday at \$77, down 3/4 for the week. ■

Connecticut overbuild

Cable veterans take on TCI, Comcast, Cablevision Systems

By Geoffrey Foisie

The 500-channel world is attracting cable system overbuilders in addition to telephone and DBS companies. FiberVision, a Connecticut-based group already under consideration for a franchise to overbuild Hartford, Conn., last week filed applications for three more Connecticut franchises: Bridgeport, New Haven and New Britain.

The franchises being applied for constitute four of the five largest in Connecticut, and all are already served by major MSO's: Hartford and New Britain by Tele-Communications

Inc., Bridgeport by Cablevision Systems, and New Haven by Comcast.

It is still not known who will supply FiberVision's financial backing. The company's franchise applications indicate it would spend \$94 million to build cable systems passing 450,000 homes. The systems would use fiber to nodes serving 500 homes, with coaxial cable running the remaining distance to the home. The systems would have 78 channels and the capability to add telephone functions in the future, says Karen Jarmon, vice president, marketing and public affairs.

Brothers Donald Ryan, president, and Stephen W. Ryan, vice president/director of corporate development, own roughly two-thirds of the company. According to the *Hartford Courant*, they formerly ran Quincy, Mass.-based Tel-Com Construction Co., which installed cable systems throughout the U.S.

Other partners include Jarmon and Alan Wiersema, VP, operations. Both are former executives of United Cable, which owned the Hartford system later bought by TCI.

The application for the Hartford franchise, which covers 138,000 homes (of which TCI currently serves 81,000) was filed in July. Hearings began in late September and a Connecticut official last week said a final decision planned for early January may be made earlier. ■

Liberty, TCI get back together

John Malone will have one business card again. Top multisystem operator Tele-Communications Inc., of which Malone is president, and Liberty Media, of which he is chairman, are preparing to join together again. Liberty's collection of mostly programming assets had been split off from TCI four years ago, as the MSO sought to avert a "showdown" over the question of vertical and horizontal regulation.

But the FCC's final ruling on both issues several weeks ago turned out to be less restrictive than was feared. At the same time, Liberty said last week, its holdings were attributed to TCI anyway: "...one factor considered by the board in approving the combination is the difficulty for the companies themselves, and the government, to monitor continued regulatory compliance, when the two companies are operating separately."

The agreement in principle announced last Friday would have both TCI and Liberty shareholders exchanging stock in a tax-free transaction for shares in a new company. TCI shareholders would exchange on a one-for-one basis; Liberty stock would be worth 0.975 shares in the new company. Both TCI and Liberty saw stock gains following the news. —RB

WARNER TV'S LESLIE MOONVES AND...

Television in the fast lane

Leslie Moonves, president of the newly consolidated Warner Bros. Television, was already overseeing the largest supplier of network programming as president of Lorimar Television. Now with the combined forces of Lorimar and Warner Bros. Television under his aegis, he commands a production outlet unlike any other in Hollywood. With nearly 15% of the four networks' schedules occupied by Warner Bros. programming, Moonves talks about his new responsibilities, the increased difficulty of placing—and keeping—new shows on the air and the importance of pushing programming boundaries.

How is the new season going so far?

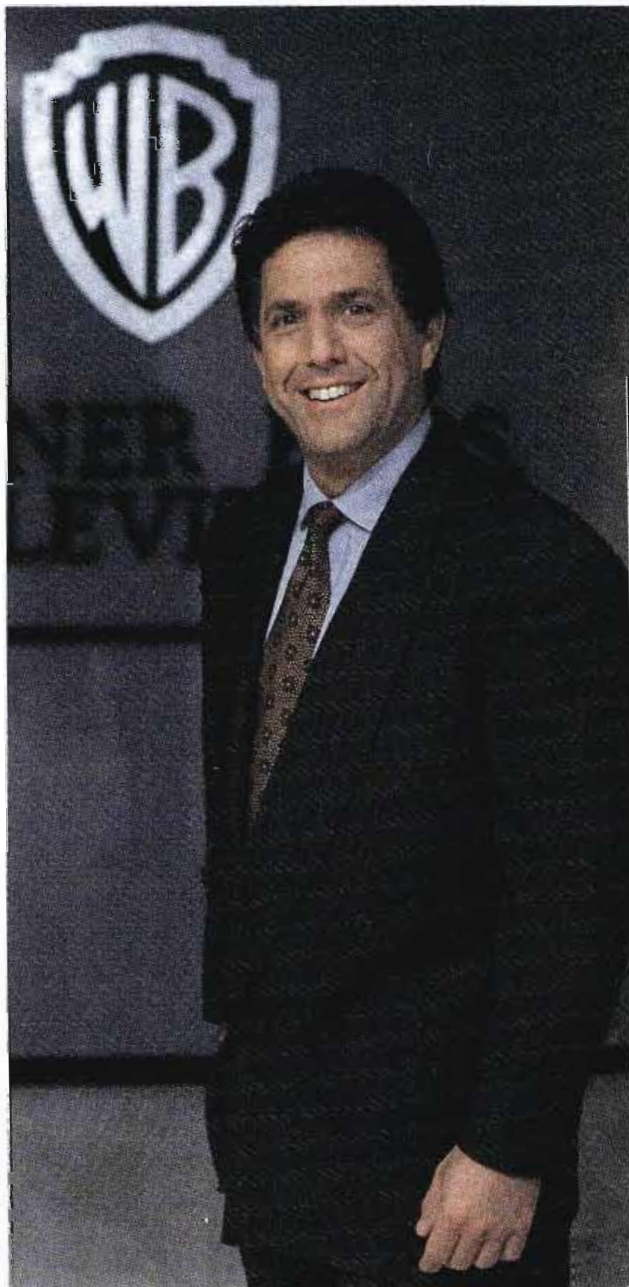
The only legitimate new hits at this point are all time slot hits. It has nothing to do with the quality of the show. The five new shows that are working right now are *Dave's World*, which is in that hammock slot between *Full House* and *Roseanne*...

Grace Under Fire?

Grace? Well, no, I wouldn't put it in that category yet. *Frasier*, *Boy Meets World* between *Family Matters* and *Step by Step*, and *Living Single* between *Martin* and *Married...with Children*. I guess *Harts of the West* has opened nicely. It's a little too early to say, but those are all time period hits. You get a show like *It Had to Be You*, for instance, which didn't perform particularly well this past Friday [Oct. 1]. I'm truly convinced, and I went to CBS and I said, "I'll bet you any amount of money you want: you switch *Dave's World* and *It Had to Be You* and the numbers will be same." So, one show you're very excited about and one show you're disappointed about, but I don't think it has that much to do with the show. Now, that's not a knock on *Dave's World*, which is a very good show. But so is *It Had to Be You*. It's a real struggle to get a new show ordered, and then you almost want to say: "All right, what time period is it in, because it can't work there and we shouldn't do the show there."

What is different now that makes it a struggle?

Clearly, the universe of hundreds of channels hurts you initially. Clearly, the universe of the clicker, the impatience of the seven-minute click, hurts you. And clearly, the networks have a quick trigger sometimes. You know, there is a tendency, not only with the networks



but with the press and studio, for instant results. There are shows declared victories after one episode. You know, headlines in trade papers: "Such and such gamble pays off." Four episodes later, it doesn't look like the gamble has necessarily paid off. But victory was declared. There are stories now written in the trade papers on overnight ratings.

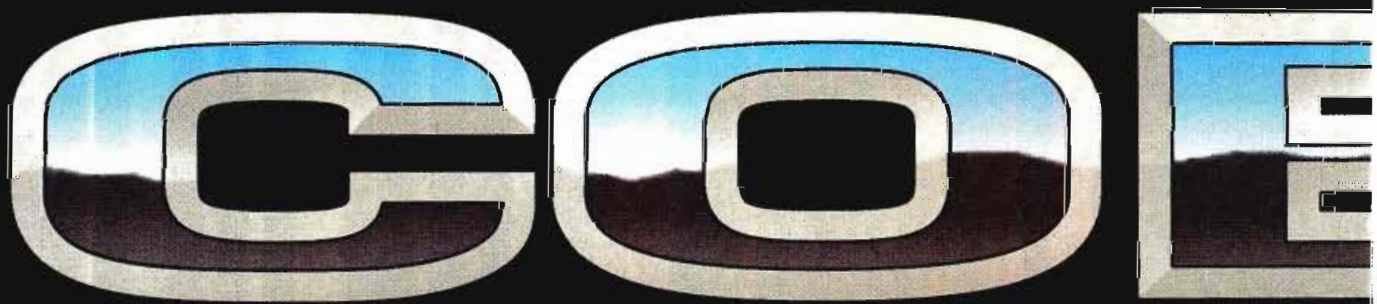
But viewers don't read trade papers.

COVER STORY

ALREADY ACCELERAT

Vs. PRIOR YEAR

| | |
|----------------------|--------------|
| NEW YORK | +75% |
| LOS ANGELES | +75% |
| PHILADELPHIA | +40% |
| SAN FRANCISCO | +25% |
| DALLAS | +40% |
| HOUSTON | +29% |
| MIAMI | +33% |
| DENVER | +69% |
| ATLANTA | +20% |
| MILWAUKEE | +100% |



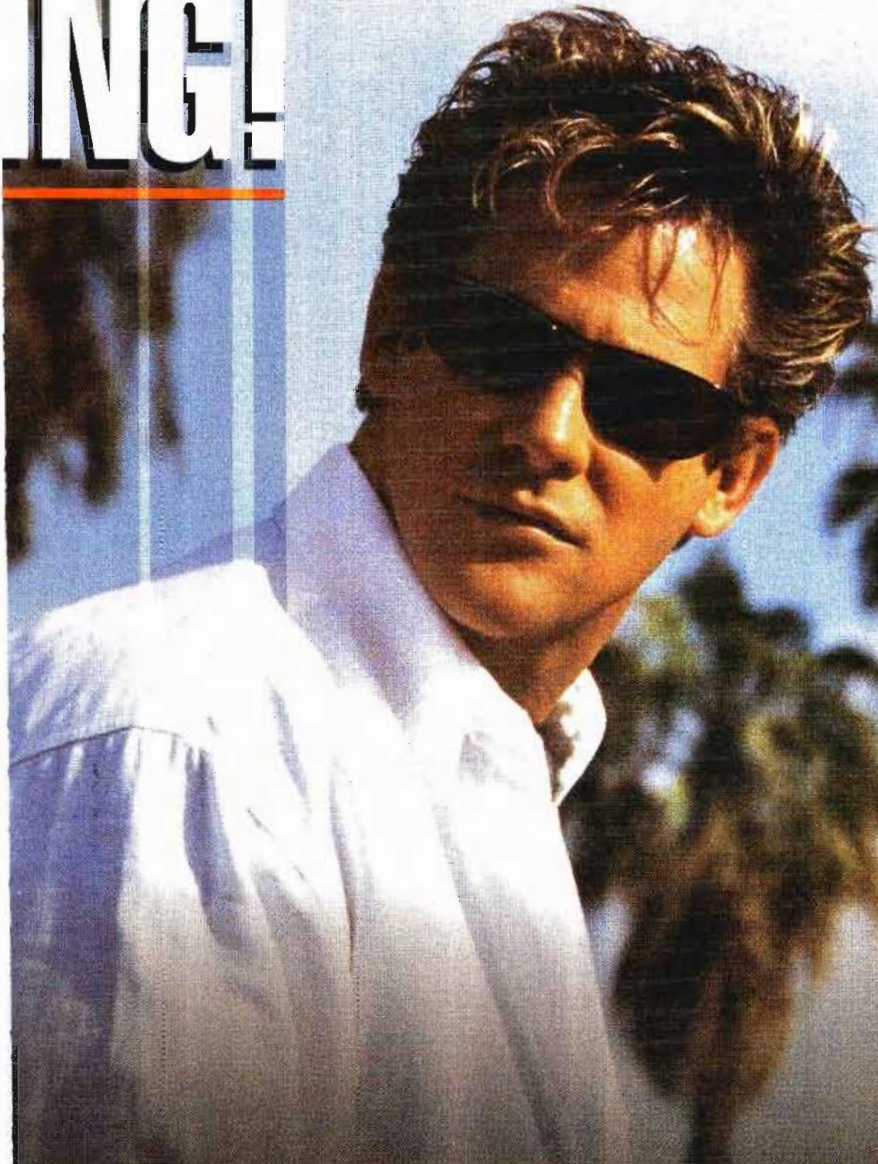
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RATING*



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I know. But even worse, the fact is they can't even wait until noon to see a national rating before writing about the success or failure of a particular number, and I understand the need on the part of the press to get the story out and scoop the other guy. You also have the studio people, in-house arms, coming out with this information.

It's a perception problem, isn't it? The need for instant knowledge and decisionmaking.

That's exactly right. It's a long haul. We're still talking about the 80- or 100-episode hit, which is really what it's all about.

Why is it so much more difficult now to launch a show? Do you think that viewers overall have gotten bored with the type of programing the networks put on?

I don't know if "bored" is the appropriate word. Clearly, there are a lot more options out there, and the whole audience has become much more fragmented. Look, the network game is still the best game in town because even on a bad night we're still doing 60% of the audience out there. You know, I would hope that the trend is shifting back to

"I think the short order is like a bad prenuptial agreement. You're waving a flag that says, 'I don't believe in this show.'"

network, which I think it is, slightly. I think clearly you have to give them something a little bit more special than you did before. I think the only remarkably unusual show on the air is *NYPD Blue*.

Remarkable how?

In terms of pushing the envelope. In terms of dealing with more interesting subject matter. You know, that could be considered a hit in terms of the early numbers. Once again, a good time slot but a wonderful show. I think it's a show that this entire community should be rooting for, for a number of reasons. One, the enemy to us is the news and reality shows. There are too many of them. Every one that goes on kills the drama, as far as we're concerned. ABC, by their own admission if *NYPD* doesn't work, may have to turn over that time period to news. That would be disastrous for every one of those shows. In addition, from a sociological point of view, I think the uproar and the defection of stations is not a good thing. I think the whole question to this community is why can't these stations let their public decide on what's out there.

Do you think the production community should be "pushing the boundaries" more?

I think clearly we could be more experimental, somewhat more out there, trying these things. I think ABC is to be

commended for having the courage to put on that show and stand behind it. Yes, they asked for certain adjustments, but it took guts to air that when the pressure is being put on by 40 stations, or however many defections there were. So, should we be exploring more of those kinds of shows? Yes. Are they programable? I hope so.

Are you pleased with the level of "quality" programing, as opposed to the meat-and-potatoes stuff?

No, I wish there were more of it. I think last year we all suffered. I think quality got hit last year harder than in a long time, with the loss of *Brooklyn Bridge* and *I'll Fly Away*. There should be four or five more quality dramas right now. I think *NYPD*, as I said, clearly fits that. I think *Lois and Clark* fits that, even though it's an action hero. We need to do much more of that.

In comedy, there are some interesting new comedies out there that could be considered quality comedies that are working. I like *Frasier*, *Larroquette*. I like our show, *It Had to Be You*.

How difficult is it to get a show launched on CBS, especially with their philosophy of the short orders?

I think the short order is like a bad prenuptial agreement. You're waving a flag that says, "I don't believe in this show." With a failure rate of 75%-80% of new shows, I understand CBS hedging their bet. When you do a six-episode order, you throw it on at 8 o'clock, you get a couple of bad numbers, "Gee, what a surprise." And I think the public now is aware of everything that goes on in our business. A short order, they know it in Des Moines. They know what a short order is. They know that CBS has only ordered six of those and I think they're saying, "Well, if they're not investing in that show why should I?" They don't see a lot of promotion for the show, they see it sort of thrown on the air. I think you can tell which shows are being nurtured and which aren't.

Let's talk about the violence issue for a moment. How much has that affected your development? Are you more sensitive now to any kind of violence?

No question about it. We have, in fact, eliminated certain projects that were in development already. The new projects that are brought in that maybe three or four years ago or two years ago we would have considered doing, we eliminate immediately. Even the way we do some of our episodic television shows. We look for different solutions. There was an episode of *Lois & Clark*. They had a meeting over at the network and we were dealing with gangs, and instead of them killing each other we had them zap each other where they froze for a minute. So, I think we are all much more sensitive to the idea of self-policing, and we're doing it.

Do you think both the networks and suppliers fell asleep at the switch a little bit with regard to that issue?

I don't know if they fell asleep at the switch. I think the problem was much more with movies of the week than anything else. You look at series television today, it's far less violent than it was even six, seven years ago. So the amount of violence has decreased in episodic television. You take the top 30 shows, I think there's one that could fall into that category of potential violence, which is *Cops*. The other 29 do not fit into that category. I think people have been aware of it, and undoubtedly the renewed activity by Congress has heightened that awareness even more.



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You'd have to be an idiot not to realize what is going on in the country and not be affected by it.

Did the networks make a mistake by going to Washington and subordinating themselves, as it were, to Congress?

No. I don't think anyone was subordinating themselves. I know the networks went. I went. I think it's important that Congress is aware that we're addressing the issue, that they realize that they're dealing with responsible people. I think there are a lot of people in Washington who may think of our community as, you know, a bunch of Hollywood hotshots who have no social conscience about what is going on the air. And some of the questions did reflect that opinion of us. I think it was important that we went there and discussed the issue with them and confronted it, but I don't think we were subordinate and I think they respected, to a certain extent, our point of view.

Let's talk about the melding of Warner and Lorimar. How has that gone?

I think it's gone remarkably smoothly, beyond my wildest dreams. I think that's a little strong. Let's say "behind my wildest dreams," but it has gone very smoothly. We had to

"Our major business is still network television.... It's still the best game in town, and it will continue to be the best game in town from our point of view."

familiarize ourselves with a couple of their shows that we inherited, and I'm very proud to tell people jokingly that I created *Murphy Brown*, which is the Hollywood way, but I'm proud to inherit a show like that because I think it's the best comedy on television. Certainly among them.

What programs do you have in the wings?

We have *How'd They Do That?*, a reality show for CBS, and we already have five or six pilot orders for next season or midseason.

Anything you can talk about?

Well, *The Tom Arnold Show* for CBS is our show. George Carlin has a show for Fox.

What's the Tom Arnold premise?

Tom is a midwestern working-class guy, a struggling farmer whose wife is going back to college. It's a domestic situation, trying to deal a little bit with what *Roseanne*'s success was.

And the Carlin project?

George Carlin plays a New York cab driver. He goes back to his roots on the Upper West Side of New York. It's multiethnic. It's basically George Carlin as the taxicab driver "slash" philosopher. It's written and created by Sam

Simon from *The Simpsons*. We have the pilot and I'm very excited about it. I don't think we've even announced it yet, but it's been picked up. We're shooting it in three weeks or a month. I think it's a rather cutting-edge show. You know, you take Sam Simon and George Carlin and it's quite a combination.

What are your thoughts about the prospects for a fifth network, and can you continue to spend millions of dollars and have those deficits for comedies and dramas that you have now when you're producing for a smaller audience on a fifth network?

I think so, absolutely. Look at the success of some of the shows that have come off Fox in syndication. You take *Married...with Children*. We'll take it. We'll take it any day of the week. We are very excited about the fifth network. We are program suppliers, that's what my operation is about. We are the number one supplier at three of the four networks right now. Hopefully, we'll be the number one supplier at four out of the five. So it's another outlet for programs, and I think the entire community should embrace it.

So, the prognosis for a fifth network is good?

If the programming is good, if the right station alignment is good. What's been happening right now is the lining up of the various station groups. And I don't think it will fragment it any more because all the stations will be doing is unifying station groups that are already out there. I think what it says is that it will be original programming as opposed to whatever else is out there.

What does that do to the syndication marketplace? I mean, taking all these independent stations away that are now the big buyers?

I think there still will be room for all of it. The universe is expanding drastically, and rapidly. I think you deliver it and they will come. No matter how big the universe gets, they always will need writers, producers. They will need a studio, they'll need people to produce programs.

Will they always need them the same way that they're getting them now? At the same cost?

Well, the biggest nightmare in the world would be if there were a hundred markets with one share of the marketplace. Then we couldn't afford to do anything. I don't think we're nearly at that now. Our major business is still network television and, as I said before, it's anywhere between 60% and 80% of the marketplace on any given night. It's still the best game in town, and it will continue to be the best game in town from our point of view.

Then you're optimistic about the economics of the network business?

Am I optimistic? Yes. Am I frustrated? Yes. My frustration is the launch of new shows and making more hit shows. But when you see a hit develop and you see a syndication hit develop, it's still a good business to be in. Yes, there are a lot of people out there griping. The economics are going through quite a bit of a revolution. We've all seen a remarkable change in overall deals, co-production possibilities, the way we do business, the leveling off of fees on writers, producers, actors. I think there's been a real change in how we do business and it'll continue to change. It's not the gravy train it used to be in network television, where all the networks used to make a lot of money and the studios made a lot of money. You have to be more cautious in how you do it. But you still can create a *Full House* or a



In *Pursuit* of knowledge?



In *Pursuit* of excitement?

Murphy Brown that still can generate a lot of income. You still can create an *I'll Fly Away*, which from an economic point of view obviously wasn't what we would like it to be, but was from a creative satisfaction standpoint.

What change would you like to see next in the industry?

I would like to see less money put into development and more money put into series and sticking with them. I think there's a lot of wasted money. I'd like to see more shows given more time to succeed. There is the quick-trigger mentality which is borne of the advertiser saying: "Hey, you promised me a 20 share, you only got a 16." I'd like to see the networks give us more money for our product. I think we're viewing a slight shift positively, you know, in terms of advertising revenue loosening up somewhat. I think the networks are doing better than they were doing a few years ago. So I'm viewing the future as positive.

Has your development process changed?

There is a lot more performer-oriented development. In other words, we'll sign a star or an unknown up-and-comer, somebody we believe in, and develop around them. We're developing a lot more from within our shows. In other words, one show begets another show.

Fox has been talking about year-round development. Is that a realistic goal for the networks?

Yes, there is more year-round development. You find yourself doing pilots all year round. As of yet it hasn't

proven to make sense to do it that way. I don't think anybody's been able to figure it out yet.

How much is the back-end potential taken into account when you're developing a show?

We deal with our syndication people fairly closely. In terms of the sitcoms, I have yet to eliminate a project from development that I felt wouldn't syndicate well. You know. It's also difficult to say in that early a stage what's going to work and what isn't from the syndication standpoint. In terms of drama it does affect us a little more because that will determine how much money we can spend on the show. On its foreign potential. In other words, a *Lois and Clark* has a much larger foreign potential, thank God, because it costs a lot of money to do. A *Sisters* has a lesser foreign potential, but then again you can do it fairly reasonably. I mean, the difference in the deficits on those two shows is quite a lot, but the upside potential of *Superman* is quite a lot. Now, the good news is they're both businesses to be in. *Sisters*, at the end of the day, is not a bad little business to be in. It's not the *Full House* home run, but I'd never say, as some of the studios do, "Why do drama? You can't make any money." That's not true. *Sisters* is a nice business. We can have almost 80 episodes when this year is up. That could be a nice little package. We have a Lifetime sale, we have a nice foreign sale, we do it for a reasonable number. It's not going to make a hundred million dollars, but it's a nice business to be in. And I'm proud of the show; it's a nice show to be in. ■

TCM sets ticket prices for operators

New Turner Classic Movie service to cost operators about same as competitor AMC

By Rich Brown

It looks as if Turner Broadcasting System will price its upcoming Turner Classic Movies cable network about the same as competitor American Movie Classics.

Cable system operators attending the Atlantic Cable Show last week were offered a summary of contractual terms pricing the channel in the range of 15-55 cents per subscriber for the first year, depending on penetration. The typical price for TCM is likely to be 15-25 cents per subscriber. American Movie Classics, which has 45 million subscribers and is usually considered one of the more expensive cable services, generally charges cable operators about 18-23 cents per subscriber. Some cable system operators said they had hoped the Turner price would be lower.

"Turner would have to do better than that if they're competing with AMC," said an executive at one multisystem cable operator. "If you're

Classic rate card

Package Rates

| | 1994 | 1995 | 1996 | 1997 |
|---------|--------|--------|--------|--------|
| 90-100% | \$0.15 | \$0.16 | \$0.17 | \$0.17 |
| 80-89% | 0.15 | 0.16 | 0.17 | 0.17 |
| 70-79% | 0.25 | 0.26 | 0.28 | 0.29 |
| 60-69% | 0.30 | 0.32 | 0.33 | 0.35 |
| 50-59% | 0.35 | 0.37 | 0.39 | 0.41 |
| 40-49% | 0.45 | 0.47 | 0.50 | 0.52 |
| 30-39% | 0.50 | 0.53 | 0.55 | 0.58 |
| 20-29% | 0.55 | 0.58 | 0.61 | 0.64 |
| 10-19% | 0.55 | 0.58 | 0.61 | 0.64 |
| 1-9% | 0.55 | 0.58 | 0.61 | 0.64 |

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| | |
|------------------|-----------------------------------|
| Less than \$2.01 | 30% of retail (\$0.55 minimum) |
| \$2.02-\$3.00 | 40% of retail |
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a second network coming into the marketplace, it would seem to me

you'd have to offer a reason why an operator would carry one over the other."

Paul Beckham, vice president of cable sales at Turner, says he is not surprised an MSO would want lower pricing but that the channel is priced in accordance with the value of the programming. He says that operators have shown interest in the rate card and in the flexibility to offer the channel à la carte. While Turner stands firm against à la carte pricing for its established networks, the company will allow operators to carry the new channel as part of a basic tier package or on an à la carte basis when the service launches on April 14, 1994. Turner will take a 30%-50% cut of the à la carte retail sales, depending on the retail price.

TCM will launch with a library of more than 4,000 titles and will feature as many as 400 films per month. Turner owns many of the titles, which will come from a variety of studios,



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including MGM, RKO, Warner Bros., Paramount, Universal, United Artists, Columbia, 20th Century Fox and Samuel Goldwyn Co.

Turner also has outlined to operators a number of themed festivals that will air on the channel, including Directors Salutes, a weekly series with one or two features by a prominent director; Movie Musicals, a musical triple feature every Saturday morning; Film Noir, a weekly double feature;

The Thin Man; Comedy Classics; Movies Make History, with such titles as *Doctor Zhivago* and *A Man for All Seasons*; Stage to Screen, movie adaptations of Broadway plays; Book to Movie; Perry Mason, featuring the theatrical titles that preceded the Raymond Burr series; Shakespeare, Anyone?, featuring movie adaptations of the playwright's work, and Love Stories.

Programming plans include a week-

ly preservation showcase of newly restored films. The channel also plans to offer viewers both letterbox and standard television versions of such popular wide-screen films as *2001: A Space Odyssey* and *How the West Was Won*. On the original side, TCM intends to produce more than 10 new long- and short-form programs each month, debuting with about 200 short profile pieces on leading stars and directors. ■

Off-net 'Shade' opens again

New marketing plan is 'industry-friendly,' say reps

By Steve McClellan

MTM's new marketing plan for *Evening Shade* gives stations more scheduling flexibility than any previous off-network barter sitcom deal, according to program analysts.

MTM unveiled its revised marketing plan for the CBS sitcom *Shade* last week. The original plan was unveiled last year and received a lukewarm response from stations. In the meantime, the company named a new president for its syndication division, Chuck Larsen, who pulled the show from the market last May.

Like *Designing Women* and *Family Matters* before it, the revised plan for *Shade* has a two-year commitment for 100 original episodes starting Sept. 12, 1994. (Originally, *Shade* had a five-year cash-barter commitment.)

But, in a new twist, the deal calls for only one year of airing the show as a five-day strip. The strip year has a weekly cash license fee and one minute of barter. For the remaining year, the show switches to an all-barter weekend play, with two plays per week and two-and-a-half minutes of barter per episode.

MTM executives say that stations can mix and match the strip and barter plays in almost any configuration. Stations also have the option to license up to an additional 52 strip weeks. Each additional strip week (beyond the initial year) eliminates one set of barter weekend telecasts.

At a presentation in New York last week, Harry Thomason addressed the issue that a number of station executives have raised—whether the negative publicity from Burt Reynolds's



split last summer from Loni Anderson would affect the show's, or Reynolds's, popularity. Thomason said that he didn't think it would.

MTM execs pointed to a July "Q" rating for Reynolds that came out after word of his separation from Anderson. It was a 28, which was 7 points higher than a 1989 Q rating for the actor.

Reacting to the new marketing plan last week, Dick Kurlander, vice president and director of programming, Petry Television, described it as "very industry-friendly." One question is how the South-oriented show will play in other parts of the country, particularly in northern markets, said Kurlander. ■

Stations look for Chase changes

November sweeps may represent make-or-break time for affiliates' support

By Steve Coe

Affiliate support for *The Chevy Chase Show* may erode quickly if the beleaguered late-night hour doesn't deliver during the November sweeps.

"It's a very important time period and we'll be watching it closely," says Alan Frank, general manager, WPGH-TV Pittsburgh, who calls the show "mediocre."

"I definitely think the dialogue

would begin between us and Fox if, after the November book, it's still not performing," he says.

"We're hopeful the show is going to gain some momentum," says Duane Kell, vice president and general manager, WKBD-TV Detroit. "When the November book comes in we'll have to see what kind of demos the show is getting. We'll evaluate the show at that time."

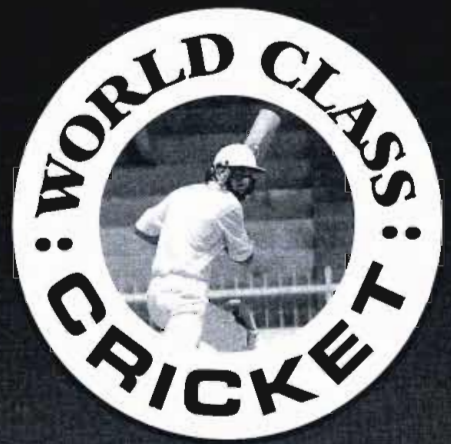
Ratings for *The Chevy Chase Show*

continued to slide, dropping to a 2.1 rating and 5 share for the week beginning Sept. 27. The show's numbers were down three-tenths of a ratings point from the third-week average, seventh-tenths of a point down from the second-week average and 2.2 rating points down from the debut-week average.

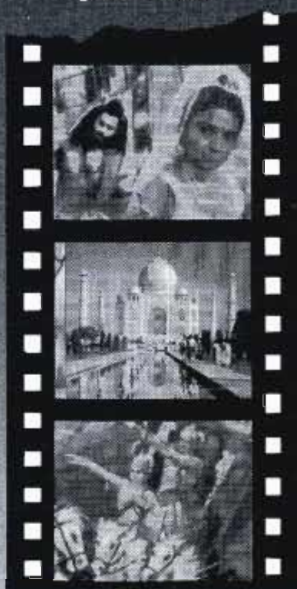
That *Chase* is in trouble has become increasingly apparent in recent weeks.

"Booking guests has gotten tough-

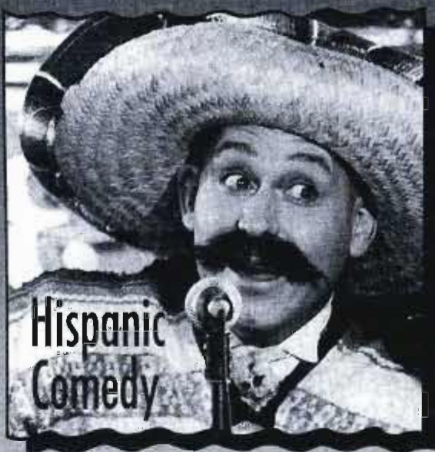
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er," acknowledges a source close to the show.

Word leaked last week that a new group of writers would be joining the program. Currently in talks to join the program: Mark Brazill, whose credits include *The Dennis Miller Show*; Eddie Feldmann, whose credits include *The Dennis Miller Show* and *The Larry Sanders Show*, and Ned Rice, whose work includes MTV's *Remote Control*.

As for speculation that Steve Binder, the show's executive producer, will be replaced, the source said nothing has been decided, but added that "nothing would surprise me in that area."

A Fox spokesperson confirms that the show will be featuring more pre-taped segments, but denies talk that network executives have lost faith in Chase.

"I still think it's going to build," says Frank. In the 11 p.m.-midnight time period, Frank says, the station's ratings are down about a point.

Kell, who says that his station's ratings are down a point or two in the daypart, has not heard any word from Fox about upcoming changes in the show. "They've said they're going to work hard to improve the show, and we've got a lot of confidence in them," he says.

"It is a little embarrassing," says Jon Mandel of Grey Advertising. "They have a lot of work to do and it may not be saveable. If they're going to fix it, the first thing to do is get rid of Chase."

The affiliation agreement between Fox and its affiliates binds the stations to carry the late-night programming. "Because of their affiliation agreement [affiliates] can't do a damn thing about it," says one advertiser. "If this weren't Fox, this thing would be off the air in a nanosecond."

Lucie Salhany, chairman, Fox Television, acknowledged the show's rocky start and the need for the host and show to improve. In comments to the Associated Press, Salhany said: "The [first] shows weren't good. He was very nervous. It was uncomfortable and embarrassing to watch it. I'm not so stupid—and neither is Chevy Chase—to think that long term, if this show doesn't grow, that this is always going to be on the air. But we've made a commitment, and I'm not going to pull the rug out from someone we've made a commitment to." ■

'Power Rangers' powers its way to top

Live-action sci-fi series puts Fox Children's Network on weekday morning map; independent producer Saban Entertainment breaks majors' hold on top kids ratings



Power Rangers are more than holding their own against the dominant kids suppliers.

By Mike Freeman

A little-known Fox Children's Network series, *Mighty Morphin Power Rangers*, is climbing to the top of kids rating charts and is even giving *The Oprah Winfrey Show* a run for its money in Los Angeles.

Just a little more than a month after its debut, Saban Entertainment's early morning *Power Rangers* is being watched by nearly as many children as the Warner Bros. and Buena Vista afternoon offerings.

Among the coveted children 2-11 demographic rating group, the quirky sci-fi half hour averaged a 5.5 rating/36 share in the metered markets (NSI, week of Sept. 20), a 69% increase from its first week.

Even more significant, *Power Rangers* has pushed its way to the top of the children 6-11 ratings with a 6.6/44 metered average (NSI, Sept. 20-24), surpassing *Animaniacs* (6.4/46), FCN's top-rated freshman afternoon cartoon strip produced by

Warner Bros.

In the most recent national Nielsen ratings, *Power Rangers* averaged a fourth-ranked 5.1 rating (NTI/NSS, Sept. 13-17) among children 2-11. FCN's *Animaniacs* and Disney Afternoon's rookie *Bonkers* were tied, with top-ranked 5.6 rating averages, while FCN's *Batman: The Animated Series* ranked third with a 5.4 rating average.

One of *Power Rangers*'s most startling performances has been in Los Angeles on KTTV(TV), one of three top-market Fox O&O's clearing the show in afternoon time periods. Airing at 3 p.m., *Power Rangers* last Tuesday topped *The Oprah Winfrey Show*, KABC-TV's perennial time-period winner, pulling a 6.9/20, compared with the talk veteran's 6.1/18.

"I am not surprised that [*Power Rangers*] is on a track to become the No. 1 strip with kids 2-11, but I am surprised it is grabbing some of the adult demos that would have gone to *Oprah* or the other talk shows in L.A.," says Saban Entertainment

Chairman Haim Saban.

"So far," says Saban, "it seems to be working on two levels: the fantasy and action appeal to kids, while the overtly campy humor appeals to adults. This really has the makings of being the first breakthrough hit since *Teenage Mutant Ninja Turtles* [six years ago]."

Last summer, as Saban was completing production on the first 20 episodes of the initial 40-episode order, FCN President Margaret Loesch told BROADCASTING & CABLE (Aug. 26) that Fox affiliates thought she had "gone off the edge" in making such a large commitment to an unproven live-action kids series.

"Having been involved with this series for four years and seeing Saban bring it to reality is a validating experience for me," says Loesch.

"[*Power Rangers*] is very different from any show on television right now. I always call it a 'live cartoon.' It has the pacing, color and action of a cartoon," she added.

If *Power Rangers* is, indeed, destined to become the top-rated kids program, it remains to be seen if FCN's affiliate-driven programming cooperative will push to upgrade the series into its two-hour early fringe kids block.

"There are many [affiliates] who feel there are more kid viewers watching in the morning," Loesch says. "Then, there are some stations that feel they are not going to get as many kids as they would at 2:30 or 3 p.m. It really depends on each market case."

Moreover, Loesch acknowledges that FCN and Fox affiliates are contractually committed to carrying Warner Bros. *Animaniacs*, *Batman* and *Tiny Toon Adventures* in the 3-5 p.m. time period. ■

Pay-per-Stern

Radio talk show host Howard Stern will host a live pay-per-view event, *Miss Howard Stern New Year's Eve Pageant*, on Friday, Dec. 31, beginning at 11 p.m. ET. The event, produced by Main Events in conjunction with Infinity Broadcasting, will be held at an as-yet-undecided East Coast venue and is expected to carry a suggested retail price in the high \$30's.

ABC shops 'NYPD Blue'

Network will seek other stations to carry controversial show in markets where affiliates have not cleared it

By Joe Flint

ABC plans to offer *NYPD Blue* to TV stations in the roughly 50 markets where the network's affiliates have refused to clear the controversial show.

That decision may draw heat for the network from its affiliate board. When the show premiered, ABC said that it would not offer it to non-ABC stations.

But with many stations still not airing the program and the network and its advertisers wanting 100% clearance, ABC now will pitch it to other stations, mostly independents.

"We will find other stations to clear *NYPD Blue*," promises ABC Entertainment President Ted Harbert, who adds that non-affiliates have approached ABC about carrying the show.

ABC has the right to offer the show to other stations when affiliates refuse to clear, but some affiliates not carrying the show in its 10 p.m. (9 p.m. Central) time slot have said they will carry it later. ABC previously said it was not interested in later time peri-

ods. At the moment, 6%-8% of the country is not seeing *NYPD Blue*.

George Newi, ABC affiliate chief, says that while it has been "policy all along that we were not going to go to other stations when the series started in hopes that affiliates would come on board, at some point you have to look at opportunities to run it at stations where you get reasonable audiences."

"I would not be in favor of that, and it bears further discussion," replies ABC affiliate board head John Garwood, vice president and general manager of WPLG(TV) Miami.

"They have the right to offer the show," says Kent Cornish, general manager of KTKA-TV Topeka, Kan., which is not carrying the show. Cornish adds that his station did not air the first two episodes because of content but had no problems with episode three. "But I don't want to air one episode then skip the next one," he says.

While not pleased with the sometimes harsh language, Cornish says it's the partial nudity that kept the show off the air in Topeka. ■

Tackling talk with trivia

MTM suggests stations could pair show with competition

By Mike Freeman

MTM Television Distribution is in far-from-trivial pursuit of a piece of early fringe.

In fact, MTM's syndication president, Chuck Larsen, has gone so far as to suggest that many stations which program in "hour blocks" could make MTM's newly launched *Trivial Pursuit* a companion piece to Paramount Domestic Television's competing fall 1994 *The New Price Is Right* game strip.

"I believe in the old adage that stations like to buy shows in half-hour lengths but would much rather program them in hour blocks," Larsen says. "Probably the worst thing is to have too many competitors in one



Trivial pursuer Wink Martindale

genre [talk shows], and the best thing is to have a companion piece in a genre [game shows] with too few competitors.

"I think *Price Is Right* is a solid game show, and I would imagine that [Paramount syndication president] Steve Goldman is pleased that we're coming out with *Trivial Pursuit*, because our feeling is that both shows can help each other out."

Given that MTM will likely use that as a marketing hook with television stations, the Los Angeles-based independent will also be counting on stations' concerns that the talk show genre may be reaching saturation, with 17 now in the broadcast market. Network affiliates as well as independent stations, says Larsen, will be looking at *Trivial Pursuit* and *The Price Is Right* as "viable alternatives" to the possible handful of expected

1994-95 talk projects currently in development.

"The time is right for stations to use a game show to counterprogram talk shows in early fringe [2-6 p.m.]," Larsen suggests. "Every syndicator is looking for [prime] access time periods, but we're being realistic in stating that early fringe is our primary target." He adds that late fringe is the secondary target.

Licensed from game board manufacturer Parker Bros., *Trivial Pursuit* actually began its series run last June on The Family Channel, whose International Family Entertainment parent company also owns MTM Television. In addition to exclusively producing 130 original episodes for syndication, MTM is planning to offer another 130 episodes cablecast on The Family Channel, whose lower penetration on cable is possibly considered to have

created little previous exposure.

"With the mix of newly produced and off-cable episodes, stations are going to have a supply of fresh episodes," Larsen says.

Larsen suggests that *Trivial Pursuit*, which is hosted and produced by Wink Martindale, has "quadrupled" The Family Channel's ratings weekdays at 12:30-1 p.m.

He contends that the prior exposure on The Family Channel will help to "crosspromote" the game show's run in broadcast syndication.

MTM will license the show to stations on a cash-plus-barter basis, with the syndicator retaining one minute of national barter ad time each episode. Sales and pilot presentations are expected to begin this week.

Martindale-Hill Productions produces the series in association with The Family Channel. ■

Rysher looking for the right 'Wavelength'

Syndicator trying to work out ratings, content problems of teen show

By Steve McClellan

After 11 weeks of low ratings and a significant number of time period demotions, Rysher Entertainment's *Wavelength* is down but not out.

Rysher President Keith Samples says the show will undergo "fine-tuning" in the next several weeks to broaden its appeal and that a decision about the show's future may be made in five or six weeks. Its core audience is 12-24-year-olds.

Both parents and stations have problems with the program, which debuted in August and was sold as a transition vehicle designed to lead out of children's programs and into more adult-skewing fare.

The show deals with controversial subjects such as drug abuse, date rape and homosexuality. Many stations use it as a lead-out of kids animation blocks, and some parents think that such content is inappropriate for the time period.

The problem for stations is twofold: parents' objections and the fact that ratings for the program have been poor, with little growth since its debut. The show averages a 1 rating.

Many stations contacted last week

had switched *Wavelength* from its original postanimation time period to daytime, or had decided to cancel it. In Denver, KTVD(TV) canceled the show effective today (Oct. 11). Stations in Miami (WDZL(TV)) and Boston (WSBK-TV) have moved it from late afternoon, after kids shows, to daytime. In all three cases, station executives said the decision was based on poor performance and a need to act before the November sweeps.

In Atlanta, WATL-TV edited out material it deemed objectionable, says Don Hess, the station's program director: "We've been disappointed with the numbers and surprised by some of the content." Hess mentioned an episode about strip joints in Atlanta that the station found "particularly inappropriate," given its *Batman* lead-in.

Hess says that the station edited about three minutes of "bumps and grinds" from the segment. He says the editing probably "minimized" community reaction but that the station still received angry calls. "Going from *Batman* to bumps and grinds doesn't provide the smoothest program flow," says Hess.

This week, *Wavelength* is planning a story on nude bathing, or close to it,

in Miami Beach. Hess says the station has not decided whether it will edit or air the program.

In Miami, WDZL Program Director Bob Ramsey says his station moved the show three weeks ago from its late-afternoon post-kids time period to 10 a.m. The station received calls questioning the appropriateness of stories about witchcraft and homosexuality in the later time period, where the program lost about half of its lead-in audience, he says.

Meg LaVigne, program director at Boston's WSBK-TV, applauds Rysher's effort to deal with serious teen issues in a straightforward, contemporary fashion. "It's a well-produced show. Unfortunately, it hasn't attracted a large viewership."

Samples acknowledges that the ratings aren't stellar and that stations have a point in questioning the show's content in a post-kids time period. "It's a dilemma because you can't go too soft or you may not get their attention. And if you pander to them you will lose them," he says of the show's teen/young adult audience. "It's not nearly as broad-based as a sitcom, and that's a problem. But we're not throwing in the towel yet." ■

Here comes the judge...again

Group W taps 'Jones & Jury' for its day-in-court genre

By Mike Freeman

When Judge Wapner brought down the gavel on first-run production of *People's Court* more than a year ago, it looked as if it might be "case closed" on court TV in syndication.

Then, last month, Buena Vista Television unveiled an hour hybrid talk/court strip, *Judge & Jury* (BROADCASTING & CABLE, Sept. 20). And now Group W Productions has weighed in with its fall 1994 half-hour strip *Jones & Jury* ("In Brief," Sept. 27).

The Group W "real-life" courtroom series is moderated by Star Jones, a former Brooklyn prosecuting attorney who left NBC News last month to pursue a series development deal with Group W.

Slated for production in New York, *Jones & Jury* will feature small-claims cases and arbitration hearings. Jones and the studio audience will question the defendant and plaintiff, both of whom will agree to abide by the audience's decision and Jones's final award of damages (\$5,000 being the likely maximum award, she estimates).



Star Jones courts early fringe.

Explaining the decision to launch the court show, Group W officials say that it's open season on the solidly entrenched talk shows in early fringe. Group W Executive Vice President Rich Sheingold suggests that 35% of all national advertising buys have "restrictive caps" on the inventory an agency can purchase with the more sensational tabloid and talk shows.

"If we can do a show with an equivalent rating, the revenue potential will follow geometrically," he

says. "Now, if we can show a station that it is losing money on talk, they may look at a court show as a possible new revenue generator for the station."

Group W President Derk Zimmerman thinks that *Jones & Jury* will be an "ideal" early fringe news lead-in. The secondary target for the cash-plus-barter strip (one-and-a-half minutes national ad time) is late fringe, most likely ABC affiliates looking for lead-out programming from *Nightline*.

A major obstacle for both new court-based shows is the possible perception that the genre has become passe, with Warner Bros. and Genesis Entertainment, respectively, retiring *People's Court* and *Divorce Court* to back-end syndication.

John von Soosten, vice president and director of programming for Katz Communications, says the rep firm is reluctant to forecast a revival of court genre shows. However, he feels that both concepts will interest stations looking for "counterprogramming tools, but the execution, talent and format of the [yet to be produced and presented] pilots will be critical" in selling both shows. ■

HEAD ENDINGS

Atlantic talk

Most of the talk centered around last-minute retransmission-consent negotiations at the Cable Television Administration and Marketing Society Northeast regional cable conference and adjacent Atlantic Cable Show meeting last week in Atlantic City, N.J. Among other topics of discussion:

Expect digital compression to roll out to between 750,000 and 1 million homes two years from now, says Geoff Roman, vice president of technology and new business development, General Instrument Corp.'s Jerrold Communications.

An interactive program guide, TV Guide on Screen, will probably be working with Time Warner cable systems in a couple of testing areas in

the near future, says Anthea Disney, editor-in-chief, *TV Guide*. The guide is currently testing on Tele-Communications Inc.'s system in Denver, and she says *TV Guide* is not yet sure how the service will be priced. "News and information is a tough thing to get people to pay a premium for," says Disney, adding that the company are trying to find a way to make TV Guide on Screen part of a basic package.

Adelphia Cable Chairman and CEO John Rigas says that his company's move toward à la carte pricing has some people choosing the option but not in significant numbers. The MSO offers a broadcast-level basic package of 10-12 channels for \$9.50-\$12.50; a tier with another 25-30 channels for another \$12, and the à la carte option

for individual channels. He says that so far, most elected officials seem content with the option. "We're going to monitor this very carefully," he said.

TBS has 'Moxy'

Moxy, a real-time cartoon character with the ability to appear live on television, debuts on TNT, WTBS(TV) Atlanta and The Cartoon Network on Nov. 26 during a three-way cartoon-marathon simulcast. The character will also star in a new weekly show on The Cartoon Network, *The Moxy Pirate Show*, debuting on Dec. 5 at 8 p.m. ET. Comedian Bobcat Goldthwait will supply the voice of Moxy; San Francisco-based Colossal Pictures will handle production. —RB

Ratings Week According to Nielsen, Sep 27-Oct 3

| | abc ABC | CBS | NBC | FOX |
|---------------------|---|--|---|---|
| MONDAY | 13.8/22 | 15.9/25 | 15.8/25 | 4.3/7 |
| 8:00 | 67. Day One 8.3/14 | 24. Evening Shade 13.9/22 | 18. Fresh Prince 14.8/24 | 90. Fox Night at the Movies—Communion 4.3/7 |
| 8:30 | | 13. Dave's World 15.8/24 | 17. Blossom 15.0/23 | |
| 9:00 | 14. NFL Monday Night Football—Pittsburgh Steelers vs. Atlanta Falcons 15.7/26 | 5. Murphy Brown 18.2/27 | 10. NBC Monday Night Movies—Shattered Trust 16.2/25 | |
| 9:30 | | 9. Love & War 16.3/24 | | |
| 10:30 | | 15. Northern Exposure 15.6/25 | | |
| TUESDAY | 15.2/24 | 14.6/23 | 8.2/13 | 5.2/8 |
| 8:00 | 25. Full House 13.3/22 | 21. Rescue: 911 14.5/23 | 70. Saved by the Bell 7.8/13 | 89. Roc 4.5/7 |
| 8:30 | 26. Phenom 13.0/21 | | 77. Getting By 7.1/11 | 88. Bakersfield, P.D. 5.1/8 |
| 9:00 | 3. Roseanne 19.2/29 | 20. CBS Tuesday Movie—Precious Victims 14.6/23 | 64. J. Larroquette 8.6/13 | 86. America's Most Wanted 5.5/8 |
| 9:30 | 8. Coach 16.7/26 | | 76. Second Half 7.3/11 | |
| 10:00 | 21. NYPD Blue 14.5/24 | | 59. Dateline NBC 9.2/15 | |
| 10:30 | | | | |
| WEDNESDAY | 12.4/19 | 16.9/27 | 9.6/15 | 9.2/14 |
| 8:00 | 52. Thea* 10.1/17 | 7. Country Music Awards 16.9/27 | 42. Unsolved Mysteries 10.8/17 | 53. Beverly Hills, 90210 9.8/16 |
| 8:30 | 44. Joe's Life* 10.6/16 | | 72. Now with Tom and Katie 7.7/11 | 65. Melrose Place 8.5/13 |
| 9:00 | 2. Home Improvmt 19.6/29 | | 49. Law and Order 10.3/17 | |
| 9:30 | 12. Grace Undr Fire* 15.9/23 | | | |
| 10:00 | 59. Moon Over Miami 9.2/15 | | | |
| 10:30 | | | | |
| THURSDAY | 11.0/18 | 10.4/17 | 14.4/24 | 9.7/15 |
| 8:00 | 68. Missing Persons 8.1/13 | 33. In the Heat of the Night 12.3/20 | 35. Mad About You 11.9/20 | 30. The Simpsons 12.7/21 |
| 8:30 | | | 23. Wings 14.2/23 | 44. Sinbad Show 10.6/17 |
| 9:00 | 35. Matlock 11.9/19 | 54. Eye to Eye with Connie Chung 9.6/15 | 3. Seinfeld 19.2/30 | 65. In Living Color 8.5/13 |
| 9:30 | | | 6. Frasier 17.3/27 | 78. Herman's Head 6.8/11 |
| 10:00 | 26. Primetime Live 13.0/23 | 57. Angel Falls 9.3/16 | 37. Dateline NBC 11.8/21 | |
| 10:30 | | | | |
| FRIDAY | 13.1/25 | 6.4/12 | 7.4/14 | 5.9/11 |
| 8:00 | 37. Family Matters 11.8/23 | 85. Had to Be You 6.0/12 | 78. Against the Grain* 6.8/13 | 86. Brisco County, Jr. 5.5/11 |
| 8:30 | 34. Boy Meets World 12.0/22 | 82. Family Album 6.4/12 | | |
| 9:00 | 29. Step by Step 12.9/24 | 81. A Day in the Life of Country Music 6.5/12 | 72. NBC Movie of the Week—Great Escapes: Secrets Success 7.7/14 | 83. The X Files 6.3/11 |
| 9:30 | 31. Hangin w/Mr. C 12.5/23 | | | |
| 10:00 | 19. 20/20 14.7/28 | | | |
| 10:30 | | | | |
| SATURDAY | 8.7/16 | 11.5/21 | 9.2/17 | 5.7/11 |
| 8:00 | 69. ABC Saturday Night Movie—Beverly Hills Cop 7.9/14 | 26. Dr. Quinn, Medicine Woman 13.0/24 | 70. The Mommies 7.8/15 | 80. Cops 6.7/13 |
| 8:30 | | 46. Harts of the West 10.5/19 | 74. Cafe Americain 7.5/14 | 74. Cops 7.5/14 |
| 9:00 | | 40. Walker, Texas Ranger 10.9/21 | 47. Empty Nest 10.4/19 | 90. Front Page 4.3/8 |
| 9:30 | | | 43. Nurses 10.7/20 | |
| 10:00 | 49. The Commish 10.3/20 | | 55. Sisters 9.5/18 | |
| 10:30 | | | | |
| SUNDAY | 12.4/20 | 15.2/24 | 9.1/14 | 8.0/13 |
| 7:00 | 61. Am Fun Hm Vid 8.8/16 | 1. 60 Minutes 19.7/33 | 83. I Witness Video 6.3/11 | 92. Adventures of Brisco County Jr. 4.0/7 |
| 7:30 | 61. Am Fun People 8.8/15 | 11. Murder, She Wrote 16.0/24 | 40. seaQuest DSV 10.9/16 | 57. Martin 9.3/14 |
| 8:00 | 51. Lois & Clark 10.2/15 | | | 47. Living Single 10.4/15 |
| 8:30 | | | | 39. Married w/Childn 11.5/17 |
| 9:00 | 16. ABC Sunday Night Movie—The Empty Cradle 15.2/24 | 32. CBS Sunday Movie—River of Rage 12.4/20 | 55. NBC Sunday Night Movie—Trapped Beneath the Earth 9.5/15 | 61. Daddy Dearest 8.8/14 |
| 9:30 | | | | |
| 10:00 | | | | |
| 10:30 | | | | |
| WEEK'S AVGS | 12.4/21 | 13.1/23 | 10.5/17 | 6.9/11 |
| SSN. TO DATE | 12.3/21 | 13.3/22 | 10.8/18 | 7.1/12 |

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES



The Advertising Council Inc.

1994

**Public
Service
Events
Calendar**

A PLANNING TOOL FOR THE MEDIA



1 9 9 4

Public

January

January 5, 1942 Founding Day of the Advertising Council

- National Volunteer Blood Donor Month**
American Red Cross - Blood Donor
- National Jr. Achievement Month/75th Anniversary**
Jr. Achievement - In Class Volunteering
- Back to School Winter Term**
Recruiting New Teachers
- United Negro College Fund Golden Anniversary Year**
- 18 **Martin Luther King Jr. Birthday**
Anti-Discrimination, United Negro College Fund
- 1 O.A.A.A Founded (1892)

February

- American Heart Month**
- Black History Month**
United Negro College Fund
- 13-19 **Child Passenger Safety Awareness Week**
Safety Belt Education
- 14-21 **National Condom Week**
- 20 **Student Volunteer Day**
Individual Giving/Volunteering
- Early Southern & Northeastern Fire Season Begins
- 12 1st public school in America Opened (1635)
- 13 1st Magazine in America Published (1741)

March

- American Red Cross Month**
American Red Cross
- U.S. Social Workers Month**
- National Talk to Your Teens About Sex Month**
- 6-12 **National PTA Drug & Alcohol Awareness Week**
Drug Abuse & AIDS, Teen Alcoholism
- Fire Season Begins in the Ozarks, Appalachians & Great Plains Regions

April

- Cancer Control Month**
Breast Cancer Detection

May

- Mental Health Month**
- Asian Pacific Heritage Month**
- 1-7 **Clean Air Awareness Kick Off**
- 1-7 **Exceptional Children's Week**
- 1-7 **PTA Teacher Appreciation Week**
Recruiting New Teachers
- 2-8 **National Drinking Water Week**
Clean Water Campaign
- 8 **World Red Cross Day**
American Red Cross
- 8 **Mother's Day**
Breast Cancer Detection, Fire Safety
- 8-14 **Alcohol & Other Drug Related Issues**
Healthy Start/Pre-Natal Care
- 21 **Armed Forces Day**
Employer Support of the C
- 23-30 **Buckle Up America Week**
Safety Belt Education
- 25 **National Missing Children's Day**
- 30 **Memorial Day**
Employer Support of the C
- May- **Graduation Season**
- June **Drunk Driving Prevention**
- Fire Season Begins in the Rockies
- 30 1st American Daily Newspaper Published

June

- National Drive Safe Month**
Drunk Driving Prevention.
- 12 **Race Unity Day**
Anti-Discrimination
- 11-14 **National Community Service Month**
Points of Light Foundation
- 18-29 **5th Anniversary of the 1989 Charlottesville VA**
Education Reform
- 19 **Father's Day**
Healthy Start/Pre-Natal Care
- June- **Vacation & Tourist Season**
- Aug **Teen Alcoholism, Crime Prevention**

CAMPAIGN ISSUE REFERENCE GUIDE

| AREA | CAMPAIGN | SPONSOR ORGANIZATION | PHONE | HOTT |
|-------------------------------------|--|--|---------------------------------|----------------|
| Community Outreach | American Red Cross Blood Donor Recruitment | American Red Cross | (202) 639-3200 | |
| | American Red Cross Disaster Relief | American Red Cross | (202) 639-3200 | |
| | Anti-Discrimination | The Leadership Conference Education Fund | (202) 466-3434 | |
| | Get Out The Vote | Federal Voting Assistance Program | (703) 695-9330 | |
| | Importance of the Arts & Humanities | National Cultural Alliance | (202) 289-8286 | |
| | Individual Giving/Volunteering | Independent Sector | (202) 223-8100 | |
| | NineInLine Runaway Hotline | Covenant House | (212) 727-4000 | |
| | Points of Light (Breaking the Cycle) | The Points of Light Foundation | (202) 223-9186 | |
| | Poverty Line (Breaking the Cycle) | The Academy for State & Local Government | (202) 434-4850 | |
| | United Way | United Way of America | (703) 836-7100 | |
| Education | Education Reform | Education Excellence Partnership, The Business Roundtable | (202) 872-1260 | |
| | Head Start | U.S. Department of Health & Human Services | (202) 690-8760 | |
| | Junior Achievement | Junior Achievement Inc. | (719) 540-8000 | |
| | Recruiting New Teachers | Recruiting New Teachers, Inc. | (617) 489-6000 | |
| | The Value of Math & Science | National Council for Minorities in Engineering | (212) 279-2626 | |
| | United Negro College Fund | United Negro College Fund | (212) 326-1100 | |
| | Drug Abuse & AIDS Prevention | National Institute on Drug Abuse | (301) 443-1124 | |
| | Teen Alcoholism Prevention | National Council on Alcoholism and Drug Dependence, Inc. | (212) 206-6770 | |
| | Earth Share | Earth Share | (800) 875-3863 | |
| | Clean Water Campaign | National Resources Defense Council | (212) 727-2700 | |
| Environment | Forest Fire Prevention | USDA Forest Service, Fire & Aviation | (202) 205-1508 | |
| | Recycling | Environmental Defense Fund | (212) 505-2100 | |
| | Breast Cancer Detection | American Cancer Society, Inc. | (212) 382-2169 | |
| | Child Abuse Prevention | National Committee for Prevention of Child Abuse | (404) 639-3311 | |
| | Childhood Immunization | Centers for Disease Control | (312) 663-3520 | |
| | Healthy Start | U.S. Department of Health & Human Services | (202) 690-8760 | |
| | Organ and Tissue Donation | Coalition on Donations | (804) 330-8620 | |
| | Understanding Mental Illness | National Mental Health Association | (703) 684-7722 | |
| | Crime Prevention | National Crime Prevention Council | (202) 466-NCP | |
| | Public Safety | Domestic Violence | Family Violence Prevention Fund | (415) 821-4553 |
| Drunk Driving Prevention | | U.S. Department of Transportation | (202) 366-2121 | |
| Safety Belt Education | | U.S. Department of Transportation | (202) 366-2121 | |
| Employer Support of Guard & Reserve | | National Committee for Employer Support of the Guard & Reserve | (703) 696-1400 | |

| Month of the Young Child | Mathematics Education Month | Alcohol Awareness Month | National Child Abuse Prevention Month |
|---------------------------------|--|---|---------------------------------------|
| Child Abuse Prevention | Drunk Driving Prevention, Teen Alcoholism | Child Abuse Prevention | |
| Month of the Young Child | Education Reform, Value of Math & Science | Immunization, Anti Discrimination {Kids}, | |
| Breaking the Cycle/Poverty Line | | | |
| National Recycling Month | Recycling | | |
| Alcohol Free Weekend | Drug Abuse & AIDS, Drunk Driving Prevention, Teen Alcoholism | | |
| World Health Day | World Health Day | | |
| National Volunteer Week | Individual Giving/Volunteering, Points of Light, Jr. Achievement | | |
| 17-23 | National Volunteer Week | | |
| 17-23 | Reading is Fun Week | | |
| 19 | National Youth Service Day | | |
| 22 | Earth Day | | |
| 24-30 | Crime Victims Week | | |
| 24-30 | National Pre-School Immunization Week | | |
| 24-30 | Fires Season in the Southwest, Lake States, West & Northwest | | |
| 26 | Women's Equality Day | | |

August

July

Pre-Hurricane Season
American Red Cross Disas
National Recreation & Park
Independence Day

National Water Quality Mo
Clean Water Campaign, E;
Back to School Period
Anti-Discrimination (Kids
Recruiting New Teachers,
Jr. Achievement
National Night Out
Crime Prevention
Smoky Bear's 50th Birthd;
Forest Fire Prevention
Women's Equality Day
Anti-Discrimination

PLAN SOME DATES WITH THE AD COUNCIL IN 1 9 9 4 !

Now in its third year, the Calendar has been expanded to include even more dates/events of interest to you. For each month you will find the notable dates together with corresponding Ad Council campaigns to help you plan your annual PSA schedule.

We believe that the best way to serve the public is to serve the media. Our Media Development department and regional volunteer representatives are available to answer your questions, get you PSA materials, and help with special requests. It's easy to reach us; just call one of our offices listed on the lower right of the calendar, or call our 24-hour fulfillment house (1-800-933-PSAs).

Your suggestions and comments are always welcome. Thank you for your donations of time and space, your efforts and your concerns. They mean a lot... to a lot of people.

JANUARY 1994

Dear Colleague:

We are all part of a team devoted to improving the quality of life in our communities. The media play the key role on this team. While the Ad Council conceives and distributes top quality public service announcements, developed *pro bono* by some of the most prominent advertising agencies, it's the media who deliver the messages.

We are pleased to be your source of compelling messages addressing education, the environment, community service, health concerns, substance abuse and public safety with campaigns that target all ages directly and indirectly:

- 4 campaigns targeted to the ELDERLY,
- 25 campaigns targeted to ADULTS,
- 19 campaigns addressing the issues facing YOUNG ADULTS,
- 4 brand new campaigns speaking directly to CHILDREN and
- 12 campaigns available in the Spanish language

Our goal is to make it easy for you to run Ad Council campaigns as well as public issue programming and articles. We hope this calendar will be useful throughout the year, suggesting events and occasions that will make your schedule of PSAs and editorial content topical, interesting and helpful to the community you serve.

Thanks for your continued support of the Ad Council, and our efforts to make life longer for some and a little better for all.

Sincerely,



Ruth A. Wooden
President
The Advertising Council



Philip H. Geier, Jr.
Chairman
The Advertising Council

Chairman & CEO
The Interpublic Group of Companies, Inc.

WE ARE NEVER FAR AWAY!

AD COUNCIL OFFICES:

NEW YORK
261 Madison Avenue
New York, NY 10016
Tel: 212/922-1500
Fax: 212/922-1676

WASHINGTON
1730 Rhode Island
Avenue, N.W.
Washington, DC 20036
Tel: 202/331-9153
Fax: 202/331-9790

CHICAGO
740 North Rush Street
Chicago, IL 60611
Tel: 312/751-8055
Fax: 312/280-3179

FULFILLMENT CENTER: 1-800-933-7727

REGIONAL VOLUNTEERS:

ATLANTA
David Raines
(Coca-Cola)
404/676-3852

BALTIMORE
Janet Covington
(Ad Council)
410/467-6162

BOSTON
Alan Johnson
(Mullen Advertising)
508/468-1155

CLEVELAND:
Jeff Bryden
(Meidrum & Fewsmith)
216/241-2141

ATLANTA
Art Stone
(Ad Council)
303/277-1292

DENVER
Val Corradi,
(Ad Council)
313/258-8583

DETROIT
Bruce Putterman
(O'Neal & Priele)
203/527-3233

HARTFORD
Jerry Tillis
(Knight Ridder)
305/376-3850

MINNEAPOLIS
Bruce Monick
(Ad Council)
612/371-2253

SAN FRANCISCO
Bill Lane
(Ad Council)
415/854-0225

HOUSTON
Larry Sachowitz
(Sachowitz & Co.)
713/521-1010

CAMPAIGNS FOR KIDS/YOUNG ADULTS

ABOUT KIDS:

Targeted to Parents and Caregivers

Child Abuse Prevention
Breaking the Cycle of
Disadvantage/Poverty Line
Education Reform
Healthy Start/Pre-Natal Care
Childhood Immunization
Junior Achievement
Head Start

KIDS/YOUNG ADULTS

Crime Prevention (Scruit)
Anti-Discrimination
Nineline Runaway Hotline
Value of Math & Science
Forest Fire Prevention
Teen Alcoholism
Drug Abuse & AIDS
Drunk Driving Prevention

3888
5
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NEW JA
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ELP
LOPE
887
JDF
2345
MHA
PREVENT
1590

December

8 Election Day
Vote
Child Abuse, Safety Belt Education

11 Veteran's Day
Employer Support of the Guard & Reserve

13-19 American Education Week
Education Reform, Recruiting New Teachers, Value of Math & Science, Jr. Achievement

16 National Young Reader's Day
National Stop the Violence Day

22 Anti-Discrimination

24 Thanksgiving
Pre-Post Holiday Season

Dec Crime Prevention, Drunk Driving Prevention, Teen Alcoholism
World Communication Week

1-7 National Drunk & Drugged Driving Awareness Month
Drunk Driving Prevention, Safety Belt Education
Colon Cancer Month
World AIDS DAY

The Advertising Council regrets any errors.

Child Abuse, Safety Belt Education
Education Reform, Recruiting New Teachers, Value of Math & Science, Jr. Achievement
National Stop the Violence Day
National Young Reader's Day
Pre-Post Holiday Season
Crime Prevention, Drunk Driving Prevention, Teen Alcoholism
World Communication Week
Colon Cancer Month
World AIDS DAY

Service Events Calendar

September

National Alcohol & Drug Treatment Month

Drug Abuse & AIDS, Teen Alcoholism

Baby Safety Month

Immunization, Child Abuse

8 International Literacy Day

United Way

18-24 National Arts Week

Arts & Humanities

Sept 15- National Hispanic Heritage Month

Oct 15

Late Fire Season Begins in the South

October

National Breast Cancer Awareness Month

Breast Cancer Detection

Crime Prevention Month

Crime Prevention

National AIDS Awareness Month

Drug Abuse & AIDS

Energy Awareness Month

Earth Share

Domestic Violence Awareness Month

Campaign for Healthier Babies Month

Immunization

Arts & Humanities Month

Arts & Humanities

National Disabilities Employment Awareness Month

National Learning Disabilities Month

2-8 Mental Illness Awareness Week

7 National Depression Screening Day

9-15 National Fire Prevention Week

Forest Fire Prevention

10 National Children's Day

Child Abuse, Breaking the Cycle/Poverty Line, Head Start

17-23 National Radon Action Week

22 Make A Difference Day

Points of Light Foundation

1 Late Fire Season Begins in the Northeast

1 UN International Day for the Elderly

November

CAMPAIGNS IN DEVELOPMENT

ORGAN & TISSUE DONATION

To position organ and tissue donation as a fundamental human responsibility thereby increasing the flow of donations of lifesaving organs and tissue.

Sponsor: Coalition on Donation

CLEAN WATER AWARENESS

To inform individuals of the many things we can do every day that can help stop water pollution.

Sponsor: Natural Resources Defense Council

DOMESTIC VIOLENCE

To increase understanding of the scope and consequences of domestic violence and show how it can be reduced.

Sponsor: Family Violence Prevention Fund

JUNIOR ACHIEVEMENT

To enlist parental support and participation in Junior Achievement's newest and largest program, the K-6 Program, which helps young people understand how free enterprise operates and why their high school education is so important to their future.

Sponsor: Junior Achievement Inc.

CHILDHOOD IMMUNIZATION

To focus attention on the need for immunization of children between the ages of two months and two years old, and create awareness of the importance of getting proper inoculations at the proper time.

Sponsor: U.S. Department of Health & Human Services, Centers for Disease Control

Handicapping telco-cable partnerships

Securities firm report suggests more RBOC investments in cable on the way

By Geoffrey Foisie

First there was US West and Time Warner. Then it was Nynex and Viacom. Who's next? According to a report issued last week by Lehman Brothers, the possibilities are many for telco investment in the cable industry.

Virtually any of the RBOC's would be interested in an out-of-service-area cable investment, according to the report, written by the firm's cable and entertainment analyst, Raymond Katz. Pacific Telesis, Katz suggests, would probably wait until its spin-off is completed.

Who would manage a joint telco-cable operation could be the trickiest negotiating point on telco investment, writes Katz: "[M]ost cable companies have...two classes of stock and control still held by the original entrepreneur or his family. We think these managements are less willing to relinquish any substantive control over their cable operations, as Time Warner did when it established 50/50 board representation with US West for its cable operations."

But the pluses outweigh the difficulties, says the 150-page report. For

the LEC's (local exchange companies), cable still represents "the only way for telcos to extend their geographical reach with a broadband network already in place." For the MSO's, the pluses include "the construction and management of a switched, interactive system...business marketing skills, the use of the Bell name...and, of course, capital."

Additional impetus to ally with an outside telephone company could come if cable is confronted with competition from the LEC serving the market (Bell Atlantic has tentatively received permission to offer video services in its service area): "LEC's have to consider launching an offensive strategy out of service area before someone else does the same thing to them."

Comcast

Likeliest suitor: Southwestern Bell

Attraction: Comcast's mid-Atlantic concentration would "dovetail" with Southwestern Bell's current cable and cellular interests and would help the telco to meet its critical mass goal of at least 2 million subscribers, "even

on a pro-rated ownership basis." The MSO's subscriber base is also mostly in the service area of Bell Atlantic, the most aggressive of the LEC's: "At some point, [Comcast] management may find an LEC partner helpful to meeting potential Bell Atlantic competition."

Cablevision Systems

Likeliest suitor: Southwestern Bell

Attraction: Cablevision could use "equity infusion" to strengthen its balance sheet and to finance a plant upgrade. Also, "Cablevision faces potential competition from Nynex within five years, an LEC that is cutting its teeth on cable/telephone management in the UK and is that country's largest cable operator.... A Southwestern Bell investment in both Comcast and Cablevision is not mutually exclusive."

Other suitors: Bell South, GTE

Tele-Communications

Likeliest suitor: GTE

Attraction: TCI already is organized into regional subsidiaries, making it easier to structure an investment for an LEC so that it does not violate the in-service-area crossownership restrictions.

Other suitors: "MCI is looking to gain access to the local loop."

Adelphia Communications

Likeliest suitors: smaller regional telephone companies

Attraction: Adelphia is rapidly upgrading to a 750 mhz plant. "However, without further equity, the company may not have the funds to take that plant to the next technological step." Also, like Comcast, Adelphia faces a potential war on the Bell Atlantic battlefield.

Detraction: MSO's mid-market concentration "could prove detrimental in attracting a large LEC investor."

Other suitors: Other MSO's

Jones Intercable

Likeliest suitors: Smaller LEC's

The power grid

Percentage of MSO's subscriber base overlapping with service area of local exchange telephone companies

| MSO's | Telcos* | | | | | | | | |
|------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-------|
| | AIT | BEL | BLS | NYN | PAC | SBC | USW | GTE | Other |
| Time Warner | 16 | 6 | 26 | 28 | 6 | 10 | 2 | 4 | 2 |
| Tele-Communications | 14 | 14 | 13 | 6 | 10 | 14 | 21 | 6 | 2 |
| Comcast | 14 | 39 | 21 | 1 | 5 | 3 | 0 | 11 | 6 |
| Cablevision Systems | 24 | 4 | 0 | 59 | 0 | 1 | 0 | 1 | 11 |
| Century | 10 | 17 | 12 | 1 | 10 | 1 | 13 | 26 | 10 |
| Adelphia | 9 | 40 | 22 | 29 | 0 | 0 | 0 | 0 | 0 |
| Jones Intercable | 19 | 13 | 19 | 4 | 5 | 8 | 26 | 14 | 0 |
| Continental | 27 | 5 | 13 | 26 | 19 | 2 | 7 | 1 | 0 |
| Cablevision Industries | 3 | 11 | 45 | 19 | 22 | 0 | 0 | 0 | 0 |

Compiled by Lehman Brothers using outside sources. Percentages may include proportional interest of MSO's in systems less than 100% owned. In other cases, may include 100% of systems managed through joint ventures or limited partnerships.

*Telephone companies are designated by stock symbol (l-r): Ameritech, Bell Atlantic, Bell South, Nynex, PacTel, Southwestern Bell, US West and GTE. "Other" is primarily Southern New England Telephone and Puerto Rico Telephone.

Attraction: Jones is "actively looking for strategic investors to supply capital to buy out limited partners and consolidate its off-balance sheet systems."

Detraction: The MSO has few large

regional clusters. Also, limited-partnership financial structure makes it more difficult to structure LEC investments. One solution may be to sell off limited-partnership whole systems to LEC's. ■

Changing Hands

WKYT-TV Lexington and WYMT-TV Hazard, both Kentucky □ Purchased by Gray Communications Systems Inc. from Don W. Stephens, rehabilitator for Kentucky Central Life Insurance Co. for estimated \$34 million. **Buyer** owns WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla., and KTVE(TV) El Dorado, Ark./Monroe, La. **Seller** owns WVLK-AM-FM Lexington, Ky. WKYT-TV is CBS affiliate on ch. 27 with 151 kw and antenna 984 ft. WYMT-TV is CBS affiliate on ch. 57 with 263 kw and antenna 1,560 ft.

WCOL-AM-FM Columbus, Ohio □ Purchased by Nationwide Communications Inc. from Great Trails Broadcasting for \$15 million. **Buyer** owns WNCI-FM Columbus and WGAR-FM Cleveland, both Ohio, plus one AM and eight FM's. **Seller** owns WHAG-TV Hagerstown, Md.; WFFT-TV Fort Wayne, Ind.; WING(AM) Dayton and WGTZ-FM Eaton, both Ohio, and is selling KNCI-FM Sacramento, Calif. (see below). WCOL(AM) has oldies format on 1230 khz with 1 kw. WCOL-FM has oldies format on 92.3 mhz with 22 kw and antenna 754 ft.

KNCI-FM Sacramento, Calif. □ Purchased by EZ Communications from Nationwide Communications for \$13 million. **Buyer** owns 3 AM's and 10 FM's. **Seller** owns 1 AM and 11 FM's and is buying WCOL-

AM-FM Columbus, Ohio (see above). KNCI-FM has AOR format on 98.5 mhz with 50 kw and antenna 500 ft. **Broker:** Kalil & Co. Inc.

KASP(AM) St. Louis, Mo., and WKBQ-FM Granite City, Ill. □ Purchased by Zimco Inc. (Jerome R. Zimmer) from WKBQ License Corp. (Evergreen Media, Scott K. Ginsburg) for \$7 million. **Buyer** owns WKXX-FM Jerseyville, Ill.; KWOC(AM)-KKLR-FM Poplar Bluff, KZIM(AM)-KEZS-FM Cape Girardeau, KCMQ-FM Columbia and KCLR-FM Boonville, all Missouri; WOOZ-FM Harrisburg, Ill., and brokers majority of programming time of WKBQ-FM Granite City, Ill., and KASP(AM) St. Louis, Mo. **Seller** owns KKB(T)FM Los Angeles and KMEL(FM) San Francisco; WTOP(AM)-WASH(FM) Washington; WLUP-AM-FM/WWBZ(FM) Chicago; WYV(FM) Atlantic Beach, WVCG(AM) Coral Gables and WAPE(FM) Jacksonville, all Florida, and KSNN(FM) Arlington and KTRH(AM)-KLOL(FM) Houston, both Texas. KASP has oldies format on 1380 khz with 5 kw day, 1 kw night. WKBQ-FM has CHR format on 106.5 mhz with 90 kw and antenna 1,027 ft. Filed Sept. 7 (AM: BAL930907EA, FM: BALH930907GH). **Broker:** Bill Lytle.

WJMH-FM Reidsville, N.C. □ Purchased by Max Radio of The Triad Inc. (Larry Saunders) from Beasley Broadcasting of Reidsville Inc. (George G. Beasley) for \$3,200,000. **Buyer** owns WWDE-FM Hampton and WNVZ-FM Norfolk, both Virginia; WLMT-TV Memphis, WMTU-TV Jackson and WEMT-TV Greenville, all Tennessee, and has bought, subject to FCC approval, WMQX-AM-FM Winston Salem, N.C. **Seller** owns 5 AM's, 16 FM's, and 1 TV. WJMH-FM has Churban format on 102.1 mhz with 66 kw and antenna 1,065 ft. Filed Sept. 24 (BALH-930924GH).

WOKC(AM) Okeechobee, Fla. □ Purchased by Amaturio Group Ltd. from Okeechobee Broadcasters Inc. for \$3 million (price includes covenant not to compete). **Buyer** owns WKGR-FM Fort Pierce, Fla.; WRUS(AM)-WBVR-FM Russellville, Ky.; KKMJ-FM Austin and KFGI(AM) Rollingwood, both Texas, and KFRG-FM San Bernardino and KOOJ-FM Riverside, both California. **Seller** owns

WOKC-FM Okeechobee, Fla. WOKC has top 40 Hispanic dance format on 1570 khz with 1 kw day, 14 w night. Filed Sept. 7 (BAL930907GI).

WIRL(AM)-WSWT-FM Peoria, Ill. □ Majority share purchased by James D. Glassman from Community Radio Inc. for \$2.3 million. **Buyer** owns WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WKWK-AM-FM Wheeling, W.Va. **Seller** has no other broadcast interests. WIRL has adult contemporary format on 1290 khz with 5 kw. WSWT-FM has adult contemporary format on 106.9 mhz with 50 kw and antenna 480 ft. Filed Sept. 14 (AM: BTC-930914GH, FM: BTCH930914GG).

KKYK-FM Little Rock, Ark. □ Purchased by Signal Media of Arkansas Inc. from Shepard Communications of Arkansas Inc. for \$2 million. **Buyer** owns KBIS(AM)-KHLT-FM Little Rock, Ark. **Seller** owns WWKI(FM) Kokomo, Ind. KKYK-FM has CHR format on 103.7 mhz with 100 kw and antenna 1,510 ft. Filed July 29 (BALH930729GF).

WYNU-FM Milan, Tenn. □ Purchased by Ohio Broadcast Associates from Andrew Jackson Broadcasting Corp., debtor-in-possession, for \$1,226,000. **Buyer** owns KEYS(AM)-KZFM-FM Corpus Christi, Tex., and WIST-FM Lobelville, Tenn. **Seller** has no other broadcast interests. WYNU-FM has adult contemporary format on 92.3 mhz with 100 kw and antenna 991 ft. Filed Sept. 9 (BALH-930909GG). **Brokers:** Blackburn & Co. and Thober-Van Huss & Association.

KMXK-FM Cold Spring-St. Cloud, Minn. □ Purchased by Andrew Hilger from Gross Communications Corp. for \$1.2 million. **Buyer** owns WJON(AM)-WWJO-FM St. Cloud, Minn. **Seller** owns WLOQ-FM Orlando, Fla. KMXK-FM has new age format on 94.9 mhz with 50 kw and antenna 492 ft. **Brokers:** Randall E. Jeffery and George I. Otwell, Media Venture Partners.

WSUV-FM Fort Myers Villas, Fla. □ Purchased by WSUV Inc. (Schefflera Inc.) from Sunshine Broadcasting Inc. for \$950,000. **Buyer** owns WJBX-FM Fort Myers Beach, Fla.; WKAZ(AM)-WKLC-FM St. Albans, W.Va.; WABQ(AM) Cleveland, Ohio, and WDJB-FM Columbia City, Ind. **Seller** has no other broadcast interests. WSVU-FM has adult contemporary format on 106.3 mhz with 6 kw and antenna 266 ft. Filed Sept. 3 (BALH930903GI).

KAND-FM Corsicana, Tex. □ Purchased by Rodriguez Broadcasting Inc. from KAN-D Land Inc. for \$900,000. **Buyer** owns KESS(AM)-KLTY(FM) Fort Worth, Tex. **Seller** owns KAND(AM) Corsicana, Tex. KAND-FM has C&W format on 107.9 mhz with 100 kw and antenna 842 ft. Filed Sept. 9 (BALH930909GF).

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$4,412,250 □ 6

FM's □ \$26,230,796 □ 24

Combos □ \$24,747,750 □ 10

TV's □ \$34,080,000 □ 2

Total □ \$89,470,796 □ 42

So far in 1993:

AM's □ \$53,226,374 □ 183

FM's □ \$556,788,949 □ 308

Combos □ \$633,946,390 □ 169

TV's □ \$1,620,610,386 □ 79

Total □ \$2,864,572,199 □ 739

For 1992 total see Feb. 1, 1993 BROADCASTING.



Broadcasting The Newsweekly of Television and Radio & Cable

Seventh Annual Interface Conference

"Where Do We Go From Here?"

Tuesday, November 9, 1993

Omni Shoreham Hotel
Washington, D.C.

- Government leaders present their views on key issues that will shape the television and radio industry.
- Top financial analysts share their forecast for the business of television, radio and cable.
- A debate on "HDTV: Boom or Bust."
- Ten of the top entertainment industry executives examine the changing role of broadcasting and cable networks, cable MSOs, telephone companies and studios.



Keynote address
Congressman
Edward Markey
(D-MA)



Luncheon address
Sam Donaldson
ABC News



*Chairman's keynote**
Reed Hundt
FCC Chairman designate

* Invited

Broadcasting & Cable Magazine and the Federal Commu
present the

SEVENTH ANNUAL

BROADCASTING

/ CABLE

INTERFA

“Where Do We Go From

Tuesday, November 9, 1993

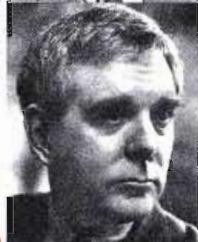
Omni Shoreham Ho

10:00-11:00 am

Commissioner
James Quello



Commissioner
Ervin Duggan



Commissioner
Andrew Barrett
FCC



11:15-12:15 pm

Dennis H. Leibowitz



*Learn what's in store for the television, cable and
regulators and industry executives. These speakers
and their vision. They will also answer questions*

- | | |
|--------------------|--|
| 8:00 — 8:45 a.m. | Informal Breakfast |
| 8:45 — 9:00 a.m. | Welcome and Intro |
| 9:00 — 9:30 a.m. | Congressional Key: Congressman Edward Chairman, House Tele Subcommittee |
| 9:30 — 10:00 a.m. | FCC Chairman's Key Reed Hundt, FCC C |
| 10:00 — 11:00 a.m. | FCC Commissioner Commissioners Que |
| 11:00 — 11:15 a.m. | Coffee Break |
| 11:15 — 12:15 p.m. | Economic Forecast Steven Rattner, Laza David Londoner, We John S. Reidy, Smith Dennis H. Leibowitz, Donald Russell, Con |
| 12:15 — 2:00 p.m. | Luncheon. Speaker |

Sam Donaldson, ABC
 Debate: "HDTV: Back
 Jerry K. Pearlman, Z
 Russell Neuman, Tu
 Industry Leaders R
 Barry Diller, QVC
 Richard Frank, Disne
 John Hendricks, Dis
 Alex Mandl, AT&T C
 Barry Meyer, Warne
 Brian Roberts, Comi
 Lucie Salhany, Fox E
 Raymond Smith, Bel
 Howard Stringer, CB
 Robert Wright, NBC
 Closing Remarks
 Clarence L. Irving, N
 & Information Admini
 Hall of Fame Award
 7:00 p.m.

2:00 — 2:30 p.m.

2:30 — 4:45 p.m.

4:45 — 5:00 p.m.

7:00 p.m.



INTERFACE VII AND HALL OF FAME AWARDS

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Jerry K. Pearlman
 Chairman & CEO
 Zenith Electric Corporation



W. Russell Neuman
 Professor
 Edward R. Murrow School of
 International Communications at
 the Fletcher School of Law &
 Diplomacy at Tufts University



11:15-12:15 pm



**Who
should
attend?**



**Who
will be
presenting?**

Broadcasters
Cable Executives
Bankers
Syndicators
Producers
Lobbyists
Lawyers
Marketers
Legislators
Journalists
Financial Analysts



The FCC

*Congressman
Edward Markey*

*Leading Financial
Analysts*

Sam Donaldson

Network Presidents

Cable Executives

Studio Chiefs

*Telephone Company
CEOs*





**What
will
I learn?**

- *Trends in legislation and regulation that will shape our industry.*
- *Opinions and views held by the FCC.*
- *Forces impacting the financial fortunes of entertainment companies.*
- *Prospects for HDTV.*
- *How top broadcast and cable networks, cable MSOs, telephone companies and studios see their evolving roles.*



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"Bust?"

Clarence L. Irving
Asst. Secretary of Commerce for
Communications & Information,
National Telecommunications &
Information Administration (NTIA)



4:45-5:00 pm

Robert Wright
President & CEO
NBC



Howard Stringer
President
CBS/Broadcast Group



Raymond W. Smith
Chairman & CEO
Bell Atlantic



Lucie Salhany
Chairman
Fox Broadcasting



Brian Roberts
President
Comcast Corp.



2:30-4:45 pm

Communications Bar Association

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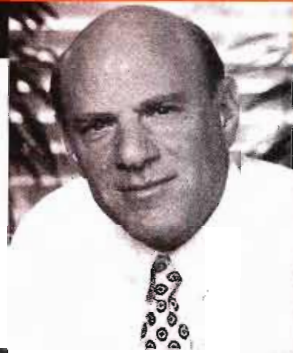
key (D-MA)
Communications & Finance

n designate (invited)

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Schroder
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ations Equity Associates

Barry Diller
Chairman & CEO
QVC Networks Inc.
(Invited)



Richard Frank
President
Walt Disney Studios

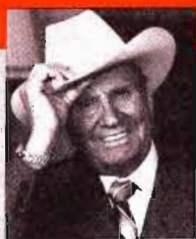
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Foundation and the Museum of Television & Radio*

See coupon inside this poster for ordering information

BUSINESS

KINE-FM Honolulu □ Purchased by KINE Broadcasting Co. from RLS Radio Inc. (Sinclair Communications) for \$800,000. **Buyer** owns KCCN-FM Honolulu. **Seller** owns WNIS(AM) Norfolk and WCDK(FM) Mechanicsville, both Virginia. KINE-FM has classic rock format on 105.1 mhz with 100 kw and antenna 1,948 ft. Filed Sept. 17 (BAPLH930917GG).

WCFL-FM Morris, Ill. □ Purchased by Illinois Bible Institute Inc. from Robert J. Maccini, receiver for M. Commercial Broadcasting Corp. of Tennessee. **Buyer** owns WJBL-FM Champaign and WCJH. **Seller** has antenna 54.7 mhz with 50 kw WQTL-FM. **Broker:** Media Services Inc.

Germantown, Tenn. □ Purchased by Wiggins Broadcasting Corp. from Wiggins Broadcasting Corp. of Tennessee. **Buyer** owns KZQA-FM Memphis; KZQA-FM North Little Rock, Ark.; CP for WFBI-TV Memphis. **Seller** owns KCKN(AM)-KBCQ-FM Roswell, N.M.; WWSR-AM-FM Charleston, W.Va.; WNWZ(AM)-WODZ-FM Germantown, Tenn.; WPHR-FM Cleveland; WZOU-FM Boston; WCIB-FM mouth, Mass.; WIRA(AM)-WQV-FM Fort Pierce, Fla.; and KKCJ(FM) Liberty, Mo. WNWZ has adult contemporary format on 1430 khz with 2.5 kw. Filed July 6 (BAL930706EB).

KGGR(AM) Dallas □ Purchased by C2M Inc. from Mortenson Broadcasting Co. of Texas Inc. for \$605,250. **Buyer** has no other broadcast interests. **Seller** owns WTOF-FM Canton and WHLO(AM) Akron, both Ohio; WEMM-FM Huntington, W.Va.; WBGR(AM) Baltimore; KLTT(AM) Brighton, Colo.; WCGW(AM) Nicholas-

ville and WJMM-FM Versailles, both Kentucky. KGGR has religious/talk format on 1040 khz with 1 kw day. Filed Sept. 8 (BAL930908ED).

KSKG-FM Salina, Kan. □ Purchased by Eagle Communications Inc. from Salina FM Inc. for \$451,000. **Buyer** owns KAYS (AM)-KHAZ-FM Hays, KHOK-FM Great Bend, KLOE(AM)-KKCI-FM Goodland and KWBW(AM)-KHUT-FM Hutchinson, all Kansas; KFEQ(AM) St. Joseph and KSJQ-FM Savannah, both Missouri; KQSK-FM Chadron, KCOW(AM)-KAAQ-FM Alliance and KOOQ(AM)-KELN-FM North Platte, all Nebraska. **Seller** has no other broadcast interests. KSKG-FM has CHR format on 99.9 mhz with 100 kw and antenna 570 ft. Filed Sept. 24 (BAPLH930924GE). **Broker:** Blackburn & Co.

WWFN-FM Lake City, S.C. □ Purchased by Florence County Broadcasting Co. from Wiggins Broadcasting for cancellation of debt worth \$450,000. **Buyer** owns WEGO(AM) Concord, WFXI(TV) Morehead City and WABZ-FM Albemarle, all North Carolina; WJJJ(AM) Christiansburg and WVVV-FM Blacksburg, both Virginia, and WPIQ(AM)-WHJX-FM Brunswick, Ga. **Seller** owns WULF(AM)-WKXH-FM Alma, Ga. WWFN-FM is on 100.1 mhz with 1.3 kw and antenna 482 ft. Filed Sept. 10 (BALH930910GE).

WNBX-FM Lebanon, N.H. □ Purchased by UVR Inc. (Ed Herlihy) from Radio South Burlington (Dennis Jackson) for \$435,000. **Buyer** owns WBFL-FM Bellows Falls, Vt. **Seller** owns WREF(AM) Ridgefield and WQQQ-FM Sharon, both Connecticut. WNBX-FM has talk format on 100.5 mhz with 3 kw and antenna 689 ft. **Broker:** New England Media Inc.

WKWT-FM Union City, Tenn. □ Purchased by Twin States Broadcasting Inc. from

SOLD!

KKIS(FM), Walnut Creek, CA
from Diamond Broadcasting
to KZWC Broadcasting for
\$1,325,000.

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KVYZ-FM TR...
owned by Johnson Partners
owns KTAP(AM) Guadalupe and interests. **Seller** has format on 94.7 mhz antenna 581 ft. Filed 930903GP).

WYMY-FM Bedford, Va.
Madison Broadcasting Co. for \$20
Tri-City Media Co. for \$20
covenant not to compete
WLVA-FM Lynchburg, Va.

Not so fast on interactive

Full interactive video and data services over telephone lines may be years away, according to two telco company officials at a conference in Washington last week.

Roland Wolfram, executive director of Pacific Bell Information Services' Consumer Broadband Services division, warned that services such as two-way videophone will require more two-way capabilities than most early video dialtone services will offer. Most early systems will be asymmetrical, with more bandwidth for information into the home than for outbound information. Likewise, certain business services, such as interconnection of local computer networks, will be complicated until inbound and outbound channels are proportional.

Southern New England Bell's director of research, Angela Agre, agreed, saying that entertainment video, cablelike services, and earliest draw for consumers. She warned, however, that telephone companies will have to offer new services to differentiate themselves from existing cable companies.

Wolfram and Hundley were panelists at the two-day conference on making video dialtone systems profitable, sponsored by Probe Research of Cedar Knolls, N.J.

40

-SS

AP studies video

The Associated Press is continuing to study entry into the video business. At its September meeting in New York, the AP board of directors reaffirmed its desire to establish a video service but did not give the Broadcast Services division the go-ahead to begin hiring and purchasing, telling it instead to continue study. No timetable was set for establishing the service, says Broadcast Services Vice President Jim Williams. The board will meet again in January. —SS

Reelfoot Broadcasting for \$400,000. **Buyer** owns WLJJ-FM Union City, Tenn. **Seller** has no other broadcast interests. WKWT-FM has country format on 104.9 mhz with 3 kw antenna 298 ft. Filed Sept. 14 (BAPLH930914GE).

WKGT-FM Century, Fla. □ Purchased by Bayshore Broadcasting Corp. from Ziffle Broadcasting Co. for \$320,000. **Buyer** owns WYRY-FM Hinsdale, N.H. **Seller** owns WKGT(AM) Century, Fla. WKGT-FM has nostalgia format on 105.1 mhz with 6 kw and antenna 328 ft. Filed Sept. 15 (BAPH930915GE).

WHCT-TV Hartford, Conn. □ Purchased by Two If By The Sea Broadcasting Corp. from Martin W. Hoffman, trustee in bankruptcy of Astroline Communications Co., LP, for \$250,000. **Buyer** has 29.69% equity interest in WTVE-TV Reading, Pa., and owns 51% of WHRC-TV Norwell, Mass. **Seller** has no other broadcast interests. WHCT-TV is independent on ch. 18 with 3,272 kw and antenna 980 ft. Filed Sept. 22 (BALCT930922KE).

WVFE-FM Coral Cove, Fla. □ Purchased by Coral Cove FM Inc. (Donald L. Wilks) from M&M Broadcasting Ltd., Florida Radio Broadcasting and Wayne Dilucente Providence, R.I.; WHYN-AM-FM Springfield, Mass.; WNVZ-FM Norfolk, Va.; WSRZ-FM Sarasota, Fla., and KOMA-FM Oklahoma City. **Sellers** own WMMY(FM) Solana and WQOL(FM) Vero Beach, both Florida, and WAPQ-FM Mansfield, Ohio. WVFE-FM is on 107.9 mhz with 3 kw and antenna 328 ft. Filed Sept. 14 (BACH930914GI). Broker: Hadden & Associates.

WO(AM)-KRSE-FM Yakima, Wa. □ Purchased by Northwest Broadcast Representatives Inc. from Yakima Broadcast Co. for \$218,750 plus covenant not to compete. **Buyer** owns KEZJ-FM/KLIX-FM Twin Falls and KLAD-AM-FM Twin Falls, both Idaho. **Seller** has no broadcast interests. KBBO has no format on 1390 khz with 5 kw day. **Buyer** has soft adult contemporary 105.7 mhz with 100 kw and antenna 84 ft. Filed Sept. 10 (AM: BALH930910EB). Broker: A. Exline Inc.

WV(AM)-KRSE-FM Yakima, Wa. □ Purchased by Northwest Broadcast Representatives Inc. from Yakima Broadcast Co. for \$218,750 plus covenant not to compete. **Buyer** owns KEZJ-FM/KLIX-FM Twin Falls and KLAD-AM-FM Twin Falls, both Idaho. **Seller** has no broadcast interests. KBBO has no format on 1390 khz with 5 kw day. **Buyer** has soft adult contemporary 105.7 mhz with 100 kw and antenna 84 ft. Filed Sept. 10 (AM: BALH930910EB). Broker: A. Exline Inc.

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other broadcast interests. WYMY-FM has country format on 106.9 mhz with 180 w and antenna 1,276 ft. Filed Sept. 23 (BALH930923GK).

WPKY-AM-FM Princeton, Ky. □ Purchased by DART Inc. from Princeton Broadcasting Co. for \$175,000 and covenant not to compete for five years. **Buyer** and **seller** have no other broadcast interests. WPKY(AM) has adult contemporary format on 1580 khz with 250 w day. WPKY-FM has adult contemporary format on 104.9 mhz with 3 kw and antenna 187 ft. Filed Sept. 23 (AM: BAL930923GH; FM: BALH930923GI).

KNGV-FM Kingsville, Tex. □ Purchased by Statim-Walker Broadcasting Inc. from Kingsville Radio Co. for \$175,000. **Buyer** and **seller** have no other broadcast interests. KNGV-FM has country format on 92.7 mhz with 3 kw and antenna 210 ft. Filed Sept. 20 (BALH930920GE).

WPAL-FM Walterboro, S.C. □ Purchased by William Saunders from Faye Gresham Inc., for \$150,000 and assumption of debt. **Buyer** owns WPAL(AM) Charleston, S.C. **Seller** owns WWLT(FM) Bamberg, Denmark and WRIT(AM) Walterboro, all South Carolina. WPAL-FM is on 100.9 mhz with 3 kw and antenna 300 ft. Filed Sept. 13 (BTCH930913GP).

WADD-FM Fenwick Island, Del. □ CP purchased by HVS Partners from Delaware Shore Broadcasting Partnership for \$130,000. **Buyer** owns WWQQ-FM Wilmington, N.C.; WHBT(AM)-WHBX(FM)/(AM)-WLWV(FM)/WQHQ-FM Salisbury, Md.; WGUS-FM Augusta, Ga., and WGUS (AM) North Augusta, S.C. **Seller** has no other broadcast interests. WADD-FM is licensed for 92.1 mhz and is off the air. Filed Sept. 14 (BAPH930914GL).

WDBN-FM Wrightsville, Ga. □ Purchased by Dowdy Partners from Johnson County Broadcasters Inc. for \$125,000. **Buyer**

owns WSUH(AM)-WWMS(FM)/WYCT-FM Kentwood, La.; WAKK(AM)-WAKH-FM/WAPF(AM) McComb, WELO(AM)-WZLQ-FM Tupelo, WGCM-AM-FM/WROA(AM) Gulfport and WRPM(AM)-WZKX-FM(AM) Clarville, all Mississippi; WMLT(AM)-WQZY-FM Dublin, WDBN-FM Wrightsville and WMOG-FM Milan, all Georgia; KNVA(AM) Bellfonte, KCWD-FM Harrison and KPM-FM/KKTZ-FM Mountain Home, all Arkansas, and KMMX-FM La Mesa, Te. **Seller** owns WBAF-FM Lawrence, Ga. **Buyer** has no other broadcast interests. WDBN-FM is on 107.5 mhz with antenna 295 ft. Filed Sept. 16 (BALCT930916KE).

KCTF(TV) Waco, Tex. □ Purchased by Brazos Valley Public Broadcasting from Central Texas, for \$80,000. **Buyer** has no other broadcast interests. **Seller** owns KNCT-FM Waco, Tex. KCTF is PBS affiliate of Waco, Tex. with 79.4 kw and antenna 508 ft. Filed Sept. 16 (BALCT930916KE).

WIYC-FM Charlotte Amalie, V.I. □ Purchased by Macau Traders Inc. from Palm Beach Broadcasting for \$61,100. **Buyer** owns WVIQ-FM Christiansted-St. Croix, WJKC-FM St. Croix, and holds CP for WVN-X-FM Charlotte Amalie. **Seller** has no other broadcast interests. WIYC-FM has country format on 104.3 mhz with 45 kw and antenna 1,607 ft. Filed Sept. 21 (BALH930921GH).

WBUL(AM) Shepherdsville, Ky. □ Purchased by George Zarras from Sam Hardy, Robert Argenbright and Kenneth Bailey for \$60,000. **Buyer** owns WZCC(AM) New Albany, Ind., and WXLN-FM Eminence, Ky. **Seller** has no other broadcast interests. WBUL has no country gospel format licensed for 1470 khz. Filed Sept. 8 (BAL930908EA).

WPNC-AM-FM Plymouth, N.C. □ Purchased by PITT County Broadcasting Inc. from D&T Communications Inc. for \$54,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WPNC(AM) has religious/talk format on 1470 khz with 5 kw day. WPNC-FM has country format on 95.9 mhz with 2.6 kw and antenna 350 ft. Filed Sept. 14 (AM: BAL930914GN; FM: BALH930914GM).

WLBE(AM) Leesburg, Fla. □ Stock purchased by Gary H. Reiner, WLBE 790 Inc., from Ben Griffin, WLBE 790 Inc., for \$35,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WLBE has MOR format on 790 khz with 5 kw day, 1 kw night. Filed Sept. 13 (BTC930913EC).

WZTT-FM Rhinelander, Wis. □ Purchased by Raven Broadcasting Corp. from Stewards of Sound Inc. for \$28,000. **Buyer** owns WMQA(AM)-WMQA(FM) Minocqua, Wis. **Seller** has no other broadcast interests. WZTT-FM is on 97.5 mhz with 100 kw and antenna 771 ft. Filed Sept. 13 (BAPH930913GO).

KKVV(AM) Las Vegas □ Purchased by Carl J. Auel and Patricia A. Jones from James E. Auel and Jane A. Filler, all of Las Vegas Broadcasters Inc., for \$17,000. **Buyers** own KKXX(AM) Paradise, Calif.; WCHP(AM) Champlain, N.Y.; and WLWJ(AM) Royal Palm Beach, WWLO(AM) Gainesville and WORL(AM) Christman, all Florida. **Seller** owns GBV(AM) Lithia Springs, Ga., and KX(AM) Cullaham, Fla. KKVV has religious talk format on 1060 khz with 5 kw. Filed Sept. 8 (BTC930908EE).

WJMT Mount Morris, Ill. □ Purchased by American Family Association Inc. Media Inc. for \$10,000. **Buyer** owns WJMT-FM Tupelo and WQST-AM both Mississippi. **Seller** has broadcast interests. WSEY-FM with 2.7 kw and antenna 13 (BALH930913GQ).

Ohio □ Purchased by Sr. from James P. **Seller** owns WAXZ-FM and WJMT-FM Milford, both Ohio, and WJMT-FM Nicola, Fla., and WJMT-FM. **Seller** has no other broadcast interests. WAOL-FM is antenna 328 (910GK).

Purchased by KPJN-FM and seller KPJN-FM with 328 ft. antenna.

Granath to head new ABC division

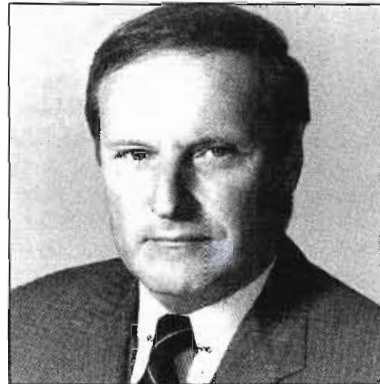
Capcities/ABC last week created a new unit, ABC Cable and International Broadcast Group, and named Herbert A. Granath president as well as a senior vice president of Capcities/ABC.

The new division will encompass Capcities' various cable interests, including ESPN and ESPN2, Arts & Entertainment Network and Lifetime Television, as well as management of investments in international programming services and international production and distribution companies, and licensing of programs owned by Capcities/ABC to worldwide markets.

"We recognize that international development and investment will be a primary area of growth for the company as we capitalize on our current solid positioning in Europe, Latin America and the Pacific Rim," said Daniel Burke, Capcities/ABC president. "The launch of ESPN2 and continued expansion of ESPN, Arts & Entertainment and Lifetime reflect the strength of their positions in the cable market."

Granath, who will report to Burke, had been president of Capcities/ABC's Video Enterprises.

The company's other divisions are ABC Television Network Group, Capcities/ABC Broadcast Group, Capcities/ABC Publishing Group and Capcities/ABC Multimedia Group.



-PV

Stafford (husband and wife) from Paul C. McBeth III, Alan M. Murdoch and Corinne C. Murdoch, all of FARR Communications Inc., for \$2 and \$1,500 for medical expenses incurred by them subsequent to their leaving the employ of FARR. **Buyer** and **seller** have no other broadcast interests. WESA(AM) has full contemporary format on 940 khz with 250 w day, 5 w night. WESA-FM has contemporary format on 98.3 mhz with 3 kw and antenna 300 ft. Filed Sept. 8 (BTC930910GJ; FM: BTCH930910GE).

Hallie and WWIB-FM Lady's Wisconsin □ Ownership from Warren E. Steward (deceased), Mabel Louise Steward and Sound Inc. WOGO has full format on 680 khz with 2.5 kw. WWIB-FM has religious format on 103.7 mhz with antenna 706 ft. Filed Sept. 8 (BTC930913GH; FM: BTCH930913GE).

Circleville and Ohio □ Stock purchase from Casagrande Tel Lease Co. WNRJ(AM)-FM Marion and WQTL(FM) with 5 kw. WCJS(AM)-FM with 5 kw. WNRJ has adult contemporary format on 1540 khz with 1

kw day. WTLT-FM has contemporary Christian format on 107.1 mhz with 3 kw and antenna 328 ft. WWHT-FM has dance CHR format on 105.7 mhz with 6 kw and antenna 100 ft. Filed Sept. 8 (WNRJ: BTC930908GF; WTLT: BTCH930908GG; WWHT: BTCH930908GE).

KSKA-FM Anchorage □ Purchased by Alaska Public Television Inc. from Aurora Community Broadcasting Inc. for no cash consideration. Deal is merger whereby APT will assume all assets, rights obligations and broadcast interests. **Buyer** owns KAKM(TV) Anchorage. **Seller** has no other broadcast interests. KSKA-FM has news, jazz, classical format on 91.1 mhz with 36 kw and antenna 126 ft. Filed Sept. 21 (BALH930921GF).

KEZJ(AM) Twin Falls, Idaho □ Purchased by College of Southern Idaho with B&B Broadcasting Inc. for no cash consideration. **Buyer** owns KBGH-TV Filer, Idaho. **Seller** owns KEZJ-FM KLIIX-AM-FM Twin Falls, Idaho, and KLAD-AM-FM Klamath Falls, Ore. KEZJ has country format on 1450 khz with 1 kw. Filed Sept. 7 (BAL930907EC).

WAHT(AM) Annville-Cleona, Pa. □ Purchased by Patrick H. Sickafus from R & R Industries Inc. for \$1.00. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WAHT has talk format on 1510 khz with 5 kw daytime. Filed August 31 (BAL930831EA).

Standard News
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Standard News plans to develop a niche for television by building the foundation and then planning a board leap into video. Barth, president of

purchase of Zap-News now has an audience that serves about a fax-delivered news- another 300 radio stations overlap between the

News executives say they and the wire service delivery of both audio and text. To distinguish beyond its current focus, Standard is making agreements with national and regional news companies, such as radio networks and national business services. compete against AP, and its vast

Oct 11 1993 Broadcasting & Cable

Infinity buys WPGC for \$60 million

Group owner will soon have FM-FM combos in four of top-10 markets

By Peter Viles

How much longer can Infinity Broadcasting snap up radio stations? Not much longer at this rate, because Infinity will soon own 16 FM stations, just two short of the national limit of 18. Infinity points out, however, that effective in 1994, the ownership limits increase to 20 each for FM and AM.

Infinity last week announced plans to purchase its 16th FM station and its ninth AM, WPGC-AM-FM Washington, from Cook Inlet Radio for roughly \$60 million.

WPGC-FM, traditionally at or near the top of Washington ratings, has an urban contemporary format. It ranks a commanding first among listeners 12-plus, with a 9.4 share (spring Arbitron, AQH total week share); morning man Donnie Simpson ranks first in morning drive.

Infinity already owns WJFK-FM Washington, which drew a 4.2, 12-plus share in the spring Arbitron and has Howard Stern in the morning.

WPGC will have 1993 billings of roughly \$13 million and will produce approximately \$7 million in cash flow, according to a source familiar with the station.

"It's a home run," UBS Securities analyst Ed Hatch said of the deal. "Not only does Infinity add another strategic FM duopoly, they get a very well run property from Cook."

Cook Inlet had been entertaining of-

fers for WPGC for some time, and Evergreen Media first emerged as a likely buyer. Those talks fell through, however, paving the way for Infinity and also, perhaps, a legal battle over the sale, according to William Steding of Star Media, a broker familiar with the talks between Evergreen and Cook Inlet. "I would suspect that the announcement of this deal will mushroom into a significant legal battle involving Evergreen, Infinity and Cook Inlet," Steding said.

Evergreen and Infinity are already battling over Evergreen's decision to drop Howard Stern's morning show from WLUP(AM) Chicago, a move that

prompted Stern and Infinity to file a \$45 million breach-of-contract suit.

WPGC-FM will be Infinity's only urban-formatted operation, but it fits in well with Infinity's established strategy of buying top-performing stations built on franchise personalities such as Simpson. Perhaps not coincidentally, Unistar Radio Networks, which is run by Infinity, has already announced plans to syndicate Simpson's morning show.

WPGC(AM) has an all-business-format and draws small ratings—not show up in two of the last Arbitron surveys. Both stations censured in Morningside, Md.

With Zap in hand, Standard News plans expansion

Ultimate goal is to develop video newswire, chief executive says

By Peter Viles

Standard News, the upstart wire service owned by Pat Robertson's U.S. Media Corp., is quietly planning to expand into regional newsgathering, with hopes of emerging as a serious competitor to Associated Press.

And with the basics of a radio news-

wire service in place also has ambitious plans for video newswire services. "We're building in radio first, on making a spring for us," says Mark U.S. Media.

With its recent news, Standard radio network has 300 stations and a wire that serves 100 stations, with 100 two groups.

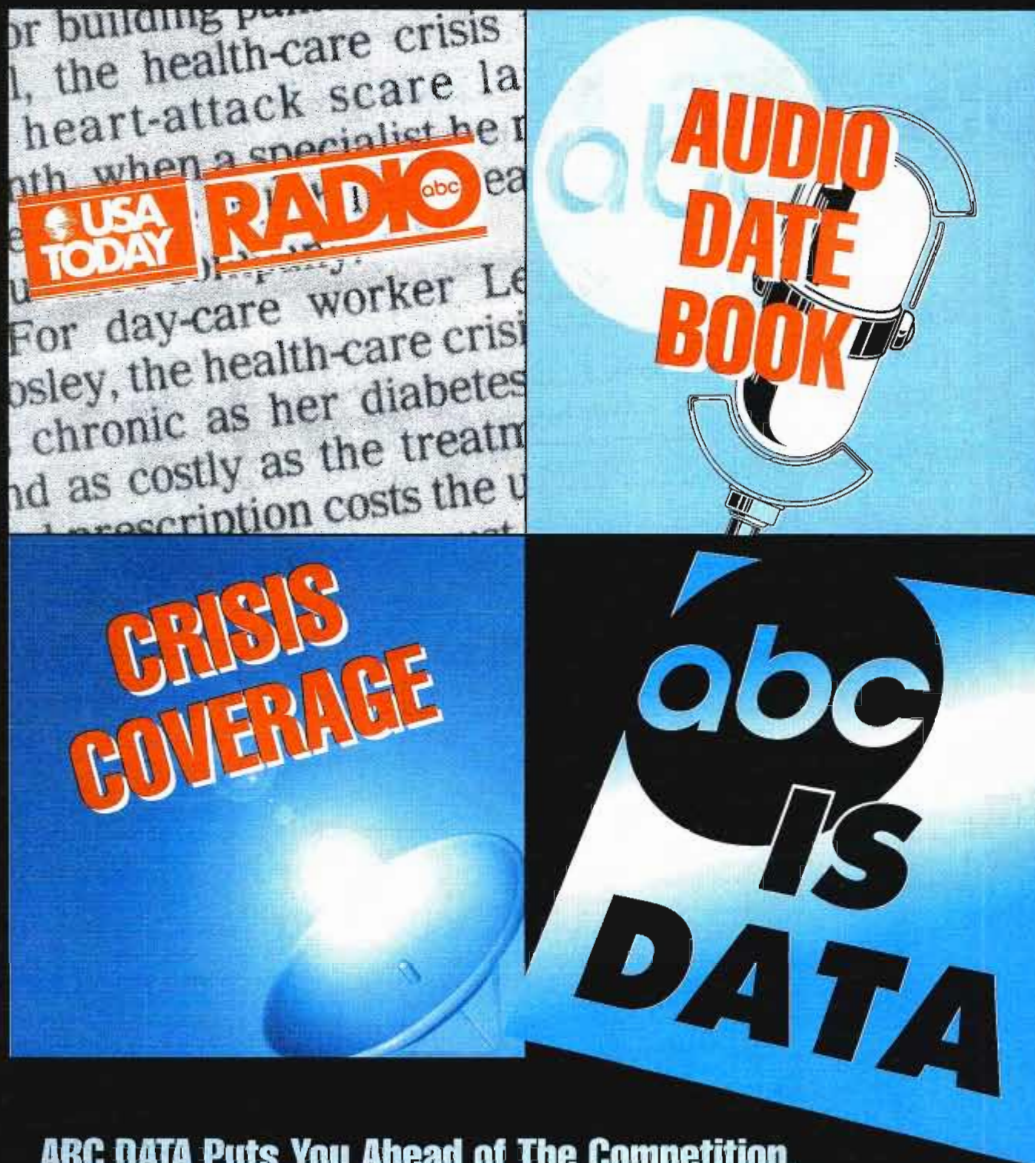
Standard hope to expand beyond lite delivery expand network Washington pursuing regional state ratings news network To

Infinity's shopping spree

| Date* | Station | Price | Seller | Notes |
|-------|--|---------------|------------|---|
| 11/91 | WFAN(AM) New York | \$70 million | Emmis | Highest price ever for standalone AM |
| 8/92 | WUSN-FM Chicago WZLX-FM Boston WZGC-FM Atlanta | \$100 million | Cook Inlet | Gives Infinity FM-FM combinations in Boston, Chicago |
| 9/92 | WIP(AM) Philadelphia | \$17 million | Spectacor | Like WFAN, all-sports |
| 6/93 | KRTH-FM Los Angeles | \$110 million | Beasley | Highest price ever for station; gives Infinity two FM's in L.A. |
| 10/93 | WPGC-FM Washington | \$60 million | Cook Inlet | Gives Infinity two FM's in Washington |

*Dates of announcement of sale agreements

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St. Louis
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Seattle
Larry Adams
206/654-4104

resources and comprehensive coverage, Standard appears to be taking an approach similar to the one that Zapnews tried: let stations dictate the amount of news they want, and charge them based only on the news they buy.

In theory, although such a strategy cedes to AP the claim of a more comprehensive newsgathering service, it offers stations a lower-cost alternative tailored to their needs. "We think the wire service business should be customer driven," Barth says. "You'll see some developments from us that stress flexibility to the end user."

Standard hopes to beef up Zapnews, which struggled in its bid to stake out ground as a low-cost competitor to AP. Standard has made a new agreement with Reuters to provide international news for the wire, an agreement that Zapnews originally had made, but had later lapsed amid Zapnews's financial difficulties. Standard is also expanding its Washington staff from 11 to 26, and says it will soon announce an agreement with a national news supplier.

By buying news from other suppliers, Standard hopes to expand Zapnews's flimsy regional offerings without going through the costly process of hiring its own staff and opening regional bureaus. "The theory is that there are lots of people out there already gathering news regionally, but not selling it to broadcasters," says John Rodman, managing editor for the wire service.

It should come as no surprise that

U.S. Media is trying to build a wire service. The company, under Robertson, took a long look at UPI before deciding not to buy the troubled wire service. "We came to the conclusion that UPI, although it had a great name and some good people, was old and

broken," Barth says. But at the same time, the company decided there was room for a competitor to AP in the wire service business.

"We've jumped in at a time when the cost of technology has come way down," Barth says. ■

Telephone ad-delivery network launched

By Peter Viles

Digital Generation Systems last week launched a 500-station advertising network that will allow advertisers and short-form program

"The DGS Network will stimulate creativity among radio advertisers by shortening the time from conception of an idea to delivery of the message."

**Henry Donaldson,
president/CEO, DGS**

producers to transmit radio spots to stations via phone lines as quickly as four hours after the ads are produced

in studios.

The DGS Network, which connects stations to major ad agencies and production houses, enables transmission of spots over phone lines, replacing the cumbersome system in which advertisers copy, package and mail spots overnight to stations.

In unveiling the system, DGS said that it would "move radio into the information age" and would "restore radio advertising's immediacy and impact."

The new system was demonstrated at a press briefing in New York that featured an appearance via telephone by Tom Bodett, the veteran Motel 6 pitchman. Bodett, whose Alaska production studio is linked to the DGS Network, sent a CD-quality message to the unveiling in New York.

"Now that it's possible to send spots within hours, DGS has practically moved production studios into radio stations," Bodett said.

"The DGS Network will stimulate creativity among radio advertisers by shortening the time from conception of an idea to delivery of the message," said Henry Donaldson, president and chief executive officer of DGS. "Agencies and broadcasters will be able to focus on what they do best: communicate with consumers."

DGS said that it is adding roughly 40 stations to the network each month. Member stations dedicate a phone line and pay the cost of the line plus delivery charges for each spot. DGS provides a special terminal capable of receiving and playing back CD-quality spots.

For normal 12-hour service, the cost is \$15 for the first spot and \$2 for each subsequent spot tied to the first; for "urgent" four-hour service, the charge is \$35 per spot. ■

Z-100, WCBS hot in New York

The summer Arbitron survey—probably the least important of the four ratings books—brought good news for WCBS(AM) and WHTZ-FM in New York, and continued success for Spanish KLAX-FM Los Angeles.

In New York: WCBS finally topped its all-news rival, WINS(AM), in total-week average-quarter-hour share, 3.6 to 3.4, ending the 10-year winning streak that Group W's WINS had enjoyed. Shamrock's WHTZ-FM, meanwhile, surged from 3.8 to 4.7, and from eighth to second in overall listenership.

Howard Stern, on Infinity's WXRK-FM New York, maintained his morning drive dominance, and urban-formatted WRKS-FM held the top spot overall. New York's top five: WRKS-FM (5.7 share), WHTZ-FM (4.7), WABC(AM) (4.5), WLTW-FM (4.3) and WXRK-FM and WBLS-FM (both 4.1).

In Los Angeles: Howard Stern, heard there on KSLX-FM, dropped to third in morning drive, behind Mark Thompson and Brian Phelps on KLOS-FM and market-leading Juan Carlos Hidalgo on KLAX-FM.

Overall, KLAX-FM topped the market with a 6.6 share, followed by KPWR-FM (4.9), KOST-FM (4.7), KFI(AM) (4.1) and KROQ-FM and KIIS-AM-FM (both 3.9).

Next week's Radio section will carry more detailed Arbitron rankings for other major markets.

—PV

Telco bill divides cable, broadcasters

NAB opposes telco buyouts of existing cable systems; cable industry seeks flexibility for mergers, joint ventures

By Kim McAvoy

Broadcasters and cable operators generally favor legislation permitting telephone companies to offer cable service where they also provide telephone service. But they disagree over a key point.

Convinced that two-wire competition is vital, broadcasters are insisting on a flat prohibition against telcos buying out or forming joint ventures with local incumbent cable systems.

Cable, on the other hand, thinks that telcos and cable operators should be allowed to form joint ventures or merge in some markets under certain circumstances.

The burden of proof is currently on cable. Telco-entry legislation now pending in the Senate (S. 1986) contains a buyout prohibition. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (D-Mo.), the ranking Republican on the parent Commerce Committee, introduced the measure.

The National Association of Broadcasters likes the idea of a "second wire" into the home competing with cable, says NAB President Eddie Fritts. But broadcasters don't want to see telcos buy up cable systems in their service areas, he says. "We think it's critically important that consumers have a choice," says Fritts.

"We don't want to trade one monopoly for an even larger one," says NAB Executive VP Jim May, citing the trouble broadcasters had in negotiating for retransmission-consent compensation from the current cable "monopoly."

"We'd like a second buyer for our product," says CBS lobbyist Martin Franks. Many broadcasters are "fed up" with their cable operators, he says.

The National Cable Television Association opposes the blanket ban against buyouts and joint ventures in the Danforth-Inouye bill. Joint ventures should be allowed where they do not "create monopolies or lessen competition," it says in a position paper released last week.

Markey invites telco entry

Representative Ed Markey (D-Mass.) is ready to repeal the statutory prohibition against common ownership of telephone and cable systems in the same market.

The chairman of the House Telecommunications Subcommittee last week said that he will work with his subcommittee's ranking Republican, Jack Fields (Tex.), to craft a bill that promotes "direct competition between telephone companies and cable companies and encourages investment in the infrastructure."

The legislation should be "viewed as part of a broader agenda to restructure the telephone industry so that it can contribute to the communications needs of the future," he said in a speech at the annual convention of the U.S. Telephone Association in Boston.

The so-called telco entry measure offered by Representative Rick Boucher (D-Va.) "provides a good starting point," Markey said. Telephone companies should be required to provide cable through a separate subsidiary with safeguards insuring that ratepayers are protected, he said. Telcos should also be barred from buying out cable systems in their service territory to insure competition, Markey said.

The legislation should "allow for a video platform that would be part of the network and that would be available to all programers, including the telco programing affiliate, on a common carrier basis," he said. —KM

Cable operators and telcos, for instance, should be permitted to jointly build broadband networks as long as they use the commonly owned facilities to compete with one another, says an NCTA official.

And joint ventures or buyouts should be permitted where advanced networks would not otherwise be built, the position paper says. "In rural areas, cable and telephone companies individually may not have the economic basis to build advanced information infrastructures due to the higher costs of serving those areas," it says.

Broadcasters are no more amenable to joint ventures than they are to buyouts. "We don't see how anyone would be helped if [Tele-Communications Inc.] and Bell Atlantic are allowed to sit down in the back room and carve up the world," NAB's May says.

CBS's Franks says telcos should not even be allowed to hold a non-controlling interest in cable incumbents. Franks calls US West's investment in Time Warner a "one-wire" deal. And "it's one wire that's not even a common carrier," he says.

Much of the broadcasters' interest in telco entry stems from their failure to strike lucrative cash deals with cable on retransmission consent.

"In all the retransmission negotiations with cable, broadcasters are still dealing with a monopoly," says one broadcaster. "In the end cable's going to win. If you have telcos in the market, it's a whole different ball game. Then, cable has its back to the wall."

McGraw-Hill Broadcasting's Ed Reilly is ready to see telcos give cable some competition. "Some form of competition will be good for us," he says.

Cosmos Broadcasting President Jim Keelor agrees. He says the retransmission negotiations allowed broadcasters to enhance the value of their signals. "But it clearly did not result in the clear dollar windfall broadcasters assumed would happen."

A competitive cable market "makes our product more valuable," says Keelor. "If Congress allows telco entry, then I think retransmission consent will take on a whole different light."

Fred Walker, who runs KWQC-TV Davenport, Iowa, says he'd rather

deal with telephone companies than cable. "Cable does nothing but rip communities off," he says. And Joe Carriere, who runs several small-market stations in Colorado, sees telcos as a "viable option in the near future."

The cable industry also says that it's ready for a "competitive world." In its position paper, NCTA says lawmakers must adopt policies that "foster facilities-based competition; permit the capital formation necessary to build advanced communications infrastructures, and exercise caution in removing the restrictions on local phone companies."

The NCTA, says an official, supports telco entry into cable, but on a "staged entry" basis. Telcos would have to pass an "effective competition" test before they would be allowed in, the paper says. If competition does not develop, telcos would be permitted to offer cable after seven years, it says.

Eager to see telcos compete with cable, the NAB is wary of NCTA's "staged entry" proposal. "I'm not

sure 'staged entry' is pro-competitive or pro-consumer," says NAB's May.

NCTA also wants to pre-empt state

and local prohibitions against cable getting into the local telephone business. ■

USTA to seek major role in developing telco-cable rules

Insisting that the telephone companies "have the track record to furnish the information superhighway," incoming United States Telephone Association Chairman Gary W. McBee pledged that the organization will be a major player as telco-cable regulations are "hammered out in Washington."

McBee, at last week's USTA annual convention in Boston, said that collaboration between information providers is "clearly the order of the day." He said that "technology is driving the bus" of the information revolution because federal regulators and legislators are "apparently in a daze." USTA he said, should sound a wake-up call to Washington: "Decide or deregulate."

Former executive vice president of external affairs at Pacific Bell, McBee told BROADCASTING & CABLE after his speech that he would not permanently replace association President John Sodolski, who retires Oct. 31. McBee said he would serve as temporary president until Sodolski's replacement is selected. He added that interviews will begin next week and while he can't provide an exact transition timetable, he hopes the permanent changeover will come "sooner rather than later." —**Bill Kirtz**

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Ted Turner took a minie ball in the chest while leading his regiment up Cemetery Ridge, but he survived the filming of "Gettysburg" to host the theatrical film's gala premiere in Washington last Monday.

More than 2,000 accepted Turner's invitation to witness the four-hour epic and to schmooze afterwards with him, wife Jane Fonda and some of the film's real stars, including Martin Sheen, Jeff Daniels and Sam Elliot. Ken Burns, producer of PBS's *Civil War* and another cameo player, was also on hand.

The crowd included a whole company of FCC officials led by Commissioner Ervin Duggan. Among the some 200 lawmakers were the House's telcom experts, Ed Markey (D-Mass.) and John Dingell (D-Mich.). From the Senate Commerce Committee: Republicans Trent Lott, Conrad Burns and Ted Stevens and Democrat Richard Bryan.

Reviews were mixed. While some praised the film for its historical accuracy and emotional impact, others criticized it for being too long and too melodramatic. One top cable executive offered a new title: "Rebel Without Applause."

Attorney General Janet Reno is expected to be the star witness at a Senate Commerce Committee hearing next week (Oct. 20) on TV violence. The hearing will air views on several bills, including that of Committee Chairman Ernest Hollings (D-S.C.). His bill would ban the airing of violent programming at times when children are watching, and stations could lose their licenses for violating the ban. Representatives from the broadcast and cable networks as well as the Hollywood production community are also expected to testify along with academics and other authorities on the impact of TV violence on children.

Merrill Spiegel, legislative director for Representative Rick Boucher (D-Va.), will join the FCC as top aide to Reed Hundt when he takes over as chairman of the agency. Spiegel, who handles all telecommunications issues for Boucher, has been instrumental in helping Boucher to push legislation that would create a more competitive cable marketplace by ending the ban on telco-cable crossownership.

Karen Brinkmann, a communications attorney with Hundt's law firm, Latham & Watkins, said earlier that she would serve the new chairman as a legal adviser.

The fate of the much-maligned Copyright Royalty Tribunal is hanging in the balance. Last week, the House Judiciary Committee passed a bill that would abolish the agency by Jan. 1, 1994, and would assign its responsibilities to the Register of Copyright under the Librarian of Congress. Arbitration panels would take over one of the CRT's chief duties: determining how much cable systems must pay to carry distant broadcast signals, such as superstation WTBS(TV) Atlanta.

The bill could come up at any time for a vote on the House floor. The Senate also appears headed toward dissolving the CRT. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) held a hearing last week on his bill that would eliminate the tribunal. Despite CRT Chairman Cindy Daub's pleas to leave the agency intact, the senators seem likely to move forward with the measure.

The CRT's other commissioners, Bruce Goodman and Edward Damich, testified in support of abolishing the tribunal.

Financial World magazine says the FCC deserves a "B" when it comes to effective management. In its Oct. 26 issue, the magazine looks at how several government agencies are run and grades them accordingly. Some of the others did not fare so well. The FTC received a C+; the EEOC, C-, and the EPA, D. The SEC received the highest grade: A-.

The Senate Antitrust Subcommittee will hold more hearings on legislation that would eliminate the antitrust exemption that Major League

Baseball now enjoys. The parent Judiciary Committee postponed a vote on the bill after it became apparent that committee members want to further examine the impact of the legislation. Eliminating the exemption would make it impossible for baseball to negotiate as a group for TV rights.

The Senate Commerce Committee approved the nomination of

Diane Blair to the Corporation for Public Broadcasting. Blair is a member of the Arkansas Educational Television Commission. At press time, her name was headed to the Senate floor for likely confirmation.

The FCC should deny New Jersey Bell's video dialtone application because the company has not provided answers to specific questions from the FCC, according to the National Cable Television Association.

The NCTA, in comments filed with the FCC, also said it believes that the Bell Atlantic unit "does not plan to provide non-discriminatory access to its video dialtone platform."

The New Jersey Cable Television Association echoed NCTA, accusing New Jersey Bell of intentionally withholding information to hide its plans. New Jersey Bell is seeking commission approval to set up two fiber optic networks (capable of carrying interactive and cablelike services) in Dover Township and the boroughs of Florham Park, Madison and Chatham.

C-SPAN Chairman Brian Lamb and producer Steve Scully interviewed President Clinton for a special program,



Oval Office, airing Sunday, Oct. 17, at 9:30 p.m. Clinton discusses his work habits and some of the historic moments that have occurred in the office. ■

Washington Watch

Edited By Harry A. Jessell

Reebok joins Cable Health Club

Shoe giant signs exclusive deal with new channel as both companies go after the \$27 billion home fitness advertising category

By Jim Cooper

Reebok has signed a long-term "multimillion-dollar" sponsorship deal with the Cable Health Club—an association that could pump up the new network's exposure in the home fitness industry.

Launched last month with carriage deals with Jones Intercable and Comcast, the network expects to be in 4 million homes within a year.

Reebok is the network's second advertiser; Helene Curtis hair-care products purchased a small advertising package a few weeks earlier.

The sponsorship, Reebok's first advertising relationship with International Family Entertainment Inc. (IFE), owner of the cable network, means the athletic apparel giant will enjoy exclusivity in the network's athletic footwear and clothing advertising category until the year 2000.

Under terms of the deal, Reebok also will have promotional tie-ins that include home video and international distribution. Reebok products will be the network's official apparel.

"The home fitness category is a \$27 billion annual industry. Reebok is acknowledged as the fitness industry leader," says Tim Robertson, chief

executive officer of IFE.

The new cable channel will have a powerful ally in Reebok International, whose total sales for 1992 were \$3 billion. The company's principal operating units include the Reebok division, Avia Group International and the Rockport Co.

The Cable Health Club was formed in response to the growing number of Americans who exercise at home, a company spokesman said.

"It's a monstrous category," says Steve Lentz, senior vice president, advertising sales, of the home fitness and health industry. And, he said, IFE recognizes an "unclaimed vertical category," in the business of health.

However, the network will likely compete with four other fledgling health and fitness networks: FXTV, The Wellness Channel, The Health Channel and The Health and Fitness Channel.

"We did it quietly while other entities were voicing interest in the category," Lentz says. He hopes the channel will reach adults 18-34 and expects 60% of the viewers to be women.

More than 58 million viewers of The Family Channel will be able to sample the new network's programming

daily from 5 to 6 a.m. and from 11:30 a.m. to noon.

"Cable Health Club represents a unique strategic media alliance that allows product exposure for Reebok as well as an opportunity to bring Reebok's fitness leadership to life on a 24-hour-a-day basis," says Angel Martinez, president, Reebok Fitness Division.

Both Reebok and IFE are aggressively seeking to capture the attention of consumers of home fitness equipment, says Tim Robertson, CEO of IFE. "We've been poised for some time now to launch this network.

"We've committed our full resources to this venture and quietly assembled the network to insure our strategic advantage in the marketplace," says Robertson, who adds that he expects more sponsors to sign and to close deals with multiple system operators in the weeks leading up to the network's national premiere on Dec. 2 at the Western Cable Show in Anaheim, Calif.

The network also represents an alliance between IFE, which had the resources to launch a new cable network, and Jake Steinfeld, who had the expertise in fitness broadcasts and will handle the new network's programming. Steinfeld stars in The Family Channel's series *Big Brother Jake*.

Lentz says that he is considering at least a dozen proposals for other would-be sponsors, but he expects the show will have no more than three large sponsors.

Reebok sponsored the new network because it is the most established of the up-and-coming fitness channels and because the association with Steinfeld adds to the quality of the network's image, says Martinez.

"The home fitness and healthy living focus of the network, its distinctive programming approaches and the extensive involvement of Jake Steinfeld as part owner, fitness executive and lead on-air talent were appealing elements to us," says Martinez. ■

Tuesday 9-10 p.m.:

The bargain-in-buying controversy

Advertising agencies have already said that *NYPD Blue* may be the hit of the season, but now it's proving to be the bargain of the season as well. Thanks perhaps to the controversy surrounding the adult-themed show, it's pulling in valued 18-49 viewers in droves. (Last week, 48 affiliates still refused to carry the program, giving it coverage in 92% of the nation.) Here's how it fares against the competition:

| Program | Cost per 30-sec. spot | Total household | Cost per point rating | 18-49 rating (total) | Cost per point (18-49) |
|--------------|-----------------------|-----------------|-----------------------|----------------------|------------------------|
| NYPD Blue | \$115,000 | 15.2/25 | \$7,565 | 11.5/29 | \$10,000 |
| CBS Movie | 125,000 | 14.7/24* | 8,503 | 7.2/18 | \$17,361 |
| Dateline NBC | 100,000 | 9.9/16 | 10,101 | 5.9/15 | \$16,949 |

Ratings are average of Sept. 21 and 28. *Average for entire Tuesday night 9-11 p.m.

Health-care package good for business

By Christopher Stern

Some have criticized President Clinton for juggling too many issues, but you won't hear those who sell television advertising time complaining.

Several special interest groups, upset over Clinton's health-care plan, have spent hundreds of thousands of dollars on television time. The Health Insurance Association of America spent more than \$1 million on ads in the days leading up to the President's speech outlining his health-care proposal. The ads criticized the plan, which led to a counterattack by Families USA, a consumer health-care advocacy organization. There was also a flurry of ad-time buying by groups for and against the President's budget.

The HIAA ad ran nationally in Los Angeles, Washington and New York. The target audience was adults 35-plus. In addition to CNN, the insurance trade group also bought time on New York's all-news local cable channel NY1.

As the insurance industry ran ads attacking the Clinton plan, the Democratic National Committee spent about \$100,000 on CNN defending the plan, according to DNC Communications Director Kiki Moore. CNN ran the ads before Clinton's address to Congress and after the speech, she said.

Moore said that the DNC chose CNN hoping for an audience well informed on the debate. "I think lots of people who watch CNN are very issue-oriented. It's spending a wise dollar in a targeted fashion," said Moore.

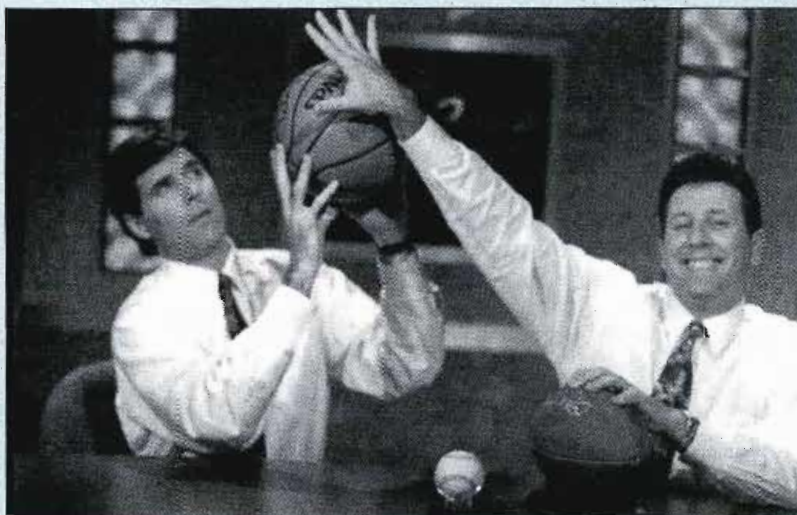
The American Association of Retired Persons also focused on news shows when placing their ad supporting the Clinton plan. The group bought time on all the Sunday morning political interview shows including *Meet the Press*, *David Brinkley* and *Face the Nation*. The National Abortion Rights Action League and the

Communications Workers of America also bought ad time.

As the debate heats up, both the tobacco and the alcohol industries are expected to jump in to fight the so-called sin taxes. If history repeats itself, home states of waffling members of Congress will see a boon in spot sales in the days leading up to the vote. During the budget battle, sta-

tions in Las Vegas, Milwaukee and Oklahoma benefited from a sudden interest in their markets by special interest groups hoping to get the attention of their Washington representatives.

But while the battle over the health-care plan is only beginning, several ad sales departments may be looking forward to the next issue, the North American Free Trade Act. ■



ESPN hopes to go after a younger crowd, as does its spin-off, ESPN2, which features 'irreverent and left-of-center' sports programs. Above are Sean Mooney and Barry Lawrence, co-hosts of 'Power2Shop,' a home shopping show on ESPN2. With its younger focus, ESPN aims to attract new advertisers among clothes makers, soft drink manufacturers and long-distance telephone services.

ESPN chasing younger demos

Now that ESPN2 is off the ground and running after the 18-34 demographic, its parent channel is chasing younger demos as well.

Traditionally, ESPN has gone after the 25-54 male viewer, but after hiring advertising firm Wieden & Kennedy last spring, the sports network has decided to go after the younger crowd. The new Wieden & Kennedy-produced promos for college football aired last weekend. They are edited like music videos, but instead of a rock band the promos feature the University of Southern California Marching Band. ESPN plans to air similarly styled videos for every major sports category. The ads promote ESPN's claims that not only is it the network for pre-eminent sports coverage but also that its college football coverage is "the most fun," according to ESPN's Harriet Seitler, vice president, marketing and creative services. While promos alone do not create a new audience, Seitler says, they can attract people to a program that they normally would not watch. The advertisers ESPN hopes to lure with the younger demographic include clothes makers, soft drink manufacturers and long-distance telephone services.

At the same time, the sports network wants to differentiate ESPN from ESPN2. While ESPN will target a younger sports-obsessed demographic, ESPN2 will be the place for "irreverent and left-of-center" sports programming, such as water-skiing competitions and bungee jumping.

Wieden & Kennedy also designed a soon-to-be-launched campaign aimed at the advertising trade community. The campaign's goal is to remind advertisers that men are watching the channel 24 hours a day, not merely "sport event by sport event."

—CS

FCC offers industry-friendly compatibility

Proposed cable and consumer-electronics standards follow NCTA/EIA approach

By Sean Scully

The FCC borrowed a bit from both the cable and the consumer electronics industries in its proposed compatibility rules for cable systems and equipment.

"The FCC appears to have taken a very reasonable approach," says Electronic Industries Association Vice President Gary Shapiro. Based strictly on a preliminary release issued by the commission, Shapiro says that the report appears to mirror a joint recommendation from the EIA and the National Cable Television Association issued last summer.

NCTA Director of Information Peggy Laramie says that her organization won't comment until the joint NCTA/EIA committee can study the FCC report this week.

Under the proposed rules, the cable industry would be required to end scrambling of basic service tiers and to permit subscribers to receive basic services without the use of a set-top box. It would also be required to provide equipment to allow customers to use advanced consumer electronics features, such as picture-in-a-picture, and to notify subscribers that they could purchase and use commercial remote controls to operate set-top boxes.

The consumer electronics industry would have to define the phrase "cable-ready" and set standards that would include a specific interface to descrambling units. The electronics industry would be required to improve the quality of built-in tuners and to more effectively shield the equipment from interference.

Both sides would be required to follow the EIA/ANSI IS-6 channel plan, which standardizes the way cable systems send channels down the wire. A cable-ready television set, for example, could be certain of finding channel 2 at the same location on every cable system. Shapiro says that the EIA and the cable industry agreed on the plan some time ago and that most cable operators now comply. The requirement would simply insure that all

systems follow the plan.

In a major departure from the joint NCTA/EIA recommendation, the commission proposed prohibiting cable companies from charging customers for descrambling units. The proposal is an indirect push to the cable industry to adopt clear-channel solutions in which all signals, even premium channels, are descrambled before they enter the subscriber's home, says

Alan Stillwell, assistant to the commission's chief engineer. The commission didn't want to compel cable companies to adopt clear-channel technology, since most current equipment is not yet up to the job, he says.

The commission will act soon to seek comment on the proposed standard, he says. Congress has given the commission six months to issue final rules. ■

3DO, set with a set-top box

California computer firm wins lucrative contract to build equipment for US West's video dialtone test

By Sean Scully

California computer graphics company 3DO made a big jump into television last week, signing on to build equipment for US West's video dialtone test in Omaha.

US West tapped 3DO to design the set-top converter boxes for the proposed test, which still is awaiting FCC approval. The set-top box will be the subscriber's interface for a variety of planned interactive services, including games, video on demand and home shopping.

The news is a boost to 3DO, a relative newcomer to the industry. Until now, 3DO has concentrated primarily on developing a CD-based graphics system called Interactive Multiplayer. The new interactive box will be based on the Multiplayer, which hit stores last week.

On news of the US West deal, 3DO's stock surged 2 5/8 to 39 1/8.

Unlike many other computer companies, 3DO does no manufacturing on its own. Instead, it develops and licenses the animation and graphics system.

The first Multiplayer, for example, is made by Panasonic, and, 3DO says, more than 400 companies have signed

to develop 151 software titles for the system.

3DO chief operating officer, Hugh Martin, says that the CD titles will be available to US West to provide a pool of interactive material for the test. He says other interactive TV tests, including Time Warner's Orlando test, may suffer from a lack of consumer-tested interactive material. The early CD offerings will include video games, simulators and family games that are similar to software available for home computers.

US West has not designated a manufacturer for the new box, nor has it chosen the exact format for the electronic program guide that will allow a subscriber to navigate through the available services.

Since many particulars of the box are uncertain, it is not yet possible to determine how much the units will cost per home, Martin says. The basic circuitry is the same as the CD-based system, but since it can operate without the costliest component, the CD drive, it will likely be less expensive. He warns, however, that the set-top box will require various cable hardware not included in the Multiplayer, driving costs back up. ■

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Chips offer real-time video compression

By Sean Scully

A California company says it's got what digital television needs.

C-Cubed Microsystems says its new VideoRISC compression system is the first way for broadcasters to compress video in real time, meaning that as fast as they can play it, the chips will compress it. "We think that's central to the [TV] equation," says C-Cubed Vice President of Worldwide Marketing Alex Balkanski.

The chips can compress in any format: MPEG, MPEG2, JPEG and H.261, a telephone industry standard for video teleconferencing. The chips can even be modified to support proprietary compression systems, says C-Cubed Manager of Communications Scott St. Clair.

VideoRISC has already made its way into some high-profile equip-

ment. Thomson Consumer Electronics is using the chips in the RCA Digital Satellite System, the receiving unit for DirecTv and United States Satellite Broadcasting's direct-broadcast satellite system, set to go on the air next year.

Scientific-Atlanta's digital storage and retrieval system, unveiled earlier this year, will use the chips as the gateway into and out of its digital video server. St. Clair says that the final programing for the chips is almost completed and the first units will be ready to ship within weeks.

Eventually, the chips could find their way into a broader base of products, including personal computers and cable set-top converter boxes. In fact, St. Clair says, the chips could be the basis for video phones: a converter box could use the same set of chips to decompress traditional cable program-

ing, which would come in as MPEG, and to compress and decompress video telephone signals. The chips could also be included in personal computers once PC-based video becomes common.

At the moment, VideoRISC is actually a collection of chips: eight for NTSC signals and 10 for PAL. Sometime in 1995 or '96, the company should be able to put all those functions on a single chip. By then, costs may have come down; the first chip now costs \$10,000, with subsequent chips less expensive.

The company invested three years and \$15 million in developing VideoRISC, St. Clair explains, so the chips have to be priced for a fair return on the investment. As the number of chips manufactured increases and the process becomes simpler, costs could fall. ■

Cutting Edge

Edited by Sean Scully

The FCC should press ahead with rules for domestic satellite-delivered personal communications services, Acting Chairman James Quello told a conference in Amsterdam last week.

The commission doesn't think it's prudent to wait for international action for fear of delaying access to PCS for the American public, he explained. The FCC will issue rules for low-earth-orbit satellites, (orbiting just a few thousand miles in space and, operating at less than 1 ghz) by the end of the year. Those services



will be narrow-band, however, restricting the amount of data that can be

sent on a channel. A proceeding to open spectrum for satellites operating above 1 ghz, offering broadband services, could begin sometime in December, meaning that rules won't be ready until mid-1994, says Brian Fontes, Quello's chief of staff.

AT&T says it will send the new Telstar 401 satellite aloft Dec. 13 aboard a General Dynamics Atlas rocket. Telstar 401 is the first of AT&T's new generation

of hybrid Ku- and C-band satellites designed to replace the Telstar 300 series, which opened the skies for network and syndication video feeds in the 1980's. AT&T plans to launch three of the 400 series by 1996. Telstar 401 was built by Martin Marietta Astro Space.



The National Cable Television Association is seeking engineering papers for its 1994 show in New Orleans May 22-25. Proposals are due Dec. 22. Call (202) 775-3637 for information.

In a sure sign that various elements of the telecommunications market are drifting together, the Exchange Carriers Standards As-

sociation, formerly the exclusive province of telephone companies, decided late last month to change its name and open its doors to anyone owning a switched network that transports telecommunication services, a definition broad enough to include cable, personal communications services, and even computer networks.

Independent satellite operator Orion Satellite and GTE Spacenet will team to offer a satellite-newsgathering link, known as Eur-Express, from Europe to North America over Orion-1, a British Aerospace-built Ku-band satellite scheduled to be operational at 37.5 degrees west.



Classifieds

Our rates have increased. For more details, see last page of classifieds.

RADIO

HELP WANTED MANAGEMENT

Sales manager: KFAM is a 50kw AM radio station in the Salt Lake City market. We are looking for the right person to manage our sales dept. Please send application to PO Box 700, Bountiful, UT 84010. EOE.

General manager: Final call. Sales manager/manager of nation's top share AOR. People and results-oriented person needed to lead talented staff plus interest in non-spot revenue sources to take WIZN, Burlington, VT to next level. Reply in confidence to Jay Williams, Jr., 35 Main St., Wayland, MA 01778. EOE.

Sales manager for WSSV-FM, only FM in town; Station needs a manager who sells big and motivates staff to do the same. Terrific growth opportunity. Send resume to WSSV, PO Box 828; Saratoga Springs, NY 12866. EOE.

Small/mid mkt GM/GSM: Growing group operator seeking strong general manager/general sales manager for growing, #1 rated, Class C regional FM, with expansion/duopoly opportunities, located in attractive Virginia market (172,000+ TSA). Substantial general & sales mgt experience required with proven results in small mkts. Competitive compensation package with opportunity for equity upon achieving selected performance goals & criteria. Please forward credentials and references to Box Q-20. EOE.

GM/GSM: Radio group taking applications for exceptional GM/GSM, with interest in ownership, for top-rated AM station with expansion/LMA opportunities located in picturesque Mid-Atlantic small-mkt. General & sales mgt experience required. Very competitive salary with excellent benefits plus incentive bonuses. Equity possibilities. Please send resume & references to Box Q-21. EOE.

Mid-west small market has opening for experienced manager. Good opportunity at AM with Country format. EOE/M/F. Send resume. Box Q-22.

General manager: WPLN-FM Public Radio, Nashville, Tennessee. Self-motivated, energetic, professional public radio administrator sought to direct the operations of WPLN FM 90 and the WPLN Talking Library, a radio reading service. WPLN is an 80,000 watt, NPR, APR affiliate with 90,000+ weekly listeners. The station enjoys strong community support and is licensed to the Public Library of Nashville and Davidson County. Qualifications: Bachelor's degree in Business Administration, Communications, or Broadcasting and 5 years of program or broadcasting experience working in a supervisory or management capacity. Public broadcasting programming and management experience preferred. Must possess proven management, organizational, communication, and development skills. Salary commensurate with experience and excellent benefits. Application process: Send resume and 3 recent professional references to: Chase Adams, Public Library of Nashville and Davidson County, 225 Polk Ave., Nashville, TN 37203. State salary requirements in cover letter. EOE.

General manager: Major market Florida FM. Respected, progressive group broadcaster seeking talented, committed leader. Minimum two years management experience. Terrific company, great market, excellent staff, unique opportunity! Tell us about your successes. Resumes to Box Q-19. EOE M/F.

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

HELP WANTED SALES

Y 106, Monroe's hot new Country seeks AE for top list. We are an Opus Media Group station that believes in being the best. If you are looking for a fast track growth opportunity. Call 318-387-3922. EOE-M/F/H or send to Y 106, 1200-D North 18th, Monroe, LA 71201.

Small market New Jersey station has A.E. opening for professional with 3+ years experience developing new local business. Draw vs. comm. Send resume to Box P-26. EOE.

News Orleans top rated Country duopoly has an immediate opening for a highly professional experienced salesperson. This is a franchise opportunity selling New Orleans only Country stations. The successful applicant must want to sell the highest rates at the highest CPP's in the market. Contact Tom Kennedy, Regional VP, NewMarket Media Corp., 529 Bienville, New Orleans, LA 70130; 504-529-1212. EOE.

Account executive: If you are located in the Midwest and have 2 yrs. or more of successful sales, we want your resume. WUBE A/F & WYGY are making history. This is a high income opportunity. Send your pitch, no phone calls. EOE. 225 E. Sixth Street, Cincinnati, OH 45202.

Network affiliate sales: Major Networks, Inc. seeks account executives to sell the satellite delivered radio formats of our aggressive, new network based in Chicago. Only radio experts should apply. Radio sales experience is required. Radio programming or syndication experience is necessary. Must be willing to relocate. Draw + commission. Draw based on experience and achievements. Excellent benefits. Send or fax resume, references and salary history to: Major Networks, Inc. 101 W. Grand Ave., Suite 600, Chicago, IL 60610. Attn: Affiliate Sales Manager. Fax number 312-755-0336. No calls please. EOE.

Account executive for top rated Milwaukee CHR station. Minimum 3 years experience with direct, agency, and new business development. Vendor experience a plus. Top list to the right person. Send resume and correspondence to: GSM, HOT102/WLUM, 2500 North Mayfair Road, Milwaukee, WI 53226. No calls. WLUM-FM and All-Pro Broadcasting are equal opportunity employers.

HELP WANTED NEWS

News director opportunity at Southwestern Indiana's giant. Bullet 106.5 WWBL-FM. Rush resume and tape to PO Box 616, Washington, IN 47501. EOE.

News air personality, reporter, entry level, Arizona FM near Phoenix. Females encouraged, some sales, Computer Graphix helpful. 602-425-NEWS. EOE.

SITUATIONS WANTED MANAGEMENT

Bottom line oriented GSM seeks GM position in top 50 market. Experienced in budgeting, EEO, FCC, sales, programming, research, promotion. Currently employed. Reply to Box Q-3.

Manage to buy deal sought by experienced, successful GM/GSM. Small or suburban markets considered. Southeast preferred. Presently employed. Reply to Box Q-4.

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner 609-395-7110.

SITUATIONS WANTED TECHNICAL

Engineer seeks position in Northeast major or medium market. Experienced studio and transmitter, computers, sports networks, satellites, personnel, budgeting. Call 301-230-3590.

SITUATIONS WANTED NEWS

Basketball!!! Sports is life: PBP, interviews, all the bases. Great experience in a career ready to blossom. Call Steve 217-243-4977.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

70s/80s Oldies, Hot AC, Travel formats. Digital & automation experience. Computer-literate. Profit conscious. 14 year background. Jim. 404-933-0147.

TELEVISION

HELP WANTED MANAGEMENT

Station manager: KRMA-TV, Denver, CO. Oversees the day-to-day operation of KRMA-TV under the supervision of the general manager. Supervises senior managers of the production, programming, engineering, development/marketing, educational services and finance departments. Evaluates fiscal and strategic trends in the station and the industry and provides recommendations to the general manager. Provides strong leadership on personnel and operational issues. Salary from \$55,000. Provide salary history, cover letter, credentials and three professional references to: Station Manager Search Committee, KRMA-TV, 1089 Bannock Street, Denver, CO 80204. Credentials must be received no later than November 1, 1993. EOE.

HELP WANTED RESEARCH

The Association of America's Public Television Stations seeks a writer/researcher for its Managing Change Clearinghouse project. The clearinghouse project will share management success stories at public television stations. The writer/researcher will be responsible for investigating these success stories, writing clear and concise descriptions and recommendations for their duplication at other stations, and desktop publishing a quarterly newsletter, among other tasks. The successful applicant will have a thorough knowledge of the public television system and its activities; solid journalistic experience including in-depth research and strong writing skills; experience in newsletter design, layout and desktop publishing; and exemplary communication skills and the ability to work well with other staff members. Macintosh experience is desirable. This is a full-time, one-year term position; the target start date is November 1, 1993. It may be renewable, pending further funding. Salary commensurate with experience. To apply, submit letter of interest and resume to Thom Watson, APTS, 1350 Connecticut Avenue, NW, Suite 200, Washington, DC 20036. Application deadline: October 22, 1993. APTS is an equal-opportunity employer. Women, minorities and disabled candidates are strongly urged to apply.

HELP WANTED SALES

Account executive for Knoxville's CBS affiliate, WKXT. Previous media sales experience desirable, but not required. Intangible sales experience a must. Great growth opportunity. Send resume to R. Lamar Reid, LSM, WKXT-TV, Box 59088, Knoxville, TN 37950-9088. EOE.

WTGS: The Savannah Fox affiliate is looking for a very organized, highly motivated, special projects manager to work in sales. This person is responsible for developing, packaging and selling of sponsorships for special projects, such as Kids Club. High commissions paid. Candidates should call Leont Spencer, VP/GSM, at 803-726-5244 or send resume and/or examples of work to WTGS, 28 Broadcast Way, Ridgeland, SC 29936. EOE.

The WNDU stations video production division, Golden Dome Productions has an immediate full-time position available for a marketing executive to sell video services to new and existing accounts. Candidate must be experienced in sales, have a working knowledge of corporate video and television productions, and be self-motivated. Previous experience as a producer is helpful. Send resume and salary requirements to: Human Resources Manager, The WNDU Stations, PO Box 1616, South Bend, IN 46634. EOE.

Southeast Fox affiliate seeking a national sales manager. Candidate should have 2-4 years experience as national sales manager or regional sales experience dealing with major agencies. Rep firm experience a plus. Send letter and resume with salary history to Box O-23. EOE.

One of America's leading stations is looking for a business development leader. We are in the midst of creating a sales development team to take the station to new heights. We are committed to innovative development strategies and have resources such as a coop and vendor development consultant, Scarborough, newspaper monitors, and a production unit to help guarantee success. Qualified candidates will be an innovative, forward thinking, take charge professional with proven management skills and a track record of leadership in developing new to television revenue. Strong written and spoken communication skills a must. Please apply in confidence to Jeff Block, KTVU-TV, Box 22222, Oakland, CA 94623. No phone calls please. EOE M/F.

HELP WANTED TECHNICAL

EIC/remotes: Comtel, Inc., a television production facility located in South Florida, has an opening for someone to maintain and repair equipment assigned to our remote vehicle, drive the remote vehicle to venues and supervise technical and production personnel during the set up and production of a location shoot. Two years experience as an EIC or comparable remote experience as a maintenance engineer required. Must have a commercial drivers license. Send resume with salary req. to: Human Resources, WPBT/TV2, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H/V.

WRDW-TV has an opening for electronics maintenance engineer. Qualified applicant will have minimum 2 years formal training in electronics engineering. Two years experience repairing analogue, digital and RF circuits to component level. Must have background in ENG/EFP and control room operations. FCC license or SBS certification a real plus. Send resume to: Jim Myers, Chief Engineer, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. EOE.

Transmitter studio engineer: At least 3 years experience maintaining VHF transmitters. FCC or SBE certification required. Microwave equipment maintenance experience a plus. Knowledge of FCC rules & regulations a must. Send resume to Box Q-24. EOE M/F.

HELP WANTED NEWS

Weekend sports anchor/reporter needed at smaller market affiliate. Aggressive local coverage. EOE. Reply to Box Q-8.

Managing editor: Aggressive, expanding Top 50 network affiliate in Southeast seeks creative, innovative, experienced news professional to manage daily news product. Solid news judgement and extensive producing experience required. Must be enthusiastic leader with "can do" attitude and outstanding people skills. Women and minorities are encouraged to apply. Reply to Box Q-26. EOE.

Broadcast reporter: University of Alabama PR shop is looking for a newsroom pro to market television news and features to area stations departments and networks. Produce, write, shoot, work the phones, and generate results. We have the tools if you have the talent! (Betacam, Ku-Band Uplink, Post-Production Suite) BA/BS and two years experience required. No calls. Resumes to The University of Alabama Employment Office, PO Box 870364, Tuscaloosa, AL 35487-0364. AA/EOE.

Associate producers: Nationally syndicated business news program seeks candidates with strong news writing skills and knowledge of the financial markets. Headline news or newswheel production, field production, graphics production and package production experience preferred. Line production knowledge required. Send resumes to WSJ-TV, 200 Liberty Street, 10th Floor, New York, NY 10281. Attn: Executive Producer, EOE.

News director/anchor: Top 100 ABC looking for aggressive leader to move a good news team forward. Send resume and tape to Bob Kallhoff, VP-GM, WSJV-TV, PO Box 28, South Bend, IN 46624. No phone. EEO employer.

Manager, 24-hour news & information channel: KRON-TV in San Francisco has an immediate opening for an experienced broadcast manager to launch a new 24-hour regional cable news and information channel (We are not looking to set up a local CNN.) We are looking for an idea person to put together an exciting news/information/talk channel; a round-the-clock programming source that will be innovative and experimental. Qualified candidate must be a team player with proven management skills, a track record as a flexible, creative programmer and experience in the cable/broadcast field. You must possess 5-10 years news management experience; producer experience is helpful. Knowledge of Bay Area contacts, sources and issues preferred. Please send resumes in confidence to: Jan van der Voort, VP, Human Resources, KRON-TV, PO Box 3412, San Francisco, CA 94119. EOE.

News promotion producer: KRON-TV in San Francisco is looking for an aggressive, creative, crank-it-out promotion producer who will eat, sleep and breathe KRON-TV news product. Responsibilities include creation of riveting news series, topicals and POP's. Qualified candidates must have demonstrated talent in the original production of news advertising and promotion; 1-5 years experience in television broadcast operations including any of the areas listed here: Promotion, news or program production. A college degree is preferred. Please send resumes and non-returnable tape in confidence to: Jan van der Voort, VP, Human Resources, KRON-TV, PO Box 3412, San Francisco, CA 94119. EOE.

Senior writer/producer: Handle news and program promotion including promotion for new weekly prime time news magazine show. Experience in writing and producing news series promotions; location production (tape and film) including directing; design and post graphic animation; previous station and/or ad agency experience essential. Send resume to Dick Goggin, Creative Services Director, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE M/F ADA.

Director: Dominant news station in Southeast market seeking an experienced director for fast paced afternoon and evening news blocks. Experience, leadership and a sense of what constitutes quality television a must. Excellent opportunity to move up from smaller market. Send letter with salary history and resume to Box Q-25. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion producer: Produce great spots! Live in a great place! ABC affiliate in top 50 market looking for an experienced promo producer with great ideas, creative writing, and a keen eye for visuals. Send tape, resume and salary requirements to: Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No calls please. EOE.

Weather personality: An upbeat, polished weather pro is needed for a nationally syndicated daily agricultural-business program. Please send resume, non-returnable tape, and your salary requirements to: Executive Producer, AgDay, Box 1062, South Bend, IN 46624. EOE.

Senior creative services producer: NBC affiliate seeks news promotion producer who can hit the ground running. Must be aggressive and organized with a minimum of three years experience creating "kick a--" news image and topical spots. Off-line editing skills a must. No calls. Send non-returnable tape ASAP to CSD MGR., PO Box 4, Columbus, OH 43216. EOE.

Graphic artist: Experience required in commercial production, news and promotion. Experience with paintbox systems preferred. Looking for candidate who must be serious about living in Alaska. Send resume and non-returnable tape to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. 907-562-3456. Close 10/15/93. EOE.

Producer/director: If you're an experienced director looking to join a #1 news station, we want to hear from you. WYTV, the ABC affiliate in Youngstown, is seeking applications for a producer/director. Responsibilities include directing our 6 and 11:00 p.m. award-winning newscasts, producing and/or directing promotion and commercial spots and various local programs. Position requires a minimum of two years recent experience directing newscasts, preferably with "live" ENG. Writing skills are a plus. Send resume to Producer/Director, c/o WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please! EOE.

Promotions manager: Creative writer and editor wanted to take charge of promotions department at small market ABC affiliate. Responsible for on-air syndicated promotions, station, on-air image & news graphics and news, weather & sports promotions with Ampex 4100 switcher, Abekas A51, ESS still storer, Chryon RGU-2, Dubner 20K, Videotek Toaster, AMPEX 1" Ace Editor & Vista Tips Paint System. To apply, send resume and tape with salary history to John Cannon, WMDT-TV, 202 Downton Plaza, Salisbury, MD 21801. EOE M/F.

Promotion manager: WNAC Fox-64, Providence, Rhode Island is seeking a creative, energetic individual to manage personnel and daily operations of promotions department. Responsible for "hands-on" execution of marketing strategy as well as effective advertising in all media. Candidate must have strong creative writing background; experienced in dealing with other media and agencies. Looking for a good communicator and "people person", a team leader with lots of follow-through. Send resume, and salary requirements to: John Fignar, General Manager, WNAC-TV, 33 Pine Street, Rehoboth, MA 02769. No phone calls please. EOE/M-F.

Senior producer KNPB-TV, Reno, Nevada. KNPB, one of the nation's leading small market PBS stations, is looking for a dynamic producer to lead our public affairs efforts. This position requires creativity and imagination plus strong writing and organizational skills. Applicants should have a bachelor's degree and a minimum of two years full-time experience as a producer. Salary: \$24,000 to \$30,000, plus benefits. Submit letter of application and resume, by November 5, 1993, to Personnel Department, KNPB/Channel 5, PO Box 14730, Reno, NV 89507. KNPB is an equal opportunity employer.

Top notch producer: We're expanding again... if you're an outstanding writer and producer with at least five years experience producing network quality feature stories, high end corporate videos, documentaries, infomercials or just great television, we want you to be a part of the best broadcast company between the coasts. You must be highly motivated and experienced in producing creative pieces that incorporate off-line and on-line editing. Please send resume and reel to: The Orbis Broadcast Group, 358 West Ontario, Chicago, IL 60610. Attn: Executive Producer. EOE

SITUATIONS WANTED NEWS

Meteorologist seeking employment. AMS seal plus experience. Stu 817-776-4844.

Meteorologist-major market intern seeks entry level position in small to medium market. Willing to relocate and learn more. 314-838-8398.

Weather specialist: Viewer friendly weatherman with 10 years experience seeks warmer weather. P.F. 313-687-3072.

Canadian TV anchor seeks work in US. Five years at network level. Extensive work in all-news formats and program hosting. Strong radio background. Eager for opportunity in top 25 market. Reply to Box Q-27.

Nationally known Yugoslavian broadcast journalist with American education and work experience seeks new challenge in television/cable/radio. Excellent background. Alexander 301-320-6494.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Attractive, camera-friendly female veteran TV anchor/host... Needs entertainment vehicle, affiliate, cable or otherwise. Sharp interviewer, on "cutting-edge" in all areas, esp. the entertainment industry. Charisma and spark... a plus! Reply to Box Q-28.

SITUATIONS WANTED VOICEOVER

Strong on-air promotion voice network background. Available on monthly retainer/market exclusive or per project. News promotion, episodics, daily promos. Fax a few scripts now for free custom audition to 404-816-0449 or call 1-800-814-5588 for demo.

MISCELLANEOUS

Bill Slatter and Associates helps you move up—creates your audition tape and resume... offers coaching and placement help. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Doctoral assistantships: The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting, journalism, P.R., and advertising concentration. M.S. degree and GRE required. Program requires 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for fall 1994 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347. EOE.

The Walter Cronkite School of Journalism and Telecommunication at Arizona State University has a tenure-track faculty position open beginning Fall 1994. Assistant professor: Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will be a generalist expected to teach in the broadcast business/management sequence. Significant professional experience required; teaching and media writing experience desirable. The successful candidate will be expected to teach, perform service and engage in research/creative activity. The position is an academic year tenure track appointment with the possibility of summer teaching. Applicant must send resume and names of three references by December 15, 1993 to: Dr. John Craft, Search Committee Chair, Walter Cronkite School of Journalism and Telecommunication, Box 871305, Arizona State University, Tempe, AZ 85287-1305. Arizona State University is an equal opportunity/affirmative action employer.

HELP WANTED ASSISTANTSHIP

Graduate assistantships available for both Spring and Fall 1994 semesters for qualified students studying in our M.A. program, designed to develop advanced skills and knowledge for professional communications fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance in broadcasting, journalism, photography, or speech communication. Write to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communications, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

HELP WANTED TECHNICAL

Chief engineer for radio and television stations at state university. SBE certification or first class license a strong plus. Demonstrated ability to maintain and repair professional audio and video equipment. Three years professional experience essential. College TV/radio broadcasting and programming experience. Must work well with students and enjoy mentor capacity. Full time position. We will begin reviewing applications on October 11, 1993. Annual salary \$29,868.00. AA/EEO. Send resume to: Linda Witter, The College at New Paltz, SUB 428, New Paltz, NY 12561.

HELP WANTED PROGRAMING PROMOTION & OTHERS

Video producer: Instructional video producer in university production unit. BA or BS in Communications, Journalism or related field plus 3-5 years professional video experience. Must write, shoot, and edit. EO/AAE. Position description available by contacting: Michael M. Kerper, Agricultural Communications, Purdue University, 1304 Stewart Center, B-31, West Lafayette, IN 47907-1304.

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.

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

EMPLOYMENT SERVICES

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

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

Employment services: Are you looking for a TV job or like to relocate to a different market? We are producing a new publication designed specifically to market television professionals to the industry, aimed specifically at the people who do the hiring: programing directors, production managers, news directors, general managers and human resource directors. For more information: print or type (on a separate piece of paper) your name, address alone with this ad and SASE to: Hot Properties Newsletter, c/o U-MAN Productions, PO Box 866, Hallandale, FL 33009.

Home typists, PC users needed: \$35,000 potential. Details. Call 1-805-962-8000 ext. B-7833.

No cold leads, guaranteed. Entry level only. Television and radio. \$5.50 1 week, \$19.95 4 weeks. MCS Box 502, Santa Ysabel, CA 92070. 619-765-1001.

VOICEOVER INSTRUCTIONS

How to make big money in voiceovers. Call now for FREE report "Ten Steps to Creating a Demo Tape That Could Earn You \$350/hr (or more)!" Berkley Productions Voiceover Training, 611 Broadway Suite 815, Dept. B, New York, NY 10012. 212-420-9747 x508.

EDUCATIONAL SERVICES

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

Workshop for would-be reporters Oct 30; qualifications, demo tapes, resumes, marketing. Call Julie Eckhart, ESP 914-937-1719.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

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.

Jampro antenna: Four years old, directional, channel 49. 713-820-4900 Tim.

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

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

Blank tape, half price! Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog. 800-238-4300.

CABLE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

CMX editors: Staff and freelance positions available immediately for national cable network based in NY. Editor must have a minimum 2-3 years CMX (3500/3600) on-line edit experience. Knowledge of DVE and Chyron required. Send resume and salary requirements to: Personnel Dept., PO Box 13, Murray Hill Station, New York, NY 10156. EOE.

TELEVISION
HELP WANTED ADVERTISING

Advertising Manager

At Tektronix, you'll find a diversified \$1.3 billion company and a leader in a number of high-tech product lines. You'll also find an aggressive, recognized company with an innovative style focused on total quality and actively creating the next generation of products.

Currently, our Tektronix Television Division is seeking a top-notch advertising professional who will be instrumental in planning and developing marketing communications, advertising and promotional activities. As a resource and strong influence in conceptual decision making for ad campaigns, promotional and collateral materials, you will act as a liaison to the ad agency and leverage business opportunities with trade press sales reps. In addition, you will manage vendor relationships, oversee the production of the division's catalogs, and coordinate inquiry and lead fulfillment materials for ad/promo programs as well as provide research to management on industry trends and market position.

Requires a Bachelor's degree in Advertising, Communications, Marketing or equivalent, and at least 5 years' related experience including account supervisor experience. A demonstrated ability to conceptualize, plan, write and implement television industry-related advertising/promotion projects is necessary as is a demonstrated comprehension of market and communication research.

For immediate consideration, please send your resume to: Professional Staffing MS 55-545, Tektronix, Inc., P.O. Box 500, Dept. BCA1004-AM/YA, Beaverton, OR 97077. We support a drug-free work environment and all employment offers are contingent upon successful completion of our pre-employment drug test. Tektronix is an equal opportunity/affirmative action employer and encourages diversity in the workplace.



HELP WANTED NEWS

**SPORTS
VIDEOTAPE EDITOR**

We're looking for an aggressive videotape editor, a self-starter who thinks like a producer and thrives on the pressures of daily news deadlines. This person must also have the creative touch for editing features at a Top Ten market network affiliate.

Top Salary position working with State of the Art equipment. Knowledge of Sony 800 Editor and Grass Valley 141 Editor, Grass Valley 100 and 200 Switchers.

Reply to Box Q-30. EOE

CONSUMER REPORTER

Successful Gulf Coast Fox Affiliate in Fort Myers/Naples seeks Investigative Reporter for 10:00 pm News and Emmy Award Winning "Troubleshooter" Unit. Minimum 3 years experience. Send non-returnable tape and resume to:

WFTX-TV
Mark Pierce, Station Manager
621 SW Pine Island Road
Cape Coral, Florida 33991
Equal Opportunity Employer

REPORTER/PRODUCER

Magazine format weekly series on TBS and CNN seeks bilingual (Spanish/English) candidates for a free lance, on-camera reporter/producer position. Substantial experience required in research, writing, field reporting and producing.

Send tape and resume to:
Chet Burgess, Executive Producer
CNN ENVIRONMENT UNIT
P.O. BOX 105366
Atlanta, Ga. 30348
EOE

HELP WANTED FINANCE

Excellent broadcast/cable CPA position open in Southeast-based Group Home Office. Some weekly travel required. Prior broadcast experience essential. Send full resume and references to Box Q-29. EOE.

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

EXPERIENCED PRODUCER WANTED

**ONE-HOUR, ONE-TOPIC
NATIONALLY SYNDICATED TALK
SHOW NEW YORK CITY BASED.**

RESUMES ONLY: BOX Q-31 EOE.

HELP WANTED MANAGEMENT

**MANAGER,
TELEVISION
COMMUNICATIONS**

The National Aeronautics & Space Administration (NASA) is accepting applications for the position of Manager, Television Communications. The incumbent will serve as Executive Producer, NASA Television and will plan development, coordinate scheduling, direct production, and manage distribution of all NASA television programming.

Television is the principal means by which NASA disseminates information about its activities to television networks and stations, cable program distributors and system operators. The Office of Public Affairs, NASA Headquarters, in Washington, D.C., is conducting a nationwide search for a media professional with a strong background in program planning and execution for major news organizations. Candidates must be able to demonstrate significant recent experience as producers of both live and recorded programs with responsibility for editorial content and technical quality.

Salary range is \$66,609 to \$86,589. Interested persons should call (202) 358-1574 for a copy of the announcement and an application form. Applications must be postmarked by November 9, 1993. EOE.

SALES TRAINING

**LEARN TO SELL
TV TIME
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ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063**

RADIO
PUBLIC NOTICE

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session Thursday, October 21, beginning at 8:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Seating of Newly Elected Station Manager Members, Public Members and Non-Board D/I Committee Member, Election of Chairperson, Vice Chairperson and Officers, Appointment of Committee. The Committees will meet on Thursday, October 21, in the same location. The Board of Directors will continue its open session on Friday, October 22, at 9:00 a.m. in the same location.

HELP WANTED PROGRAMING
PROMOTION & OTHERS

Music Director
WMGK Magic 102.9
Philadelphia

One of America's leading adult contemporary stations seeks an experienced, talented and Selector-literate music director. Knowledge of the music and the ability to integrate research with judgement a must. On-air work not required. Great opportunity for small or medium market PD or MD to grow into a major market. Minorities and women especially encouraged to apply. Regular mail is okay; save the phone, fax and overnight mail bills. EOE.

MD Search
Julian Breen
WMGK
One Bala Plaza
Bala Cynwyd, PA 19004

CABLE

HELP WANTED MANAGEMENT

DIRECTOR OF TRAFFIC
AND SALES ADMINISTRATION

Manage and direct all activities of Traffic Department, including monitoring and tracking advertising revenue and commercial inventory. Primary resource for Sales Management on all traffic related issues—including generating and maintaining revenue and inventory reports. Oversee traffic staff and production of program logs, commercial copy and program formats. Liaison between Ad Sales and Programming Department in scheduling and tracking programing information.

Minimum 5 years + experience in traffic management with working knowledge of JDS preferred. EOE.



Court TV - Ad Sales Department
600 Third Avenue, NY, NY 10016
Fax: 212-692-7863

NO PHONE CALLS

HELP WANTED MARKETING

Wanted:
SENIOR
MARKETING
EXECUTIVE

We're building an exciting new business: Direct Broadcast Satellite. And we need a Senior Marketing Executive who can help steer the ship. Candidates need:

- Operational and managerial experience
- Strong strategic planning skills
- Experience in subscription and/or cable TV
- Experience/ability in managing advertising agency relationships
- Strong execution/implementation skills

If you have what it takes to manage our overall marketing efforts, send a letter and resume in confidence to:

USSB Executive Search Committee;
3415 University Ave.; St. Paul, MN 55414



United States Satellite Broadcasting, Company, Inc. is an equal employment opportunity employer

HELP WANTED SALES

CABLE
ADVERTISING
ACCOUNT EXECUTIVE

Metropolitan Chicago Cable Company has an exceptional opportunity for a skilled Account Executive to assume an established list including direct and agency accounts. Minimum 2 years sales experience required.

We offer great earnings potential! Send resume in confidence to:

Box Q-15
eo e m/f/d/v

ALLIED FIELDS
EMPLOYMENT SERVICES

TV NEWS TALENT

PROVISION

ProVision provides job placement and career management for news, weather and sports talent.

phone: 408-446-3323

EMPLOYMENT SERVICES CONTINUED

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Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association
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California Broadcasters Association

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

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| FL AM Orl. Mkt. | \$395K |
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Chicago AM covers Mkt. Price \$1.2M
Tri-State FM & AM Stations

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201-579-5232

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- BROADCASTER SINCE 1957
- APPRAISALS FINANCING PRO FORMAS FCC PROCESSING



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Near Kansas City
\$325,000.00**

Terms to Qualified Buyers

P.E. Meador & Assoc

MEDIA BROKERS

P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544

PUBLIC SALE

The bankruptcy trustee for Windsor Communications, Inc. of Wyoming, will publicly sell radio stations KUYU-AM, Orchard Valley, and KKAZ-FM, Cheyenne, Wyoming, on October 15, 1993. For information, contact Jim Dinneen, 202 East 18th Street, Cheyenne, WY 82001 (307) 634-8364.

Southeast Giant

Full Class C FM. Monstrous signal city grades two major state university cities in two states. CF positive. Also, low dial full AM. Good real estate. Best equipment. Motivated seller. Asking \$1.0 million. Terms.

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Diak Paul - Tom Snowden - Paul Reid



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BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments) Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 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: \$20 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

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

For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 38). FCC actions on ownership change filings with file numbers and action dates follow:

Granted

KFDF(AM) Van Buren, AR (BAL930519EE)—Action Sept. 20.

KSOL(FM) San Mateo, CA (BALH930720GG)—Action Sept. 21.

WKGT(AM) Cantonment, FL (BAL930728EA)—Action Sept. 23.

WWKO(AM) Cocoa, FL (BAL930806EC)—Action Sept. 22.

WAKT-FM Panama City Beach, FL (BALH930715GG)—Action Sept. 21.

WWSD(AM)-WFHT-FM Quincy, FL (AM: BAL930524GE; FM: BALH930524GF)—Action Sept. 9.

WCWB-FM Trenton, FL (BALH930715GR)—Action Sept. 14.

KWGG-FM Hampton, IA (BALH930602GE)—Action Sept. 20.

KBBK(AM)-KNAQ-FM Rupert, ID (AM: BAL930716EF; FM: BALH930716EG)—Action Sept. 24.

WAKY(AM)-WGRK-FM Greensburg, KY (AM: BTC930802EB; FM: BTCH930802EC)—Action Sept. 21.

KALB-TV Alexandria, LA (BALCT930803KE)—Action Sept. 17.

KGTR(FM) Port Sulphur, LA (BALH930712GI)—Action Sept. 15.

WLEW-AM-FM Bad Axe, MI (AM: BTC930726GK; FM: BTCH930726GJ)—Action Sept. 15.

KLTK(AM)-KWMQ-FM Southwest City, MO (AM: BAL930811EC; FM: BALH930811ED)—Action Sept. 22.

WJXN(AM) Jackson, MS (BAL930714ED)—Action Sept. 14.

WYYA-FM Olive Branch, MS (BTCH930716GI)—Action Sept. 14.

WJXN-FM Utica and WJNS-FM Yazoo City, both Mississippi (WJXN: BALH930714GE; WJNS: BALH930714GF)—Action Sept. 14.

KBSR(AM) Laurel, MT (BAL930713EA)—Action Sept. 27.

WAVJ(AM) Black Mountain, NC (BTC930802EA)—Action Sept. 20.

WACB(AM) Taylorsville, NC (BAL930806EA)—Action Sept. 24.

WBEX(AM)-WKKJ-FM Chillicothe, OH (AM: BTC930728EC; FM: BTCH930728ED)—Action Sept. 20.

KMMY-FM Muskogee, OK (BALH930719GF)—Action Sept. 15.

KOAC(AM) Corvallis, KEPB-TV Eugene, KOAB-TV Bend, KOPB-TV Portland, KRBM-FM Pendleton, KOAB-FM Bend and KOPB-FM Portland, all Oregon (BAL930716EA)—Action Sept. 20.

WPCC(AM) Clinton, SC (BTC930728EA)—Action Sept. 23.

WMFX-FM St. Andrews, SC (BALH930719GE)—Action Sept. 14.

WNWZ(AM) Germantown, TN (BAL930706EB)—

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.

Action Sept. 22.

KOPY(AM) Georgetown, TX (BAL930713EB)—Action Sept. 23.

WNNT-AM-FM Warsaw, VA (AM: BAL930716GE; FM: BALH930716GF)—Action Sept. 16.

WNHV(AM)-WKXE-FM White River Junction, VT (AM: BAL930622GM; FM: BALH930622GN)—Action Sept. 15.

KJRB(AM) Spokane, WA (BAL930723EB)—Action Sept. 20.

WZXA-FM Sturtevant, WI (BTCH930720GE)—Action Sept. 22.

Dismissed

WAMX(AM) Saline and WIQB-FM Ann Arbor, both Michigan (AM: BAL930826EA; FM: BALH930826EB)—Action Sept. 17.

NEW STATIONS

■ **Anchorage** (BPED920302MG)—Granted app. of Koahnic Broadcast Corp. for 90.3 mhz; 100 kw; ant. 195.2 ft. Address: P.O. Box 93330, 2525 C St., Suite 507, Anchorage, AK 99509. Applicant is headed by Lydia L. Hays and owns WPGC(AM)-WPCG-FM Morningside, MD; WZGC-FM Atlanta; KBXX-FM Houston; WZLX-FM Boston; WUSN-FM Chicago; KUBE-FM Seattle; KOPA(AM)-KSLX-FM Scottsdale, AZ; WTNH-TV New Haven, CT, and WSMV-TV Nashville. Action Sept. 23.

■ **Garberville, CA** (BPH930827MC)—Brett E. Miller seeks 103.7 mhz; 8 kw; ant. 789.5 ft. Address: 11608 Blossomwood Court, Moorpark, CA 93021. Applicant owns KVFY-FM Wilson Creek, WA, and is permittee of CP for KWEO-FM Garberville and KKLC-FM Susanville, both California.

■ **Cedar Creek, FL** (BPED920918MC)—Granted app. of Cedar Creek Public Radio Inc. for 89.5 mhz; 3 kw; ant. 91 ft. Address: 1688 Yellowstone, Cocoa, FL 32922. Applicant is headed by Daniel Murphy and owns WEJF-FM Palm Bay, FL. Action Sept. 15.

■ **Yankeetown, FL** (BPED930909MB)—Sabbath Inc. seeks 96.3 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill and has no other broadcast interests.

■ **Yankeetown, FL** (BPED930908MC)—Star Radio Inc. seeks 96.3 mhz; 6 kw; ant. 100 ft. Address: 3507-A Van Tassel, Amarillo, TX 79121. Applicant is headed by William R. Lacy and has no other broadcast interests.

■ **Yankeetown, FL** (BPH930908MB)—Citrus County Association for Retarded Citizens Inc. seeks 96.3 mhz; 6 kw; ant. 100 ft. Address: 1315 N. Van Nortwick Rd., Lecanto, FL 32661-9210. Appli-

cant is headed by Charles D. Robertson and has no other broadcast interests.

■ **Sasser, GA** (BPH930916MA)—Albany Radio Inc. seeks 107.7 mhz; 12.5 kw; ant. 141 ft. Address: 3122 Querecho Lane, Albany, GA 31707. Applicant is headed by Jan C. Whitaker and owns WTIF(FM) Omega, GA.

■ **Alta, IA** (BPH930902MG)—Buena Vista College seeks 97.5 mhz; 100 kw; ant. 100 ft. Address: 610 West 4th St., Storm Lake, IA 50588. Applicant is headed by Keith G. Briscoe and has no other broadcast interests.

■ **Alta, IA** (BPH930902MH)—Mahn Broadcasting seeks 97.5 mhz; 6 kw; ant. 100 ft. Address: 832 E. 37th St., South Sioux City, NE 68776. Applicant is headed by Theodore H. Mahn and owns KWSL(AM)-KGLI-FM Sioux City, IA, and KSFT(AM)-KKJO-FM St. Joseph, MO.

■ **Lake City, IA** (BPH930901MI)—Ames Broadcasting Co. seeks 106.7 mhz; 25 kw; ant. 100 ft. Address: 415 Main, Box 728, Ames, IA 50010. Applicant is headed by Betty A. Baudler and owns KASI(AM)-KCCQ-FM Ames, IA.

■ **Colfax, IL** (BPH930901MH)—Howard G. Bill seeks 92.9 mhz; 6 kw; ant. 100 ft. Address: 625 19th Street, N.W., Rochester, MN 55901. Applicant owns KOLM(AM)-KWWK(FM) Rochester, MN.

■ **Colfax, IL** (BPH930902MC)—Daniel Wayne Keister seeks 92.9 mhz; 6 kw; ant. 100 ft. Address: R.R. #1, Box 123, Bloomington, IL 61704. Applicant owns WBWN-FM LeRoy, IL.

■ **Colfax, IL** (BPH930903MB)—BNC Broadcasting Inc. seeks 92.9 mhz; 6 kw; ant. 100 ft. Address: 207 Florence Ave., Bloomington, IL 61701. Applicant is headed by Ralph Mendez and has no other broadcast interests.

■ **Colfax, IL** (BPH930902MD)—WJEQ Radio seeks 92.9 mhz; 6 kw; ant. 100 ft. Address: 1506 E. Jackson St., Macomb, IL 61455. Applicant is headed by Nancy L. Foster and owns WWCT-FM Peoria and WJEQ-FM Macomb, both Illinois.

■ **Fairbury, IL** (BPH930901MJ)—McLean County Broadcasters Inc. seeks 107.7 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 1970, Martinsville, IN 46151. Applicant is headed by David Keister and owns WBWN-FM LeRoy, IL; WKBV(AM)-WFMG-FM Richmond, WBAT(AM) Marion and WCJC-FM Van Buren, all Indiana; and is permittee of station WVNI-FM Nashville, IN.

■ **Fairbury, IL** (BPH930901MG)—Mark L. Rollings seeks 107.7 mhz; 6 kw; ant. 100 ft. Address: 16005 Nantucket Pointe Court, Grover, MO 63040. Applicant owns WUFJ(AM)-WZNF-FM Rantoul, WZNX-FM Arcola, WZZP-FM Kankakee and WWDZ-FM Danville, all Illinois.

■ **Teutopolis, IL** (BPED921102MD)—Dismissed app. of Sabbath Inc. for 102.3 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill and has no other broadcast interests. Action Sept. 23.

■ **Teutopolis, IL** (BPH921102MC)—Granted app. of John W. Kirby for 102.3 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 566, Effingham, IL 62401. Applicant has no other broadcast interests. Action Sept. 23.

■ **Fort Belknap Agency, MT** (BPED930115MA)—Granted app. of Fort Belknap College for 88.1 mhz; 90 kw; ant. 340 ft. Address: P.O. Box 159, Harlem, MT 59526. Applicant is headed by Beverly Badhorse and has no other broadcast interests. Action Sept. 23.

■ **Blair, NE** (BPH930903MD)—Joseph A. Nugent seeks 97.3 mhz; 25 kw; ant. 99 ft. Address: 5003 Grand Avenue, Des Moines, IA 50312. Applicant is headed by and owns KHUB(AM)-KFMT(FM) Fremont, NE, and KUET(AM) Black Canyon, both Arizona.

■ **Wahalla, ND** (BPH930825MC)—Norex Broadcasting Inc. seeks 106.7 mhz; 33 kw; ant. 183 ft.

FOR THE RECORD

Address: 610 Second Avenue North, P.O. Box 275, Wahpeton, ND 58074-0275. Applicant is headed by Charles C. Rutledge and owns KCQV-FM Arthur, ND.

■ **Elk City, OK** (BPH921026MI)—Dismissed app. of Denero Dimensions for 94.3 mhz; 1.55 kw; ant. 134 ft. Address: 6963 Payte, Fort Worth, TX 76180. Applicant is headed by Joseph W. Tilton and has no other broadcast interests. Action Sept. 22.

■ **Cannon Beach, OR** (BPH930902ME)—Cannon Beach Broadcasting Co. seeks 96.5 mhz; .970 kw; ant. 239 ft. Address: P.O. Box 100, Cannon Beach, OR 97110. Applicant is headed by Jack D. Dennon and has no other broadcast interests.

■ **Seaside, OR** (BPH930902MF)—Ken's Corporation seeks 98.9 mhz; 6 kw; ant. 99.8 ft. Applicant is headed by Kenneth B. Ulbricht and has no other broadcast interests.

■ **Little Eagle, SD** (BPED930114MI)—Granted app. of Seventh Generation Media Services Inc. for 89.5 mhz; 90 kw; ant. 324 ft. Address: P.O. Box 32, Little Eagle, SD 57642. Applicant is headed by Jana Shields and has no other broadcast interests. Action Sept. 23.

■ **Monte rey, VA** (BPED930324MH)—Granted app. of Pocahontas Communications Cooperative Corp. for 91.9 mhz; 2 kw; ant. 426.1 ft. Address: State Rte. 28, Dunmore, WV 24934. Applicant is headed by John Geiger and owns WVMR(AM) Frost, W.Va. Action Sept. 23.

■ **Roy, WA** (BPED911210ME)—Granted app. of Calvary Baptist Church for 89.7 mhz; 1 kw; ant. 30 ft. Address: P.O. Box 401, Roy, WA 98580. Applicant is headed by Walter L. Stowe and has no other broadcast interests. Action Sept. 22.

FACILITIES CHANGES

Actions

AM's

■ **Coral Gables, FL** WRHC(AM) 1550 khz—Granted app. of WRHC Broadcasting Corp. for MP (BP920810DC) to change day TL to Krome Ave 6.7

mi (10.8 km) N of Hwy 41, 14.3 mi (23 km) NW of Coral Gables, Miami, FL. Action Sept. 23.

■ **Dodge City, KS** KDCC(AM) 1550 khz—Granted app. of Dodge City Community College for CP to correct coordinates to 37 47 14 - 100 01 55. Action Sept. 24.

■ **Mount Holly, NJ** WWJZ(AM) 640 khz—Granted app. of Mount Holly Radio Co. for MP (BP810806BG) to augment standard directional pattern; reduce night power to 950 w and remove any designation of array as a critical array. Action Sept. 17.

■ **Kimberly, WI** WHBY(AM) 1150 khz—Granted app. of Woodward Communications Inc. for CP to make changes in nighttime antenna system. Action Sept. 17.

FM's

■ **Chevak, AK** KCUK(FM) 88.1 mhz—Granted app. of Kashunamit School District for CP to make changes, ERP: 6 kw; and ant. 23.8 m. Action Sept. 23.

■ **Sacramento, CA** KNCI(FM) 98.5 mhz—Granted app. of Nationwide Communications Inc. for CP to make changes; TL: correction of N latitude coordinates 38 38 53 121 05 51. Action Sept. 10.

■ **Sacramento, CA** KXHV(FM) 89.7 mhz—Granted app. of Sacramento City Unified School District for mod. of CP (BPED-860226MC) to make changes, ant. 26 m. and TL: Reliable Crane & Rigging Co., 5853 Flori Perkins Rd., Sacramento Co., Sacramento, CA. Action Sept. 21.

■ **Washington, DC** WETA-FM 90.9 mhz—Forfeited and canceled app. of Greater Washington Educational Television Association for CP to install aux. ant. on main tower, to be operated on: ERP: 8.014 kw; ant. 448 & change to (for aux. purposes only). Action Sept. 21.

■ **Marathon, FL** WGMX(FM) 94.3 mhz—Dismissed app. of Great Marathon Radio Co. for mod of CP (BPH-880901II) to make changes: ant. 78 m.; TL: 3.1 nautical mi. W of Marathon Airport. Action Sept. 22.

■ **Martinez, GA** WKBG(FM) 107.7 mhz—Granted app. of Kennedy Broadcasting Inc. for mod of CP

(BPH-900125MQ) to make changes; change: TL: 2.24 km W of Pollards Corner on Rte 150, Columbia Co., GA. Action Sept. 23.

■ **Warner Robbins, GA** WRCC-FM 101.7 mhz—Granted app. of Televiewers Inc. for CP to make changes: ERP: 4.9 kw; petition to deny filed 7-13-93. Action Sept. 23.

■ **Algona, IA** KLGA-FM 92.7 mhz—Granted app. of Kossuth Co. Broadcasting LC for mod of CP (BPH-900628IC) to make changes; change ERP: 50 kw; ant. 69 m.; TL: 2102 80th Ave., Algona, IA 50511. Action Sept. 23.

■ **Eagle Grove, IA** KJYL(FM) 100.7 mhz—Granted app. of Minn-Iowa Christian Broadcasting Inc. for mod. of CP (BPH-911004ME) to change antenna supporting structure height and TL: 3 1/2 mi W (260 degrees) from Eagle Grove city limits. Action Sept. 23.

■ **Benton, IL** WQRL(FM) 106.3 mhz—Granted app. of Dana Communications Corp. for CP to make changes; change: ERP: 12.5 kw; ant. 140 m.; change antenna height and reduce power with no change in antenna site. Action Sept. 15.

■ **Chicago** WCYC(FM) 90.5 mhz—Granted app. of Chicago Boys Clubs Educational Corp. for CP to make changes: ERP: .017 kw; ant. 26 m. Action Sept. 21.

■ **LaFayette, IN** WKHY(FM) 93.5 mhz—Granted app. of Stay Tuned Broadcasting Corp. mod of license to increase ERP: 6 kw; pursuant to MM docket 88-375. Action Sept. 20.

■ **Leitchfield, KY** WKHG(FM) 104.9 mhz—Granted app. of Rough River Broadcasting Co. Inc. for mod. of license to increase ERP: 3.5 kw pursuant to MM docket 88-375. Action Sept. 10.

■ **Tioga, LA** KLAA(FM) 103.5 mhz—Granted app. of Cajun Communications Inc. for CP to make changes: remove antenna directional radiating elements to cause antenna to become non-directional. Action Sept. 21.

■ **Marshall, MN** KBJJ(FM) 107.1 mhz—Granted app. of Paradis Broadcasting of Marshall Inc. for CP to make changes; change ERP: 25 kw; ant. 65 m.; change frequency from 107.1 to 107.5; change to class C3 per MM docket 91-317. Action Sept. 23.

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One-man band

EDITOR: I am pleased to announce that Mr. Al Wescott of Las Vegas has appointed himself Radio Censor for the U.S. Mr. Wescott faithfully listens to, records and transcribes every broadcast of the *Howard Stern Show*. He then decides, according to his own standards, what is indecent, and files complaints with the FCC. His efforts to protect America from Mr. Stern have been responsible for more than \$1 million in fines levied against Infinity Broadcasting.

Of course, none of the more than one million daily listeners of Mr. Stern's program asked Mr. Wescott to undertake this task. But it's comforting to know that Al Wescott of Las Vegas is setting the indecency standard of the more than 20 cities that carry Mr. Stern's radio show.

Mr. Wescott's vigilance must be especially comforting to Chicago. WLUP there recently canceled Mr. Stern's radio program for fear that the FCC would fine the station for indecency. The citizens of New York, Los Angeles, San Francisco, Philadelphia, Washington, Dallas, Boston, Baltimore, Cleveland, San Jose, New Orleans, Buffalo, Rochester, Albany, Las Vegas, Nassau-Suffolk, Monmouth-Ocean, Wilmington, Allentown-Bethlehem and others can rest easy knowing that Al Wescott, U.S. Radio Censor, is on the job.

Naturally, Mr. Wescott is not the real villain. He has the right to protest material broadcast in his community that he finds offensive. If the Howard Stern show is too extreme for Las Vegas, KFBI-FM should be held responsible, and, in fact, is facing a fine of \$73,750.

But this does raise some ethical questions. Is Al Wescott qualified to decide indecency in 20 other cities? In Las Vegas? Or is he only qualified to decide what is indecent to him? Is the FCC qualified to determine what is indecent for Las Vegas (or any other community)? Shouldn't the community have that responsibility—either through its legal representatives or through other mechanisms?

How can I (or you) balance our right to view, listen to or read material of our choice with Mr. Wescott's right to object? Does his right to object

extend to his putting his hands over our ears or eyes so we can't experience what he finds offensive? I don't have the answers, perhaps no one does, but I am greatly troubled that one individual in one town in America can decide the radio standards of more than 20 cities. And I'm troubled that one federal agency in the twilight zone of the nation's capital can do the same.—*Terry Dugas, director of programing and production, WSFP-TV Fort Myers, Fla.*

Memories of fairness

EDITOR: Hats off to New York Governor Mario Cuomo and BROADCASTING & CABLE for his commentary in your Sept. 6 issue.

As a broadcaster of 45 years who has lived through the years of the fairness doctrine and its various interpretations and ramifications, I can assure you that at times it did indeed impede, delay and stifle vigorous treatment of controversial issues.

I wonder if many of today's broadcasters remember the years during which the FCC and station attorneys said there was an affirmative requirement that when stations covered a controversial issue, they *seek out* the opposing viewpoint. Thus it became standard operating procedure at many stations not to touch a controversial issue unless spokesmen could be located for both sides.

This interpretation was later modified. But it could happen again.—*Hayward L. Talley, president, WSMI-AM-FM Litchfield, Ill.*

Other side of the coin

EDITOR: Harvey J. Tate's career ("Open Mike," Aug. 23) has spanned 43 years, and that in itself is great. What is sad is that most of the great things about radio, including baseball games of the day, are no more.

The high in radio today—except for the BBC on shortwave or C-SPAN and for some NPR stations—is for those making money, as Mr. Tate apparently is, selling noise.

Mr. Tate never does answer Professor Hilliard's July 12 "Monday Memo," except with name-calling referring to Professor Hilliard's "ilk," which I prefer to Mr. Tate and his ilk.—*Leonard Fass, Stockton, Calif.*

Datebook

THIS WEEK

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

Oct. 12—"Sports, Media and Marketing—Can Women Get in the Game?" seminar sponsored by *American Women in Radio and Television, Golden Gate chapter*. KPIX-TV, San Francisco. Information: (415) 985-7135.

Oct. 12-17—National Black Media Coalition national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 13—"Spin Control," seminar sponsored by *Center for Communication*. Center, New York. Information: (212) 836-3050.

Oct. 14—"TV Critics Look at the New Season," newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

Oct. 14-17—Society of Professional Journalists national convention, Sheraton Bal Harbour Hotel, Bal Harbour, Fla. Information: (317) 653-3333.

Oct. 15-16—American Women in Radio and Television, Charlotte chapter, south-east area conference. Park Hotel, Charlotte, N.C. Information: Vonda Keziah, (704) 527-2675 or Jayne Mason, (704) 374-3738.

ALSO IN OCTOBER

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

Oct. 23-26—Radio Advertising Bureau fall board meeting. Phoenix. Information: (212) 387-2100.

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

DECEMBER

Dec. 1-3—Western Cable Show sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (800) 898-2282.

JANUARY 1994

Jan. 14-20—National Association of Broadcasters winter board meeting and legislative forum. Carlsbad, Calif. Information: (202) 429-5300.

Jan. 23-24—Association of Independent Television Stations 21st annual convention. Intercontinental Hotel, Miami. Information: (202) 887-1970.

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

Jan 29-Feb. 1—National Religious Broadcasters convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

Thomas F. Olson

Tom Olson, president of Katz Television, prides himself on creative problem solving, a talent that has taken him through a sales career at Katz to the position of overseeing the direction of the corporation's three sales divisions, involving more than 200 television client stations and \$1.2 billion in annual sales.

That ability to think himself clear of obstacles may have had its roots in a family of 10 brothers and sisters growing up in Chicago in the 1950's, a time he remembers as "survival of the fittest."

It might have come from using his wits to sell wigs and cars to put himself through college. "I knew that if I was going to college it was going to be on my own nickel," he says.

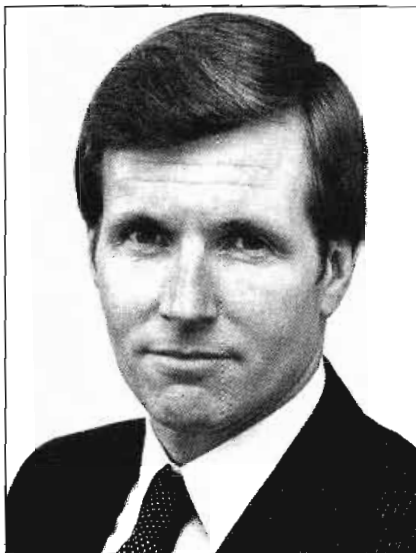
Instead, Olson, 45, credits his talent to a job he held in construction in his late twenties.

Working briefly as a foreman after a stint as a local television salesman and before signing on with Katz, Olson balanced the complex needs of workers and the heavily detailed demands of architects. That balance required constant maintenance, and Olson remembers spending at least an hour every day—usually from 6 to 7 a.m. before his workers were on site—thinking through problems facing given projects.

That attention to the many details of management, as well his first truly thought-out negotiations, are skills he considers vital to success in the rep business.

Olson landed his first broadcast sales job at WQAD-TV, the Moline Ill.-based ABC affiliate in the Quad Cities market. That was after finishing college a semester early in 1970 without a clear career path other than that he was going to make a living as a salesman.

After a few years at the station, a brief stint selling computers and his job in construction, Olson joined Katz Television's Chicago office as a sales executive in 1975. He was named sales manager of Katz's Continental Gold team in Chicago in 1977. He became divisional vice president in 1981 and was reassigned to Continental's New York office as vice president and national sales manager later



that year.

In 1983, Olson was promoted to vice president, general sales manager, of Continental and became president of Katz Continental the following year. He was named to his current position in 1990.

"The best thing I did for Katz was to promote [Olson] from a management position in Chicago to a more meaningful management position in New York," says Peter Goulazian, president and CEO of The Katz Corp., who adds that he has no better example of creative problem solving than Olson.

A self-proclaimed avoider of small talk, Olson's speaking style is clipped and to the point but full of the promise that he knows what

he is talking about. That confidence in his knowledge of his product and his selling vision is where Olson's peers say he shone as a salesman and later as a manager and as a president.

"He's clearly a guy who sees the forest from the trees," says Bob Swan, vice president, national sales manager for Katz Continental Division and a 17-year colleague of Olson's.

"He is a management-by-example kind of guy," adds Swan.

Asked if he considers himself creative in terms of how he approaches sales strategies, Olson recalls his days selling in the local Quad cities markets as important because he could conduct event selling rather than just making cold calls.

Event sales allowed Olson to take his selling beyond just positioning his product around competitive media.

Olson found the transition from a station to the rep industry a challenge, requiring knowledge of multiple stations and markets as opposed to just one.

While chalking up a good deal of his success to hard work, Olson says that there was some luck at play as well.

In 1975, when he took his first job with Katz in Chicago, the industry was beginning to shift away from a looser and more social way of conducting business. The growing trend in rep selling demanded that employees know the technical sales end of the business, a profile with which Olson

felt comfortable.

That meant breaking out the rate books and making the numbers dance, says Olson, who prides himself on being able to make a given market come alive for clients.

"For the first time I wasn't wondering what it would be like to do something else." Olson says the pleasure he took from his job allowed him to focus on client needs

without distraction.

Trying to imagine someone at the helm of one of the leading rep firms selling wigs and cars is difficult. But Olson says those experiences, and other sales jobs that demanded his problem-solving skills, set the stage for his success.

"I've been selling something all my life."

President, The Katz Television Group, New York; b. July 31, 1948, Chicago; BA, business/marketing, Western Illinois University, 1970; salesman, WQAD-TV Moline, Ill., 1970-75; sales executive, Katz Television, Chicago, 1975-77; sales manager, Katz Continental's Gold Team, Chicago, 1977-81; divisional VP, Katz Continental, Chicago, 1981; VP, national sales manager, Katz Continental, New York, 1981-83; VP/GSM, Katz Continental, New York, 1983-84; president, Katz Continental, New York, 1984-90; current position since 1990; m. Maureen Walsh, July 28, 1972; children: Amy Michelle, 16; Danielle Renee, 13.

Fates & Fortunes

TELEVISION



Mary Ann Spero, former VP, development, Longbow Productions, Los Angeles, joins Hearst Entertainment there in same capacity.

Spero **Samuel Wolfson**, executive director, labor relations, Paramount Pictures, Hollywood, joins Warner Bros. Television, Burbank, Calif., as director, labor relations.

Appointments at NATPE International, Santa Monica, Calif.: **Ron Gold**, VP, marketing, and **Nick Orfanopoulos**, VP, conferences, special events, named senior VP's.

Mark Rafalowski, senior VP, sales, development, Western International Syndication, Los Angeles, joins DSL Productions there as senior VP, worldwide marketing, sales.

William Templeton, manager, sales planning, syndication, KTVU-TV San Francisco, named director, development, analysis, Cox Broadcasting there.

Rena Terracuso-Donlon, senior publicist, ABC News, New York, joins Multimedia Entertainment's *Donahue*, New York, as director, press, public relations.

Heather Vincent, producer, *ABC World News Now*, New York, joins NBC News there as coordinating producer, *Dateline NBC*.

Maury Lanken, former VP, Cannel Distribution, New York, joins Peter Rodgers Organization, Longport, N.J., as VP, eastern sales.

Janice Whiffen, former president, Video Sales Organization, Los Angeles, joins Just Your Pal Inc., Marina del Rey, Calif., as COO.

Appointments at WETA-TV Washington: **Susan Higashi**, project officer, international activities, Corporation for Public Broadcasting, Washington, joins as manager, marketing, strategic ventures; **Joan Robins**, director, marketing ser-

vices, WNET-TV New York, joins as director, station relations, research; **Dan Dockter**, writer/producer, Boelter & Lincoln, Madison, Wis., joins as manager, on-air creative services; **Joe Bruncsak**, promotion director, WETG Erie, Pa., joins as associate producer, on-air promotion.

Fawn Ring, producer, WTTW-TV Chicago, named director, arts, entertainment production.

Lawrence Herbster, station manager, WIVB-TV Buffalo, N.Y., joins KOCO-TV Oklahoma City as VP/GM.

Lowell Briggs, producer, New England Cable News, Boston, joins WBZ-TV Boston, in same capacity.

Jack Jacobson, media consultant, Tucson, Ariz., and former station manager, KTVK-TV Phoenix, joins KTTU-TV Tucson, Ariz., as GM.

James Kutzner, associate director, engineering development, PBS, Alexandria, Va., joins Twin Cities Public Television, St. Paul, as VP, operations, engineering.

Don Carmichael, former GSM, WATE-TV Knoxville, Tenn., joins WBAY-TV Green Bay, Wis., as GM.

Mary Cox, executive news producer, KTSP-TV Phoenix, joins KNXV-TV Phoenix as news director.

Mike Johnson, anchor/reporter, KRIS-TV Corpus Christi, Tex., joins All News Channel, Minneapolis-St. Paul, as anchor.

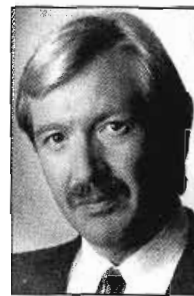
Tom Dunn, former anchor, WWOR-TV Secaucus, N.J., joins Starquest Prime Time Productions' *Life i Prime Time*, West Palm Beach, Fla., in same capacity.

Appointments at WGN-TV Chicago: **Marc Drazin**, manager, ENG operations, ABC News, Atlanta, joins as director, engineer; **Merri Dee**, director, community relations, appointed chairman of the board, Chicago Junior Achievement.

Mike Lennon, GM, WYZZ-TV Bloomington, Ill., joins WHOI-TV Peoria, Ill., as president/GM.

Sydney Seaward, reporter, New England Cable News, Newton, Mass., joins KNWS-TV Houston as anchor/reporter.

RADIO



Robert Hall, VP, programing, ABC/SMN (formerly Satellite Music Network) Dallas, named senior VP, programing, ABC Radio Network there.

Hall Appointments at WBZ(AM) Boston: **Brian Whittemore**, news director, named director, news, programing; **Carmela Most**, promotion coordinator, named audience promotion manager.

Jerry O'Donnell, host, *More Music Show*, WGER-FM Saginaw, Mich., named general station manager.



Sandra Trim-DaCosta, director, marketing, Sony Music Entertainment/Columbia Records, New York, joins GRP Records there in same capacity.

Trim-DaCosta **John Long**, local sales manager, WMTG(AM)-WNIC-FM Dearborn, Mich., named GSM.

Appointments at WHIO(AM)-WHKO-FM Dayton, Ohio: **Peter Spriggs**, operations director, WBLY Springfield, Ohio, joins as assistant program director, WHIO(AM); **Dick Roberts**, media consultant, Dayton, Ohio, joins as afternoon news anchor, WHIO(AM); **Tracey Peyton**, marketing, programing assistant, WHIO(AM)-WHKO-FM, named marketing, public service coordinator.

CABLE

Philip Callahan, VP, European operations, Graff Pay-Per-View, New York, named CFO.

Sue Barton Huffman, president-elect, International Association of Culinary Professionals, Louisville, Ky., joins Television Food Network, New York, as VP, programing.

Appointments at E! Entertainment Television, Los Angeles: **Kristine McCoy**, director, advertising sales, western region, named VP, advertising sales, western region; **Mark Feldman**, attorney, Pettis, Tester, Kruse & Krinsky, Newport Beach, Calif., joins as director, business, legal affairs; **Bianca Ferrare**, reporter, KVBC-TV Las Vegas, joins as anchor, *E! News Daily* and *E! News Week in Review*.

Appointments at Viewer's Choice, New York: **Mike Steward**, supervisor, operations, named manager; **Lisa Miller**, managing producer, video promotion, named director, video promotion.

Appointments at USA Network, New York: **Elsie Walton**, VP, development, Barry Weitz Films at Multimedia Motion Pictures, Los Angeles, joins as director, movie development, Los Angeles office; **Cindy Fabian**, director, current programming, Universal Television, Studio City, Calif., joins as director, series development, Los Angeles office.

Charles Bragg, VP/GM, Cable Adnet, Charlotte, N.C., joins Cable Media Corporation, New York, as VP/director, sales.

Joe Zuckerbrod, national accounts manager, Private Satellite Network, New York, joins Group W Satellite Communications, Stamford, Conn., as manager, business television sales.

Appointments at remote broadcast production, ESPN, Bristol, Conn.: **Tim Corrigan**, associate producer, named producer; **Cheryl Grace**, program manager, named coordinating producer; **Mark Quenzel**, coordinating producer, named senior coordinating producer; **Robert Scanlon**, director, program, production continuity, named senior coordinating producer.

TECHNOLOGY

Stephen Twomey, VP, engineering, operations, Nynex Network Systems, Europe, joins C-COR Electronics, State College, Pa., as executive VP, sales, marketing.

Sean O'Brien, director, marketing, Philips Auto Products, Knoxville, Tenn., joins Starsight Telecast Inc., Fremont, Calif., as director,

Gold Medal for Klein

Lewis Klein, former president, Gateway Communications, and co-founder of the National Association of Television Program Executives (NATPE), was the 1993 recipient of the Pennsylvania Association of Broadcasters' Gold Medal. Klein received the award at a dinner in Philadelphia.



The PAB Gold Medal is presented annually in recognition of Pennsylvanians who make contributions to the state and nation in the fields of communications, business, arts, science, government, sports, education and civic enterprise.

—MB

manufacturers' marketing department.

Anthony Beswick, director, operations, engineering, Audio Plus Video International, Northvale, N.J., named VP, operations, engineering.

Steve Skalski, director, operations, Echosphere Corporation, Baltimore, named executive director, Echosphere Corp., Asian division, Singapore.

ADVERTISING

C. Russell White, VP, national sales, Katz Communications, New York, joins Seltel there as national sales manager.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **LeAnne Stinecipher**, account supervisor, Earle Palmer Brown, Atlanta, joins as account manager; **Thom Vanderklipp**, copywriter, West & Co. Advertising, Tampa, Fla., joins in same capacity.

WASHINGTON

Bonnie Richardson, director, multilateral services, Office of the United States Trade Representative, joins the Motion Picture Association of America as director, federal affairs.

Cecilia Cole McIntruff, executive

VP, Bond Donatelli Inc., joins CBS, Washington, as VP, federal policy.

Andrew Kreig, attorney, Latham & Watkins, Washington, joins Wireless Cable Association International as VP/director, media relations, there.

Grace Ascolese, senior manager, client services, CLT Research Associates Inc., New York, joins The Cable Television Administration and Marketing Society Inc., Alexandria, Va., as VP, research.

DEATHS



Bruce Lovett, 66, former VP, American Television & Communications Corp., and former chairman of the National Cable Television Association

Lovett

(BROADCASTING, April 14, 1975) died Oct. 3 of complications from stomach surgery and kidney failure at Sibley Hospital, Washington. Lovett began his cable career in 1965 as assistant general counsel with NCTA, where he advanced to general counsel. In 1970, Lovett joined American Television & Communications Corp. (now controlled by Time Inc.) as VP, corporate development, in its Washington office. During his tenure at ATC he was a member of the NCTA board and became the association's chairman in 1974. He was instrumental in the passage of the 1976 Cable Copyright Act. Since 1977, Lovett operated his own management and consulting firm, Telesystems Development Inc. He joined the McLean, Va., law firm of Masselli & Lane in 1989, where he practiced general law until his death. Survivors include two daughters and one son.

Gregory Tally, 36, technical writer, KPMG Peat Marwick, Washington, died Sept. 27 of meningitis at Washington Hospice. Tally worked for ABC Radio, WJLA-TV and WUSA-TV, both Washington, the Brookings Institution and the White House Preservation Fund before joining Peat Marwick in 1987. Survivors include his parents and two brothers.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 26. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune 13.7/226/98
2. Jeopardy! 11.5/214/97
3. Star Trek 10.7/240/99
4. Oprah Winfrey Show 10.2/236/99
5. Star Trek: DS9 7.8/236/98
6. Entertainment Tonight 7.5/178/95
7. Wheel of Fortune-wknd 6.9/167/76
8. Inside Edition 6.8/161/94
9. Married...With Children 6.7/187/95
9. Roseanne 6.7/169/92
11. Current Affair 6.1/179/94
12. Hard Copy 6.0/155/91
13. Cops 5.4/165/90
14. Donahue 5.3/209/97
14. Renegade 5.3/141/93

The nomination of Reed Hundt to the FCC chairmanship is on hold in the Senate. Although Hundt's nomination was unanimously approved by the Senate Commerce Committee last week, Senate Republicans blocked Hundt and several other presidential nominees on the floor. It's believed the Republicans are refusing to consider these nominations because they are unhappy with the White House's failure to fill Republican seats at government agencies including the FCC. The Senate reconvenes Wednesday, and it's speculated that Hundt and the other nominations may move then.

Paramount-owned independent **KTXA(TV) Dallas** and Fox affiliate **KBSI-TV Cape Girardeau, Mo.**, will carry **ABC's NYPD Blue** in pattern (same time as the ABC feed) starting Oct. 26 (episode six). Prior to that the stations will show the first five episodes over 10 days.

CBS confirmed on Friday that It Had to Be You and Family Album, airing on Friday nights at 8 and 8:30 p.m. respectively, **will be put on hiatus** for at least the November

Top cable shows and nets

Following are the top 15 basic cable programs (Sept. 27-Oct. 3), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

| Program | Ntwk | Time (ET) | HHs. (000) | Rating Cable U.S. |
|--------------------------|------|-------------|------------|-------------------|
| 1. NFL (Giants-Bills) | TNT | Sun. 8p | 5,359 | 8.9 5.8 |
| 2. NFL Primetime | ESPN | Sun. 7:15p | 3,716 | 6.0 4.0 |
| 3. Major League Baseball | ESPN | Sun. 4p | 3,599 | 5.8 3.9 |
| 4. MLB (Astros-Braves) | TBS | Thu. 7:35p | 3,307 | 5.4 3.6 |
| 5. MLB (Rockies-Braves) | TBS | Sun. 1:05p | 2,991 | 4.9 3.2 |
| 6. MLB (Rockies-Braves) | TBS | Fri. 7:30p | 2,683 | 4.4 2.9 |
| 7. Baseball | ESPN | Wed. 7:30p | 2,554 | 4.1 2.8 |
| 8. MLB (Astros-Braves) | TBS | Tue. 7:35p | 2,440 | 4.0 2.6 |
| 9. College Football | ESPN | Sat. 7:30p | 2,125 | 3.4 2.3 |
| 10. Ren & Stimpy | NICK | Sun. 11a | 1,945 | 3.3 2.1 |
| 11. NFL Gameday | ESPN | Sun. noon | 1,932 | 3.1 2.1 |
| 12. Rugrats | NICK | Sun. 10:30a | 1,849 | 3.1 2.0 |
| 13. Saved by the Bell | TBS | Wed. 5:35p | 1,794 | 2.9 1.9 |
| 14. Murder, She Wrote | USA | Mon. 8p | 1,746 | 2.8 1.9 |
| 15. Baseball Tonight | ESPN | Sun. 8p | 1,706 | 2.8 1.9 |

The top five basic cable services for the week of Sept. 20-26 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

| Network | HHs. (000) | Rating/Share |
|---------|------------|--------------|
| TBS | 1,778 | 2.9/4.7 |
| ESPN | 1,462 | 2.4/3.9 |
| TNT | 1,365 | 2.3/3.7 |
| USA | 1,200 | 2.0/3.1 |
| NICK | 683 | 1.1/1.8 |

sweeps. They will be replaced with *Diagnosis Murder* starring Dick Van Dyke. The two sitcoms had been averaging less than a 15 share. The network stressed that the shows (both from Warner Bros. Television) would return to the schedule, possibly in a different time period.

The New York City Department of Consumer Affairs is taking action against Home Shopping Network and baseball Hall of Famer Johnny Bench for allegedly making misleading claims during an Aug. 5 segment. Bench and HSN were pitching autographed baseballs at \$49.95 each and calling it "an unbelievable deal," but the actual market value is about 40% lower, according to the department.

Comedian George Carlin and The Simpsons co-creator Sam Simon have teamed up on a mid-season pilot for Fox that has Carlin playing a New York taxi driver. Leslie Moonves, president of Warner Bros. Television, describes the project as Carlin as the "taxicab driver/philosopher who goes back to his roots on the Upper West Side of New York." The pilot will be shot in two to three weeks.

So outraged are the French by the European satellite launch of Turner's TNT/Cartoon Network with a French-language track, that the government may introduce a tax on receiving dishes. This proposal has not deterred leading European TV company CLT from announcing a

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Closed Circuit



The National Academy of Television Arts and Sciences handed out its annual Technological Emmys last week. Pictured above (l-r) are Sony Corp. of America Executive Vice President Charles Steinberg, Sony Senior Managing Director Kiyoshi Yamakawa and NATAS Chairman Michael Collyer. Sony shared the Emmy for serial digital interconnection technology with Tektronix, Thomson Broadcast and SMPTE. Other winners were Advent Communications and Comsat, which shared an award for developing lightweight earth terminals for satellite newsgathering; Avid, EMC and Montage, which shared an award for developing technology for non-linear digital editing systems; Dr. Frank Back, for developing zoom lens technology for TV cameras; Matsushita, for pioneering in digital video production switcher technology, and Philips Electronics, for prism technology for color TV cameras.

plan to launch a French-language satellite service based on its existing terrestrial channel, RTL-TV. CLT will not say which satellite it will use, but its headquarters in Luxembourg is near that of SES, operator of the Astra satellites.

MTM Television Distribution will launch an hour-long syndicated block of "advertiser-friendly" family programing, all of it library product from parent International Family Entertainment's basic cable channel, The Family Channel. Under the MTM Family Network banner, such off-cable half-hour series as *Rin Tin Tin*, *K9 Cop*, *Bordertown*; *That's My Dog*, and *Baby Races* will be packaged into hour-long straight barter packages (seven minutes local/seven minutes national).

Errata: Due to mechanical error, third-quarter cable ratings in the Oct. 4 issue inadvertently listed USA Network twice. TBS was the top-rated network for the quarter with a 2.5 prime time rating.

Celtics jump to WSBK-TV

Only weeks away from the season opener, broadcasts of the Boston Celtics basketball games are expected to jump from WFXT-TV Boston to WSBK-TV there. Although Fox has signed an option to buy WFXT-TV, the timing of the anticipated switch comes as something of a surprise, given that there is no definite timetable for the purchase and WFXT-TV has a contract for games through 1999-2000. Any Celtics games conflicting with Boston Bruins broadcasts, also carried on WSBK-TV, could wind up on the NBC affiliate, WBZ-TV, it was speculated.

The Celtics may figure in Fox's decision to buy the station. The broadcaster has been unhappy with station pre-emptions of the Fox schedule in favor of the Celtics, whose principals, through a separate limited partnership, now own the station. (One source familiar with the negotiations says Fox hinted more than once that it might switch its affiliation to Gannett-owned WLVI-TV.)

Fox's purchase could take place in several stages, with the first not occurring no earlier than Jan. 1, 1995, when the station's current affiliation agreement expires. The multistage transaction places a total price tag of roughly \$50 million on WFXT-TV. —GF

HOLLYWOOD

Get your motor running

On the heels of its just-launched *BeachQuest*, a sand-and-surf athletic competition spin-off from *Baywatch*, All American, according to a Hollywood agency source, is considering another action hour to compete against Cannell Distribution's *Renegade*. The potential 1994-95 weekly hour, tentatively titled *Harley Davidson*, is being developed by First-Run Productions' husband-and-wife-team Max and Micheline Keller, producers of All American's January 1994 *Acapulco H.E.A.T.* weekly series.

The show would feature two female leads who ride the country on a "Thelma and Louise"-style adventure," according to the source.

BOSTON

Investing in TV

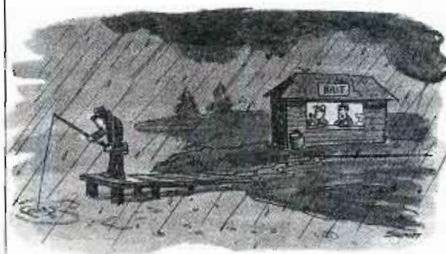
Boston Ventures's \$48 million equity participation in River City Broadcasting (see "In Brief") marks the first TV station investment for the firm since its Metromedia LBO in 1984. Partner Roy F. Coppedge the venture-capital firm, whose media and entertainment portfolio has included Motown Records, *National Enquirer* and cable MSO's, stayed away from TV stations because "the numbers didn't work." Company partners now think the market has probably exag-

gerated the threat to advertising revenue. And with interest rates low, stations bought at a low multiple-to-cash-flow price need only 3%-4% revenue growth to make the deal work, he adds.

WASHINGTON

Advantage broadcasting

Broadcasters see the Senate's so-called infrastructure bill S.1086 as not only a chance to give cable some real competition by permitting telcos to run cable systems, but also an opportunity to gain further legislative and regulatory advantages. Among other things, sources say, broadcasters will try to attach provisions relaxing television ownership limits, including the prohibition against common ownership of two TV stations in the same market.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"He bought two dozen nightcrawlers, then offered me a job as programing director of a new 24-hour bass fishing channel."

After the storm

The smoke is beginning to clear on the retransmission-consent/must-carry battlefield, and while many questions remain, it appears clear that the landscape of the Fifth Estate has been changed forever, and in fundamental ways.

For one, the power of cable as a service—not just as a skillful lobby or a collection of iron-willed executives—has been demonstrated, with the exclamation point put on by broadcasters themselves. Tough table talk aside, broadcasters were forced to concede that they now need cable as much as the wired medium has always needed them. The great irony of the retransmission play is that CBS—retransmission's least cable-friendly, highest-profile architect—has succeeded in driving broadcasters deeper into the cable business, a prospect perhaps not so disturbing to the other networks, all of which already had considerable cable interests.

Although the wired medium is generally being handed the laurel wreath, some broadcasters came out clear winners as well. The broadcaster profile on cable has been solidified—and in some cases heightened—by the requirement that all stations who demanded carriage got it. A high-channel UHF living in constant fear of getting bumped, or trying desperately to get carriage, now has new peace of mind. And although the jury is still out on whether the new cable channels many broadcasters negotiated for will initially drain more than they gain, those channels do hold at least the potential of a second revenue stream, which in a multimedia mix is a necessity, not a luxury.

But if the news is far from all bad for broadcasters, it is not necessarily time to break out the champagne in Denver.

Another winner in the retrans battle may be the telephone companies, who have a new ally in their fight to get

into the TV business. If the value of broadcast programming and its important brand identity has now been balanced by the value of cable's clean and multichoice delivery, stations hope the scales will be tipped in their favor by another wired medium eager to tap into their programming prowess.

And Washington has yet to be heard from. The show of force displayed by cable at the bargaining table is just the kind of power that troubles lawmakers; indeed, the same kind that kindled the cable rereg movement in the first place. Congress could well feel its will flouted, add this

“Retransmission consent has thrown us together. If there's an upside, we now know them all personally and quite well.”

outcome to its list of cable regs gone awry and try to “repair” it with some arbitrary “cable pays broadcasters x for y” formula.

One thing that hasn't changed—a fact made clear by the recent carriage battle—is the value of the broadcast station's brand identity. What cable was fighting for was to remain firmly yoked to broadcast programming (just check out what programming gets the highest viewership and the lowest channel positions). However tough cable's talk, the loss of broadcast channels would have been a tremendous blow.

The fact remains that these two industries need each other. There was even some sign last week that the close quarters of the bargaining table may have created new amity as well as enmity. WPMT-TV York, Pa., general manager John Riggle says of the experience: “Retransmission consent has thrown us together. If there's an upside, we now know them all personally and quite well.”

Lawrence B. Talshoff, chairman.
Peggy Conlon, publisher.

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Donald V. West, editor/senior vice president.
Harry A. Jessell, executive editor.
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Washington □ Kim McAvoy, bureau chief; Patrick Watson, assistant editor; Sean Scully (technology), staff writer; Marsha L. Bell, Julie A. Zier, editorial assistants; Winslow Tuttle, Catharine Garber, proofreaders; Denise P. Smith, Kenneth R. Ray, production artists.

New York □ 475 Park Avenue South 10016; 212-340-9860; Fax 212-340-9874.

Geoffrey Folsie, bureau chief; Stephen McClellan, chief correspondent; Rich Brown (cable), Peter Viles (radio), assistant editors; Christopher Stern, Jim Cooper, staff writers.

Los Angeles □ 5700 Wilshire Blvd., Suite 120 90036; 213-549-4100; Fax 213-937-4240.

Steve Coe, bureau chief; Mike Freeman (syndication), Joe Flint, assistant editors.

London □ Europa House, 54 Great Marlborough St. W1V 1DD; 44-71-437-0493; Fax 44-71-437-0495.
Meredith Amdur, international editor.

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Advertising

New York □ 212-340-9860; Fax 212-340-9869

Lawrence W. Oliver, advertising director; Randi T. Schatz, international sales director; William C. Schenck, account executive; Arnette Faauo, executive assistant; Joan Miller, executive secretary.

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Doris Kelly, sales service manager; Miltz Miller, classified advertising manager.

Advertising Representatives

Yukari Media (Asia): (06) 925-4452; Fax (06) 925-5005.
Lewis Edge & Associates (Southwest regional and equipment advertising): 609-683-7900; Fax 609-497-0412

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Circulation/Distribution

Michael Borchetta, subscription promotion director (800-554-5729); William Cunningham, distribution manager; Leonard Weed, fulfillment director (303)-666-2862.

Production

Harry Stevens, production manager;
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Corporate Relations

Patricia A. Vance, director.

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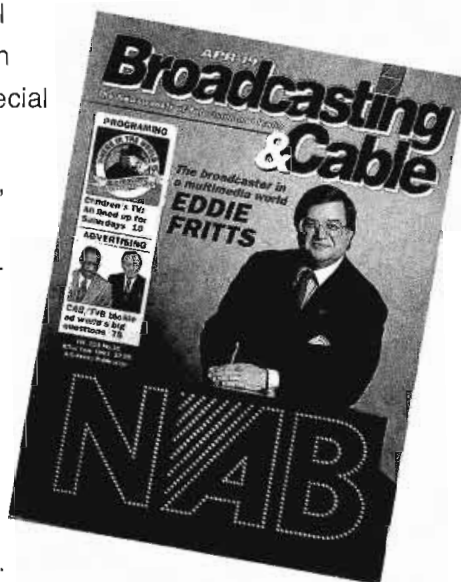
The Migration To Digital

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PAS-2 is specifically designed for television programmers and corporate communications users. Break-through service innovations (fully linearized transponders and on-board cross-strapping), mean PAS-2 will out perform all other satellites in the Asia-Pacific region.

PAS-2 will launch May 1994 aboard Ariane

Call or fax to learn more about the full range of domestic, regional and international satellite services PanAmSat can provide for you in the Asia-Pacific region on PAS-2 or around the world with PAS-3 Atlantic Ocean Region (Nov-Dec 1994) and PAS-4 Indian Ocean Region (March 1995).

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ONE PICKWICK PLAZA • GREENWICH, CT 06830 • USA • TELEPHONE 1/203/622/6664 • FAX 1/203/622/9163