

NOV 22

# Broadcasting & Cable

The Newsweekly of Television and Radio

## TELEVISION



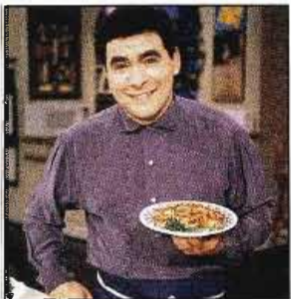
'Dove' doesn't soar for CBS **10**

## SYNDICATION



Saban morphs into first-run **22**

## CABLE



Power launch: Food network debuts **27**

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# Life without Fin-Syn

The big three are the ballgame

NBC's ROBERT WRIGHT

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Judge overturns fin-syn decrees** A California judge has overturned the 15-year-old consent decrees that prevented ABC, NBC and CBS from retaining any financial interest in or syndication rights to their programs. Some say the long-sought-after ruling is too late: there are few studios left for the networks to join, and few programming libraries remain in private hands. / **6**

**States look into cable billing** Even as the federal government takes a closer look at cable billing practices, a group of 23 state attorneys general have launched an independent investigation of marketing practices by major cable companies. / **8**

**ABC survives Dove attack** Fifteen days into the November sweeps, ABC retains its ratings lead, despite a tough assault by the CBS miniseries *Return to Lonesome Dove*, which garnered respectable ratings but failed to live up to the 1989 original. / **10**



**Ricki Lake beat the other new talkers in October. / 14**

**Columbia plunges into syndication** Hoping to grab a piece of the first-run syndication market, Columbia Pictures Television Distribution is reportedly poised to revive The CBS vampire drama *Forever Knight*. The show, set to debut next fall, was part of the pre-David Letterman CBS late-night lineup. / **10**

**Lake tops new talkers** Of the three new talk strips in syndication, *Ricki Lake* performed best in October, from Nielsen ratings compiled by Petry Television. / **12**

### **Fox rejects dual affiliations**

On the heels of news that Warner Bros. signed Fox affiliate WHNS-TV Greenville, S.C., to its emerging new network, the Fox affiliate board of governors is asking stations to steer clear of network efforts by both Warner Bros. and Paramount. / **12**

## COVER STORY

### **Wright applauds end of fin-syn**

NBC President Bob Wright says the end of the financial interest and syndication rules is a good thing for networks; but he concedes that networks were hurt by exclusion from TV's growth spurt in the 1980's. / **17**

### **Fin-syn may spell end of independents**

The overturn of financial interest and syndication rules may be good news for networks, but many in Hollywood say that it may spell the end of independent producers. / **20**

### **Local stations may profit with fin-syn**

Without the fin-syn rules, the network-owned stations can begin to sell their own shows straight into first-run syndication, avoiding situations like that of ABC's WLS-TV Chicago, which had to farm out *Oprah Winfrey* to a third party. / **21**

## PROGRAMING

### **'Power Rangers' gets a partner**

Following the surprise success of *Mighty Morphin Power Rangers*, Saban Entertainment is planning a \$30 million project to develop a similar show, *Cybertron*.

The company denies *Cybertron* is a spin-off, saying that a true *Power Rangers* spin-off is in the works. / **22**

### **Reactivating 'Sirens'**

All American Television is reviving *Sirens*, a 13-episode midseason replacement for ABC last year, and launch it in first-run syndication. *Sirens*, the story of three female police officers, will join All American's hugely successful *Baywatch*. / **24**

### **Cartoon Network gets original**



**Cartoon Network buys original animation shorts. / 26**

Turner's Cartoon Network is looking to supplement its classic cartoon stock with a batch of original shorts. The network will pay Hanna-Barbera, itself a Turner-owned venture, an undisclosed number of millions for 48 cartoons. / **26**

### **Food network takes off**

The Television Food Network may exceed its own viewership expectations as it debuts this week, available to 6 million more viewers than expected. / **27**

**"The object in radio is to get big enough to win."**—Bill Steding, broker for Star Media Group on merger between Booth American and Broadcast Alchemy / **37**

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### **DirecTv signs up more**

On the eve of the launch of the nation's first direct-broadcast satellite, Hughes's DirecTv continues to add to its lineup, signing Court TV, The Weather Channel, Playboy, The Travel Channel and The Golf Channel. / **28**

### **WASHINGTON**

#### **Metzenbaum revisits the Cable Act**

Angered by a recently revealed memo on TCI's post-Cable Act pricing strategies, and by the proposed merger between TCI and Bell Atlantic, Senator Howard Metzenbaum (D-Ohio) says he will try to push through stronger cable regulatory measures.. / **32**

#### **States must yield on highway**

Federal officials told a conference in Washington last week that states will have to yield some of their regulatory authority over telecommunication as the information superhighway develops. / **33**

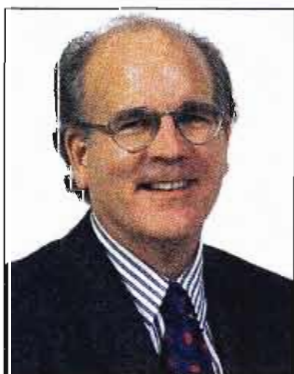
#### **FCC looks into cable billing**

Responding to complaints about billing practices, the FCC is seeking information from 16 cable companies in nine states. Practices at some companies may have violated or circumvented the new rate rules. / **33**

### **BUSINESS**

#### **Baseball takes a hit**

A soft sports-advertising market cost the Cincinnati Reds \$1 million per year in its broadcast-rights renegotiation with WLWT-TV. The deal reportedly will pay about \$4 million a year starting next year, versus roughly \$5 million this year. / **36**



**On the Cover:**  
**NBC President Bob Wright talks this week about the shape of the broadcast industry in the wake of a court's reversal of the financial interest and syndication rules. / 17**  
**Photo By Stephen Brown**

### **Making it big in radio**

The merger of Booth American and Broadcast Alchemy will create a company worth \$160 million, big enough to be a serious player in the industry, according to the companies. / **37**

### **ADVERTISING & MARKETING**

#### **Comedy Central raises its profile**

Cable Network Comedy Central continues its drive to raise its profile with a series of irreverent promotional spots poking fun at the death penalty, marital infidelity and runaway elevators. / **40**



**Comedy Central pokes fun at anti-TV-Violence moves. / 40**

#### **CBS and VCR Plus team up**

CBS and VCR Plus will team up to allow viewers to receive "video pamphlets," attaching VCR Plus+ codes to long-form commercials aired early in the morning. Viewers can automatically tape the commercial. / **42**

### **RADIO**

#### **Duopoly benefits San Antonio**

Radio is surging in San Antonio, Texas, where revenues are running 20% over last year, despite continued hard economic times. Some credit the FCC's duopoly rules, which have allowed four companies to dominate the San Antonio airwaves. / **35**

#### **Stern runs afoul of African Americans**

Radio shock jock Howard Stern is in hot water with the African American Business Association, which accuses him of pandering to racists. The AABA is asking the FCC to block the purchase of WPGC-FM Washington by Stern syndicator Infinity, and to yank the license of Infinity's WJFK-FM, also in Washington. / **36**

### **TECHNOLOGY**

#### **Keep EBS voluntary**

Broadcasters and cable operators alike are asking the FCC to keep the Emergency Broadcast System voluntary as the commission considers ways to revise the decades-old system, looking at new technologies that

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C O M E A N D G E T I T

## Networks win, Hollywood winces as fin-syn barriers fall

*Judge's decision will allow ABC, CBS, NBC to have financial interest in programing and—in two years—syndicate it domestically*

By Joe Flint

It's showtime for the networks.

With the lifting of the financial interest and syndication consent decrees, ABC, CBS and NBC now can share in the profits from syndication of off-network shows.

And should the FCC's remaining fin-syn rules expire as expected within the next two years, the big three will be able to plunge even deeper into the business of actively selling off-network as well as first-run programing.

While reaction from Hollywood to U.S. District Court Judge Manuel Real's Nov. 12 decision to remove the consent decrees was mixed, the networks hailed it as the key to their future.

"We have to be heavily involved in

our programing," NBC President Bob Wright told BROADCASTING & CABLE (see page 17). "We can no longer sit back and be distributors and have no financial interest in the programs we develop and promote."

"We and the studios will be able to start doing more creative market-driven deals," says CBS Senior Vice President Jay Kriegel.

As for independent producers, Kriegel says: "We want to ensure the survival of independent producers and are particularly concerned with the enormous consolidation of production that has occurred over the past few years by the major studios."

The networks concede some independent producers may suffer from the competition the networks represent.

**NBC President Robert Wright gives the network perspective on life after fin-syn in an exclusive interview that begins on page 17.**

"You have to distinguish between people representing large studios and the relatively few independent people," a network executive says. "Those people should regard us as another form of financing. My sense is the major studios are worried about getting locked out."

That sense is not unfounded. In anticipation of the networks getting their level playing field, Warner Bros. and Paramount are racing to build fifth broadcast networks to ensure homes for their product.

Although industry analysts praised the decrees' demise, none looked for dramatic changes in the business.

"It's five years too late," says Tom Wolzien, a media analyst at Stanford Bernstein who was at NBC for 15 years. "They spent 20 years on the attack to get ahold of a business that is just about to vanish."

The stocks of ABC and CBS have been bid up during the past month in anticipation of the lifting of the decrees. But the mega-merger talks of Disney-CBS and NBC or ABC with Paramount may be a thing of the past.

"We think the chance of a merger is pretty slender," says Smith Barney Shearson analyst John Reidy. "Time Warner has said that it does not like broadcasting. The acquirer of Paramount won't want a network, and I don't know of any network company that thinks the film production business is of any interest. It is not appeal-

### What the big three networks can do:

- Acquire financial interests in and domestic and foreign syndication rights to all network programing, whether produced in-house, by outsiders or in co-productions.
- Retain financial interests in and foreign and domestic syndication rights to first-run programing produced solely in-house.
- Syndicate overseas network and solely produced first-run programs.
- Syndicate overseas and domestically non-prime time and non-entertainment network programs.

### What they cannot do:

- Domestically syndicate prime time network and first-run programs\*.
- Withhold from syndication any network program for more than four years after its initial network broadcast or 180 days after its last, whichever comes first\*.
- Acquire financial interests in or foreign or domestic syndication rights to first-run programs produced by outsiders or in co-productions\*.
- License network programs with options that exceed four years\*\*.

\*These prohibitions are contained in the FCC's 1993 fin-syn rules. Unless the FCC extends them in a proceeding to get under way by May 1995, they will expire in mid-November 1995, but could disappear even earlier. The U.S. Court of Appeals in Chicago is expected to rule next summer on the networks' arguments for their elimination.

\*\*The extant options provision of the consent decrees expire on Nov. 14, 1995.

# FIN-SYN

Continues on page 16



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**C O M E A N D G E T I T**

# States investigating cable rates

*Attorneys general from 23 states form task force to determine whether cable operators are attempting to circumvent FCC's new rate regulations*

By Kim McAvoy

**T**he FCC is not alone in its efforts to insure that cable operators are adhering to its new rate regulations. Now a special task force of attorneys general from 23 states is also trying to determine whether some cable systems are trying to get around the regulations.

The states, including Florida, California, New York and Virginia, are attempting to determine whether cable rate increases implemented since rate regulation took effect on Sept. 1 are legal under the commission's rules.

Acting FCC Chairman James Quello welcomes the task force's investigation. "We welcome any source that can give us any accurate facts," he says. "We'll be glad to see what they uncover."

However, says Quello, the group does not have any authority in this area. "They can make recommendations and we can take action."

Indeed, the FCC is conducting its own investigation. Last week, the commission sent letters to 16 compa-

nies asking them to explain a variety of fees and charges (see story, page 33).

The agency has received complaints from local franchising authorities, many of which are questioning the legality of their local cable rates. Some are charging that cable rates violate the FCC's freeze order, and other regulators are charging that cable operators are unfairly adding charges for service calls and basic tier disconnection.

Quello says that he hopes both investigations will uncover unacceptable loopholes in the commission's new rate regulations.

This is not the first time a group of state attorneys general has banded together to take on the cable industry. Earlier this year, 40 state attorneys general reached agreement with seven of the largest cable system operators on an antitrust case the attorneys launched in 1989 charging that cable was preventing potential competitors from obtaining fairly priced programming.

The task force is expected to look into cable marketing practices, including negative option marketing and à la carte pricing. It hopes to determine whether cable operators are even violating the FCC's rate freeze. The task force apparently is already collecting information from cable operators. However, it is unclear which systems are being investigated.

A spokeswoman for the National Cable Television Association says that if the FCC has evidence of specific problems, "they can and should investigate them." And, she adds, "if the attorneys general want to look at it, that is their right."

Jim Carlson, vice president of corporate communications for Jones Intercable, says his company has not heard from the task force. Furthermore, he says, Jones believes it is complying with FCC rules and regulations.

However, Carlson also says that if the company is contacted by the task force, "we are willing to work with them." ■

## QVC future with Paramount hinges on ruling

If Delaware Vice Chancellor Jack Jacobs sides with QVC today (Nov. 22), Paramount Communications essentially will be up for bid—and QVC has the highest bid on the table.

Jacobs is expected to rule today on QVC's request to clear anti-takeover defenses that Paramount can use to fend off the hostile-takeover plans of the home shopping channel. Jacobs is under pressure to move quickly because the tender offer for Paramount shares from Paramount's chosen partner, Viacom Inc., expires at midnight tonight.

If Jacobs does not strike down the anti-takeover conditions, QVC will have to resort to other tactics—such as increasing its offer—to derail the merger agreement between Paramount and Viacom.

QVC's offer, which stood at \$10.5 billion at midday Friday, consists of \$90 cash per share for 51% of Paramount stock, with the balance in QVC stock.

Viacom's offer was \$9.3 billion Friday. It consists of \$85 cash per share, with the balance in Viacom stock. Both offers fluctuate in value as QVC and Viacom stocks fluctuate.

Last week's major developments included:

■ Monday: Paramount's board of directors, citing "the highly conditional nature" of QVC's latest offer, unanimously recommended that its shareholders reject the offer.

■ Monday: The Federal Trade Commission approved a deal with QVC under which QVC could acquire Paramount as long as John Malone's Tele-Communications Inc. and Liberty Media Corp. sever their ties with QVC within 18 months.

■ Tuesday: In court in Wilmington, Del., QVC argued that Paramount essentially is for sale and should go to the best bidder. Paramount responded in court that a "strategic merger with a unique partner does not require an auction." QVC countered that Paramount essentially put itself up for sale after learning that QVC might make a hostile bid.

■ Wednesday: QVC, responding to criticism that its bid was not as solid as Viacom's, said that it would have no trouble getting necessary bank commitments to back its bid. No such commitments were announced, however.

—PV



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C O M E A N D G E T I T

# ABC likely to win sweeps

Network outlasts 'Lonesome Dove' parry

By Steve Coe

**F**ifteen days into the Nielsen-measured November sweeps, ABC's early lead has survived the *Return to Lonesome Dove* assault by CBS. Barring an upset, ABC should win the ratings month.

Through last Thursday night, the final night of the three-part sequel to 1989's *Lonesome Dove*, ABC was leading CBS by four-tenths of a rating point and was ahead of NBC by one full point. ABC is averaging a 13.3 rating and 21 share for the month, followed by CBS's 12.9/20, NBC's 12.3/20 and Fox's 7.6/12.

For the seven hours of *Return to Lonesome Dove*, CBS pulled in a 16.6/26. Although respectable numbers, the ratings were well below those of the original, which averaged a 26.1/39 over eight hours.

It appeared that CBS's best chance to win the November sweeps was in the first part of the month, when most of its specialty programming was scheduled. The network paired *60 Minutes...25 Years*, a retrospective of the venerable news magazine show, with the first installment of *Return* on Sun-

day, Nov. 14. CBS easily won the night with a 21.6/32 average, but it was the only night in the win column for the network during the week.

ABC largely has relied on its series strength in building a lead at the half-way point. After a Barbara Walters special on Tuesday, Nov. 9, that pulled in a 20.2/32, and a two-part presentation of the theatrical "Dances with Wolves" that averaged a 16.5/25, the network still has some big-ticket programming left: the four-hour miniseries *JFK: Reckless Youth*, which opens on Sunday, Nov. 21, and concludes Tuesday, Nov. 23.

ABC's November offensive is coupled with the network's run at CBS for the season lead. At the end of October, ABC trailed front-runner CBS by half a rating point. By last Friday, the difference was two-tenths.

November sweeps aside, ABC is thrashing CBS in the regular series comparison. Monday night, once owned by CBS, has been dominated by NBC so far this season. CBS does not compete seriously on any night after Monday—until Saturday night, which it usually wins.



Audiences for 'Return to Lonesome Dove' did not match those of the 1989 original.

Sunday remains a CBS mainstay thanks to *60 Minutes* and *Murder, She Wrote*. In winning the week of Nov. 8-14, for instance, ABC won Tuesday, Wednesday, Thursday and Friday nights, with NBC capturing Monday night. CBS won Saturday, thanks only to the ratings pulled in by *Dr. Quinn, Medicine Woman*, and won Sunday night due to the strength of its two venerable fixtures *60 Minutes* and *Murder, She Wrote*. ■

## Columbia revives vampire for first-run flight

By Mike Freeman

Columbia Pictures Television Distribution is looking to take a bite out of the syndicated action-adventure business.

According to sources, the studio plans a fall 1994 rollout of *Forever Knight*, a "Dracula-based" drama formerly on CBS's late-night checkerboard.

Rather than following the crowd into weekday prime access or prime time, however, Columbia is said to be looking at weekend prime time or late fringe, according to New York rep sources.

*Forever Knight* reportedly is being positioned as counterprogramming to—or a replacement for—a bevy of low-rated Saturday prime time network sitcoms, or in late fringe versus NBC's *Saturday Night Live*.

Rep sources say that Columbia began canvassing stations less than a month ago, with the preliminary marketing plan said to have been devised by CPTD President Barry Thurston and Senior Vice President Ed Wilson. The plan calls for 26 newly produced hour episodes to be offered in even seven-minute local/na-

tional barter advertising splits.

The production budget apparently is pegged at or below \$1 million per episode, a typical midrange for most hour syndicated series.

The series, which ended its run on CBS last July, was a co-production of Columbia's TriStar Television division, Toronto-based Paragon Entertainment and Telenunchen of Germany. A CPTD spokesman declined comment, but a Paragon executive confirmed that Paragon is negotiating to produce another 26 episodes and for redistribution of rights among the three partners.

Occult or science fiction series usually enjoy strong crossover appeal in the international broadcast markets. International revenue is often critical to a show's first-run viability.

*Forever Knight* chronicles the exploits of Nick Knight, originally played by Geraint Wyn Davies, a 700-year-old vampire who joins the Toronto police force to atone for his previous misdeeds and regain mortality.



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**C O M E A N D G E T I T**

# Ricki tops new talkers

*Petry issues analysis of October Nielsen numbers*

By Steve McClellan

**O**f the three new talk strips, Columbia's *Ricki Lake* had the best October outing, according to an analysis of the local Nielsen rating books by Petry Television.

In early fringe time periods, *Ricki* boosted the women 18-34 audience by an average of 12 share points compared with the same time period a year ago, according to the Petry analysis. In daytime, the show boosted share levels an average of 4 points in the same demo category.

Nielsen issues October books for markets covering approximately half of the country.

Meanwhile, the other new talk strips, *Les Brown* and *Bertice Berry*, showed declines in the women demos in both daytime and early fringe. *Les Brown*, however, posted some demographic gains in markets where the show aired in late night.

Among returning talk shows, Petry reports that *Jerry Springer*, *Geraldo*,



*Ricki: Big hit with young women*

*Montel Williams* and *Jenny Jones* had the best growth stories in October. In daytime, among women 25-54, for example, *Jenny* posted an average 8-share gain, while *Geraldo* showed a 4-share gain. *Springer* and *Montel* each

showed a 3-share gain in the same demo.

But two returning talk strips—*Maurry Povich* and *Rush Limbaugh*—performed substantially below year-ago levels, Petry reports. *Maurry* dropped an average of 3 share points among women 25-54 where it aired in daytime and early fringe. *Rush* dropped 4 share points among women 25-54 and 7 share points among men 25-54 in late night, where it airs in most cases.

Among new sitcoms, *Family Matters* posted big gains among teens compared with year-ago time periods. Both *Coach* and *Empty Nest* were down in most of the key demos where they aired in early fringe. But Petry notes that many stations won't start airing those two shows until next season.

*American Journal*, the new first-run news magazine, was essentially flat in demo shares where it aired in early fringe, but posted share drops across the board in prime time access compared with year-ago time periods.

In the reality genre, *Real Stories of the Highway Patrol* posted huge demo share gains where it aired in late night and smaller gains among men where it aired in access. *Rescue 911* showed similar patterns in the two dayparts. ■

## Fox stations told to say no to new networks

By Joe Flint

The Fox affiliate board of governors wants Fox affiliates to stay away from secondary network affiliations with both Paramount's and Warner Bros.' proposed new networks.

In a memo sent to affiliates last Wednesday, the board tells affiliates: "We should not help them dilute our own valuable identity."

The memo comes after Paramount signed Fox affiliate WHNS(TV) Greenville, S.C., to also affiliate with its fifth network.

Paramount and Fox have yet to acknowledge the signing, but executives at the station's parent company, Cannell, confirmed the affiliation agreement.

Fox executives say they are concerned about their affiliates aligning with Paramount or Warner Bros. and have talked with affiliates about the potential downside.

In the memo, Fox's board of governors says: "Any secondary affiliation between a Fox affiliate and a new network would pose a substantial risk of interfering with and confusing the station's and all affiliates' distinctive Fox brand-name identity."

Independents KJZZ-TV Salt Lake City and KOCB-TV

Oklahoma City are the latest to sign up for Paramount's five-night, 10-hour network, launching in January with new *Star Trek* show *Voyager*.

Over the past two weeks, Paramount has signed several new stations, giving it a total of 15 and causing Warner Bros. to rethink the structure of its planned network.

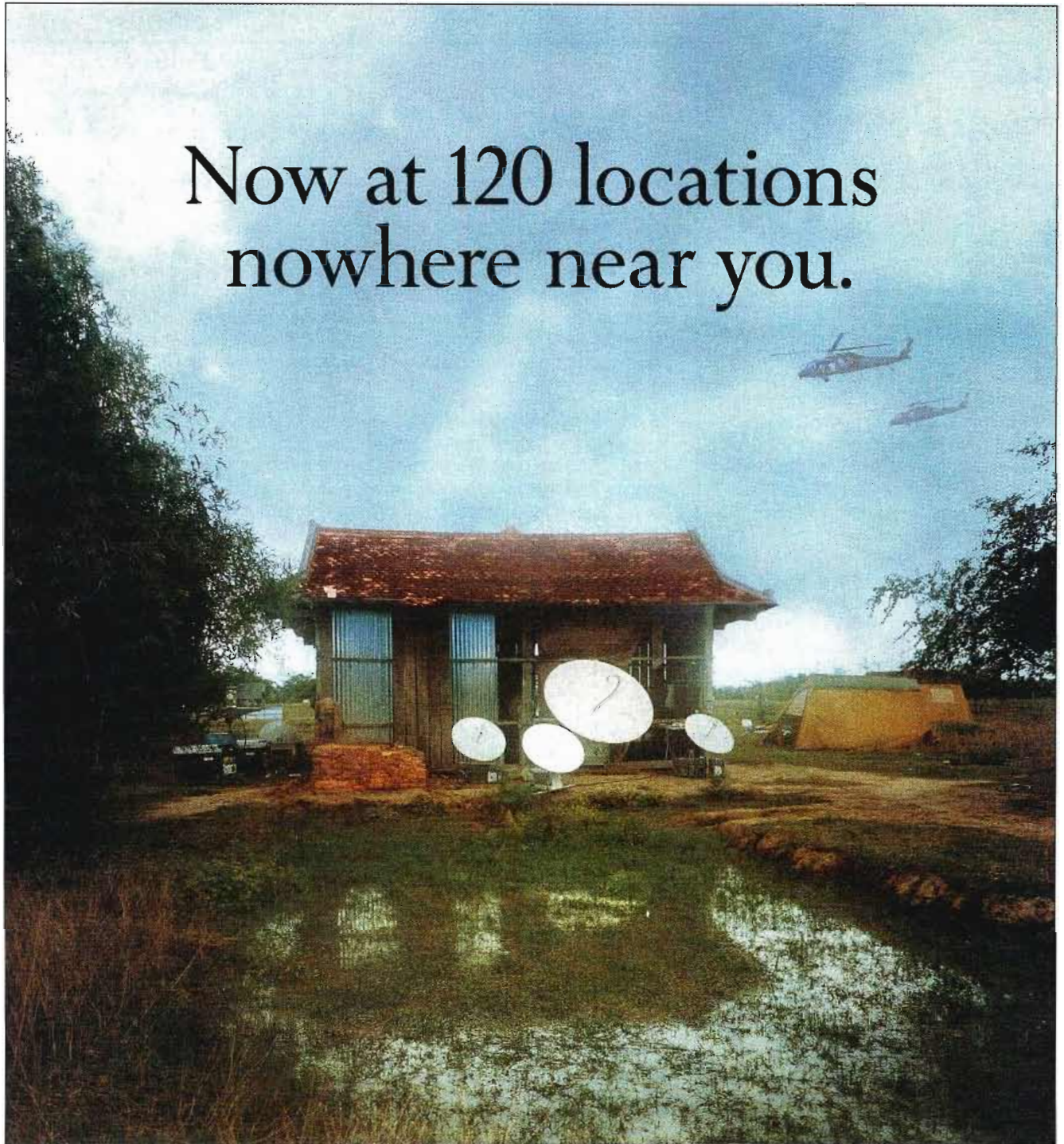
With the 15 stations currently signed, Paramount's network reaches about 35% of the country. Warner Bros., with 17 stations signed, holds a slight lead reaching 37% of the country.

As previously reported, WB will slow down its seven-night prime time rollout plans; scrap plans for now to program the 5-6 p.m. and noon-2 p.m. dayparts; and put the cable elements of its network on hold for at least one more year (BROADCASTING & CABLE, Nov. 15).

Enough stations balked at having to give up so many dayparts that WB Network chief Jamie Kellner wants to take a "more Fox-like approach."

WB also is likely to lower the upfront programming fees it wants from potential affiliates to launch the network. Those fees and an agreement to take a 25% cut of the prime time revenue provided by WB programming have made stations wary.

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# Telco-cable bills keep Congress busy as it gets ready to adjourn

By Kim McAvoy

**T**he legislative pot was boiling last week as Congress prepared to adjourn for the rest of the year.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) was circulating a draft of a telco-cable bill. However, the subcommittee's ranking Republican, Jack Fields of Texas, had yet to sign off on the measure. Fields and the subcommittee's Republicans were slated to meet during the weekend to decide what position they will take. It's unclear whether Markey will want to introduce the measure without Fields on board, since the two lawmakers have been working on legislation for some time.

Meanwhile, negotiations between House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) on another telecommunications measure were still hung up. However, one source was predicting that a Dingell-Brooks bill might emerge before the House leaves on Tuesday.

Sources on and off the Hill say the two chairmen have been unable to come to terms concerning the ability of regional Bell operating companies to offer long-distance telephone service. Dingell reportedly wants a more lenient entry test than does Brooks.

In the Senate, Commerce Committee Chairman Ernest Hollings (D-S.C.) is said to have asked his staff to work on a comprehensive rewrite of the 1934 Communications Act.

Reports off Capitol Hill late last week were that Markey was circulating a draft of a cable-telco measure with language similar to the Inouye-Danforth bill. It would permit telco delivery of cable, but the telcos would have to offer video services as a separate subsidiary. Telcos, however, wouldn't have to obtain a franchise to enter a cable market but would have to comply with franchising requirements and pay franchise fees. ■

## TeleMediaWatch

**Block those deals**—Stung by telcos' opposition to cable must-carry law ("TeleMediaWatch," Nov. 15), National Association of Broadcasters President Eddie Fritts sent a letter to the Hill last week decrying the Bell Atlantic-TCI merger and other telco-cable mergers. The Supreme Court brief, in which the large telcos joined cable in arguing that must carry was unconstitutional, "demonstrates that these mergers are intended to foreclose competition, not create it," Fritts says. "They will concentrate even more power over the information which Americans receive in the hands of the few, contrary to our historic commitment to diversity in the electronic media."

**Both sides now**—The National Cable Television Association, in its appeal of the federal district court ruling gutting the telco-cable cross-ownership ban on First Amendment grounds, argues that the ban has "only a limited effect on telephone companies' speech interests." It prohibits telcos from offering video only in their telephone-service areas, the trade association says. Under the statute, it says, they may provide video services outside their telephone regions and provide non-video information services in the region. They also can offer video anywhere via broadcasting and other non-wire media, it says. "Congress reasonably determined that telephone company self-transmission of video programming would present unique dangers to the public interest in both the telephone and cable markets," it says. The statute "is narrowly tailored to address those problems."

**High court gives green light**—The Supreme Court last week blessed the regional Bell operating companies' offering of information services, rejecting without comment arguments by consumer and information providers that the RBOC's should be kept out of the business. U.S. District Court Judge Harold Greene two years ago reluctantly granted the telcos entry into information services.

Although "information services" encompass video, most RBOC's are barred from offering video by the 1984 Cable Act. The exception is Bell Atlantic, which won its video freedom by challenging the Cable Act ban in court; other RBOC's—Ameritech, US West and Nynex—have filed copy-cat suits.

**Infrastructure for all**—The Clinton administration's task force on formulating telcom-infrastructure policy has scheduled the first in a series of field hearings on universal access issues—Dec. 16 in Albuquerque, N.M. Larry Irving, head of the National Telecommunications and Information Administration, will chair.

**Long distance or bust**—Ameritech Chairman William Weiss says his company will not support any telcom infrastructure legislation unless it permits local telcos such as Ameritech into the long-distance business. Without that opportunity, Weiss said at a Media Institute luncheon in Washington last week, "we'll be a limited player and everybody else can do anything they wish." According to Weiss, the House bill being drafted by John Dingell (D-Mich.) and Jack Brooks (D-Tex.) permits long-distance entry, but only after "waiting periods" and subject to the telcos' facing certain levels of competition. Such provisions are "too slow." Weiss says all would benefit if local telcos move into long-distance more quickly.

**Mr. Smith goes to Anaheim**—Bell Atlantic Chairman and CEO Ray Smith will take his case for the Bell Atlantic/Tele-Communications Inc. merger to the Western Cable Show. He will speak at the Thursday (Dec. 2) luncheon, organizers announced last week.

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## Fin-syn

continued from page 6

ing to them on a risk-reward basis."

Oppenheimer & Co. analyst Jessica Reif also does not expect a mega-merger but says that Capital Cities-ABC should go after syndication powerhouse King World.

The networks' entry into the programming business initially will hurt the bottom line, agree analysts and network executives.

"Enlarging network ownership of prime time programming will at first be a hit on operating profits. That will, hopefully, be offset by syndication profits down the road," Reidy says. "What is more important is taking the dinosaur business and adding a new dimension."

Over the past few years, the networks have increased their in-house production. For example, CBS produces *Dr. Quinn, Medicine Woman* and *Dave's World*. And in what could become a trend, ABC is selling a show to Fox this season, although analysts doubt that networks will acquire programs from each other.

Adds Wolzien: "It's a very long-term process that may not produce anything. For many years the networks have been able to produce up to 40% of their prime time schedule [not including news] and they have not done it. That suggests they have fundamental internal problems on how to produce this stuff."

In a recent report, Wolzien says a network probably will not risk a large portion of its program schedule on owned shows at the start. "It will probably take five to seven years for a syndication operation to break even,

## Judge Real: Fin-syn flawed from start; mooted by changes in TV marketplace

The networks could not have gotten a better opinion for removing the consent decrees from Judge Manuel Real if they had tried.

In his written decision, Real says: "The logic of restricting markets to aid competition is flawed. It is eminently possible that even in 1970, the antitrust theory applicable to the fin-syn rules was flawed."

Real says that there's no chance of too much network power: "Even if a network controlled all the syndication of its network programming—an assumption not at all that clear in light of the entry of the Fox network and the increase in cable networks, the increased competition of independent TV stations and the tremendous source of program production—it appears that not a single network would control a sufficient share of the market to exercise monopoly power."

The judge concluded that no evidence had been provided "that NBC, ABC or CBS individually have sufficient monopoly power to affect the market anti-competitively in the production of television programming."

If the opinion was welcome, its method of arrival was something less than ideal for anxious networks which had been waiting more than 20 years for the good news. "Bizarre" is how one lawyer characterized Real's method of releasing his opinion: Real had the ruling ready Nov. 8, but rather than notifying any of the parties, he simply dropped it in the mail. No one was aware of the decision until late that Friday in Los Angeles, when a copy turned up in the office of Morrison & Forester, the firm representing Hollywood's pro-fin-syn forces. —JF

including production costs for failed shows and assuming substantial network rights-fee increases."

Ownership of back-end rights for programming, Wolzien says, could be a good business but only if ABC, for example, continues to pay increased rights fees, particularly after the fourth year. If syndication is used to keep rights fees low, he warns, "syndication would not appear to be good business on its own."

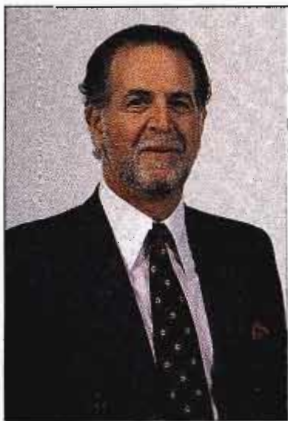
Among the legal hurdles remaining: FCC restrictions prohibiting network entry into domestic and first-run syndication do not expire until November

1995. But the U.S. Court of Appeals in Chicago, currently reviewing challenges to the commission's new fin-syn rules, could lead to an early lifting of the restrictions.

It was that court that last year struck down the FCC's fin-syn rules and asked for further relaxation in the networks' favor.

Hollywood's last hope may be a review of the programming marketplace, which the FCC will conduct six months before the sunset expires. ■

## On to PTAR



Disney Studios President Rich Frank leaves little doubt he will soon renew his efforts to relax the FCC's Prime Time Access Rules (PTAR) so that large-market affiliates may broadcast off-network shows in prime time access.

"It seems a little silly, in a 500-channel universe, that 497 channels are allowed to run whatever they want between 7 and 8 o'clock, but three of them [the affiliates of the big three networks in each market] can't," he says. Disney is a major distributor of off-network shows. —HAJ

## Speed up delivery

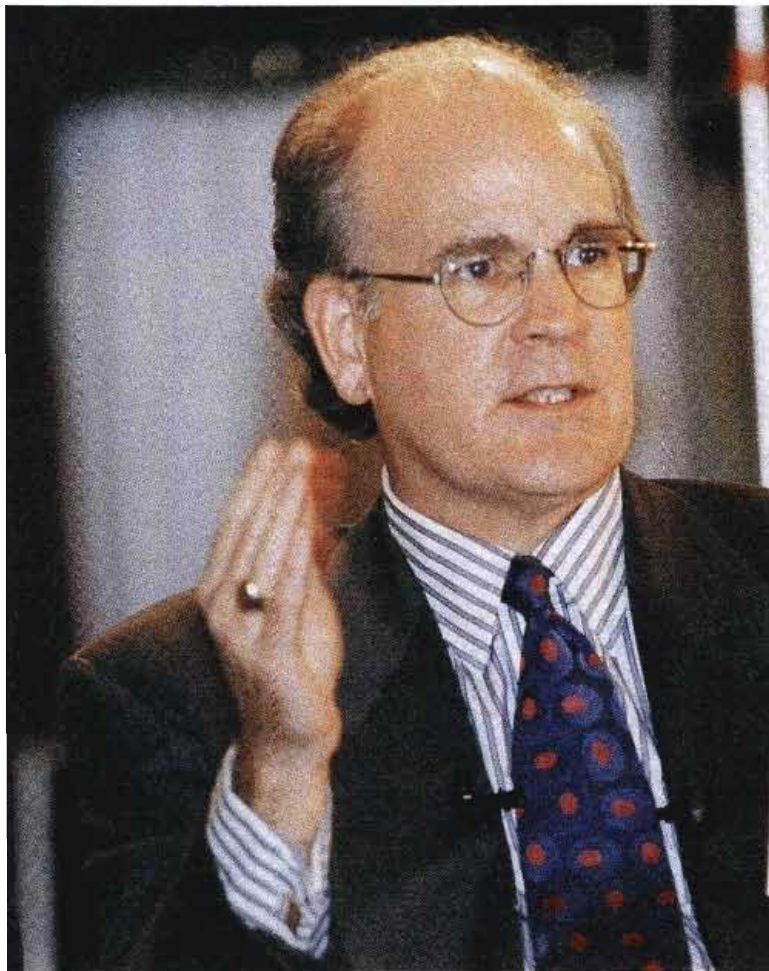
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# Better late than never



*With the lifting of the fin-syn consent decrees, NBC President Bob Wright looks forward to reaping—finally—a share of syndication earnings of shows made popular on NBC's air. But he regrets that the opportunity has come so late. The restriction kept "the networks out of the growth end of the TV business at a time when there was a lot of growth," he says in the following interview with BROADCASTING & CABLE's chief correspondent, Steve McClellan.*

*And like other network chieftains, Wright chafes at continuing FCC restrictions on the networks' domestic syndication of network and first-run programs. "Why do we have two more years of prison term left?" he asks. "We've been released. Let us out."*

**Some people say that fin-syn has been a battle between the rich and the very wealthy. How badly have the networks been hurt financially by the rules?**

I think the real answer to that will lie in the future. What the rules have done is keep the networks out of the growth end of the television business at a time when there was a lot of growth: essentially between 1980 and today. And that has provided the studios with a great entree into Europe and relatively enormous control over the secondary distribution of programming in the U.S.

**Now that the rules are going away, how does the equation change?**

Well, it's basically an opportunity to compete where we weren't allowed to compete before, and the question will be how competitive can the three networks that were excluded from this be in the period between 1995 and 2000? That's the period when the telcos basically take over the video communications business.

**Can you now be as competitive as you want to be?**

It remains to be seen. Whenever you're excluded from participation in the substantial growth of a business

you have to assume there is going to be residual damage.

**So there's no doubt that the telcos are taking over the communications business?**

No, I don't think there is any doubt. They're taking over the distribution business, and in a couple of years there won't be a cable company in business that isn't owned by a telephone company. Or they'll be in a deep ditch.

**Where does that leave the networks?**

We have to be heavily involved in our programming. We can no longer sit back and be distributors and have no financial interest in the programs we develop and promote. Otherwise, those programs will disappear on other people's services. We can't have all of our programs be free agents or we won't have a business. That's why Paramount and Warner are getting into the network business. They want to take their copyright positions with them.

**Some producers say they believe that the networks will demand an interest in programs and use their positions as gatekeepers as leverage. How do you respond?**

Our gatekeeping abilities have been

**COVER STORY**

*“There is no real reason why we have to merge with a studio to survive on the television side of the business. If anything, the repeal of the rules reduces the value of studios by limiting their uniqueness [in terms of] the sort of government protection they had in television production.”*

greatly dissipated. There have been two announcements of new networks in the past 60 days. It's absurd to look to us and say that we have any unique control over distribution anymore. The reality is that if we want to attract the services of very good people we will have to pay the freight just as the studios have to.

**Clearly, you will compete with studios for the services of creative talent.**

Sure. But when they have programs we need, we'll negotiate with them. But this is also a chance for the real independent producer to seek alternative financing as opposed to having to look to just a handful of studios. Independents largely have been driven out of the business and forced to go to work for studios as the only way to get to put their programs together. That will end.

**NBC will now challenge the FCC rules barring it from directly syndicating first-run and off-network programs for two more years. If you could enter the business right now, what would you have to offer?**

We could produce many first-run shows that would be attractive in key dayparts, like access. There are also many independents without financing that we could partner with in that respect. So the question is, why do we have two more years of prison term left? We've been released. Let us out.

**Does NBC now intend to produce most, if not all, of its programming?**

No. The success that we will have to enjoy in order to be around in the year 2000 just means that we are going to have to participate more in television programming. But you can't take the position that you are going to produce all of your programming. That's ridiculous. You're going to hope to produce some shows in many different dayparts. None of us are smart enough to know where the next hit is going to come from. It could just as likely come from first-run as prime time.

**What is your goal as a program producer?**

The most important issue to us is to insure that we can develop shows of which a percentage will be successful, and that we have the ability to retain those shows and keep those shows on our air during their period of growth.

**What about merging with a studio?**

I don't think so. If a network merges with a studio it will be driven more by some perceived synergy between home video and theatrical production than by television. There is no real reason why we have to merge with a studio to survive on the television side of the business. If anything, the repeal of the rules reduces the value of studios by limiting their uniqueness [in terms of] the sort of government protection they had in television production.

**That suggests that the studios may have to think about merger opportunities in order to protect television production values.**

I think that is more of an issue. But their initial response has been to get into the network business, and they're saying they will kind of write [the existing networks] off as customers and be competitors.

**The reason that the fifth networks are going forward, some have suggested, is to address station demand for fresh product under the theory that fresh product is always more desirable than off-network fare and that it's just a matter of making the economics work. Where is the back-end market headed? Is anyone going to care five years from now about 'Seinfeld' repeats if they buy in to the Paramount network and schedule the new 'Wings'?**

That is a real issue. By and large, the audience has embraced off-net success stories as well as original programs. I suspect history will continue to repeat itself and that successful shows will be carried off-network for a long time. But the new networks tend to diminish the value of syndication, and it is a questionable market going forward. That puts even more pressure on us to be a production company. It's hard to believe that Warner Bros. will continue to give us their best product and that they will not go to the Warner Bros. Network. That creates a lot of anxiety for us.

**So, taking advantage of these new opportunities is a big risk?**

It is and it's a new investment cycle for the business. In some respects it's right back in the 1950's, when networks and stations were trying to establish their identities in the marketplace through program development and acquisitions.

**How aggressive will you be in pursuing financial interests in programs this development season?**

We are now going to sit down with people and see how we can maximize value for both sides. It will be interesting to see what the reaction of the studios will be. I know what the reaction of the independent producer is. The round of development which is coming up is still studio-driven. You won't really see an impact until the development for the 1995-96 season.

**Give us an example of how a negotiation might unfold where you obtain a financial interest in a show.**

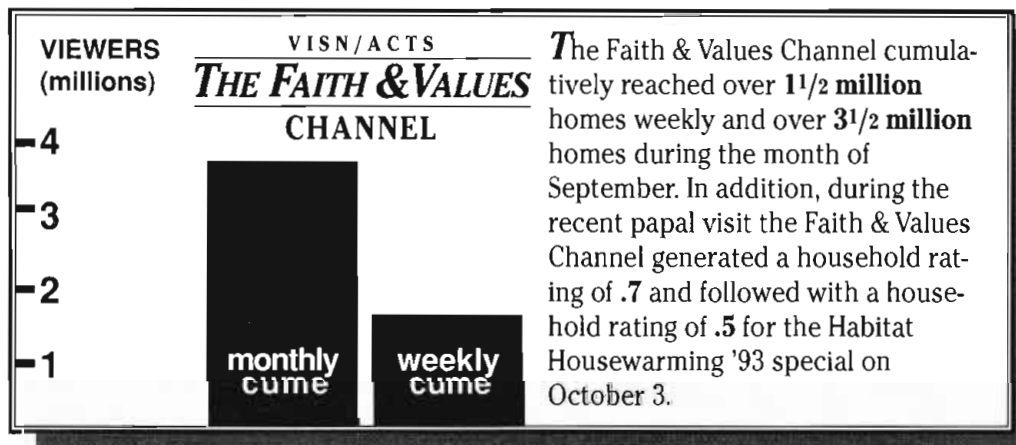
It's really simple. It's people coming to you with ideas. Someone may come to us with an idea for a program that, say, costs \$12 million for 24 episodes of a half-hour sitcom. But they don't have any money. So we offer to put up the \$12 million for the product and give them a 20% interest in the product after we get our \$12 million back. They go back and talk to their lawyer and come back with a counteroffer for 22%, and we accept or make a counter. It's the kind of negotiation that goes on all the time in business of all kinds.

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3. NHI Custom Analysis 10/3/93 4p - 5p.

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# Networks' gain could be indies' loss

*Some independent producers fear domination by newly empowered nets*

By Steve Coe and  
Mike Freeman

**F**or some suppliers of network prime time programming, lifting of the fin-syn rules represents opportunities for creative deal-making. For others it portends the demise of truly independent producers and the growing domination of Hollywood by the networks.

"We [the studios] lost the 20-year fight," says one major studio syndication executive. "Am I going to curl up into a ball and die? Am I going to go into the shoe sales business? None of the above.

"All I know is that both parties are going to have to share the risk and rewards, and be even more creative in our dealmaking to maintain our mutual survival," according to the studio executive.

*The problem is the networks have always said that they'd like to be partners—but for only 23 minutes of a show, not for the full 30 minutes that includes their advertising revenues. They've taken the position that the advertising revenues within those 30 minutes are like religious artifacts that can't be touched."*

**Joel Shukovsky, Shukovsky-English Entertainment**

"It's going to make life for independent production companies, made up of young entrepreneurs, very difficult," says Joel Shukovsky, whose Shukovsky-English Entertainment supplies CBS with *Murphy Brown* and *Love & War*.

The best-case scenario, Shukovsky says, will have networks covering all production costs in exchange for a piece of the back-end. But that is "unlikely to happen," he said, except with the "best of the independents, like Castle Rock, Carsey-Werner or our company."

The worst-case scenario? "The producer without the clout of a Carsey-Werner or Shukovsky-English is basically going to get the same license fees that are being paid now but will have to give up a piece of the back-end," said one studio official.

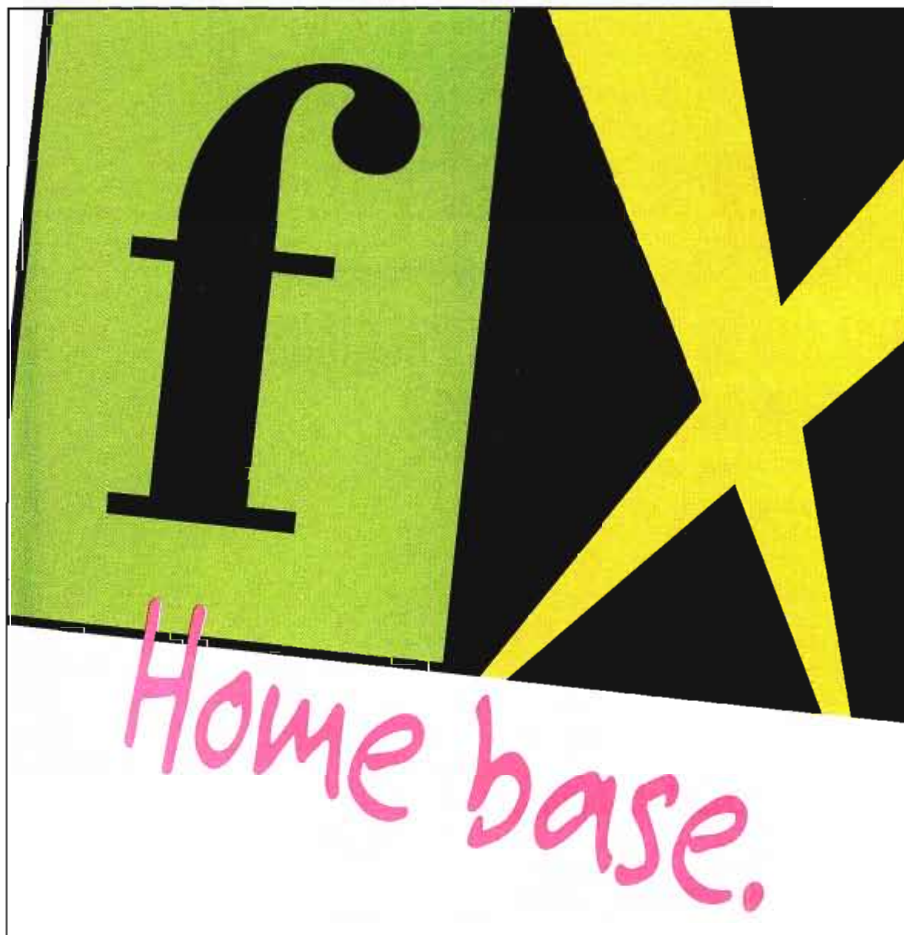
"Although independent producers are generally opposed to partnerships," said Shukovsky, if the networks were willing to become equal partners in a show "we'd absolutely feel more comfortable about it.

"The problem is the networks have always said that they'd like to be partners—but for only 23 minutes of a show, not for the full 30 minutes that includes their advertising revenues," he said. "They've taken the position that the advertising revenues within those 30 minutes are like religious artifacts that can't be touched."

Another studio executive called last week's ruling old news. "These kinds of co-production partnerships have already been in place," he said. "There were deals done last spring to fit these rules."

One such arrangement is the pact signed last December by ABC, Disney Television and *Home Improvement* producer Wind Dancer Productions.

Under the agreement, ABC gave *Home Improvement* a three-year com-



mitment—guaranteeing Disney a minimum of five years' worth of episodes—and Wind Dancer was given two series commitments, with ABC financing all of the production costs. In exchange, ABC acquired a percentage of the syndication revenues in the new series.

In addition, Disney secured all domestic and international distribution rights to the two future projects. "Two years ago, Matt Williams [co-founder, Wind Dancer] was in a position to do whatever he wanted. He could have cut any deal he wanted to and he went to ABC. Would he have gone to someplace where he considered the terms onerous?" said a Capcities/ABC executive.

"The model for the post-fin-syn world could be the ABC-Matt Williams-Disney agreement," suggests a source closely associated with all three parties. "It could be interpreted by some that ABC has a financial interest, except that they will pay Disney a distribution fee [for the two potential series], which still puts them in compliance with the old [fin-syn] rules."

ABC's guaranteed three-year licensing extension on *Home Improvement*, emphasizes the source, is a separate deal. Disney and Wind Dancer evidently retain all of the back-end rights and revenues, while the network avoids the often rancorous and expensive negotiations for a fifth year of a wildly successful sitcom.

Most producers were not worried the networks would try to corral talented producers and totally control production and distribution. "Are the networks going to try to take over the world?" asked a high-level Hollywood source. "Absolutely not."

During the past five years, he said, none of the three networks has even "come close to producing 40% of their own prime time programming," the legal limit under fin-syn.

"TV is supply-and-demand business like any other business, and when there are four networks and possibly up to six [counting the Warner Bros. and Paramount efforts], the demand will clearly outpace supply."

Another roadblock to network dominance on the supply side is cost. "I've never been a believer that the networks will turn to in-house because there's too much risk," said one studio executive.

Shukovsky echoed those thoughts. "They're going to find their advertis-

ing revenues getting eaten up by production costs if they go in-house for too many series."

Chuck Larsen, president of MTM Television Distribution, heads up syndication for an independent studio that has had a longtime, close relationship with CBS.

"Judging from our experience with CBS, I think what we're talking about is the opportunity for variations in the business deals we make, because the networks and studios can't individually afford to carry deficits on series,"

Larsen said. "As it is now, if we go to a network to sell a show, we [the syndication division] calculate how much the back-end revenues are going to be.

"In the near future, I think [the networks] will have another guy on the other side of the table to project the back-end revenues to judge whether it makes sense to cover a portion or most of the deficits," Larsen said. "Maybe I'm an optimist, but I think there will be room for that kind of compromise." ■

## O&O's may find new dawn in fin-syn sunset

*Once prohibitions are tabled in two years, network-owned stations are expected to be key players in launches of first-run syndication divisions*

By Mike Freeman

**T**he end of the fin-syn consent decrees could actually provide the broadcast networks with an unexpected winning daily-double payout.

Not only will the networks' prime time entertainment divisions benefit from financial interest in syndication, their owned-and-operated stations may soon be able to exploit new opportunities.

FCC rules adopted this year continue to bar the big three networks and their stations from most aspects of the first-run business and the domestic syndication business. But those rules are to sunset in November 1995 and could be gone as early as next summer if the networks' court challenges are successful.

If the rules go, the O&O station groups could also be critical components in the formation of in-house network syndication arms. Or they could follow other major affiliate station groups in forming production consortia, teaming perhaps with established studio syndicators.

"It's going to be a wide open field for the network O&O's," predicts Phil Oldham, whose independent syndication company, Genesis Entertainment, launched *Real Stories of the*

*Highway Patrol* as a strong prime access contender through clearances on some of the CBS-owned stations.

"We're now going to see all of the networks using their O&O groups as syndication launch pads" just as Fox now does, Oldham said. "But, in many cases, they'll still need the expertise of outside syndicators to sell to other stations."

Because of the consent decrees and the remaining FCC rules, ABC O&O WLS-TV Chicago had no choice but to take *The Oprah Winfrey Show* to a third-party distributor (King World Productions) to put it in syndication in 1986.

Even though *Oprah* is estimated to gross more than \$150 million annually in license fees and advertising, WLS gets only a production fee, a break on its license fee and other financial considerations, sources familiar with the deal say.

WABC-TV is another owned station that turned out to be a major launching pad for Buena Vista Television's syndicated *Live with Regis & Kathie Lee* morning talk show hit. At least a dozen other talk show hosts owe their initial launch to a single station, network O&O or affiliate group before making it big nationally in syndication. ■

## Saban powers up with more morphing

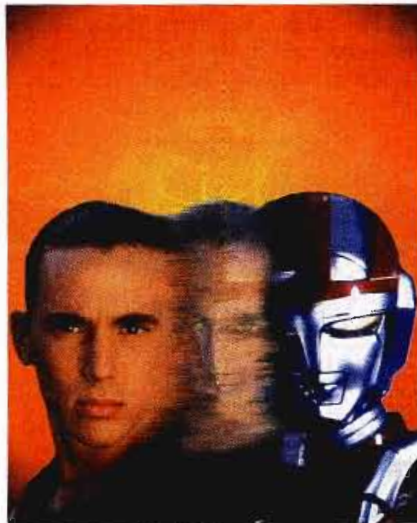
Producer of Fox's hit 'Mighty Morphin Power Rangers' kids series launches live-action cousin, 'Cybertron,' for fall 1994 syndication

By Mike Freeman

The early "breakout" success of the live-action *Mighty Morphin Power Rangers* on the Fox Children's Network has producer Saban Entertainment looking for more "morph" for its money. The company is producing a spin-off, *Cybertron*, for syndicated stripping in fall 1994.

Founder and Chairman Haim Saban told BROADCASTING & CABLE last week that his privately owned independent studio is committing \$30 million to the first 40 episodes of *Cybertron*, which has begun production in San Diego.

The projected \$750,000-per-episode budget is more than double what is traditionally spent on animated children's programming. An undisclosed



Saban's new 'Cybertron'

amount of that upfront investment will be shared by Toei Co., the Japanese production company that teamed with Saban to produce the special effects for *Power Rangers*.

Saban eschews the label "spin-off": "[*Cybertron*] is not a spin-off series from *Power Rangers*, although we will have a spin-off character," says Saban (Adam Steele [Jason Frank] is the sole *Power Ranger* hold-over). "Where *Power Rangers* relies almost entirely on fantasy and campy humor, *Cybertron* [Frank] will have a female partner to establish romantic tension, which we feel will appeal to the older kid and teen audiences," says Saban.

Still, *Cybertron* is clearly designed to capitalize on the ratings, merchandising and general revenue success that *Power Rangers* is beginning to enjoy from the Fox exposures (BROADCASTING & CABLE, Aug. 16, Oct. 11).

The new series centers on high school student Adam Steele, who "morphs" into Cybertron to fight the evil Master Drome and his army of Battledromes. "The best way I can describe the concept behind *Cybertron* is that it will be 'Wayne's World' of science fiction," says Saban, who will again join Shuki Levy as executive producer of the new show.

The blueprint for Saban's attempt to build on its *Power Rangers* success is a marketing plan that Saban Domestic Distribution Senior Vice President David Goodman says will position *Cybertron* as a 5-6 p.m. "transitional vehicle" coming out of children's animation and into kid/teen-skewing sitcom blocks most usually found on independent TV station lineups.

(Goodman says that SDD's sales force will be taking out a pilot for presentation to stations around the first week of December. Like other children's programming, *Cybertron* will be offered on a straight barter basis, although Goodman says the company has yet to determine the national/local ad split. One World Entertainment, a

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division of Viacom Enterprises, will handle the national advertising sales.)

"Given the fact that *Power Rangers*, in Los Angeles at 3 p.m., tied *The Oprah Winfrey Show* [on KABC-TV] with a 20 household share [NSI, October], we're confident that *Cybertron* has a chance to perform as well or better because its writing will skew older," says Goodman. He was referring to Fox O&O KTTV's rare afternoon clearance of the largely 7:30-8 a.m. FCN series.

The sales presentation for *Cybertron* undoubtedly will highlight *Power Rangers*'s October and November sweeps performances. Goodman is quick to point out *Power Rangers*'s "precedent-setting growth" among its "core" kids 6-11 demographic group. It averaged a 90 share (NSI) on WFXT-TV Boston, a 91 share (ARB) on WOIO-TV Cleveland and a 99 share (ARB) on KTVU(TV) San Francisco during the October sweeps.

Nationally, *Power Rangers* averaged a Monday-Friday 9.2 rating/46 share (NSI, October) among the kids 2-11 demo group and a 10.1/51 among kids 6-11, which represents 114% and

124% ratings growth, respectively, over November 1992 time period averages.

Saban supplies Fox with its top-two-ranked Saturday morning network

entries, with *Power Rangers* establishing an FCN record 13.6/45 (NTI, Oct. 30) among kids 6-11 and the animated *X-Men* a healthy 11.0/35 among kids 2-11. ■

## 'Sirens' is revived

*All American* hopes to duplicate 'Baywatch' success with former ABC hour

By Mike Freeman

Pittsburgh may lack the beachfront real estate, but All American Television is banking on *Sirens*—a former network series about three female cops from Steeltown—to provide the same drawing power as the syndicator's popular *Baywatch*.

By reviving *Sirens*, a 13-episode midseason replacement series that aired on ABC last spring, All American is looking to duplicate its success in taking *Baywatch* off the shelf at NBC and into first-run syndication. In

concluding a distribution deal with series producer Telescene Communications, All American is targeting *Sirens* for first-run syndication in September 1994. All American is a co-producer and equity partner with Telescene in the project, which All American's Paul Siegel says will be budgeted at \$1.2 million per episode.

The complement of 20-21 planned original episodes, says Siegel, will be marketed on a nine-minute national five-minute local barter basis.

Emphasizing that *Sirens* should not be perceived as "another *Charlie's Angels*," Siegel suggests that the series is more of a "heart-wrenching, advertiser-friendly drama" that will draw broader female and male demographic ratings.

Using in-house research, Siegel says, All American's sales force will highlight *Sirens*' top-ranked 7 and 5 ratings (NTI, April-June 1993 NAD report) among the respective 18-49 female and male demographic groups (versus all other network drama series).

It may take more than a strong network story to get *Sirens* cleared in what is shaping up as a crowded environment for syndicated prime access and prime time weeklies. There will be as many as 17 other first-run dramas in syndication by fall 1994, not including possible fifth- or sixth-network entries by Warner Bros. and Paramount in 1994 or 1995.

Nonetheless, Siegel holds to the Hollywood maxim that "quality programming delivering a high rating always finds its way" into the marketplace. That, too, is where All American will rely on its three-year track record in the distribution of *Baywatch*, which has grown from a 4 household rating debut average to a 7.7 (NTI, week ending Nov. 6). ■

See you for  
breakfast and  
launch.





# Ratings Week

According to Nielsen, Nov 8-14

	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>14.7/23</b>	<b>13.0/20</b>	<b>18.0/27</b>	<b>8.9/13</b>
8:00	54. Day One 10.0/16	28. Evening Shade 13.0/20	13. Fresh Prince 15.7/24	63. Fox Night at the Movies—Stop! or My Mom Will Shoot 8.9/13
8:30		25. Dave's World 13.8/20	21. Blossom 14.4/21	
9:00	11. NFL Monday Night Football—Green Bay Packers vs. Kansas City Chiefs 16.3/28	18. Murphy Brown 15.0/21	5. NBC Monday Night Movies—A Matter of Justice, Part 2 19.4/29	
9:30		30. Love & War 12.7/18		
10:00		40. Northern Exposure 11.8/19		
10:30				
<b>TUESDAY</b>	<b>17.9/27</b>	<b>12.4/19</b>	<b>11.5/17</b>	<b>3.8/6</b>
8:00	15. Full House 15.5/24	32. Rescue: 911 12.5/19	28. NBC Movie of the Week—Victim of Love: An Unsolved Mysteries Movie 13.0/19	87. Roc 4.7/7
8:30	19. Phenom 14.6/22	33. CBS Tuesday Movie—Die Hard 2 12.4/19		89. Bakersfield, P.D. 3.7/6
9:00	6. Roseanne 19.2/28			90. America's Most Wanted 3.4/5
9:30	8. Coach 17.9/26		68. Dateline NBC 8.4/13	
10:00	3. Barbara Walters Special 20.2/32			
10:30				
<b>WEDNESDAY</b>	<b>16.8/26</b>	<b>9.4/14</b>	<b>12.1/19</b>	<b>11.1/17</b>
8:00	2. Home Improvmt 20.4/32	84. Hearts Afire 5.8/9	33. Unsolved Mysteries 12.4/19	43. Beverly Hills, 90210 11.6/18
8:30	22. Joe's Life 14.3/22	70. Nanny 8.1/12	26. Mystery of the Sphinx 13.3/20	50. Melrose Place 10.6/16
9:00	10. ABC Movie Special—Dances With Wolves, Part 2 16.5/26	57. In the Heat of the Night 9.5/14		
9:30		42. 48 Hours 11.7/19	50. Law and Order 10.6/18	
10:00				
10:30				
<b>THURSDAY</b>	<b>14.3/22</b>	<b>10.6/17</b>	<b>14.4/23</b>	<b>8.5/13</b>
8:00	20. Matlock 14.5/22	37. CBS Special Movie—The Wizard of Oz 11.9/18	37. Mad About You 11.9/19	40. The Simpsons 11.8/18
8:30			24. Wings 14.1/21	65. Sinbad Show 8.8/13
9:00	35. Missing Persons 12.2/18	73. Eye to Eye w/Connie Chung 7.1/13	4. Seinfeld 19.6/29	71. In Living Color 7.6/11
9:30			9. Frasier 16.8/25	82. Herman's Head 5.9/9
10:00	12. Primetime Live 16.2/28		37. L.A. Law 11.9/21	
10:30				
<b>FRIDAY</b>	<b>14.0/25</b>	<b>8.1/14</b>	<b>9.3/17</b>	<b>6.5/11</b>
8:00	16. Family Matters 15.3/28	65. Diagnosis Murder 8.8/16	86. Against the Grain 5.3/10	77. Brisco County, Jr. 6.4/11
8:30	27. Boy Meets World 13.2/23	77. Bob 6.4/11	46. NBC Friday Night Mystery—Jack Reed: Badge of Honor 11.3/20	76. The X Files 6.5/11
9:00	31. Step by Step 12.6/22	80. Family Album 6.0/11		
9:30	35. Hangin w/Mr. C 12.2/21	60. Picket Fences 9.2/16		
10:00	17. 20/20 15.2/27			
10:30				
<b>SATURDAY</b>	<b>7.7/13</b>	<b>11.3/20</b>	<b>9.3/17</b>	<b>7.0/13</b>
8:00	79. George 6.1/11	22. Dr. Quinn Medicine Woman 14.3/25	72. Mommles 7.2/13	69. Cops 8.2/15
8:30	80. Where I Live 6.0/10	59. Harts of the West 9.3/16	75. Cafe Americain 6.7/12	65. Cops 8.8/15
9:00	82. Matlock 5.9/10		53. Walker, Texas Ranger 10.2/19	49. Empty Nest 10.8/19
9:30			45. Nurses 11.4/20	
10:00	47. The Commish 11.0/20		56. Sisters 9.8/18	
10:30				
<b>SUNDAY</b>	<b>10.2/15</b>	<b>21.6/32</b>	<b>13.4/20</b>	<b>7.6/11</b>
7:00	44. Am Fun Hm Vid 11.5/18	1. 60 Minutes 24.8/36	74. I Witness Video 6.9/11	88. Townsend Television 3.8/6
7:30	55. Am Fun People 9.9/15			7. CBS Sunday Movie—Return to Lonesome Dove, Part 1 18.1/28
8:00	61. Lois & Clark 9.0/13	14. NBC Sunday Night Movie—Backdraft 15.6/23	58. Living Single 9.4/13	
8:30			48. Married w/Childn 10.9/15	
9:00	50. ABC Sunday Night Movie—A Mother's Revenge 10.6/16		63. Married w/Childn 8.9/13	
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>13.5/21</b>	<b>12.7/20</b>	<b>12.6/20</b>	<b>7.6/12</b>
<b>SSN. TO DATE</b>	<b>13.0/21</b>	<b>13.2/22</b>	<b>11.4/19</b>	<b>7.3/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE] TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

# Original animation takes center stage on Cartoon Network

Hanna-Barbera to produce 48 shorts for co-owned Turner channel, which will debut new animated short every two weeks



The Cartoon Network is increasing original output such as 'Moxy,' above.

By Rich Brown

**T**he Cartoon Network is the latest cable network to get animated over original production.

Beginning in 1994, Turner Broadcasting's all-cartoon cable network will invest undisclosed millions of dollars to turn out original animated shorts for the channel. An order for 48 shorts has been placed with Hanna-Barbera, the Turner-owned animation division responsible for a library of cartoons from *The Flintstones* to *The Jetsons*.

The Cartoon Network's deal with Hanna-Barbera comes as other cable networks—including Nickelodeon and USA—have become increasingly aggressive in the original animation category.

The move marks a slight acceleration in the business plan for The Cartoon Network, which initially called for production of original cartoons by 1995. Executive Vice President Betty Cohen says the schedule has been upped based on strong momentum and

healthy ratings for the fledgling channel. The 8.5 million households with access to the network are watching the year-old channel an average of six hours per week, more than double that of any other new cable network, according to A.C. Nielsen Co. data supplied by the channel last month.

The Cartoon Network plans to debut a new animated short every two weeks. The network's deal with Hanna-Barbera equals the output of major

studios during animation's heyday roughly 45 years ago, according to Turner executives. Taking the comparison further, Hanna-Barbera's Fred Seibert says the network will provide a platform for seven-minute animated shorts the likes of which have not been available since movie theaters stopped showing cartoons with feature films.

The Cartoon Network will have exclusive worldwide rights to the shorts. Seibert says that packaging the new shorts together for broadcast is not likely, at least at first, because the characters will need to develop an audience. Most of the cartoons will feature new characters, although some will showcase new interpretations of classic Hanna-Barbera characters, he says.

Talent involved in the shorts will include both rising and established animators. Among those working on the shorts will be veteran directors William Hanna and Joseph Barbera as well as first-time director Pat Ventura, whose animation experience includes work on *Mighty Mouse: The New Adventures* and theatrical shorts *Rollercoaster Rabbit* and *Tummy Trouble*. The shorts will be supervised by animation industry veterans Buzz Potamkin and Larry Huber.

The new animated shorts will be produced at both the domestic and the international facilities. Licensing of the new characters will be handled by Turner Broadcasting's licensing arm. ■

## Rollins exits 'Today'

Ed Rollins, the Republican political adviser and campaign manager, has agreed to resign from his twice-monthly stint as political commentator on NBC's *Today* show. The resignation stems from the controversy Rollins created two weeks ago when he told reporters that New Jersey Governor-elect Christie Todd Whitman's campaign offered money to black clergymen in the state so that they would not urge congregation members to vote. Rollins served as manager of the Whitman campaign. Rollins had been a part of the *Today* political panel since September, when he replaced Roger Ailes, who left to run NBC's cable network CNBC. —SM

## News when you want it from TW

Time Warner has created a video news-on-demand division designed to allow viewers to customize their own news programs at the touch of a button.

The service will be tested in Orlando, Fla., where the company is developing its Full Service Network interactive service. It then plans to roll out News-on-Demand to other Time Warner cable systems and sell it to cable systems nationwide.

News-on-Demand would have both national and local components. "We see it as another potential cable service just like HBO," says a Time Warner spokesman.

Two executives have been tapped to develop the service: *Time* magazine Assistant Managing Editor

Walter Isaacson, who becomes editor of Time Inc.'s New Media and president of News-on-Demand, and New York 1 News Vice President Paul Sagan, who becomes managing editor of News-on-Demand and senior vice president of Time Warner Cable Programming Inc. Both report directly to Time Inc. President Jason McManus.

Steve Paulus, news director at New York 1 News, replaces Sagan as head of day-to-day operations at New York 1 News and will report to Sagan.

Time hopes to launch the Full Service Network on its Orlando cable system next April. The launch of News-on-Demand there would follow at the end of the year, a spokesman says. —SM

## Food net boasts crowded table, small ad servings

*Schonfeld says cornucopia of affiliate sales pushed ad sales to back burner*

By Rich Brown

**T**he Television Food Network will have more subscribers than it expected—some 6 million more than projected—but less advertising than it would like when the new cable network launches full time this Tuesday (Nov. 23).

TVFN turned out to be a major bargaining chip in retransmission negotiations and wound up with commitments from cable system operators guaranteeing the channel distribution to 18 million households within three years. Approximately 7 million of those households will receive the channel beginning on Tuesday.

Processing the unexpected flood of affiliate sales became a priority for the new channel, and advertising sales took a back seat, according to Reese Schonfeld, who developed the network with The Providence Journal Company and its cable subsidiary, Colony Communications.

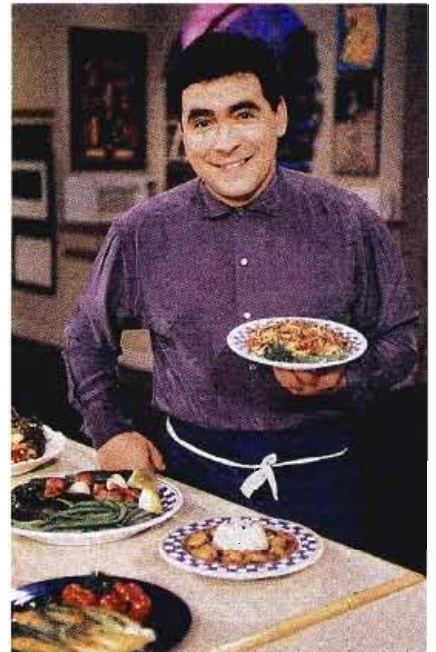
Schonfeld says the network has had in place a temporary advertising sales executive, Shirley Stone, who has processed orders from "two or three" major advertisers. But much of the advertising sold to date has been unsolicited, he says, and the network still is developing an advertising sales

force. "We haven't moved along on sales as quickly as we would have liked," he says.

According to Schonfeld, the network is expected to carry start-up costs of \$50 million and plans to break even in as few as three years. He originally predicted that start-up costs could be as high as \$60 million and breakeven four years away, but the boost provided by retransmission-consent negotiations brightened that picture and also resulted in an infusion of new partners.

Broadcasting and cable companies that have joined ProJo and Schonfeld's Pacesetter Communications now include general partners Tribune Broadcasting, Continental Cablevision, Landmark Communications and Scripps Howard Cable Company. On board as partners are Adelphia Communications Corp., CableVision Industries, C-Tec Cable Systems and Times Mirror Cable TV.

Those cable system operators that sign on to carry TVFN before Jan. 1, 1994, will receive it free for 10 years. All cable system operators carrying the channel will get three minutes of local advertising avails per hour, while the network itself keeps nine minutes.



Emeril Lagasse, host of 'How to Boil Water' on the Television Food Network.

"The deal is too good, but once having offered it, it was hard to go back," says Schonfeld. He says that TVFN has not yet decided on rates for the channel for those cable system operators signing on after Jan. 1. But comparing the network to other start-up cable channels, he says, the channel is easily worth 3 cents per subscriber, growing to 10 cents after 10 years.

TVFN will launch with eight hours of programming, repeated twice daily. Except for one show, *Cooking Classics*, the entire schedule will consist of original programming, including several live call-in shows. Shows will include *Food News & Views*, *Robin Leach*

*Talking Food, Eating Right* and *Food in a Flash*. Programming is being produced at a temporary facility in Manhattan, but TVFN has signed a five-year lease on new studios which will open in the city in January 1994.

Still under consideration is a plan to offer a set-top device that would enable viewers to receive merchandise coupons at home. Schonfeld says the network plans to pursue the technology more aggressively following the Western Cable Show convention next month. ■

### New Line 'Stars'

New Line Television has cleared newly renamed *Arista's Gallery of Stars '94* in more than 50% of the country for a Nov. 26-Jan. 1 window. The straight barter offering (two minutes national/four local) has been sold in top markets, including WFTX(TV) Boston, KWY-TV Philadelphia, WXIA-TV Atlanta, WPGH-TV Pittsburgh and KTVI(TV) St. Louis.

# DirecTv adds foursomes, forecasts and more

*DBS service signs up five new channels, including golf, weather and travel channels*

By Sean Scully

**O**n the eve of launching the U.S.'s first direct-broadcast satellite, Hughes's DirecTv has added Court TV, The Weather Channel, Playboy, The Golf Channel and The Travel Channel to its programming roster.

That brings to 23 the number of cable services signed on so far.

DirecTv still has at least seven cable slots to fill, says Linda Brill, DirecTv public relations manager. The company may offer as many as 35 cable services, but more likely will offer about 30.

Most cable network deals should be wrapped up by the end of the year, but

negotiations with studios for pay-per-view rights could draw into next year, she says. The satellite launches in December, and DBS service will go on the air in March.

Just a week before announcing the five latest acquisitions, DirecTv said it will distribute medical programming channel Physicians Television Network, which is available only to health-care workers. PTN includes medical information, postgraduate educational material, legal information and debates on professional issues.

PTN will buy satellite receiving dishes and set-top boxes to equip the homes of about 100,000 health-care

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## Top cable shows and nets

Following are the top 15 basic cable programs (Nov. 8-Nov. 14), 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. <i>Larry King Live</i>	CNN	Tue. 9p	11,174	18.1	11.9
2. <i>Post NAFTA Debate</i>	CNN	Tue. 10:30p	2,472	8.1	5.3
3. <i>NFL (Bears-Chargers)</i>	ESPN	Sun. 8p	4,460	7.2	4.7
4. <i>Pro Football Postgame</i>	ESPN	Sun. 10:49p	3,891	6.3	4.1
5. <i>NFL Primetime</i>	ESPN	Sun. 7p	2,448	4.0	2.6
6. <i>NFL Sportscenter</i>	ESPN	Sun. 10:50p	2,270	3.7	2.4
7. <i>Clash of Champions</i>	TBS	Wed. 8:05p	1,996	3.3	2.1
8. <i>Wrestling</i>	TBS	Sat. 6:05p	1,873	3.1	2.0
9. <i>Rugrats</i>	NICK	Sun. 10:30a	1,872	3.2	2.0
10. <i>NFL Gameday-Sun.</i>	ESPN	Sun. 12p	1,855	3.0	2.0
11. <i>WWF Monday Night Raw</i>	USA	Mon. 9p	1,844	3.0	2.0
12. <i>NASCAR Winston Cup</i>	ESPN	Sun. 12:30p	1,831	3.0	1.9
13. <i>Murder, She Wrote</i>	USA	Mon. 8:05p	1,786	2.9	1.9
14. <i>Movie-Roadhouse</i>	TBS	Tue. 8:05p	1,710	2.8	1.8
15. <i>CF/BYU-San Diego St.</i>	ESPN	Thu. 7:56p	1,701	2.8	1.8

The top five basic cable services for the week of Nov. 8-14 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
CNN	1,419	2.3/3.6
ESPN	1,427	2.3/3.6
TBS	1,157	1.9/2.9
USA	1,079	1.8/2.7
TNT	786	1.3/2.0

workers and 1,000 hospitals nationwide. PTN is a division of medical-video producer Visual Information Systems.

The other DBS company, United States Satellite Broadcasting, which will share the first satellite with DirecTV, also continues to round out its lineup.

Earlier this month, USSB added Lifetime Television to its slate, which also includes the Viacom-owned lineup: The Movie Channel, Flix, MTV, VH-1 and Nickelodeon. USSB also will carry HBO, Cinemax and the All News Channel. ■

## TBS launches Goodwill games ad campaign

*Grey Advertising will handle; TBS lowers rating guarantee after last year's \$44 million loss*

**T**urner Broadcasting has launched an eight-month advertising campaign in support of the 1994 Goodwill Games scheduled for next summer in St. Petersburg, Russia. The campaign is being produced by Grey Advertising and will include television, print and radio. The games will be aired on both TBS and ABC, and the advertisements are designed to insure that viewers know where to see the competition, says Jack Kelly, president of the Goodwill Games. Advertising campaigns for previous games were criticized because too much of the ad budget was spent early on, leaving little room to attract viewers in the days leading up to the competition.

The current media plan calls for targeted tune-in ads to be phased in during the summer, providing information and highlights about the competition's key match-ups. TBS hopes to break even for the 1994 games.

The 1990 games lost \$44 million after underdelivering on ratings guarantees. TBS promised a 5 rating in 1990 but has lowered the guarantee for the upcoming games. ■

## NBC affiliate to drop local news

WLTZ-TV, the NBC affiliate in Columbus, Ga., plans to scrap its local news coverage entirely and use syndicated fare as a lead-in to NBC's nightly newscast.

WLTZ General Manager Bob Walton said the station's 30-minute 6 p.m. newscast and its 5-minute 11 p.m. newscast will cease after Wednesday, Nov. 24. The station had been fighting an uphill battle in competing against the entrenched market leader, WTVM-TV, the ABC affiliate.

"For many years, we have been waging a fierce, competitive battle in this market," Walton said. "We simply did not gain enough to continue those expenditures." —PV

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tina turner

## Metzenbaum wants to revisit Cable Act

Senator fears 'too much concentration in the cable industry'

By Kim McAvoy

Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) has called for new legislation to further regulate cable operators.

The 1992 Cable Act has "not done an adequate job," Metzenbaum said at a subcommittee hearing last Tuesday.

Subcommittee Counsel Gene Kimmelman later said Metzenbaum would try to attach cable reregulation legislation to "whatever vehicle" is available.

Also at the hearing, Metzenbaum praised the Federal Trade Commission's settlement last week with Tele-Communications Inc. The agency forced TCI and



Senator Howard Metzenbaum says the Cable Act has 'not done an adequate job.'

Liberty Media to divest their ownership interest in QVC (see story, "Top of the Week"). The agency would have blocked QVC from acquiring Paramount unless TCI and Liberty withdrew from the deal.

Metzenbaum's decision to revisit the Cable Act appeared to be triggered by a TCI memo reported in the *Washington Post* on the morning of the hearing (see box). The memo called on TCI managers to "take advantage" of a new FCC cable regulation and increase charges for "transaction" services, then blame it on "reregulation and the government."

"This kind of conduct by TCI...deserves scrutiny," said Senator Arlen Specter (R-Pa.)

Metzenbaum said TCI President John Malone and QVC Chairman Barry Diller will testify at a future hearing. With Congress slated to adjourn for the holidays by Thanksgiving, Malone and Diller are not likely to testify until next year.

Metzenbaum praised the FTC's quick action in settling the TCI-QVC

issue. "The FTC's challenge to TCI's acquisition of Paramount confirms my belief that there is already too much concentration in the cable industry," he said. And the action "reinforces my fear that the proposed merger between Bell Atlantic and TCI will diminish, rather than promote, competition."

Mary Lou Steptoe, acting director of the FTC's Bureau of Competition, said the agency is committed to "vigorous merger enforcement against all transactions that threaten substantial competitive harm to consumers." The FTC, however, is not reviewing the Bell Atlantic-TCI merger; the Justice Department is handling that deal.

### Not the only critic

Metzenbaum was not TCI's only critic. The Consumer Federation of America's Mark Cooper thinks the merger will "only make matters worse." Cooper said it poses an "immediate and direct threat to competition." He suggested that TCI divest itself of its programming interests and Bell Atlantic of its telephone operations in areas where the companies overlap.

Andrew Schwartzman of the Media

Access Project is concerned in general about telco entry into the video business. The dangers of telco program ownership are "tremendous. Even more ominous is the possibility for abuse of this journalistic and programming power," Schwartzman said. As an example he noted that Bell Atlantic, which is heavily regulated by the states, would acquire a major stake in CNN through TCI.

"I have no reason to expect that Bell Atlantic, or TCI for that matter, would ever knowingly seek to abuse this power by killing or carrying stories that would help or hurt politicians. But why create the problem, and then worry about how to deal with it, if you don't have to do it in the first place?" Schwartzman said.

### AT&T-McCaw merger

Another topic of the hearing was the AT&T-McCaw merger. AT&T Chairman Robert Allen doesn't want lawmakers to allow Bell Atlantic-TCI issues to "cloud discussion about the AT&T-McCaw deal." AT&T wants to buy McCaw, the nation's largest cellular telephone operation.

The proposed merger is not a threat to competition, Allen said. ■

## TCI questioned after urging charges

The FCC has sent a letter of inquiry to Tele-Communications Inc. President John Malone following a memo from TCI executive Barry Marshall to cable system managers indicating that the cable MSO might be trying to circumvent new cable rate regulations.

Marshall's Aug. 20 memo, reported last Tuesday in the *Washington Post*, suggests that TCI managers "take advantage" of the regulations and begin to charge for "transaction" services. Marshall not only calls on TCI cable operators to charge for upgrades, service calls and VCR hookups, but he also says that they should "blame it on reregulation and the government."

The FCC's letter of inquiry asks TCI to document that any new equipment and installation charges referred to in the memo are within FCC rules and how TCI arrived at those charges. And it wants the cable MSO to explain how it arrived at its policy for "regulated equipment, installation and programming service charges."

TCI, which must respond within 30 days, issued an apology, saying that the "tone of one portion of the memo was regrettable," and denied that it was trying to blame the government.

—KM



# FCC wants explanation of cable rate hikes

*First round of questions may uncover loopholes in new regulations*

By Sean Scully

**T**he FCC is asking cable companies to explain certain billing practices that may have allowed the companies to circumvent the recent rate regulations.

Last Tuesday, the commission sent letters to 16 companies in 10 states, asking them to explain a variety of fees and charges. Depending on the results, commission Staff Attorney Steven Weingarten says, the FCC could send out additional letters.

The companies are not suspected of doing anything more noteworthy than any other cable companies, but simply were among the first systems about which the commission received complaints under the new rate regulations, Weingarten says. In fact, he says, the cable companies may not have violated any regulations, in which case the investigation will serve to uncover unacceptable loopholes in the new rate regulations.

Most complaints came from local franchising authorities: the governments of the cities or counties where the systems are headquartered. One letter of inquiry, directed at Telecommunications Inc. President John Malone, was generated by a report of an internal TCI memo that suggested local operators raise service and equipment fees and blame reregulation (see box, page 32).

By and large, local authorities questioned either rate increases that appeared to violate the FCC's rate freeze or à la carte offerings where the customer paid per channel for a package that formerly was offered for a single fee. The commission allows that practice, unless the customer ends up paying more or unless customers are signed up for the service without specifically asking. Local authorities generally allege that the services violate both rules.

Among the more serious charges: adding new fees for service calls and basic tier disconnection.

The cable systems have 30 days to respond to the commission requests for information. ■

## FCC letters of inquiry went to:

**Allegan County Cablevision, Allegan, Mich.** Must supply information on Premium Customer Choice à la carte pricing package. Local authorities allege customers had little choice but to accept this option.

**C-Tec Cable, Dallas, Pa.** Must supply information on Premium Customer Choice à la carte pricing package. Local authorities allege customers had little choice but to accept this option.

**Cable Satellite, South Miami, Fla.** Must supply information on monthly rates. Local authorities allege rates may violate freeze order.

**Cablevision, Boston.** Must supply information on rate increases and service offerings. Local authorities allege Cablevision did not provide sufficient notice as required by commission.

**Cablevision, Raleigh, N.C.** Must supply information on monthly rates. Local authorities allege rates may violate freeze order.

**Coldwater Cablevision, Coldwater, Mich.** Must supply information on "Premium Customer Choice" à la carte pricing package. Local authorities allege customers were given no choice but to accept this option.

**Comcast Cable, Howard County, Md.** Must supply information about whether customers were signed up automatically for Cable Guard.

**Comcast Cablevision, Tallahassee, Fla.** Must supply information on Value Pak à la carte pricing package. Local authorities also allege customers were signed up automatically for Cable Guard, a cable maintenance insurance for in-home wiring.

**Crown Cable Television, Alhambra, Calif.** Must supply information on monthly rates. Local authorities allege rates may violate freeze order.

**MetroVision, Landover, Md.** Must supply information on monthly rates. Local authorities allege rates may violate freeze order.

**MultiVision Cable TV, Lanham, Md.** Must supply information on monthly rates, which local authorities allege violate the freeze order. FCC wants information on the MultiVision Variety Pack à la carte package. Local authorities also raise concerns about new charges for service calls, premium service duplication fees and basic-tier disconnect fees, and allege plan to scramble signals on the programming services tier forces customers to rent additional equipment.

**North Central Cable Communications, Roseville, Minn.** Must supply information on monthly rates, which local authorities allege may violate freeze order.

**TCI, Englewood, Colo.** Requests information on new charges to customers in light of recently revealed company memo (see box, page 32.)

**Triax Cablevision, Waseca, Minn.** Must supply information on new charges for converters and answer alleged violations of rate freeze order.

**US Cable, Waukegan, Ill.** Must supply information on monthly bills and Pick 4 PACK à la carte offering. Local authorities allege rates violate the rate freeze order and customers were signed up automatically for Pick 4 PACK, in which US Cable charged 50 cents per channel for four channels that previously cost \$1.60 together.

**Warner Cable Communications, Milwaukee.** Must supply information on Money Saving A La Carte Pack. Local authorities allege Warner automatically signed up customers and charged 79 cents per channel, a total of \$3.16, for four channels that formerly cost \$2.20. Local authorities also question new charges, discrepancies between the rate card and customer bills, and possible underreporting of revenue. ■

**The National Cable Television Association expects to formulate "proactive" proposals for regulating TV violence by end of the year**—in time, it is hoped, to pre-empt legislative solutions threatened by Congress, according to an association spokeswoman. The NCTA board, which met last week in Palm Springs, Calif., discussed various TV violence remedies, including viewer advisories, self-regulation and -monitoring, and channeling of violent programming to certain dayparts, the spokeswoman said. The board also elected two new programmer-members, Nickolas Devatzes, president and chief executive officer, Arts & Entertainment Network, and Steven Bornstein, president and CEO, ESPN.

**The federal government must pre-empt state regulators if it wants to avoid a "real mess" with the developing national information infrastructure,** according to experts at the

Convergence '93 conference in Washington last week. "If the feds really want to do something heroic," said former National Cable Television Association President James Mooney, "they ought to get the locals out of it altogether.... If they don't have the political will to pre-empt the states, this could turn into a real mess." FCC Chief of Planning and Policy Robert Pepper agreed, noting that 30,000 jurisdictions have regulatory authority over cable services. Congress is indeed working on such legislation, said Gerry Waldron, an aide to Representative Edward Markey (D-Mass.), chairman of the House Telecommunications and Finance Subcommittee. "We're not going to airbrush the states out of the picture," he said, "but their role is going to be narrowed." Representative Rick Boucher (D-Va.) agreed that some sort of pre-emption would pass Congress.

**Telephone and cable companies one day may own no wires at all,** says Washington attorney Steven Rivkin. Instead, he told the Convergence '93 conference in Washington last Monday, electric utilities could provide all transport, while telcos and cable operators concentrate on programming and services. Already, there are about 4,700 miles of combined electric and fiber line in the U.S., he explained, and the electric and telecommunications signals show no sign of interfering with one another. With such a dual grid, power companies could monitor and bill for electricity in real time, he said. Studies show that could lower electricity usage by one-third.

**While the bad news at the FCC is new user fees,** the good news is the ease with which these fees can be paid. According to Tom Holleran, FCC deputy associate managing director for operations, plans call for electronic payment, credit-card payment, payer numbers, check and remittance-form scanning and simplified fee forms. A computer tracking system is being developed to eliminate paperwork headaches. Some issues under discussion: punishment for tardiness, ranging from a 25% late fee to license revocation; payment in installments for larger fees and in advance for smaller fees, and exemption qualifications. The fees, both a 14.8% cost-of-living adjustment on the existing application processing fees (known as Section 8) and the new administration-imposed regulatory tax

(known as Section 9), would take effect April 1. A rule is expected by early December. The fees, enacted in August as part of President Clinton's budget-balancing package, are expected to raise \$82 million. Broadcasters would pay more than \$18 million a year, ranging from \$100 for an AM construction permit to \$18,000 for a large-market VHF TV station. Cable operators would pitch in 37 cents per subscriber per year, or around \$20 million.

**The House Banking Committee has amended banking legislation to help eliminate some of the problems radio broadcasters encounter airing certain kinds of advertising.** If the

bill becomes law, it will permit radio stations to earn more from the growing advertising market of automobile leasing and loans. Currently, broadcasters must

include lengthy disclosure information in ads for leases and loans. But under the House measure, advertisers instead could insert a toll-free number for listeners to call for consumer information. It is difficult for radio ad-

vertisers to fit all the disclosure information into a 30- or 60-second ad, says the National Association of Broadcasters, which is the driving force behind the legislation. NAB President Eddie Fritts says he is optimistic that the bill will be considered by the full House next year. "We urge broadcasters to focus now on getting their senators to co-sponsor the Senate version of the bill so we can move it in a similar fashion," Fritts says.

**Cameras and microphones are increasingly at home in federal courtrooms,** according to a report by the Federal Judicial Center on a two-year pilot program. The study, based on access to civil proceedings in eight federal courts, found that in 257 cases, applications for media coverage were approved by judges 82% of the time. Judges and attorneys observed that the cameras presented little or no impediment to courtroom proceedings or judgments. Both media and judicial representatives reported the coverage guidelines as acceptable and the participants as cooperative. Content analysis of television broadcast footage, found to be the most common type of trial coverage, revealed a basic explanation of the case facts, a lack of explanation about the legal process and a tendency to use court shots as background for narration. The report and recommendations will be considered at the March 1994 meeting of the Judicial Conference of the United States. As the policy-making branch of the federal courts, it will make the ultimate decision on electronic media access to the courtroom.

**A new window for filing applications for low-power TV stations should open up in late January,** Keith Larson, chief of the FCC's LPTV branch, told attendees at the Community Broadcasters Association's annual convention last week in Washington. Acting FCC Chairman James Quello said he supports the change from alphanumeric call signs such as K09TB to four-letter broadcast calls and relaxation of application standards to reduce the number of filings rejected for minor deficiencies. Action on the proposed changes is expected in December, he said. ■

# Washington Watch

Edited By Kim McAvoy

## Consolidation comes to San Antonio

*A radio market bounces back strong from recession: Is duopoly a factor?*

By Peter Viles

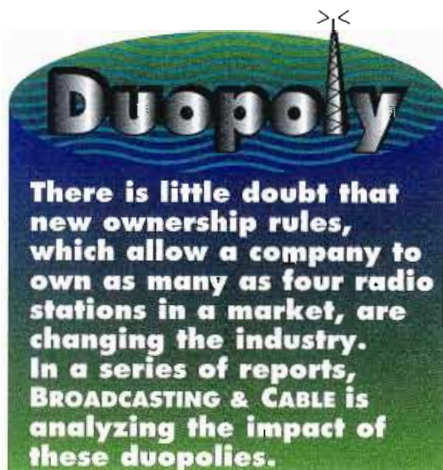
**M**ake no mistake: Radio is booming in San Antonio. The market is roaring back from a recession, and radio revenues are running nearly 20% ahead of 1992 levels.

At the same time, radio in San Antonio is undergoing a dramatic change in structure. New ownership limits, which allow companies to own as many as four stations per market, have caused a flurry of station trading that has enabled the market's biggest broadcasters to become bigger.

Some effects of the new ownership limits:

- The four companies that dominate the market—Clear Channel Communications, Tichenor Media, NewCity Communications and Rusk Corp.—either run or represent a total of 15 stations, up from six just two years ago.

- They have nearly doubled their combined share of audience, from 34.7 to 62.1, according to Arbitron



ratings (see chart).

- They also have increased their combined share of market revenue, from an estimated 55% to 77.9%.

Among broadcasters in San Antonio, there is no consensus as to whether consolidation has helped to radio's revenues in the market. There is gen-

eral agreement, however, that cost-cutting and economies of scale made possible by consolidation have helped to increase cash flow at stations.

"Duopoly causes the operator to zero-base budget," says John Barger, general manager of both KRIO-FM and KONO-FM. "The more elaborate the staffing was under the previous configuration, the more scrutiny it is given. And most probably, the logical result is a reduction in work force."

Lowry Mays, president/COO of Clear Channel Communications, says economies of scale have made radio a more profitable business in San Antonio. Before duopoly, he says, roughly 40% of the radio owners in the market were making money; now 80% of the remaining companies are profitable.

### Revenue rosy in San Antonio

The revenue picture in San Antonio shows remarkable growth. According to *Duncan's Radio Market Guide*, the

### Radio in San Antonio: A study in consolidation

**Before:** Four companies own, run or sell six stations. Combined, those stations have a 34.7 share of audience and get an estimated 55% of the market revenue.

Owner	Station	Format	Rtg/Rev.†
Clear Channel	KAJA-FM	Country	6.3/\$2.3
Clear Channel	WOAI(AM)	News Talk	4.4/ 5.4
Inner City	KSAQ-FM	AOR	4.1/ 1.8
Inner City	KSJL(AM)	AOR	1.4/ NL
Group W	KQXT-FM	Soft AC	5.0/ 2.1
Clear Channel			total: 10.7/\$7.7
Genesis	KSRR-FM	Hot AC	3.9/\$1.6
TK Comm.	KXTN-FM	Spanish	9.7/ 3.0
TK Comm.	KZVE(AM)	Spanish	1.3/comb.
Tichenor	KCOR(AM)	Spanish	3.6/ 2.8
Tichenor			total: 3.6/\$2.8
NewCity	KCYY-FM	Country	12.4/\$7.2
NewCity	KKYX(AM)	Country	4.6/comb.
Vision	KMMX-FM	New AC	2.9/ 2.0
NewCity			total: 17.0/\$7.2
Adams	KISS-FM	Oldies	1.1/ NL
Adams	KISS(AM)	Oldies	0.2/ NL
Rusk	KSMG-FM	Oldies/AC	3.4/ 3.8
Rusk			total: 3.4/\$3.8
April	KRIO-FM	Country	2.4/ NL
Gillespie	KONO-FM	Oldies	2.8/comb.
All others:	15 stations		\$7.0
Total Revenue:			\$39.0

**After:** Those four companies now own, run or sell 15 stations. Combined, those stations have a 62.1 share of audience and get an estimated 77.9% of the market revenue.

Owner	Station	Format	Rtg/Rev.†
Clear Channel	KAJA-FM	Country	7.4/\$3.5
Clear Channel	WOAI(AM)	News Talk	3.5/ 5.2
Inner City*	KSJL-FM	Urban AC	1.9/ 1.3
Clear Channel	KZXF(AM)	News Talk	0.6/ NL
Clear Channel	KQXT-FM	Soft AC	7.1/ 3.2
			total: 20.5/\$13.2
Tichenor	KROM-FM	Spanish Int'l	1.6/\$1.2
Tichenor	KXTN-FM	Spanish	9.8/ 3.3
Tichenor	KONJ(AM)	Spanish	0.1/comb.
Tichenor	KCOR(AM)	Spanish	1.8/ 2.4
Tichenor			total: 13.3/\$6.9
NewCity	KCYY-FM	Country	8.5/\$7.7
NewCity	KKYX(AM)	Country	2.7/comb.
NewCity**	KDIL-FM	Young Cntry	3.4/ NL
NewCity			total: 14.6/\$7.7
Rusk	KISS-FM	AOR	7.2/ \$1.5
Rusk	KLUP(AM)	Nostalgic	3.7/ NL
Rusk	KSMG-FM	Oldies/AC	2.8/ 2.7
Rusk			total: 13.7/\$4.2
April	KRIO-FM	Tejano	3.1/\$0.5
October***	KONO-FM	Oldies	2.3/ 1.0
All others:	14 stations		\$7.6
Total Revenue:			\$41.1

Ratings: Arbitron 12-plus share, total week, AQH; Summer 1991, Summer 1993. † Revenue stated in millions of dollars; estimates by *Duncan's Radio Market Guide*, for 1991, 1992; NL-not listed; comb.—combined with other station. Note that "after" estimates do not reflect duopoly's impact. \* Clear Channel sells the station's ad time. \*\* NewCity runs the station and has an option to buy it. \*\*\* April and October are both principally owned by John Barger.

market billed an estimated \$41.1 million in 1992. General managers in San Antonio report that this year's revenues are 18%-20% ahead of last year's. That growth is easily outpacing the television advertising market, which is 10%-12% ahead of 1992 levels, according to Kevin Donohue, general sales manager at KMOL-TV.

But is any of that increase due to consolidation? "The market is up very strongly," observes Mays. "But I do not think it is because of duopoly. It's because of superb economic conditions in the market."

There are several factors boosting radio in San Antonio. One of the market's two daily newspapers folded in February, which freed up advertising money. The city's economy, meanwhile, is showing unexpectedly strong growth, and the local advertising market has rebounded.

#### **Disagreement over value of consolidation**

Still, there is much discussion of whether consolidation of radio ownership has decreased competition among stations for advertising dollars, resulting in higher ad rates. Most broadcasters deny that this has occurred, but some media buyers disagree.

"I certainly think it has inhibited competition in terms of pricing, more

on a national basis than a local basis," says Dave Mann, executive vice president of Mann and Mann Media Services. Mann acknowledges that general economic factors could be more responsible for upward pressure on rates. "I can't say that duopoly is a major cause, but it isn't helping things."

Mann, who buys roughly \$1 million worth of radio advertising per year, maintains that consolidation is hurting both listeners and advertisers by giving them fewer choices.

"It's just like when the S&L's and the banks went through a consolidation phase," he says. "All the weak sisters are getting weeded out. But is it good for the consumer and good for the advertiser? I don't think so. You have fewer formats and less buying and negotiating leverage. So I think the FCC has done a disservice to the consumer and to the businessman. But I'm sure the surviving stations would disagree."

Mann's views do not appear to be widely shared.

"I wouldn't say that the [buying] process has changed dramatically," says Henri-Ann Reynolds, vice president and director of media at Anderson Advertising. "Most of the players doing the consolidating were major players in the market already."

Reynolds says the biggest difference she notices in negotiations between advertisers and stations is that, because the market is so healthy this year, stations are less likely to offer "added value" promotions to advertisers. "There are fewer players out there in competition for the dollars," she says. "So there's less need for them to give us added value."

"I've got some mixed emotions about it, mainly stemming from the competitive situation," Reynolds says. "Radio's been struggling for so long because there are so many parties involved and it's so hard for them to make money. This may take out some of the weaker parties, and in that way it may be good for radio."

#### **Broadcasters give thumbs up**

Among broadcasters, especially those taking advantage of the new limits, duopoly receives almost universally high marks. Jay Jones, president of Rusk Corp., believes that the chance to own several stations in a market makes it easier for companies to target and serve distinct listening audiences. "What this does is it allows an operator with several different outlets to offer products suitable for smaller niches in the market. That way, operators don't have to fight and scratch their way into a bigger, broader niche." ■

## **Infinity, Stern hit with racism complaint**

*Black business group files petition with FCC; Karmazin calls charges 'absurd'*

**By Peter Viles**

**S**hock jock Howard Stern, dogged by complaints of indecent broadcasting, was hit with a new charge last week when a black business association accused him of "racist pandering."

The claim was part of a complaint by the African American Business Association, which filed a petition with the FCC to deny Infinity's pending purchase of WPGC-FM Washington. The AABA further asked the commission to revoke Infinity's license to operate WJFK-FM Washington, which broadcasts Stern's morning show.

"Decent African-American parents who are trying, against the odds, to raise self-respecting children must be fearful of the effects of Stern's repeated, incessant racist pandering," said

AABA President Edward Murphy.

Infinity President Mel Karmazin dismissed the charges as "frivolous." "It's absolutely absurd that anyone would think Howard Stern is a racist," Karmazin said. "He uses parody as a way of pointing out how wrong racism is."

The AABA complaint cited numerous instances of the "racist content" of the Stern show, including:

■ Stern's broadcast of a "black" *Jeopardy!* game-show parody, in which contestants were named "Tyronne Shoelaces," "Buck Wheaties," "Malcolm Excrement," "Highly Salami" and "Marcus Welfare."

■ Stern's descriptions of black athletes, including a comment about basketball star Patrick Ewing: "He really looks like a baboon. He really does

...him and Joan Rivers. They look like baboons."

■ Stern's interview with Klan spokesman Daniel Carver, whose comments included: "Niggers have destroyed most of our public schools already. Niggers carry their dope to school... Niggers carry AIDS to school. Niggers stink up the whole classroom."

The AABA said Infinity's purchase of WPGC-FM, a station with a large black audience, "will force black consumers to subsidize racist programming controlled by the same licensee."

The petition also accuses WJFK-FM of violating the FCC's equal employment opportunity rule by creating, through the content of the Stern program, a hostile working environment for blacks. ■

## Reds cut cut-rate, two-season TV deal

Sources say pact yields about \$1 million less per year

By Steve McClellan

**A**fter long and difficult talks, the Cincinnati Reds have a new TV deal for the next two seasons with incumbent WLWT(TV), the Multimedia-owned station there.

But as a result of shrinking advertiser demand, the team will receive "significantly less" for those rights, sources say. The last deal expired at the end of the 1993 season.

An exact figure was not available, but sources say the new contract will pay the Reds less than \$4 million per

year for the next two years.

Under the last agreement, which was a three-year deal, WLWT paid the Reds close to \$5 million for the 1993 rights. WLWT has had the rights to the Reds for roughly 40 years. When it came to a new deal, the two sides were deadlocked over money. The station revoked its offer two weeks ago.

The team then was left to deal with independent packager Ned Paddock, a former sales director at WLWT, who hoped to acquire the rights and sell a fully sponsored package to an affiliate

station. But Paddock couldn't line up an affiliate to close the deal.

Meanwhile, Multimedia Inc. Chairman Walter Bartlett, an old friend of Reds owner Marge Schott, contacted Schott. The two came to an agreement in a couple of days.

The new deal gives the station 55 Reds games, mostly away, each year—the same as in previous years. But the advertiser demand for Reds games is shrinking, reflecting the national trend toward a softer marketplace for sports. ■

## Merger brings groups' worth to \$160 million

By Julie A. Zier

**I**n another merger of radio groups, Booth American Co. (John Booth) and Broadcast Alchemy (Frank Wood) are consolidating to form a new radio group worth an estimated \$160 million.

"We're getting bigger without going out and purchasing [stations]," Broadcast Alchemy President and CEO Frank Wood says. "It gets us right up to the poker table."

"You've got to get bigger to play the game," broker Bill Steding of Star Media Group says of the merger. "The object in radio is to get big enough to win."

The group, as yet unnamed, will consist of all Broadcast Alchemy properties and all Booth stations but those in four markets. Booth will contribute WLBJ-FM Detroit; WWWE(AM)-WLTF-FM Cleveland; WSAI(AM)-WWNK-FM Cincinnati; KSMJ(AM)-KSFM-FM Sacramento, Calif., and KMJI-FM Denver. John Booth will retain WSGW(AM)-WIOG(FM) Saginaw-Bay City, Mich.; WRBR(FM) South Bend, Ind.; WZPL(FM) Indianapolis and WTOD(AM)-WKKO(FM)-WRED(FM) Toledo, Ohio, as Booth American. Broadcast Alchemy contributes WDVE-FM Pittsburgh and WCKN(AM)-WRZX-FM and WNDE(AM)-WFBQ-FM all Indianapolis.

Plans are under way for the group's first acquisition. According to Wood, the group is looking to buy stations in existing markets and ultimately hopes to enter the top 30 markets. Steding expects a purchase in the first quarter

of next year.

"We are putting this company together with the idea of going public," Booth says. While the emerging group will remain privately held, John Booth says the two existing companies have



Frank Stanton, president emeritus of CBS Inc., received the 1993 Business Enterprise Lifetime Achievement Award in New York's Rainbow Room on Nov. 9. The award was presented to Stanton for "acts of courage, integrity and social vision" in his roles as broadcast industry statesman, champion of the First Amendment and arts patron. First Lady Hillary Rodham Clinton addressed the early morning gathering. From left are James Burke, president, Business Enterprise Trust, and former CEO, Johnson & Johnson; the First Lady; Stanton, and Norman Lear, founder of the trust.

enough equity "to allow us the flexibility to time our entry into the public market," perhaps in the next seven to eight years. Meanwhile, Broadcast Al-

chemy investor Lane Industries of Chicago has committed to offer equity worth an estimated \$20 million to \$40 million. ■

# Changing Hands

This week's tabulation of station and system sales

**KKHI-AM-FM San Francisco** ■ Purchased by Group W Radio (Don Mason) from Buckley Broadcasting Corp. (Richard Buckley) for \$14.2 million. **Buyer** owns WBZ(AM) Boston; WINS(AM)-WNEW-FM New York; KYW(AM)-WMMR(FM) Philadelphia; KDKA(AM) Pittsburgh; KIKK-AM-FM/KILT-AM-FM Houston; WMAQ(AM) Chicago; KFVB(AM)-KTWV(FM) Los Angeles and KFBK(AM)-KGBY(FM) Sacramento, both California, and WLLZ(FM) Detroit. **Seller** owns WOR(AM) New York and WSEN-AM-FM Syracuse, N.Y.; KMGX-FM Los Angeles, KSEQ-FM Fresno, KWAV-FM Salinas-Monterey, KUBB-FM Modesto and KNZR(AM)-KLLY-FM Ba-

kersfield, all California, and WDRC-AM-FM Hartford, Conn. KKHI(AM) has classical format on 1550 khz with 10 kw. KKHI-FM has classical format on 95.7 mhz with 6.9 kw and antenna 1,500 ft. *Broker: Frank Boyle & Co.*

**WRIF-FM Detroit** ■ Purchased by Greater Media Inc. (Peter Bordes) from Great American Television and Radio Co. Inc. (David Crowl) for \$11.5 million. **Buyer** owns WHND(AM)-WCSX(FM) Detroit, in addition to 6 AM's and 7 FM's. **Seller** owns 5 AM's, 10 FM's and 6 TV's. WRIF-FM has AOR format on 101.1 mhz with 27.2 kw and antenna 879 ft.

**WRVF-FM Upper Arlington, Ohio** ■ Purchased by Hirsch Holdings of Cleveland Inc. (Carl E. Hirsch) from Tri-City Radio LP (Alan Gray) for \$7,500,000. **Buyer** owns WYHY-FM Lebanon, Tenn., and WMJI-FM Cleveland, Ohio. **Seller** owns WYMJ-FM Dayton, Ohio. WRVF-FM has adult contemporary format on 98.9 mhz with 3 kw and antenna 328 ft. Filed Nov. 1 (BAPLH931101GO).

**WAQZ-FM Cincinnati (Milford)** ■ Purchased by WAQZ Inc. (Charles Reynolds) from Plessinger Radio Group (Richard Plessinger) for an estimated \$2 million. **Buyer** purchasing WSAI(AM) Cincinnati from Booth American Co., pending FCC approval. **Seller** owns WAOL-FM Ripley and WAXZ(FM) Georgetown, both Ohio; WCGV(AM) Covington, Ky., and WOYS(FM) Apalachicola, Fla. WAQZ-FM has modern rock format on 107.1 mhz with 3 kw and antenna 299 ft. *Broker: Todd Hepburn, Ted Hepburn Co.*

**WJTT-FM Red Bank, Tenn.** ■ Purchased by Brewer Broadcasting of Chattanooga Inc. (James Brewer Sr., Vicki Brewer and James Brewer II) from Jettcom Inc. (James Brewer Sr., Jim Clemons and George Reed) for \$1,689,000. **Buyer** has interests in WHON(AM) Centerville, WQLK-FM Richmond and WTCJ(AM) Tell City, all Indiana, and WTOT(AM)-WJAQ-FM Marianna, Fla. **Seller** has no other broadcast interests. WJTT-FM has urban contemporary format on 94.3 mhz with 3.3 kw and antenna 299 ft. Filed Oct. 28 (BALH931028GH).

**KRZN(AM) Thornton, Colo.** ■ Purchased

by Jacor Broadcasting of Colorado Inc. (Randy Michaels) from Genesis Broadcasting Inc. (John L. Booth II) for \$1.6 million. **Buyer** owns KOA(AM)-KRFX-FM/KAZY-FM Denver; WLW(AM)-WEBN-FM/WLWA(AM) Cincinnati; WGST(AM)-WPCH-FM Atlanta; WQIK-AM-FM Jacksonville and WFLA(AM)-WFLZ-FM Tampa, both Florida, and WMYU-FM Sevierville, Tenn. **Seller** owns KSRR(FM) San Antonio and KBTS(FM) Killeen, both Texas; KMJI(FM) Denver, and KSMJ(AM)-KSFM(FM) Sacramento, Calif. KRZN has oldies format on 760 khz with 5 kw day, 1 kw night. Filed Oct. 21 (BAL-931021EA).

**WSAI(AM) Cincinnati** ■ Purchased by Middle Market Broadcasting Co. (Charles Reynolds) from Booth American Co. (John Booth) for \$800,000. **Buyer** has no other broadcast interests. **Seller** owns WJLB(FM) Detroit, WIOG(FM) Bay City and WSGW(AM) Saginaw, all Michigan; WRBR-FM South Bend, Ind., and WTOD(AM)-WKKO(FM) Toledo, WWNK(FM) Cincinnati and WWWE(AM)-WLTF(FM) Cleveland, all Ohio. WSAI has oldies format on 1360 khz with 5 kw. Filed Oct. 28 (BAL-931028EB).

**WMGB-FM Jeffersonville, Ga.** ■ Purchased by Piedmont Communications Corp. (Ben G. Porter Jr.) from ALP LP (Alton L. Parker Jr.) for \$800,000. **Buyer** owns WDDO(AM)-WPEZ(FM) Macon, Ga. **Seller** has no other broadcast interests. WMGB-FM has CHR format on 93.7 mhz with 50 kw and antenna 490 ft. Filed Nov. 1 (BAPH931101GN).

**KPBQ-FM Pine Bluff, Ark.** ■ Purchased by Pine Bluff Radio Inc. (Don L. Turner) from Colon Johnston for \$625,000. **Buyer** has interests in KQLR-FM Cedar Rapids, Iowa, and, pending FCC approval, KYKZ-FM Lake Charles, La. **Seller** has no other broadcast interests. KPBQ-FM has country format on 101.3 mhz with 25 kw. *Broker: Sunbelt Media.*

**WMJB-FM Evansville, Wis.** ■ Purchased by Seehafer Broadcasting Corp. (Donald W. Seehafer) from Wisconsin Radiation LP (Carl W. Hurlbaeus) for \$565,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WMJB-FM has adult contemporary format on 105.9 mhz with 1.4 kw and antenna 493 ft. Filed Oct. 29 (BALH931029GJ).

**KDNT(AM) Denton, Tex.** ■ Purchased by Rodriguez Broadcasting Inc. (Marcos A. Rodriguez Jr.) from KDNT Radio Inc. (Galen O. Gilbert) for \$560,000. **Buyer** owns KESS(AM)-KLTU-FM Fort Worth and KMRT(AM) Dallas, both Texas, and is permittee of new FM at Gainesville, Tex. **Seller** owns KZRK(FM) Gainesville, KDXE(FM) Sulphur Springs and KTXJ(AM)-KWYX(FM) Jasper, all Texas,

**BANKRUPTCY SALE** UNITED STATES BANKRUPTCY COURT  
SOUTHERN DISTRICT OF NEW YORK  
Re: MIZLOU COMMUNICATIONS COMPANY, INC.  
d/b/a SNN - SPORTS NETWORK NEWS  
CASE NO. 90-B-14286 (BRL)

**Jackson Hecht**  
ASSOCIATES, INC.  
AUCTIONEERS - APPRAISERS - LIQUIDATORS

**SELL TUESDAY, NOV. 30, 1993 AT 10:30 A.M.**  
**AT CLARKSON VAN LINES**  
**595 FIFTH AVENUE, BAYSHORE, NEW YORK**  
**(MOVED FOR CONVENIENCE OF SALE)**

(DIRECTIONS: TAKE I.I.E. EAST TO EXIT 54 S (WICKS ROAD, SOUTH), WICKS ROAD TURNS INTO FIFTH AVENUE, PROCEED APPROX. 3 MILES. WAREHOUSE IS ON LEFT SIDE.)

## TELEVISION STUDIO EQUIPMENT

### (2) CHYRON SUPERSCRIBE GENERATORS

LOADED WITH (2) FONT MEMORY EXPANSIONS TO 2MB; ADVANCE FONT CREATE UTILITY PACKAGE; DYNAMIC READ EFFECTS; INTELLIGENT INTERFACE SOFTWARE; LOGO COMPOSE WITH DIGITIZING TABLET.

### LEITCH MASTER CLOCK SYSTEM CSD-5300

WITH (4) DTD 5200; DAC 5012, (3) UDS-512

### (6) LEITCH DFS-3000 FRAME SYNCHRONIZERS WITH 3000 RP REMOTE CONTROL

**COMPLETE STOREEL LIBRARY SYSTEM**  
HOLDS APPROX. 16,000 BIG & SMALL BETA TAPES

GRASS VALLEY VIDEO PROCESSOR, CROWN AMPS, ANCHOR & FOSTEX SPEAKERS, ADC AUDIO PATCHES, COMPONENT RACKS, GRASS VALLEY 10X SWITCHER, ACOUSTICAL FOAM.

**INSPECTION 9 AM MORNING OF SALE**  
TERMS OF SALE: 25% DEP.-CASH OR CERTIFIED CHECK  
**AUCTIONEER'S PHONE: (212) 868-1800**  
**FAX: (212) 868-2028**

MEMBER OF NATIONAL AUCTIONEERS ASSOCIATION, INC.

**Proposed station trades**

By dollar volume and number of sales

This week:

AM's □ \$3,292,600 □ 4

FM's □ \$26,234,000 □ 12

Combos □ \$14,975,000 □ 4

TV's □ \$0 □ 0

Total □ \$44,501,600 □ 20

So far in 1993:

AM's □ \$67,562,744 □ 217

FM's □ \$635,079,020 □ 356

Combos □ \$704,086,124 □ 198

TV's □ \$1,627,435,951 □ 87

Total □ \$3,034,163,839 □ 858

For 1992 total see Feb. 1, 1993 BROADCASTING.

and KHHW(AM)-KRKZ(FM) Altus and KYFM(FM) Bartlesville, both Oklahoma. KDNT has news/talk format on 1440 khz with 5 kw day, 500 w night. Filed Oct. 28 (BAL931028EA).

**WLLF-FM Mercer, Pa.** ■ Purchased by Brandt-Sarvas Communications (Karl F. Brandt and Francis J. Sarvas) from Mercer County Broadcasting Corp. for \$400,000. **Buyer** owns WWIZ(FM) Mercer. **Seller** has no other broadcast interests. WLLF-FM has classic rock format on 96.7 mhz with 1.4 kw and antenna 485 ft. Filed Oct. 22 (BALH931022GJ).

**WJZM(AM) Clarksville and WTWL-FM McKinnon, both Tennessee** ■ Purchased by TennAire Communications Inc. (Fred G. Greene) from WJZM Inc. (Trent Knott) for \$385,000. **Buyer** owns WDXN(AM) Clarksville, Tenn. **Seller** has no other broadcast interests. WJZM has big band/oldies format on 1400 khz with 1 kw. WTWL-FM has country format on 101.5 mhz with 790 w and antenna 607 ft. Filed Nov. 1 (AM: BAL931101GG; FM: BALH931101GH).

**WKNB-FM Port St. Joe, Fla.** ■ Purchased by Southern Broadcasting Companies Inc. (Paul C. Stone) from Asterisk Broadcasting Inc. (Frederick H. Ingham) for \$365,000. **Buyer** has interests in WPAP-FM Panama City and WWSD(AM)-WFHT-FM Quincy, both Florida, and WSNI-FM Thomasville, WTSH(AM) Rome, WZOT(AM)-WTSH-FM Rockmart, and WGMG-FM Crawford, all Georgia. **Seller** owns WAMR(AM)-WCTQ(FM) Venice, WTRS-FM Dunnelon and WYGC-FM Gainesville, all Florida. WKNB-FM has country format on 94.5 mhz with 100 kw and antenna 991 ft. Filed Oct. 29 (BALH931029GN).

**KQSB(AM) Santa Barbara, Calif.** ■ Purchased by Criterion Media Group Inc.

(James F. McKeon) from Seaview Broadcasting Inc. (William A. Cabranes) for \$332,600. **Buyer** owns KTYD-FM Santa Barbara, Calif. **Seller** has no other broadcast interests. KQSB is 5 kw daytimer with country format on 990 khz. Filed Oct. 29 (BAL931029EA).

**KAZR-FM Coolidge, Ariz.** ■ Purchased by FM 103 Broadcasting Inc. (Nadine Salsburey) from ChrisCom Inc. (Scott Christenson) for cancellation of promissory note worth \$320,000. **Buyer** and **seller** have no other broadcast interests. KAZR-FM has C&W format on 103.9 mhz with 3 kw and antenna 300 ft. Filed Oct. 28 (BALH931028GI).

**KEAG-FM Anchorage** ■ Purchased by Ingstad Alaska Broadcasting Inc. (Thomas E. Ingstad) from Northern Lights Broadcasting Inc. (Jerome Maltz) for \$285,000. **Buyer** has interests in KPXR-FM Anchorage; KKRQ-FM Iowa City, Iowa; KLTA-FM Breckenridge, Minn.; KIT(AM)-KATS-FM Yakima, Wash.; KIMM(AM)-KGGG-FM Rapid City and KSOO(AM)-KPAT-FM Sioux Falls, both South Dakota. **Seller** owns KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California. KEAG-FM has classic hits format on 97.3 mhz with 100 kw and antenna 593 ft. Filed Oct. 4 (BALH931004GI).

**WJFC(AM)-WNDD-FM Jefferson City, Tenn.** ■ Purchased by WUSJ-FM (Eaton P. Govan III and Berton B. Cagle Jr.) from Defuniak Communications Inc. (Robert Schumann) for \$200,000. **Buyer** owns WUSJ-FM Johnson City, Tenn. **Seller** has no other broadcast interests. WJFC is 500 w daytimer with country format on 1480 khz. WNDD-FM has soft jazz format on 99.3 mhz with 3 kw and antenna 654 ft. Filed Oct. 29 (AM: BAL931029EB; FM: BALH931029GK).

**WWGP(AM)-WFJA-FM Sanford, N.C.** ■ Purchased by Richard K. Feindel from WWGP Broadcasting Corp. (estate of Frank J. Abbott Jr., Carolyn S. Abbott, executor) for \$190,000. **Buyer** and **seller** have no other broadcast interests. WWGP(AM) has modern country format on 1050 khz with 1 kw day, 161 w night. WFJA-FM has classic rock format on 105.5 mhz with 2.25 kw and antenna 377 ft. Filed Nov. 1 (AM: BTC931101GJ; FM: BTCH931101GK).

**WDLE-FM Benton, Pa.** ■ Purchased by Emro Communications Inc. (Fred H. Deiter) from Holt Associates Group Inc. (Arthur H. Holt) for \$185,500. **Buyer** has no other broadcast interests. **Seller** owns WKAP(AM)-WZZO(FM) Allentown-Bethlehem, Pa.; KMXQ(FM) Bosque Farms, N.M.; WOAD(AM)-WJMI(FM) Jackson, Miss., and WTKX-AM-FM Pensacola, Fla. WDLE-FM has country format on 95.9 mhz with 3 kw and antenna 328 ft. Filed Oct. 29 (BALH931029GI).

**SOLD!**

WRVF-FM, Columbus, OH from Tri-City Radio Ltd. Partnership Alan D. Gray, Pres. to OmniAmerica Communications, Carl E. Hirsch, Anthony S. Ocepek, and Dean Thacker, Principals for \$7,500,000.

**SOLD!**

WLOH-AM/WHOK-FM, Columbus, OH from WHOK, Inc., William France, Pres. to OmniAmerica Communications, Carl E. Hirsch, Anthony S. Ocepek, and Dean Thacker, Principals for \$8,000,000.

Randall E. Jeffery represented OmniAmerica Communications in the transactions.

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## Promotion: serious business for Comedy Central

*Cable channel launches ads it hopes will elevate its visibility*

By Christopher Stern

**W**hen it comes to marketing, Comedy Central has decided that the network that makes the most noise wins.

Comedy Central's ambition is to become a famous cultural fixture, along with other cable networks the likes of MTV, ESPN and Nickelodeon. "Our goal is for someone to include us in the top five channels that they go to. We want to be included in that short list," says Marc Chusid, vice president, on-air promotion.

The network has taken an aggressive stand toward promoting itself, organized around its "Nothing is sacred" motto. "What we do here is push that line as far as possible every day," says Chusid. The network is about to launch a series of ads that poke fun at marital infidelity, the death penalty and runaway elevators. "We are in the noise business, and in a crowded marketplace we have to do everything short of burning down the barn to get attention," says Tony Fox, vice president, media relations.

Comedy Central, in 30 million homes, needs to attract all the attention it can in the competitive scramble for more subscribers. During the week of Thanksgiving, it will offer its signal for free to nonaffiliated cable systems.

Currently, Comedy Central spends about 75% of its promotions on tune-in ads; the remaining 25% are image spots. "I'd like to see more image," says Chusid. He points out that a network such as MTV may spend as



**A Comedy Central editorial caught the attention of the 'New York Times,' generating some free publicity for the network. The editorial points out to Janet Reno the difference between real blood and stage blood, referring to her directive to broadcasters to reduce violence on television.**

much as 80% of on-air promotion on image spots. While it is important for a growing network to promote its image, it also has to attract viewers through tune-in spots.

The network also has benefited from the kind of free publicity that is a public relations department's dream. *New York* magazine recently published an insider's look at how Comedy Central chose its new advertising agency. And a Comedy Central editorial featuring Penn Jillette caught the eye of the *New York Times* media page. The editorial criticized U.S. Attorney General Janet Reno's stand on television violence and was a joint project of Comedy Central's development and promotion department.

Chusid hopes the three promos that debut this week will cause the same kind of buzz that its editorial on Reno caused. "We have a notion that people will talk about this campaign," Chusid says.

The network's accomplishments have come despite relatively limited resources, according to Chusid. "We are the kings of producing things that look like a million dollars for dirt cheap," says Fox.

The three promos were produced in North Carolina because the relatively

elaborate sets were cheaper to build there, he says.

Advertisers also have benefited from Comedy Central's tight-fisted productions. Dos XX's beer recently agreed to advertise on the network but had never produced a TV commercial. Comedy Central produced the ad at a New York City bar for a fraction of what it would have cost an advertising agency to produce, according to Fox. The deal has meant that Comedy Central has what Fox calls "a significant commitment" from a beer maker that had never advertised on television.

Advertisers are attracted to the channel because of its upbeat environment and high-end demographics. "They are very aggressive and clever in what they are doing with that channel," says Erica Gruen of Saatchi & Saatchi.

While Comedy Central is the only all-comedy network, many channels have stand-up comedy programs, including A&E, MTV, VH-1 and Lifetime. But Chusid believes Comedy Central can become for stand-up comedy what MTV is for music videos. When a focus group was asked where A&E's *Evening at the Improv* appeared, a majority thought it was on Comedy Central, Chusid says. ■



# **1993 NIMA AWARDS:**

---

**Infomercial of  
the Year**

**Best Production**

**Best Male  
Presenter**

**Best Female  
Presenter**

**Best Offer**

After winning NIMA's top 5 awards,  
the only thing we can add is this: 612-945-4391



THE TELEVISION BUSINESS UNIT OF FINGERHUT COMPANIES, INC.

# CBS, VCR Plus+ join to enhance ad messages

*Companies hope viewers will record 'video brochures'*

By Jim Cooper

**G**emstar's VCR Plus+ and CBS have joined forces to bring brand-name advertisers into the long-form advertising marketplace. Called SPOTPLUS, the new service allows viewers to use VCR Plus+ to tape early morning infomercials. Viewers will be alerted to the infomercials via spots that run in other day-parts.

Announced last week by executives of CBS and Gemstar Development Corp., makers of the VCR Plus+ instant program, the program was touted as a new platform for presenting expanded advertising on a spot-sales basis.

SPOTPLUS will run on CBS's seven owned-stations and will use VCR Plus technology designed to simplify consumer VCR use. SPOTPLUS gives advertisers the ability to follow up on the spot commercials with more detailed information about their products, says Phil Press, vice president, sales and marketing, CBS Television Stations.

"A car company, for example, could follow a 30-second commercial with several minutes of background detail about its vehicle, creating an enhanced sales environment," says Press, who declined to discuss specific deals with would-be advertisers but said that clients in the computer software, automotive, travel, consumer electronics and film industries have expressed interest.

Advertisers add a VCR Plus code number—the same number published in *TV Guide* and newspaper television listings associated with specific programs—to their commercials indicating that viewers who want more information should tape a "video brochure" to be broadcast in the early morning hours of Friday and Saturday.

Interested viewers can tape the long-form ad by entering the VCR Plus+ code number with their VCR Plus+ unit or by setting the day and time on their VCR's.

SPOTPLUS also will support print

advertising and television commercials and is a "delivery system for advertisers who are seeking effective ways to reach a very targeted audience of consumers," says Henry Yuen, president of Gemstar.

CBS owned-and-operated stations include WCBS-TV New York, WBBM-

TV Chicago, KCBS-TV Los Angeles, WCAU-TV Philadelphia, WCIX-TV Miami, WCCO-TV Minneapolis-St. Paul and WFRV-TV Green Bay, Wis.

The CBS stations division will be responsible for setting aside overnight time periods, creating and booking airtime for promotional spots to attract viewers to the expanded advertiser message, and securing an exclusive VCR Plus+ code for the long-form spots.

In addition, CBS affiliates in every market where CBS does not own a television station will have first option of participating in the SPOTPLUS program. ■

## Jefferson-Pilot, BDS to tweak ads mid-flight

*Agreement allows agencies to fine-tune radio, TV buys*

By Jim Cooper

**F**or the first time, advertising agencies will be able to adjust media buys while their spots air.

Mid-flight adjustment will be possible under an agreement announced last week between Broadcast Data Systems and Jefferson-Pilot Data Services. Under the alliance, BDS monitoring data will be integrated into JDS's media-management system, which is widely purchased by rep firms, advertising agencies and media buying services.

Besides being able to verify that the correct spots are airing and running as scheduled, the coupling will help agencies confirm rotation and track response counts to direct advertising.

BDS data is gathered by airplay recognition technology and a nationwide computer network that monitors spot, network and cable television. BDS's computer network also monitors radio in the top 80 markets.

Each computer monitor in the network is connected to a library of audio patterns associated with commercial flights. When the computer recognizes a commercial being aired, it records the outlet, date and time.

"By undertaking a mid-flight buy analysis, advertisers will be able to strategically fine-tune TV buys while

flights are still in process," says David Peeler, advertising services vice president, BDS.

JDS and Donovan Data Systems, whose client base is largely agencies, also electronically link back-office clerical and accounting functions at agencies, buying services, rep firms and broadcast stations.

BDS is negotiating with Donovan to form a similar alliance with its clients, Peeler says.

BDS's mid-flight checking will complement the electronic data interchange initiated by Katz Television, a joint effort by JDS and Donovan called Direct Agency Rep Exchange (DARE), and AdValue Network, Peeler says.

The interchange will support spot television sales by speeding up the back-room accounting and clerical relationships between rep firms and agencies.

Both rapid accounting and the immediate confirmation of the airing of ads will save agencies and rep firms money, Peeler says.

"By integrating BDS's monitoring data into our system, our clients will have up-to-date third-party information comparing actual ads with orders," says Bob Howard, director of sales and marketing for JDS. ■

## Voluntary EBS endorsed

FCC considers ways to revise decades-old system

By Sean Scully

**W**hile both the National Association of Broadcasters and the National Cable Television Association agree that the Emergency Broadcast System should remain voluntary, their reasons are very different.

In comments filed earlier this month before the FCC, NAB says a mandatory EBS would remove control of news delivery from local broadcasters. It cites examples in which cable operators pre-empted local news during weather emergencies, only to broadcast outdated or incorrect information.

The NAB also warns against allowing local emergency authorities to

automatically activate a new EBS, taking any discretion away from the broadcaster, even if a station is participating voluntarily.

The FCC is considering ways to revise the decades-old EBS, including a variety of features made possible by technological advances.

NCTA, meanwhile, is worried about the high cost of cable-based EBS equipment. Since an operator has to cover dozens of different channels, equipment to pre-empt programming or overlay a warning can run into tens of thousands of dollars per headend, beyond the reach of smaller operators or systems with multiple headends.

NCTA points out that many cable

operators already have voluntarily adopted EBS warnings.

The commission also is gathering comment on a variety of new EBS equipment tested in Denver and Baltimore during the summer. Two main competitors have emerged:

■ Sage Technologies, which proposes an "out-of-band" signal using a station's 57 khz subcarrier to trigger emergency devices and carry warnings, and

■ TFT, which calls for an "in-band" signal, a message embedded in the main station's signal, as in the current EBS.

Both companies strongly defended the performance of their systems in the tests, each claiming to have surpassed the other in some important respect. The claims were so contradictory that Capital Cities/ABC asked the FCC to do more tests. Several Capcities/ABC stations participated in the summer tests. ■

## Cutting Edge

Edited by Sean Scully

### Zenith and LSI Logic

will jointly develop a computer chip to be used in digital decoders for the 16-VSB modulation system, one of two methods proposed to send digital signals down a cable line. Zenith says VSB, which stands for vestigial sideband, is able to turn a 500-channel cable system into a 1,000-channel system without additional compression. Zenith says this is the first commercial application of its VSB system.

Shant Hovnanian, CEO of microwave cable

### provider CellularVision of New York, got a

tough reception at the Convergence '93 conference in Washington last week.

Speaking before a seminar on network architecture, Hovnanian said the CellularVision system is an alternative to broadband fiber optic networks, transmitting from a subscriber's home with a tiny transceiver powered by photoelectric cells or button-cell batteries. Engineers on the panel and in the audience grilled Hovnanian, questioning whether such a thing is even possible. Hovnanian's response was to in-

sist that the system does indeed work and to point out that Bell Atlantic recently signed on as a sponsor of the company.

### General Instrument

wants to get into telephone and it has picked DSC Communications to help do it. GI and DSC, which already develops fiber optic systems, will jointly develop a hybrid fiber optic coaxial cable system to bring broadband services, including both telephone and cable, into subscribers' homes. The companies will exhibit the system at the Western Cable Show in Anaheim in December.

At its annual meeting earlier this month, the Satellite Broadcasting and Commu-

### nications Association

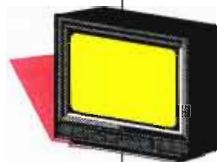
board of directors re-elected its current slate of officers for 1994: Taylor Howard, president; Stanley E. Hubbard II, first vice chair; Susan Denison, second vice chair; Rick Hawkins, past chair; and Gordon Main, chairman emeritus.

### Pesa Micro Communications Inc.

is offering a new channel combiner that promises to combine up to six low power TV signals onto a single antenna.

Scientific Atlanta will join in a European effort to build a continentwide digital compression standard based on the

MPEG2 standard, an International Standards Organization project said to be nearing completion.



# Classifieds

For rates and other information, see last page of classifieds.

## RADIO

### HELP WANTED MANAGEMENT

**General manager:** Seeking experienced sales oriented general manager for WNCT AM/FM, Greenville, North Carolina. Must have general and sales management experience with a proven track record. Good leadership skills with bottom line focus a must. Send resume and salary history to: Rick Prusator, VP/Radio Operations, Park Communications, Inc. PO Box 550, Terrace Hill, Ithaca, NY 14851. EOE.

**Sales manager:** Experienced coach and leader to motivate, train and direct sales team for Mid Atlantic FM and AM. Sell high rates, work for a great company in a terrific growth opportunity. Resume and references to Box R-23. EOE.

**GSM:** Midcontinent Media's WTSO/WZEE (Z-104) seeks GSM to manage the ten best salespeople in Madison, WI. People skills, passion and a documented success record are a must. CRMC is a plus. You will have the tools, support and products to ensure growth at stations that have extremely strong presence and heritage. Reply in confidence to: David Graupner, VP/GM, WTSO/WZEE, 5721 Tokay Blvd., Madison, WI 53719. EOE.

**GSM:** Wanted upwardly mobile GSM with desire to advance and help expand AM/FM radio stations in Michigan's Upper Peninsula. We're looking for someone to not only help us expand our current markets, but also help us search out new markets. Must be "hands-on" manager with at least 3 years local and agency sales experience. Send resume, references and salary history to: Wallace D. Steinhoff, 309 S. Front St., Marquette, MI 49855. EOE.

**Manager with strong sales record:** FM/AM small S.E. Arizona growth market. Major media owner. \$25,000 salary. Commission, expenses, benefits. Sales plan projects \$40,000 mgr. earnings first 12 months. Resume to Consultant, C/O G.V.N., Box 567, Green Valley, AZ 85622. EOE.

**GSM:** Can you provide leadership and direction to a sales staff? Are coaching and developing salespeople your strengths? Do you get the greatest satisfaction from helping salespeople grow? Are you at the cutting edge of executing consultant selling? If you are an experienced sales manager with a successful track record, we want to speak with you! Call Raymond Cal, G.M., WFBC-AM/FM, WORD-AM, 803-271-9200. EOE.

**GSM:** Oldies FM in Grand Rapids seeks results-oriented GSM. Ideal candidate has a successful track record of NBD, and is an organized, creative, tenacious, Beveridge disciple who's adept at in-field coaching and training. Send resume to Tom Duda, GM, WODJ, 2610 Horizon Drive, Suite F, Grand Rapids, MI 49546. ASAP. EOE.

**GSM:** We're looking for an experienced general manager to lead a great sales staff at a medium market in the Northeast. Must have a proven track record in sales management as well as research knowledge and computer skills. Send resume referral and salary history to Box R-28. Replies confidential. EOE M/F.

**Indiana group owner** has GM opening at just acquired AM-FM combo! Resume to WIOU-WZWZ, Box 2208, Kokomo, IN 46902. Or contact Dave Keister at home office 317-349-1485. EOE.

**If you are just looking** for a job do not answer. Opening here for ambitious sales manager with equity a definite possibility. Owner about to retire. Dynamic AM-FM Talk-News station. KVBR, Brainerd, MN 56401. EOE.

**You want to make 100K?** 60K is like 100 in Lafayette, Louisiana. Powerhouse CHR market leader has a rare opportunity for a killer general sales manager! If you are great, want a quality gig in a quality city, call me ... 318-232-1311. EOE.

**Sales manager:** Opportunity for experienced manager in West Palm Beach market to lead major AM/FM Talk/Country. Must be strong, motivated, good teacher, great closer. Experienced only. WIRK/WBZT, PO Box 20389, West Palm Beach, FL 33416. Attention: Lee. EOE.

### HELP WANTED SALES

**Northern New York's** premier radio stations have a rare opening for an account executive. Solid professional with good communication skills to sell for our top rated combo. Great commission structure, paid benefits and pension. Join a stable winning team. Resume to James E. Brett, Vice President, WTNY AM and FM, 134 Mullin Street, Watertown, NY 13601. EOE.

**Account executive opening:** Five years radio sales experience calling on major L.A. agencies. Must be a radio pro with polished sales skills. Resume to: John Squyres, KNAC, 100 Oceangate, Suite P-280, Long Beach, CA 90802. EOE.

**Westchester & Rockland County's** premier radio stations WFAS AM/FM have an account executive opening. If you have two years or more of successful selling experience, we want your resume. Please forward to: Personnel Department, WFAS AM & FM, PO Box 551, White Plains, NY 10602. EOE.

### HELP WANTED TECHNICAL

**Electronics engineer:** National Public Radio has openings in the Engineering Services Unit of the Audio Engineering Division for Electronics Engineers. You will be responsible for designing, constructing, installing, testing, maintaining and repairing NPR's technical equipment. Candidates must have demonstrated ability to trouble-shoot to the component level; at least 3 years broadcast and/or recording studio equipment maintenance experience and working knowledge of drawing, word processing and spreadsheet applications. The position will require shift work. To apply send cover letter and resume to: National Public Radio, Personnel Dept. #52, 2025 M Street, NW, Washington, DC 20036. NPR is an equal opportunity employer.

### HELP WANTED ANNOUNCER

**WGMS-FM, Washington, DC:** Commercial classical station has opening for afternoon drive announcer. Candidate must have strong background in classical announcing with personable, upbeat delivery. Send resume and aircheck to WGMS, 11300 Rockville Pike, Rockville, MD 20852. WGMS is an equal opportunity employer.

### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Program director:** Christian radio KCBF-FM/Dallas is looking for a top program director and a production coordinator to add to our professional team. This well established non-commercial station is a leader locally and nationally. On-air, production, and management experience a must. Send tape, resume, and salary history to Ronald L. Harris, GM, KCBF-FM, 411 Ryan Plaza Dr., Arlington, TX 76011. EOE.

**Radio talk show producer** sought for nationally syndicated, issue-oriented program originating in New England. Mandatory 2-3 years experience in news reporting and booking guests. Strong interest/background in politics a must. Please send resume and letter to: Jarvis Productions, 229 Buckingham Street, Hartford, CT 06106. EOE.

**One full-time position** available for combination production person/automation operator/voice talent. Small Phoenix station under construction. Send tape and resume to or request an application from KCWB, Newmountain Broadcasting, 5555 N. 7th Ave., Suite A-100, Phoenix, AZ 85013; or call 602-207-3850 for an application. FCC Model EEO Program.

**Full-time administrative assistant** needed for KCWB, a small Phoenix radio station under construction. Broadcast experience preferred, familiar with FCC regulations. General secretarial and office skills required, self-starter. Experience required on WordPerfect 6.0 on IBM compatible computer. Salary negotiable. Send resume to or request application from, Newmountain Broadcasting, 5555 N. 7th Ave., Phoenix, AZ 850123; or call 602-207-3850 to request application. FCC Model EEO Program.

### SITUATIONS WANTED MANAGEMENT

**25 years experience,** ten years with present AM, four as GM. Top rated, record billing. GM, GSM, news, talk, D.J. Ron Miller 219-872-9241.

**General manager:** Experienced in medium and small market stations. Strong sales/sales training background. Prefer Southeast market. 804-384-0127.

**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.

**Bottom line oriented GM** seeking management position. 25 years experience in all size markets. Call Jack Inman 919-642-8292.

### SITUATIONS WANTED NEWS

**Experienced, seasoned sportscaster** needs a job right away. Call Mike 618-654-5064.

## TELEVISION

### HELP WANTED MANAGEMENT

**Independent TV station** in Cleveland-Canton market seeks sales manager who can train and lead sales staff, create and maintain client relationships, and produce sales with creativity outside the ratings parameter. Candidate should have a strong background in local direct sales with a minimum of 5-years of sales management experience in television. Position provides excellent benefits and a long term career opportunity. If you are ready for a market change or a step ahead in your career, submit complete resume, references, and salary requirements to: General Manager, Box R-29. EOE.

**Sales manager:** Searching for an innovator with a quality work ethic. Must have three years experience as either a local or national sales manager. Top 50 market in the sunbelt. Growing company with many opportunities. Resume to Box R-30. EOE.

**Local sales manager:** Opportunity of a lifetime. Strong network affiliate in a booming Northwest market needs a creative, dynamic local sales manager. You will lead a staff of six experienced pro's. Looking for 7+ years of experience, college degree, tapscan knowledge helpful. You will be an important part of the management team at the station. Send a cover letter and resume to: Ken Ritchie GSM, KIVI-TV, 1866 East Chisholm Dr., Nampa, ID 83687. No phone calls please. KIVI-TV is an equal opportunity employer.

**Sales promotion manager:** Great oppor. for strong TV salesperson to move up. Create & implement major new value-added sales promotions. Supervise development of sales research materials. Broad knowledge of sales promotions, psychographic research & BMP helpful. Salary plus override. Resumes to: David Ward LSM, KOLO-TV, PO Box 10000, Reno, NV 89502. EOE.

**General sales manager:** KRDO-TV (in Colo. Spgs.) seeks aggressive individual with local & national sales exp. Resumes to: Cyndi, PO Box 1457, Colorado Springs, CO 80901. EOE.

**General sales manager:** Excellent network affiliate in very desirable sunbelt market. Candidates must have both local management and national experience, with rep experience being most desirable. All responses treated in total confidence. Reply to Box R-16. EOE.

### HELP WANTED SALES

**Local sales manager:** Shreveport Fox affiliate ready for proven sales manager with 3-4 years experience to lead team to full potential. Strong leadership skills, creative ideas, positive motivation and ability to market and position station. Knowledge of value-added packaging, Tapscon, qualitative research tools. EOE. Send resume to Local Sales Mgr Position, KMSS-TV, PO Box 30033, Shreveport, LA 71130.

**Account executive:** Minimum 3 years in television sales preferred. Please demonstrate quality experience in the major agency, retail development, and promotional partnership sales environments. Must be persuasive, driven, research fluent and entrepreneurial. No phone calls please. Guilford Fitts, Local Sales Manager, WTVD 11, PO Box 1950, Raleigh, NC 27602. EOE.

**Traffic manager** for major northeast affiliate. Successful applicant should have minimum of 2 years prior traffic management experience, a thorough knowledge of JDS systems, inventory control and management, be detail oriented and possess extraordinary people skills. College degree preferred. Send resume to Box R-31. EEO.

### HELP WANTED PERSONALITY/TALENT

**American O&O's in former Soviet Union:** New radio and TV stations in emerging Republic of Kazakhstan seeks Russian- or Kazakh-speaking, American air-personalities. Lev Shneider, Jack Magan 212-568-7531 phone; 212-781-3264 fax. EOE.

### HELP WANTED MARKETING

**Director of marketing & promotion:** Strong FOX affiliate in Louisville seeking highly motivated individual to head a talented team of writer/producers in promotion (including news), Kids Club, commercial production and sales promotion. We want someone who is creative, has excellent writing and communication skills and is a strong administrator. Applicants should have college degree and television marketing experience. Send resume to: Jack Ratterman, GSM, WDRB-TV/Fox 41, Independence Square, Louisville, KY 40203. EOE.

**Director/national program marketing:** WPBT, public television in (sunny) South Florida, is looking for a dynamic team player to develop and execute specific funding plans for our national programs including travel and presentations to corporations, foundations, governmental/quasi-governmental funders, prospective co-producers, distributors, etc. This position participates in the new program development of concepts to prospective funders, distributors and after-market purchases, as well as creating the necessary written proposal material. Applicants should possess prior experience in the financing/funding of national television series with budgets in excess of one million dollars and a strong marketing/fundraising background with a record of proven successes; related public television experience is helpful. Competitive salary, excellent benefits and the best of working conditions. Send resume in confidence to: Human Resources, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/D/V.

### HELP WANTED TECHNICAL

**KOCO-TV is seeking** a post production editor with a minimum of one year experience. Five years television production preferred. Experience with Abekas A53D, ADO, Chyron Super Scribe, D-2 and Ampex ACE helpful. Contact Jerry Hart, VP/Operations, KOCO-TV, PO Box 14555, Oklahoma City, OK 73113. EOE.

**RF maintenance technician:** Advanced technical school education or completion of engineering courses specializing in electronics and RF Technical Systems is desired. Demonstrated knowledge of FCC rules regulations pertaining to RF and microwave transmission, as well as an FCC and radio telephone license is required. Must possess demonstrated technical knowledge of all mobile, portable and fixed RF audio and video equipment ranging in frequency from 170 MHz to 23 MHz. Amateur or 2 way experience a plus. Extensive travel to remote television origination sites is required. Qualified interested applicants should forward resumes to: Human Resources Dept., ESPN, Inc., ESPN Plaza, Bristol, CT 06010. ESPN is an affirmative action/equal opportunity employer.

**Technician, new facilities** responsible for general studio maintenance. Including ENG, SAT truck & video tape. 5yrs hands-on engineering experience required. Resume, salary to: Chief Engineer, WCBI-TV, Box 271, Columbus, MS 39703. EOE.

**Chief engineer:** For group owned, VHF affiliate in medium-size Southeast market. Must be self-motivated and people person. Hands-on position. Send complete resume to Ray J. Chumley, WRBL-TV, PO Box 270, Columbus, GA 31902-0270. EOE.

**TV maintenance technician/satellite truck operator:** Requires self starter having experience with Beta, Ikegami, TK-47 and VPR-3 equipment maintenance. Experience with microwave, satellite and VHF transmitters as well as an FCC General Class license preferred. Contact Marty Peshka, Maintenance Supervisor, WTNH, 8 Elm Street, New Haven, CT 06510. EOE.

**Television maintenance engineer:** Great opportunity in the beautiful southwest. Golf, boating, fantastic, safe family area. Must be a hands-on engineer. CCD cameras, GVG boards, Sony 3/4 house. Microwaves, translators, and VHF transmitter knowledge important. Could lead to chief's position. Group operator, VHF, Fox affiliate. Send resumes to KIDY-TV, 406 South Irving, San Angelo, TX 76903. Fax 915-655-8461. EOE.

**KCET/28 has 2 positions** immediately available in engineering & operations. These are full-time long-term temporary IATSE union positions with benefits. Camera video control operator/maintenance. Register, color match and shade television cameras for multi-camera studio productions. Responsible for camera and studio related maintenance. Qualified candidates must have 5 yrs. experience as a camera video control operator, working knowledge of BTS LDK6A and Ikegami HL-55A camera systems. Strong technical knowledge and skills. Ability to function in other engineering operational job categories. Videotape editor/maintenance. Responsible for editing programs, including documentary style editing, promotional segmental material (both on-line and off-line). Applicants must be totally competent on a CMX 3600 system and have a thorough knowledge of Sony 1/2", 3/4" and 1" VTRs. Knowledge of the Grass Valley Group Kaleidoscope a plus. Maintenance knowledge of the same VTRs to a board level with full alignment skills required. To apply, send resume and salary history, indicating position applied for to: KCET, Human Resources Department, 4401 Sunset Blvd., Los Angeles, CA 90027. Women, minorities, persons with disabilities and veterans are encouraged to apply. EOE.

### HELP WANTED NEWS

**Expanding news operation** seeking anchors, reporters, photog.-editors. Long Island's only commercial TV station, WLIG-TV, is looking for journalists with creative, fresh approach to local news. Resumes and tapes to Stan Hopkins-News Director, WLIG-TV, 270 South Service Road, Melville, NY 11747. EOE.

**Sunrise show producer** for dominant NBC affiliate in beautiful Salinas-Monterey market. Need a solid journalist with lots of initiative, strong writing skills. Minimum one year experience. Send non-returnable tape to Maria Barrs KSBW-TV, PO Box 81651, Salinas, CA 93912. No phone calls please. EOE.

**Co-anchor:** To complement male anchor on 5:30, 6 & 11pm newscasts. Must have anchor experience. Some producing, reporting, and live work included. Send non-returnable 3/4" tape, resume, and salary requirements to: Jon Evans, News Director, WWAY-TV, PO Box 2068, Wilmington, NC 28402. No calls!! Equal opportunity employer.

**Operations manager:** Background in engineering and experience in commercial and live production required to direct both departments in a new, well-equipped facility. This senior management position requires excellent budgeting, organization and leadership skills. Reply by resume only to GM, WCIV-TV, PO Box 22165, Charleston, SC 29413. EOE, M/F.

**News producer:** Television news dept. has opening for a 10pm producer. Ideal candidate will have college degree with 5 yrs. newsroom exp. & minimum 2 yrs. as producer. Must possess excellent writing & editing skills along with ability to direct team of reporters, editors & anchors. Direct all responses to Doug Cray, Executive Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

**Producers/writers:** CNN wants producers and writers who understand business news. Also, experienced personal finance producer needed. Send resumes to: Bill Tucker, 5 Penn Plaza, 20th floor, New York, NY 10001. No calls. EOE.

**Reporter opening** in competitive medium sized market. If you weave words and pictures to tell interesting stories, do great live shots and have at least two years professional experience, send tape and resume to: Human Resources Manager, KJRH, PO Box 2, Tulsa, OK 74101. No phone calls. KJRH is an equal opportunity employer.

**Weather anchor:** WTVD the Cap Cities/ABC O&O in Raleigh-Durham, is looking for a new weather anchor to lead our team of meteorologists. Outstanding presentation and forecasting skills are required; AMS seal preferred. Send tape and resume to Lee Meredith, News Director, WTVD, PO Box 2009, Durham, NC 27702. No phone calls. Equal opportunity employer.

**Senior producer/director:** Looking for creative, responsible, "take charge" senior producer/director. Must be quick thinking and ready to punch fast-paced news shows. Commercial producing and directing a must. If you've never directed news in a top 50 market, please don't apply. Send resume and aircheck tape to Personnel, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion manager:** Southern New England's leading news station seeks energetic, hands-on promotion manager. Candidate must be experienced in all facets of station marketing, including news promotion, community affairs, sales promotions, and public relations. Send resume and examples of marketing skills to: General Manager, WJAR, 23 Kenney Drive, Cranston, RI 02920. EOE.

**Come to Texas!** We need an experienced and creative producer for a high energy and fast-paced 6pm show. Be a part of a winning team in one of the nation's hottest markets. Tape and resume to Julie Del Barton, Executive Producer, KXAS-TV, 3900 Barnett St., Ft. Worth, TX 76103. No phone calls. EEO.

**Sales promotions coordinator:** KLAS-TV in Las Vegas is seeking a sales promotions coordinator. Duties include planning and coordinating all sales events, promotions and special sales initiatives; meeting with clients to determine goals; coordinating research; and preparing proposals. Qualified candidates will have experience in planning promotions and special events and possess a working knowledge of computers in order to create premium promotional printed pieces. Send resume and references to: PO Box 15047, Las Vegas, NV 89114, Attn: General Sales Manager. No phone calls please. EOE.

**Director/TD:** Southwest Louisiana station is seeking a technical director with 2+ years solid on-line experience in producing and posting commercial TV spots. Excellent execution in the operation of Ampex AVC-33 switcher, Ampex ADO, Ampex ESS-3 still storer and knowledge of character generator required. Position requires some newscast directing, the ability to work well with people and good organizational skills. College degree also required. If qualified, send letter, resume, recent non-returnable tape, and salary history to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**Commercial writer/producer:** Atlanta Gannett-owned NBC affiliate seeks highly-motivated writer, producer for commercial production division. Must have ability to develop creative campaigns from concept to completion. Coordinate crews for studio and location shoots. Produce audio and video edit sessions. Minimum three years experience writing and producing video/film for major market TV. Excellent grammar, spelling, typing and computer skills required. College degree preferred. Send cover letter, resume, demo and salary requirements to GPS, 1611 W. Peachtree Street, NE, Atlanta, GA 30309. EOE.

**Promotion manager:** Seeking creative, self-starter for the #1-ranked NBC affiliate in beautiful Top 35 southeastern market. A brand new, first-rate promo/production suite awaits you. Experience as a promotion manager is a requirement—we need a mature manager to head this department of five people. News promotion is our top priority. Pulitzer Broadcasting Company-owned station is an equal opportunity employer. Send resume and salary history to Penny Henderson, Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602.

**Producer/fundraising:** WPBT, public television in South Florida, has an opening for someone to produce all videotape, live television, studio or remote productions related to fund-raising, marketing and membership activities. We're looking for a creative person with at least three years experience as a television producer or associate producer who is experienced in live studio and remote productions. Must have strong writing skills. Send resume with salary requirements to: Human Resources, WPBT/TV2, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/D/V.

**SITUATIONS WANTED NEWS**

**Meteorologist with AMS seal** and 13 years experience looking for work, Stu 817-776-4844.

**SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS**

**Complete production team** plus talent, based in N.Y.C. seek infomercial prod. Also freelance assignments. Demo available 718-356-7700.

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**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.

**Lease purchase option:** Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

**HELP WANTED INSTRUCTION**

**Faculty search:** Columbia University Graduate School of Journalism. Applications and nominations are invited for junior and senior faculty positions for the 1994-95 academic year. Openings are anticipated in: Broadcast Journalism (reporting, writing and producing for television); Print Journalism (newspaper or magazine reporting and writing). One-year renewable and tenure-track positions will be filled from the ranks of distinguished professionals with an interest in teaching and publication. Specific areas of specialization include urban affairs, international affairs and computer-assisted reporting; editing and production experience desirable. The School is an equal opportunity affirmative action employer and strongly encourages applications from minorities and women. Please send letter, vita and three references to: Committee on Faculty Appointments, Graduate School of Journalism, Columbia University, New York, NY 10027

**Two positions:** The Walter Cronkite School of Journalism and Telecommunications at Arizona State University has two tenure-track faculty positions open beginning Fall 1994. **Public Relations-assistant professor:** Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will be expected to teach in the public relations sequence. Significant professional experience required; teaching and marketing/management experience desirable. The successful candidate will be expected to teach, perform service and engage in research/creative activity. **Broadcasting-assistant professor:** Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will be expected to teach in the broadcast journalism sequence. Significant professional broadcast news experience required. The successful candidate will be expected to teach, perform service and engage in research/creative activity. Both positions are academic year appointments with the possibility of summer teaching. Applicants must send resume and names of three references by January 15, 1994 (resumes will be reviewed the 15th of each month, thereafter until filled) to: Dr. John Craft, Search Committee Chair, Walter Cronkite School of Journalism and Telecommunication, Box 871305, Arizona State University, Tempe, AZ 85287-1305. An equal opportunity/affirmative action employer.

**Faculty positions:** Two tenure-track positions, starting Fall 1994. 1) **Assistant professor** to teach professional undergraduate audio and video production sequences. Extensive industry experience required; Master's or Ph.D. desirable. Specialties might include content design; digital production; field, music, and radio production; audio/video post. Salary for nine-month academic year: competitive. 2) **Assistant/associate professor** to teach electronic media management. Extensive industry experience in electronic mass media, broadcasting, or cable television required; Ph.D. desirable. Specialties might include media management practices or managerial finances, with additional expertise in audience research and/or telecommunications policy. Salary for nine-month academic year: competitive. For either position, send letter, CV, names and phone numbers of three references by February 1, 1994, to: Dr. Joseph Slade, Chair, Search Committee, School of Telecommunications, Rm 254 Radio-TV-Communications Building, Ohio University, Athens, OH 45701. Women and minority candidates strongly encouraged to apply. Ohio University is an affirmative action/equal opportunity employer.

**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.

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

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**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.

**The Northeastern Pennsylvania Educational Television Association** is soliciting bids for the purchase, under a Federal grant, of a 60KW UHF TV transmitter and associated equipment, microwave audio subcarrier, broadcast audio equipment, audio and video monitoring equipment. Any responsible organization interested in bidding please write, before 12/10/93, to William Myers, Director of Engineering, WVIA-TV/FM, Pittston, PA 18640.

**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.

**Brand new TTC 2500B** 87-1/2KW AM transmitter still in original crate. \$12,000 or best offer. Ask for Jessica 702-246-9292.

**Cameras for sale:** WLVT-TV/39 has for sale seven (7) Ikegami triax camera chains available for immediate delivery. The package consists of (5) HK-357A's and (2) HL-79DAL's. All cameras include base stations and CCUs. Four of the HK-357s come with Vinten MK-III heads. Lenses for the 357s include two Canon 40:1s, one Fujinon 30:1, and two Canon 18:1s all semi-servo with extenders. The 79s come with studio kits and Fujinon 14:1 semi-servo lenses with extenders. This package was originally worth \$600,000+. Our asking price is \$90,000. These cameras have been well maintained and are in operating condition. For further information and purchase details contact: Barry G. Wittchen, Director of Mobile Services, WLVT-TV/39, South Mountain Drive, Bethlehem, PA 18015. Phone 215-867-4677.

**CABLE**

**HELP WANTED MANAGEMENT**

**CABLE ADCOM,** a 14 system interconnect (373,000 HH's) of South Central PA, seeks a highly motivated national sales manager with a proven track record. Thorough knowledge of research, negotiations, and rep firms is a must. Send resume to: CABLE ADCOM, Attn: G.S.M., 40 Northeast Drive, Hershey, PA 17033. EOE.

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Please send resume and cover letter to: **Box R-32**

*All replies will be treated confidentially.*

**HELP WANTED TECHNICAL**

**Technical Director:** Major market affiliate, southwest, seeks top notch TD/shift supervisor. This is not just a switcher's job, but if you're an aggressive, technically minded problem solver, capable of leading a live newscast crew, send resume and tape today to Box R-27. EOE.

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**HELP WANTED PROGRAMING  
PROMOTION & OTHERS**

**NBA ENTERTAINMENT** is looking for a Producer with 5 years experience in sports marketing and sales video presentations. Candidates must have superior writing skills, hands on off-line editing experience and extensive supervision in all aspects of field and post-production. Experience in dealing with clients and corporate representatives also required. An equal opportunity employer. Send resume and 3/4" demo tape to: Corporate Department, P.O. Box 3367, Attn: K.A., Secaucus, NJ 07094-3367.



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**HELP WANTED NEWS**

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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

**HELP WANTED NEWS CONTINUED**

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**RADIO**

**HELP WANTED ANNOUNCERS**

**Announcer/Radio/Queens, NY**

Broadcast/announced news in Spanish language live, on tape upon review of incoming news from teletypes, related sources. Screen, select, news for approp. content, accuracy, and style of presentation. Interview celebrities, other newsworthy person in Spanish language. Two yrs exp. 40 hrs/wk, \$550.00/wk. EOE. Send resume/letr. in English in duplicate to:

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**CABLE**

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NBC Cable has an opportunity for a sharp and detail-oriented individual for their fast paced Traffic Dept. in their New York office.

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Successful candidate should have 1 year broadcast/cable or advertising agency traffic experience and excellent computer and organizational skills.

NBC Cable offers competitive salary and a comprehensive benefits package. Please mail your resume to **Personnel Associate, NBC Cable, 2200 Fletcher Ave., Fort Lee, NJ 07024.** We are an equal opportunity employer.



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FOR SALE EQUIPMENT**

**CAMERAS FOR SALE**

WLVT-TV/39 has for sale seven (7) Ikegami triax camera chains available for immediate delivery. The package consists of (5) HK-357As and (2) HL-79DALs. All cameras include base stations and CCUs.

Four of the HK-357s come with Vinten MK-III heads.

Lenses for the 357s include two Canon 40:1s, one Fujinon 30:1, and two Canon 18:1s all semi-servo and with extenders.

The 79s come with studio kits and Fujinon 14:1 semi-servo lenses with extenders. This package was originally worth \$600,000. +

**Our asking price is \$90,000.**

These cameras have been well maintained and are in operating condition.

For further information and purchase details contact:

**Barry G. Wittchen**  
Director of Mobile Services  
WLVT-TV/39  
South Mountain Drive  
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Commonwealth Avenue, Boston, MA  
02215.

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# 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:

### Applications

**WBSA(AM) Boaz and WYSM(AM) Rainsville, both Alabama** (AM: BTC930831EB; FM: BTC930831EC)—Action August 31.

**KCFA-FM Arnold, CA** (BAPH930609GF)—Action Oct. 29.

**KGLE-FM South Lake Tahoe, CA** (BTCH930825GF)—Action Nov. 1.

**KHH-FM Boulder, CO** (BALH930827GF)—Action Oct. 29.

**KCSJ(AM)-KNKN-FM/KYZX-FM all Pueblo, CO** (KCSJ: BTC930826GG; KNKN: BTCH930826GE; KYZX: BTCH930826GF)—Action August 26.

**KIKR-FM Asbury, IA** (BAPH930902GJ)—Action Oct. 29.

**WBFG-FM Effingham, IL** (BALH930830GF)—Action Nov. 3.

**WBUL(AM) Fort Knox, KY** (BAL930908EA)—Action Nov. 2.

**WOXD-FM Oxford, MS** (BALH930913GN)—Action Oct. 29.

**WZZO-FM Bethlehem, PA** (BALH930712GF)—Action July 12.

**WANS(AM)-WVMM-FM Anderson, SC** (AM: BAL930818EA; FM: BALH930818EB)—Action Nov. 2.

**WWFN-FM Lake City, SC** (BALH930910GE)—Ac-

tion Oct. 29.

**WYNU-FM Milan, TN** (BALH930909GG)—Action Oct. 29.

**WKWT-FM Union City, TN** (BAPLH930914GE)—Action Oct. 29.

**KRME(AM)-KRBH-FM Hondo, TX** (KRME: BAL920115EB; KRBH: BAPH920115EC)—Action Nov. 1.

**KWIQ(AM) Moses Lake North, WA** (BTC931021EB)—Action Oct. 21.

**KRSE-FM Yakima, WA** (BALH930910EB)—Action Nov. 1.

**WOGO(AM) Halle, WZTT-FM Rhinelander and WWIB-FM Ladysmith, all Wisconsin** (WOGO: BTC930913GH; WWIB: BTCH930913GG; WZTT: BTCH930913GO)—Action Oct. 29.

**KGOS(AM)-KERM-FM Torrington, WY** (AM: BAL930903EE; FM: BALH930903EF)—Action Nov. 1.

tion Oct. 29.

**WYNU-FM Milan, TN** (BALH930909GG)—Action Oct. 29.

**WKWT-FM Union City, TN** (BAPLH930914GE)—Action Oct. 29.

**KRME(AM)-KRBH-FM Hondo, TX** (KRME: BAL920115EB; KRBH: BAPH920115EC)—Action Nov. 1.

**KWIQ(AM) Moses Lake North, WA** (BTC931021EB)—Action Oct. 21.

**KRSE-FM Yakima, WA** (BALH930910EB)—Action Nov. 1.

**WOGO(AM) Halle, WZTT-FM Rhinelander and WWIB-FM Ladysmith, all Wisconsin** (WOGO: BTC930913GH; WWIB: BTCH930913GG; WZTT: BTCH930913GO)—Action Oct. 29.

**KGOS(AM)-KERM-FM Torrington, WY** (AM: BAL930903EE; FM: BALH930903EF)—Action Nov. 1.

### Dismissed

**KZPX-FM Nisswa, WI** (BAPH930421GI)—Action Oct. 27.

## FACILITIES CHANGES

### FM's

■ **Lake Village, AR** KUUZ(FM) 95.9 mhz—DBR Communications Inc. seeks CP to make changes; change: ERP: 20 kw; ant. 92 m.; change class to c3 (per MM docket 92-159).

■ **Frisco, CO** KYSL(FM) 92.1 mhz—Krystal Broadcasting Inc. seeks CP to change ERP: .56 kw and to change frequency from 92.1 mhz to 93.9 mhz (per MM docket 89-172).

■ **Miami** WTMJ(FM) 93.1 mhz—Marlin Ltd. Broadcasting Inc. seeks CP to make changes; change: ERP: 100 kw; 82 kw; change class to C (per MM docket 93-140).

■ **Quincy, FL** WTPS(FM) 100.7 mhz—Monte R. Bitner and Leah R. James CP to make changes; change: ERP: 6 kw; TL: 2.5 km N of Midway, Gadson Co., FL.

■ **Tarpon Springs, FL** WYFE(FM) 88.9 mhz—Bible Broadcasting Network Inc. seeks mod. of CP (BPED-920306ID as mod.) to make changes; change: ERP: 75 kw; ant. 142 m.; TL: 0.38 km S of Ridge Rd. W of Galen Wilson Rd, 3 km E of Port Richey, Pasco Co., FL.

■ **Hardinsburg, KY** WHIC-FM 94.3 mhz—H.I.C. Broadcasting Inc. seeks mod. of CP (BPH-920915IA as mod.) to make changes; change: 43 kw; change directional antenna.

■ **Richwood, LA** KHLL(FM) 100.9 mhz—Dan Gilliland seeks one-step application to change channel to 265C3.

■ **Amarillo, TX** new FM 90.7 mhz—American Family Association seeks CP for new FM educational on frequency 90.7 mhz. ERP: 1 kw; ant. 65 m.

■ **Tyler, TX** KTYL-FM 93.1 mhz—KTYL Radio Inc. seeks CP to make changes; change: ant. 140 m.

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## New world order

**EDITOR:** The coincidence of your Oct. 4 issue carrying an article on Dan Rather's speech to the RTNDA, and CNN's live coverage of the attack by the Yeltsin government on the Russian Parliament building the same day, painfully illustrated the dimensions of the broadcast news problem. In neither your coverage of Rather's speech nor your editorial was CNN mentioned. But the reality of CNN's coverage overpowers the broadcasters. Their news divisions can no longer compete. That is the problem. Rather, for all of his heartfelt words, is talking about the effect, not the cause.

I worked for CBS when it was the standard, and I miss the quality that it once brought to television. But it's gone and it won't be back.—*Lewis Lloyd, Boston, Mass.*

## LPTV option

**EDITOR:** While Paramount and Chris Craft have announced their 1995 plans to launch a fifth network, Warner is a few key steps ahead in the creation and implementation process. I would like to suggest a few ideas that would help Warner get to 80% coverage of the U.S. TV households more quickly. First, throw out old thinking and concentrate on open ideas. Nothing ventured, nothing gained.

There are two ways that Warner can leapfrog to more coverage:

- Embrace the LPTV industry.

While it has had a checkered past, the shakeout is over and there are strong professional operators left. Set up a strong, very specific set of guidelines and offer affiliations in those markets left open after your first go-round. There are approximately 150 unbuilt full-power U's in the U.S., but more than a thousand unbuilt LPTV U's over inner-city and rural areas. Some syndicators and representatives have worked with LPTV stations recently and with good results. Why not capitalize on this?

- Whether pure cable independents (such as WGRC in Rochester, N.Y.), cable interconnects or cable local origination channels, offer split affiliations where the major players in a market's cable ad sales get an affiliation and either joint-venture or lease (long term) the channel space

they need. Cable interconnects have staff and production equipment in place, so the promotion and launch of an independent Warner channel is easily implemented.

In fact, any qualified businessperson or entrepreneur who holds a valid lease, has financing and adds a minimum of 5,000-10,000 TV households to your net coverage numbers should be seriously listened to.

The more national networks our Fifth Estate has, the better our economy can grow and the more voices for creative, economic and political parts of our society. Here's to the winner.—*Daniel F. Viles Jr., Red Hook, New York.*

## Remembering Packwood

**EDITOR:** As I read of Senator Bob Packwood's troubles in the public press, I am reminded that he was always there for us.

Whatever his mistakes or the magnitude of his transgressions, Senator Packwood has been an ardent and consistent defender of First Amendment rights for broadcasters.

Mr. Packwood has, for years, stood almost alone in the Senate against those who would try to impose the fairness doctrine on all of us.

His enlightened—and often courageous—positions on most of the other great issues of the day have been recited by his defenders and admirers. But let us not forget that the senator was in *our* corner when few others were.

Not only was he *for* us: Mr. Packwood often stepped forward to revive our own flagging spirit and lack of attention to this fundamental issue, much the same as Governor Mario Cuomo did in your own pages last month.

I would not presume to intrude on the doings and deliberation or prerogatives of the Senate of the United States, which itself must find whether Senator Packwood's alleged shortcomings threaten the peace and tranquility of the republic.

But if he should fall, the broadcasters of America will have lost a great and eloquent champion.

I pray for the guy.—*William O'Shaughnessy, president and editorial director, WVOX(AM)-WRTN(FM) Westchester, N.Y.*

# Datebook

## THIS WEEK

**Nov. 24**—“The Critics Tackle Sports TV,” seminar sponsored by *International Radio and Television Society, Sports Division*. Conference Rooms A & B, Mezzanine Level, NBC, New York. Contact: Lyvann Oum, (212) 867-6650.

## NOVEMBER

**Nov. 30**—Newsmaker luncheon co-sponsored by *International Radio and Television Society* and *Radio Television News Directors Association*. Speaker: Mario Cuomo, governor of New York. Waldorf-Astoria, New York. Contact: Marilyn Ellis, (212) 867-6650.

**Nov. 30**—*The Association for Maximum Service Television* seventh annual HDTV update. Washington. Contact: April Lee Blissett, (202) 462-4351.

**Nov. 30**—*Cable Television Administration and Marketing Society* western regional confer. Anaheim, Calif. Contact: William Coble, (703) 549-4200.

## DECEMBER

• **Dec. 1-3**—*Western Cable Show*, Anaheim, Calif. Contact: (800) 898-2282.

**Dec. 2**—*American Sportscasters Association* ninth annual hall of fame awards dinner. Marriott Marquis Hotel, New York. Contact: Louis Schwartz, (212) 227-8080.

## JANUARY 1994

**Jan. 10**—Deadline for entries for the *Ohio State Awards*. Contact: Phyllis Madry, (614) 292-0185.

• **Jan. 14**—Deadline for entries for 1993 *Peabody Awards*. Contact: (706) 542-3787.

• **Jan. 14**—Deadline for entries for 1994 Green Eyeshade Awards sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Contact: (404) 496-9957.

• **Jan. 14-20**—*National Association of Broadcasters* winter board meeting. Carlsbad, Calif. Contact: (202) 429-5300.

• **Jan. 23-24**—*Association of Independent Television Stations*. Miami. Contact: (202) 887-1970.

• **Jan. 24-27**—*NATPE International*. Miami Beach. Contact: (310) 453-4440.

**Jan. 25-26**—*South Carolina Cable Television Association* convention. Columbia Marriott Hotel, Columbia, S.C. Contact: Nancy Horne, (404) 252-4371.

• **Jan. 29-Feb. 1**—*National Religious Broadcasters*. Washington. Contact: (703) 549-6990.

## FEB-SIPT 1994

**Feb. 4-5**—*Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Chicago. Contact: Carol King, (914) 761-1100.

• **Feb. 7-11**—*34th Monte Carlo Television Festival*. Monte Carlo. Contact: (33) 93-30-49-44.

**Feb. 8-9**—*Cable Television of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Horne, (404) 252-4371.

**Feb. 10-12**—*Satellite Broadcasting and Communications Assn.* Anaheim, Calif. Contact: (703) 549-6990.

**Feb. 23-25**—*1994 Texas Show*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

**March 18-21**—*Broadcast Education Association* Las Vegas. Contact: (202) 429-5354.

• **March 21-24**—*National Association of Broadcasters*. Las Vegas. Contact: (202) 429-5300.

**April 10-12**—*Cable Advertising Bureau*. New York. Contact: (212) 751-7770.

• **April 15-20**—*MIP-TV*. Cannes, France. Contact: (212) 689-4220.

• **May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.

**May 22-25**—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.

• **June 8-11**—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 465-3777.

• **Sept. 16-10**—*International Broadcasting Convention*. Amsterdam. Contact: 44-71-240-3839.

• **Major Meetings**

## Les Goldberg

**L**ong before it was stylish to do so, Les Goldberg built a reputation as a salesman who cared as much about serving his customers as getting their business. His sales style always has been to listen first, then try to match his product to his customers' needs.

On one hand, that style makes Goldberg a somewhat unlikely candidate to run a radio rep firm. Rep firms, after all, do battle every day in the numbers-driven world of national spot radio, representing stations whose agenda is as simple as it is demanding: just get us on today's buy.

On the other hand, it makes Goldberg a perfect fit for The Interep Radio Store, New York, which positions itself as the forward-looking rep firm concerned with the long-term future of radio, not just the short-term health of its stations.

But Goldberg, always the salesman, is quick to point out that these two goals don't have to be separate.

"I'm probably proudest of what Interep has done over the years in developing new business for radio," he says. "It not only helps the industry, it helps our clients, because we tend to get a bigger share of the business we develop."

Goldberg has been developing business for radio—and trying to steer it to Interep clients—for 25 years now. Restrained, soft-spoken to the point of shyness, he is known as a straight shooter for whom hype is indeed a four-letter word.

"He is, without a doubt, the best one-on-one communicator I've ever worked with," says Interep Chairman Ralph Guild. "There's no rhetoric, no 'rep talk,' no smoke and mirrors. He's just a straight-out business communicator."

According to Doyle Rose, president of Emmis Radio: "Les kind of epitomizes the mission of Interep. He always looks out into the future rather than trying to make a fast buck.

"I've found him to be somewhat disarming," Rose continues. "He is so laid-back and so nonaggressive... that he kind of catches you off guard. Just about the time you think he isn't completely on the ball, he shows you



that he is."

Goldberg cut his teeth at WVOX(AM) New Rochelle, N.Y., which at the

time was a 500-watt daytimer owned by the *New York Herald Tribune* and part of a network of suburban stations that competed against Tribune-owned newspapers. "You sold the ads, wrote the copy and produced the spot," Goldberg remembers, "and then when it was all over you went back and tried to collect the money."

He quickly migrated to the rep business, which offered a faster pace, a chance to match wits with the nation's biggest advertisers and a view of the entire radio landscape.

"I like the pace of the rep business," Goldberg says. "We tend to focus more on national trends—in programming, in sales, in advertising and

in research. It gives you a wonderful perspective on the industry."

Along the way, Goldberg developed a sales style that must have been maddening to his competitors: Some clients trusted him so much that they sought his advice on placing their buys.

"I tried to position myself to the buyer as the most knowledgeable person they could find, so they would come to me for information. That was how I made my career," Goldberg says. "They correctly felt that I was honest and that I wasn't going to try to sell them a station that wasn't right for them. Partly as a result, I think I got all the close ones."

He adds slyly, "And it was kind of amusing to see all my competitors' presentations."

Goldberg is particularly proud of Interep's recent efforts to bring new advertisers to national spot radio. He estimates that Interep's new business development will bring \$30 million to radio in 1993—accounting for nearly 3% of the \$1.2 billion national spot market.

Under a program begun last year, Interep has been training salespeople and researchers as radio marketing specialists. The training includes a Harvard Business School course in marketing, and Goldberg says it has led to \$14 million in new radio business.

"That's what will ultimately make this business stronger," he says.

Goldberg also believes that the dramatic changes re-making the television universe are

presenting radio with a golden opportunity to re-establish itself as a national advertising medium.

"So much of this business is transactional," says Goldberg. "But a lot of it isn't. And that's the fun part." ■

**President/COO, The Interep Radio Store, New York; b. Jan. 28, 1943, New York; BA, history/psychology, New York University, 1964; account executive, WVOX(AM) New Rochelle, N.Y., 1964-65; account executive, Stone Representatives, New York, 1966-67; account executive, McGavren Guild Radio, New York, 1968-70; assistant sales manager, McGavren Guild, New York, 1970; regional manager, McGavren Guild, Detroit, 1971-74; executive VP/western divisional manager, McGavren Guild/The Interep Radio Store, Los Angeles, 1974-86; present position since 1986; married Carolyn Brown, Oct. 11, 1992; children: Elizabeth, 25; Andrew, 23.**

# Fates & Fortunes

## TELEVISION



**Braverman**

**Alan Braverman**, partner, Wilmer, Cutler & Pickering, Washington, joins Capital Cities/ABC Inc., New York, as VP/deputy general counsel.

Appointments at Fox Broadcasting, New York: **Jean Rossi**, VP, national sales, assumes additional responsibility for prime time sales; **Hank Close**, VP, sales development, marketing, named VP, eastern sales; **Neil Mulcahy**, account executive, named VP, sales development; **Christine McHale**, manager, media services, NBC, New York, joins as senior publicist, publicity.

**Damian Riordan**, VP, eastern sales, first-run, Warner Bros. Domestic Television Distribution, New York, named VP, eastern sales manager.

Appointments at Multimedia Inc., Greenville, S.C.: **Robert Hamby**, CFO/treasurer and board member, named senior VP, finance, administration/CFO; **Thomas Magaha**, controller, named VP, finance, development/controller; **Alan Austin**, assistant treasurer, named treasurer; **J. Clyde Baucom**, corporate director, personnel, benefits, named VP; **Claudia Price**, director, tax, named VP, taxes; **Markeeta McNatt**, investor relations/corporate communications manager, The Southland Corp., Dallas, joins as VP, investor relations, corporate communications.

**Ingrid Ciprian Matthews**, managing editor, New York bureau, CNN, joins CBS News's *CBS This Morning* there as senior producer.

**Robert Wheelock**, London bureau chief, NBC News, joins ABC News, Washington, as senior producer, weekend news and *This Week with David Brinkley*.

**Rand Morrison**, producer, CBS News's *48 Hours*, New York, named senior producer, *Eye to Eye with Connie Chung*, there.

**Dennis Murphy**, foreign editor, NBC News's *Today*, London, named correspondent, *Now with Tom Brokaw and Katie Couric*, New York.

**Dennis Grandcolas**, account executive, KRLD(AM) Dallas, joins MCA-TV, Universal City, Calif., as sales executive, southwest region.

**Christopher Foley**, senior account executive, E! Entertainment Television, New York, joins Camelot Entertainment Sales Inc., New York, as account executive.

**Kenneth Ripley**, account executive, Kassel Marketing, New York, joins Spectrum there in same capacity.



**Nesbitt**

**G. Alan Nesbitt**, president/GM, WPVI-TV Philadelphia, assumes similar responsibilities at KABC-TV Los Angeles.

**Robert Mayer**, independent producer and former producer, CBS News, New York, joins Litton Syndication's *Life Choices*, Columbus, Ohio, as executive producer.

Appointments at WBBM-TV Chicago: **Dick Tracy**, GSM, named director, sales, succeeded by **Liz Pritchard**, national sales manager.

Appointments at KDSM-TV St. Louis: **Will Davis**, GM, WSMH-TV Flint, Mich., joins as VP/GM; **Ted Stephens**, station manager, named VP/station manager.

**Ralph Herrera**, national sales manager, WSCV-TV Miami, joins KSTS-TV San Jose, Calif., as GSM.

**Frank Forgey**, GSM, KFDX-TV Wichita Falls, Tex., named VP/GSM.



**Anderson**

**Gayle Anderson**, general assignment/feature reporter, WNYW-TV New York, joins KTLA-TV Los Angeles as reporter/anchor.

**Julian Phillips**, reporter,

WNBC-TV New York, joins WPIX-TV there in same capacity.

**Carleen Mosbach**, senior producer, WBBM(AM) Chicago, joins WGN-TV there as assignment editor.

**Max Morgan**, sports anchor, WBFF-TV Baltimore, joins KDFW-TV Dallas as weekend sports anchor/reporter.

Appointments at WHOI-TV Peoria, Ill.: **Carol Bowdry**, producer/news desk assistant, WBBM(AM) Chicago, joins as general assignment reporter; **Mitch Robinson**, director, marketing, promotion, programming, WYZZ-TV Peoria, Ill., joins in same capacity.

## RADIO

**Bob Lion**, director, Interep Technology, The Interep Radio Store, New York, assumes additional responsibilities as executive VP, marketing division, Interep Radio Store, there.

**Bruce Reese**, executive VP, Bonneville International Corporation, Salt Lake City, assumes additional responsibilities of management of Bonneville's Major Market Radio Group there.

**Kevin O'Neal**, president, KO Consulting, Nashville, joins Premiere Radio Networks there as VP, country programming.

**Jan Kramer**, director, marketing, promotion, WINS(AM) New York, joins WCBS(AM) there as director, advertising, marketing.

**Tammy Sacks**, music director, WMZQ-FM Washington, joins WJFK-FM Washington as promotions director.

**Chris Nill Staffier**, local sales manager, WBZ(AM) Boston, named GSM.

**Bob Poe**, GM, WMMO-FM Orlando, Fla., leaves to start Bob Poe & Associates there.

Appointments at KGO-AM San Francisco: **R.J. Peruman**, part-time reporter, named reporter; **Allison Hodges**, public relations consultant and freelance writer, San Francisco, joins as media/community relations manager; **Bill Citara**, restaurant critic, *Marin Independent Journal*, San Francisco, joins as host, *Restaurant Talk*.

## CABLE



**Bornstein**

**Steven Bornstein**, president/CEO, ESPN, New York, assumes additional responsibilities as corporate VP, Capital Cities/ABC Inc., there.

**John Healy**, president, Capital Cities/ABC Video Enterprises International, New York, named president, ABC International Operations, executive VP, ABC Cable, International Broadcast Group.

**Mike Lazzo**, programing director, Cartoon Network, Atlanta, named VP.

Appointments at Video Jukebox Network, Miami: **E. Paul Sartian**, director, system operations, information services, named VP, operations; **Tamara Walters**, account executive, named director, advertising sales.

**John Domino**, director, affiliate relations, Empire Sports Network, West Seneca, N.Y., named assistant GM.

**David Asher**, sales manager, WWRM-AM-FM Tampa Bay, Fla., joins Cable Networks Inc., Atlanta, as assistant sales manager.

**Mindy Hahn**, research manager, E! Entertainment Television, New York, named director, research, advertising sales.

**Gayle Gardner**, sports anchor, NBC Sports, New York, joins the Television Food Network there as anchor, *Eating Right*.

## ADVERTISING

**Steven Kuperberg**, VP/director, account management, business development, Bohbot Communications, San Francisco, named senior VP/GM, Bohbot Communications, Chicago.

**Andrew Cracknell**, vice chairman/executive creative director, Backer Spielvogel Bates Dorland, London, assumes additional responsibilities as worldwide executive director, BSB Worldwide, there.

**Peter Hanley**, executive VP, Young & Rubicam, New York, joins Arnold Advertising, Washington, as president.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Lynne Brinker**, VP/account supervisor, Leo Burnett, Chicago, joins as VP/account director; **Jeffrey Goetz**, copywriter, named associate creative director; **Lynn Farthing**, art director, CME-KHBB Advertising, Chicago, joins in same capacity.

## INTERNATIONAL

**Nick McMahon**, managing director, Village Roadshow Pictures, Australia, assumes additional responsibilities as Pacific Rim representative, NATPE International, there.

**Leslie Hills**, chairman/chief executive, Central Television, London, elected chairman, ITV Council, there.

## DEATHS

**Charles Sieg**, 69, retired director, NBC News and Sports, died Oct. 31 in New Milford, N.J. Cause of death not reported. During his 35-year tenure at NBC, he directed the network's coverage of national politics from 1956-76 and coverage of the Mercury, Gemini and Apollo space programs. He won five Emmys for directing *The Huntley-Brinkley Report*.

**Ely Landau**, 73, veteran motion picture/film producer and TV distributor, died Nov. 5 of complications following a stroke at Midway Hospital, Los Angeles. In 1953 Landau organized National Telefilm Associates, which owned WNTA-TV New York and KMSP-TV Minneapolis. Under his direction WNTA-TV pro-

duced *The Play of the Week*, which featured such productions as "Medea," "Tiger at the Gate" and "The Power and the Glory." His film credits include "Long Day's Journey into Night" and "The Pawnbroker." For pay TV, he and his wife co-produced *The Deadly Game*, *Separate Tables* and *Mr. Halpern and Mr. Johnson*. Survivors include his wife, Edie, three sons and two daughters.

**Duane Watts**, 76, Nebraska broadcast pioneer, died Nov. 4 of cancer at his home in Hastings, Neb. Watts began his broadcast career in 1939 at KHAS(AM) Hastings, Neb., where he served as station manager until 1953, when he made the transition to TV and put KHOL-TV Holdrege, Neb., on the air. KHOL-TV was the forerunner of KHGI-TV Kearney, Neb. Three years later he constructed KHAS-TV Hastings. He served as VP/GM of KHAS-TV for 24 years until his retirement in 1980. Survivors include his wife, Cora Alice, and three daughters.

**Helen Fritsche Cronkite**, 101, mother of CBS News correspondent Walter Cronkite, died Nov. 7 of congestive heart failure at her home in Washington. Cronkite had been a Washington resident since 1953 and was well known to the Washington theater and arts community. In addition to her son, she is survived by three grandchildren.

**William Lanteau**, 70, character actor, died Nov. 3 after surgery for a heart ailment in Los Angeles. Lanteau portrayed Chester for eight seasons on *The Bob Newhart Show*. He also appeared on *Cheers*, *The Trials of Rosie O'Neill* and *Cagney and Lacey*.

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## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 7. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....14.9/227/98
2. Jeopardy! .....12.4/217/98
3. Star Trek .....12.2/247/99
4. Oprah Winfrey Show .....10.9/235/97
5. Star Trek: DS9 .....9.7/239/99
6. Entertainment Tonight .....8.7/177/93
7. Roseanne .....8.6/184/96
8. Wheel of Fortune-wknd .....8.0/184/80
9. Inside Edition .....7.5/162/93
10. Married...with Children .....7.4/186/94
11. Baywatch .....7.2/193/96
12. Current Affair .....6.8/181/94
13. Hard Copy .....6.4/158/90
14. Family Matters .....5.9/175/93
15. Designing Women .....5.7/210/97

**The FCC hit five small-market radio stations with fines** ranging from \$12,500 to \$20,000 for operational violations. KHOB(AM) Hobbs, N.M.; KXRE(AM) Manitou Springs, Colo.; WFUI(AM)-WZNF(FM) Rantoul, Ill.; KGOL(AM) Humble, Tex., and WASO(AM) Covington, La., received fines for such infractions as missing documents, power overages, Emergency Broadcast System equipment failure and unlicensed operators. The FCC Field Operations Bureau says the steep fines were warranted by the large number of offenses. Twenty-two additional stations will pay between \$250 and \$8,250 for similar violations.

Canceling negotiations with Tribune Broadcasting for the sale of its independents KPLR-TV St. Louis and KRBK-TV Sacramento, Calif., **Koplar Enterprises Inc.** (Edward Koplar) instead announced it will **keep KPLR-TV and sell KRBK-TV to Harry Pappas** of Pappas Telecasting Co. Terms of the sale were not disclosed, but the Sacramento station's value has been estimated at \$10 million-\$30 million. A Koplar-Pappas merger is rumored to be in the



**Celebrating their induction into the Museum of Broadcast Communications' Radio Hall of Fame at ceremonies in Chicago are (l-r): nostalgia radio king Chuck Schaden; WGN(AM) Chicago's Wally Phillips; talk show host Rush Limbaugh, and Robert Siegel and Linda Werthelmer of NPR's All Things Considered. Also inducted were writer, director, producer Norman Corwin and the late Rick Sklar.**

## Capcities/ABC buys into SBS

Capital Cities/ABC has reaffirmed its commitment to European broadcasting by taking a major stake in NASDAQ-quoted Scandinavian Broadcasting System (SBS). After reaching agreement with SBS's backers, Capcities now has the right to acquire as much as 25% of SBS. Capcities already has agreed to acquire 16% of SBS's stock for \$25 million-\$30 million from existing shareholders and has options for up to 5% of SBS's stock exercisable at \$25 per share. The balance can be acquired in the open market.

SBS owns four commercial TV Scandinavian stations, including TV Norge in Norway, Sweden's TV5, Kanal 2 in Copenhagen, Denmark, and TV Gynboen, which serves Odense in Denmark. Following its initial public offering in March 1993 (which raised \$58 million net of costs), SBS is now sitting on a cash mountain and with its cash and new partner, opportunities beckon. Harry Evans Sloan, SBS chairman, first wants to strengthen SBS's existing networks, although he notes that the stations already have a positive cash flow. SBS also will develop other broadcast media in Scandinavia, such as interactive TV, and perhaps will expand into nearby countries.

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works. Pappas also owns KMPH(TV) Fresno, Calif., and KPTM(TV) Omaha, Neb.

**The Association of Independent Television Stations is asking the Justice Department to extend its antitrust immunity** after protective legislation expires in December. Since June, the association has taken a stand on television violence, adopting voluntary program standards and advisory messages. All INTV members and 53 non-member independent stations have joined in the movement.

**Tom and Roseanne Arnold's Wapello County Productions has entered into a multi-year exclusive production agreement with Warner Bros. Television.** The pact calls for Wapello to create, develop and produce comedy series for all media under the Warner Bros. Television label. Under the deal, Warner Bros. acquires the existing first-look deal that Wapello has with ABC that includes series commitments. Comedy series in development include a project with music group En Vogue and another with comedienne Sandra Bernhard. The Arnolds will also serve as executive producers of the upcoming CBS series *Tom* starring Tom Arnold (produced in association with Warner Bros. Television).

**Graff Pay-Per-View and MOR Music TV last week announced they are launching additional channels.** Graff will launch SPICE 2, its second adult PPV service, and MOR Music said it will launch a multiplex of six new music channels. SPICE 2 is scheduled to start up on Feb. 2.

**Cluster Television has signed an agreement with Harvey Comics Entertainment** to produce and distribute a new animated weekly series based on Harvey's character Baby Huey. Plans are to offer *The Baby Huey Show* as well as 13 of the best classic theatrical shorts of Harvey characters, including Casper the Friendly Ghost and Herman & Katnip, on an all-barter basis.

**Errata:** John Pierce of Force Communications was omitted as one of the brokers in the sale of KXOK(AM) St. Louis in the Nov. 15 "Changing Hands."

## Hundt confirmation near

It was down to the wire last week on the nomination of Reed Hundt, with sources indicating the Senate would confirm Hundt before it adjourned on Saturday (Nov. 20). Hundt's nomination had been held hostage by Senate Minority Leader Bob Dole (R-Kan.), who would not lift a hold on Hundt and other nominees until the White House filled Republican vacancies at the FCC and other government agencies. Helping to break the impasse on Hundt's nomination was the news that the White House was said to be prepared to name San Francisco attorney Rachele Chong for the FCC's Republican seat. Chong is said to have Dole's OK. However, there were last-minute reports that other candidates might still be viable, including Senate Commerce Committee Counsel Regina Keeney, Oregon PUC Chairwoman Joan Smith, Vermont public broadcaster Hope Green and former Ohio PUC member Gloria Gaylord.

### WASHINGTON

#### Where's the beef

TCI's standing in Washington may be at an all-time low. The cable MSO took more grief last week with the release of an internal memo suggesting TCI cable operators raise service and equipment fees and blame reregulation (see page 32). But one FCC official points out that the agency has not had any complaints about the cable operator's rates. "They don't seem to be the ones raising their rates," the official said.

### ORLANDO

#### Ad-supported interactive

New interactive services to be offered on Time Warner's planned state-of-the-art cable system, the Full Service Network, in Orlando, Fla., will likely be supported by a dual revenue stream from subscriber fees and some sort of advertising tie-in, according to a presentation made by the company at a closed-door session last week at Goldman, Sachs & Co. Communacopia II Conference in New York. Services under consideration for some sort of advertiser tie-in include the company's just-announced News-on-Demand service.

### SAN ANTONIO

#### River City dealmaking

Group owner River City Broadcasting is said to be close to acquiring Paramount Communications-owned

Fox affiliate KRRT(TV) San Antonio, Tex. It is expected that the deal may include River City's agreement to affiliate its remaining independents with Paramount's planned fifth network. River City has independents in Indianapolis, San Antonio (it will try to get waiver from FCC to own both if the Paramount deal goes through) and Kokomo, Ind.

### WASHINGTON

#### EEO break

FCC commissioners are near agreement on how much to fine stations for EEO violations. The impasse on amounts was caused by Commissioner Andrew Barrett, who wanted fines higher than either Chairman James Quello or Commissioner Ervin Duggan. The resolution would break the logjam of TV station renewal applications that have been set aside for EEO deficiencies.



#### COOKING FROM SCRATCH



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"You folks at home might find it easier to start with a frozen turkey."

## Untying the hand

A judge in Los Angeles has thrown out the consent decrees that stood between broadcast networks and a big piece of the syndication action (actually, only the "fin" side of the equation; the major "syn" prohibitions won't sunset for two years). Five years ago that might have been a huge boost, but so much has changed in the balance of power among broadcasting, cable—and, now, the telephone companies—that the current read on it is that the decision falls somewhere between too little, too late and better late than never.

In the former camp is Tom Wolzien, now a media analyst and formerly with NBC. "It's five years too late," he says. "They spent 20 years on the attack to get hold of a business that is just about to vanish." NBC President Robert Wright also concedes that it is an open question as to just how much of a handicap the networks' exclusion from a growth industry for the past two decades will have proved to be. But he also sees promise in heavying up in the programing department, particularly in a distribution future he sees dominated by the telcos and cable.

If the decision was no panacea, the wording of the judge's decision added more fuel to the fire that should have already consumed the scarcity rationale. Wrote Judge Manuel Real: "Even if a network controlled all of the syndication of its network programing—an assumption not at all that clear in light of the entry of the Fox network and the increase in cable TV stations, the increased competition of independent TV stations and the tremendous source of program production—it appears that not a single network would control a sufficient share of the market to exercise monopoly power." There is no evidence, the judge concluded, that the networks have sufficient power "to affect the market anticompetitively in the production of television programing."

Given that conclusion, it is no surprise that Bob

Wright talked to BROADCASTING & CABLE about his frustration at the two-year sunset on the syndication prohibitions. "Why do we have two more years of prison term left?" he asked. "We've been released. Let us out."

Given Judge Real's conclusion, why indeed.

## The shot still heard

Where were you when President Kennedy was shot? That question became a touchstone for a generation. But the answer given has almost always been to a different, implied question: "Where were you when you heard the news on the radio or television, or were told by someone who had heard the news there?" Those of us who remember the first frightening hours and days also remember the prevailing question: "What do we do next?" and where we turned to find the answer—or at least the cold comfort of the next piece of information. Television was the light that burned late in every home.

If TV news went to school in the Murrow generation, the Kennedy assassination was its first big test.

In this magazine's contemporary chronicling of those tragic events, Ed James, then chief editorial writer for this page, framed television and radio's role in the assassination coverage in an award-winning commentary. Thirty years later its message is worth recalling.

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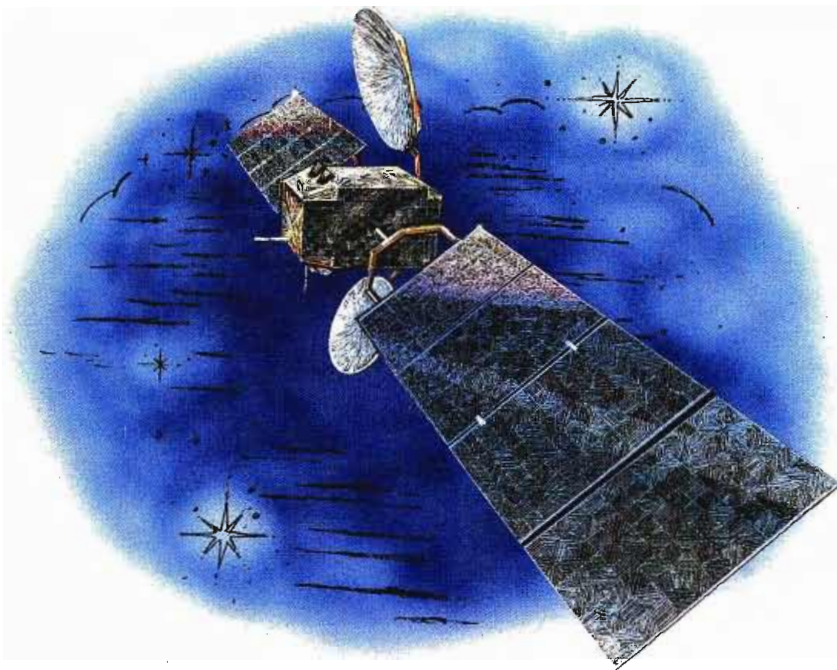


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