

DEC 6

# Broadcasting & Cable

The Newsweekly of Television and Radio

**The Western Cable Show: Convergence in Anaheim 6**

**PBS**



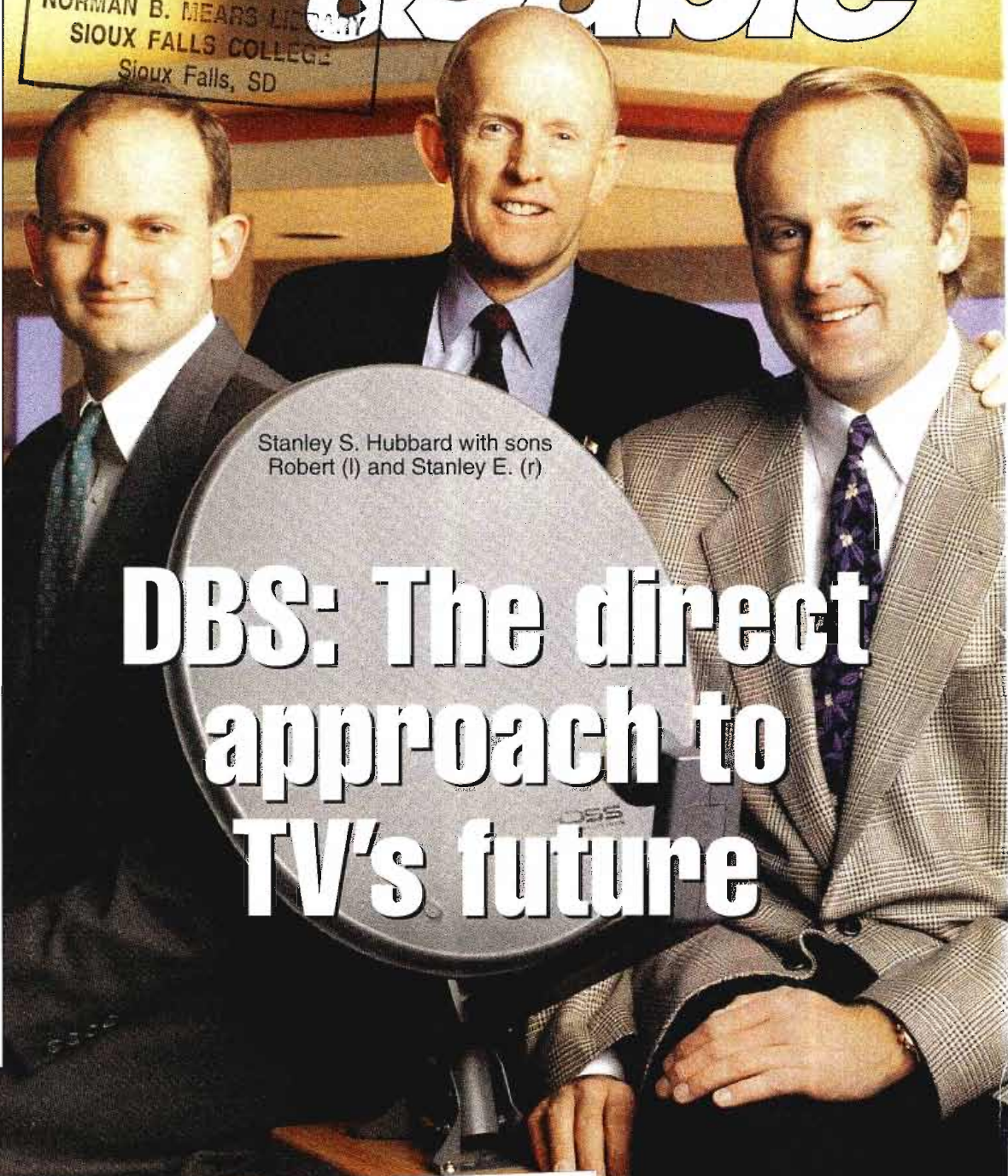
**FCC's Ervin Duggan to head Public Broadcasting 16**

**WASHINGTON**



**Reed Hundt sworn in as new FCC chairman 89**

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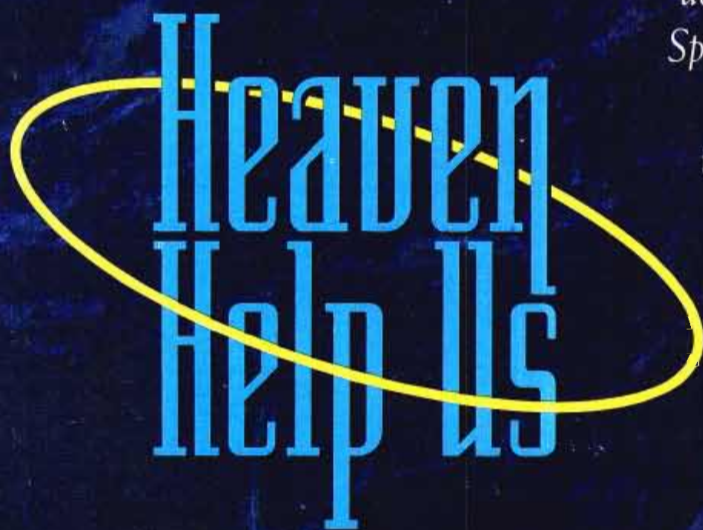
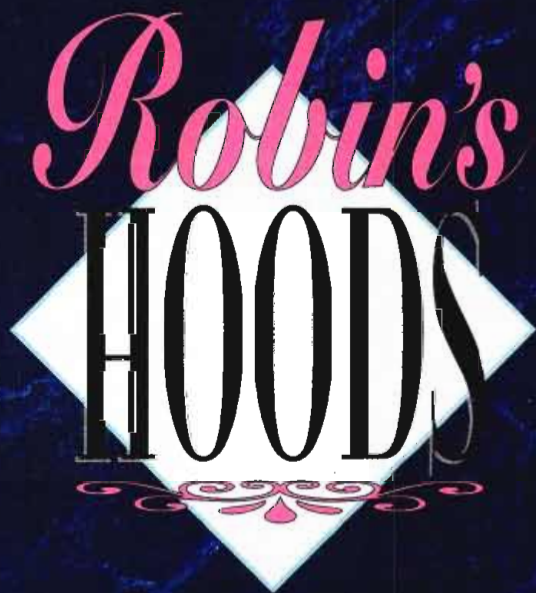
Stanley S. Hubbard with sons Robert (l) and Stanley E. (r)

## DBS: The direct approach to TV's future

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**The cable that was** The big news at the Western Cable Show in Anaheim, Calif., last week was the realignment of cable with telephone. But Ray Smith, chairman of Bell Atlantic, stole the show. The telco, eager to leap into the future with its acquisition of TCI, will accelerate construction of its information super-highway, using funding from interactive services as diverse as video on demand and gaming. / 6

**Execs peer into future** TCI President John Malone, TBS Chairman Ted Turner and Rupert Murdoch voice different opinions on the cost and timing of the predicted 500 channels. / 10

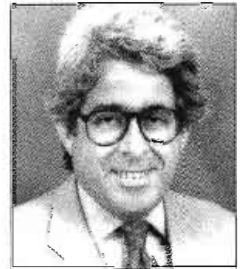
**Canadian buy** BCE Telecom International has bought a 30% stake in Jones Intercable for \$400 million. BCE also has an option to acquire the nation's seventh-largest cable operator in eight years. / 12

**Networks win win win** CBS won the November sweeps, NBC earned some demographic bragging rights and ABC accomplished what it set out to do: attract the largest audience among adults 18-49. / 14

**Duggan to head PBS** FCC Commissioner Ervin Duggan will take over the helm of PBS Feb. 1. The public broadcasting community cheered the appointment. / 16

**Clinton on violence** The TV violence issue has resurfaced on several fronts, capped by the President's apparent desire for cooperation between government and industry, rather than a legislative solution. / 19

**PCS pact struck** Five of the nation's largest cable operators, including TCI, Time Warner and Continental Cablevision, are teaming up to develop the next generation of cellular phones—personal communications services. / 20



CBS's Jay Kriegel will leave his job as senior VP next year. / 16

## SPECIAL REPORT: DBS

### Countdown to DBS

On Dec. 17, a rocket will lift off, carrying a three-ton satellite that could revolutionize broadcasting and cable. The technology involved in beaming programming directly—and digitally—to homes equipped with an 18-inch dish appears certain to work. The great unanswered question is: If you beam it, will they come? / 30



DirecTv and USSB will share a common receiver system. / 38

### A closer look

DirecTv will offer nearly twice as many channels as USSB, but the two will share their direct-broadcast satellite and household receiver system. The basic unit will start at \$699. / 38

### Competing with cable

DirecTv plans to spend \$50 million to sell its direct-broadcast programming. It is predicting half its customers may come from cable viewers. But that may be a tough sell as cable systems begin to take advantage of the same digital technology that DirecTv will exploit. / 42

### An uphill fight?

An entrenched cable industry has television executives wondering whether direct-broadcast satellites can attract much market share. / 68

## PROGRAMMING

### NBC shuffles prime time pack

*L.A. Law* will be replaced—temporarily—as NBC changes four nights of its prime time schedule. The hiatus will insure that *L.A. Law* has original episodes for the balance of the season, including the February sweeps. / 70

### ABC shuts down 'Home Show'

The live *Mike & Maty Show* will take over ABC's canceled *The Home Show*. This represents the second attempt by the network to replace *Home*, which has been on the air for almost six years. *Mike & Maty* features stand-up comedian Michael Burger and TV host Maty Monfort. / 70

### Record judgment tossed

A New York state court has overturned a record \$15.5 million verdict against Capital Cities Communications. / 72

**"[Pay per view] carried to its ultimate capability is inherently a natural enemy of free TV."**—FCC Commissioner James Quello before the Association of Maximum Service Television's annual HDTV update / **88**

**DEC. 6, 1993**

**Life beyond the grave**

Horror is a genre that continues to be a creative and financial gold mine for Richard Rubinstein and his Laurel Entertainment. In the works is an eight-hour adaptation of a Stephen King novel, Laurel's single largest television project. *The Stand* cost \$28 million and has been 13 years in the making. / **74**

**BUSINESS**

**TCI net widens**

The range of industry executives who could be deposed in Viacom's lawsuit against TCI appears to be expanding with Viacom's amendment to its suit, which adds Comcast as a defendant. The amended complaint also says the proposed merger of Bell Atlantic and TCI would create a combination that would "exacerbate the anticompetitive conditions" from which Viacom seeks relief. / **80**

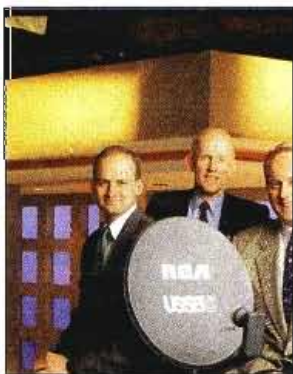
**RADIO**

**BROADCASTING & CABLE'S TOP 25**

CBS maintains its first-place spot on BROADCASTING & CABLE's annual ranking of the top radio groups. Consolidation, not only of facilities and management but of groups, is proving to be the leading trend to result from relaxed duopoly rules. / **84**

**Yakety yak**

Although AM-AM combinations are still not as widespread as their FM counterparts, some broadcasters see AM as a fertile ground for consolidation. And not surprisingly, most of the high-profile AM duopolies are built at least partly on the popularity of talk radio. / **87**



**On the Cover:** Hubbard Broadcasting is a family affair, led by Stanley S. Hubbard, CEO of Hubbard Broadcasting and chairman/CEO of DBS arm USSB. Stanley E. II is executive VP of Hubbard and president of USSB. Robert is executive VP of Hubbard and USSB. / **30**  
Photo by Layne Kennedy

**TECHNOLOGY**

**Video dialtone trial OK'd**

The FCC has granted permission for US West to proceed with its video dialtone trial in Omaha next year. And US West has named Scientific-Atlanta to manufacture its in-home set-top terminals. / **88**

**WASHINGTON**

**The Hundt is on**

The FCC's new chairman hit the ground running, announcing key staff appointments and laying plans for his first commission meeting Dec. 13. That meeting may include a decision on whether the FCC will adjust the benchmark for cable rates. / **89**

**Senators waste no time**

Senators want new FCC Chairman Reed Hundt to further reduce cable rates and step up enforcement of its cable regulations. That message was conveyed to Hundt in a letter from Commerce Committee Chairman Ernest Hollings and 34 other senators. "It appears that the intent of Congress to protect consumers from unjustified cable rate increases is not being met," the letter says. / **89**

**ADVERTISING & MARKETING**

**Old Kentucky home shopping**

A Louisville department store reports great results with a local home shopping show over the NBC affiliate there. The store may be the first in the country to televise such a show. / **91**



**The shortest commercial ever aired. / 92**

**Lawyer ads restricted**

The Iowa State Bar Association has proposed a rule that would require lawyers licensed to practice in Iowa, regardless of their location, to adhere to state laws regarding television advertising. / **92**

**Silence from Arbitron**

Arbitron is employing an unusual tactic—public silence—in its effort to get radio stations to agree to a rate increase to help pay for more diaries and make its research more accurate. / **103**

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## Turning point for the cable that was

**I**f this was the last Western Cable Show, it was one of the best. Some 13,500 delegates—up 23% compared with 1992's 11,000—jammed the Anaheim Convention Center for three days at fever pitch. The exhibit hall, for years a respectable but modest industry show, suddenly looked like the leading edge of tomorrow's television. Between last year (when the cable industry was in shock over the Cable Act) and last week, there had been a paradigm shift in telecommunications. At the Western, no one wanted to see it end.

The big news, of course, was the realignment of cable with telephone. What began as a sign of the times when Southwestern Bell bought the Hauser systems for \$275 million and became the wave of the future when Bell Atlantic acquired TCI for \$30 billion continued as a

matter of course when Canada's giant BCE (parent of Bell Canada and Northern Telecom) bought a 30% interest in Jones Intercable for \$400 million. Given the new expectations, it looked almost like small change (see story, page 12).

But it was Ray Smith, chairman of Bell Atlantic, who again stole the show. At Thursday's lunch he laid out a bullish scenario for the new cable-telco universe, and then—in a freewheeling, no-questions-barred meeting with reporters—dazzled them with enthusiasm for “the killer applications” (see story below).

Ted Turner may have led the wake for the cable industry that's been. Ending the opening general session (page 10) he thanked the industry for a 20-year partnership and ended nostalgically: “It's been a great ride.” —DW

## VOD, gaming to help pave superhighway

*Bell Atlantic accelerates \$15 billion interactive video plan with 'internal funding'*

By Harry A. Jessell

**T**he killer applications are coming. Bell Atlantic last week said that it would accelerate construction of advanced networks to bring two-way



*Bell Atlantic's Smith described 'plums' that will fund the information highway*

video services to 1.25 million homes by the end of 1995 and to 8.75 million homes by 2000.

Borrowing a favorite phrase of the computer industry, Bell Atlantic Chief Executive Officer Ray Smith told reporters at the Western Cable Show that five “killer applications” will help finance the \$15 billion construction cost—video on demand, home shopping, video games, programming and direct-response advertising. These are “plums ripe to be picked,” he said.

Initially targeted for the digital switched networks are the Washington suburbs, parts of New Jersey, and the Baltimore, Philadelphia, Pittsburgh and Norfolk, Va., areas. By the end of 1998, the top 20 markets in Bell Atlantic's mid-Atlantic service region

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\*Percent increase, 1Q '93 vs. 1Q '92. Nielsen, NCAR.

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will be wired, Smith said.

### Goal is single wire

Telephone service gradually will migrate from aging "copper plant" to the upgraded networks so that all Bell Atlantic services eventually would be provided over a single wire.

Bell Atlantic plans to spend \$15 billion on the networks over five years—\$10 billion-\$11 billion within the Bell Atlantic region and the balance in TCI cable markets.

Bell Atlantic in October announced an agreement to acquire TCI, which serves 10 million cable homes, and TCI's Liberty Media, a major cable programmer. The \$30 million stock swap is still on track to close by the end of 1994, Smith said.

With the increased cash flow from TCI and the new two-way services, Bell Atlantic said, building the new networks will be "internally funded."

Bell Atlantic said it expects to begin awarding contracts for the stepped-up construction in early 1994.

### 'People...are clamoring'

The five killer applications that will drive Bell Atlantic's entry into the interactive-video world involve not the creation of new businesses, but the refinement of existing ones, Smith said. "People...are clamoring for it."

Video on demand is a more convenient form of home video, he said. People prefer ordering movies from home to driving to the video store. The only question is: Is it an "absolutely dynamite business or a darn good one?" he added.

Gaming or gambling is another "great opportunity," according to Smith, who added that in cooperation with states and municipalities, Bell Atlantic is looking to bring off-track betting and lotteries into homes.

Bell Atlantic also is convinced that it can capture a significant portion of the billions of dollars now flowing into video games, direct-mail advertising and home shopping, he said.

Smith called for legislation opening up all businesses to Bell Atlantic and other telcos, and blasted a House bill for not going far enough to permit the telcos entry into the long-distance business. The bill, a compromise struck by two powerful Democrats, Energy and Commerce Committee Chairman John Dingell of Michigan and Judiciary Committee Chairman Jack Brooks of Texas, "has a lot of defects," Smith said. ■



Top executives featured at opening session of cable's Western Show in Anaheim were TBS's Ted Turner, TCI's John Malone, Fox's Rupert Murdoch and 3DO's Trip Hawkins

## Executives peer into future

*Disagree over cost, timing of predicted 500 channels*

By Rich Brown

It could be five to 15 years before consumers have access to hundreds of channels, and it's really not clear what they will pay for the expanded capabilities, according to a freewheeling opening panel session of top media executives at the Western Cable Show.

Tele-Communications Inc. President John Malone was bullish on the rollout of hundreds of channels, saying that many subscribers will have access to 500 channels within five years.

Deployment will be fast because of competition between the cable and telco industries to wire the home, he said, but "no cable company will find itself without some tie to a telephone company." Technology will be driven by consumer demand for entertainment and by a need for high-quality communications and information services, he said.

3DO Company President Trip Hawkins agreed with Malone that five years is a reasonable time frame. But Rupert Murdoch said that it will take closer to 15 years, and an impromptu poll of the Western Show audience found that about half expected the time frame to be 10 years.

Whenever the rollout, Malone said, the most interesting area of software development will be in "smart agenting," or finding ways to guide consumers through program choices.

"Being able to see anything they

want is a problem for most people because they don't know what they want to see," added Turner Broadcasting System Chairman Ted Turner.

Malone said that in five years, games of skill for prizes on a real-time basis—which he called "near-gambling"—will be big business.

As the panelists discussed futuristic program choices, Murdoch twice asked what the electronic superhighway is going to cost consumers.

"It's going to take a long time before John [Malone] can get his costs down," Murdoch said. He questioned whether the average monthly cable bill would rise to \$100 and wondered whether subscribers will be willing to pay that much.

Malone said that future cable service would be much more flexible and probably cheaper. Video-on-demand services, however, would be available for "a marginally higher price."

There was some debate over what the electronic superhighway will mean for the newspaper business. Newspaper owner Murdoch said that newspapers will be around a long time, partly because they offer so much information. But Turner argued that TV also could offer information found in newspapers—at a fraction of the cost and more quickly. "It's all over for the papers," Turner quipped.

Malone said newspapers are not doomed because "it will be years before most people in the country will be comfortable accessing a terminal." ■

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# Canadian telco buying 30% of Jones

Parent of Bell Canada paying \$400 million; has option to buy rest of MSO in eight years

By Joe Flint

**J**ones Intercable, the nation's seventh-largest cable operator with 1.6 million subscribers, sold a 30% stake to BCE Telecom International for \$400 million.

BCE, parent company of Canada's largest telco—Bell Canada—also has an option to acquire control of all of Jones Intercable in eight years.

Glenn Jones, chairman/CEO of Jones Intercable, said that the investment from BCE will allow Jones to acquire more cable systems in the U.S. BCE has no U.S. holdings that would interfere with telco-cable prohibitions; there also are no regulatory impediments to the deal.

Motivating the merger, Jones said,

is "the time we had to react [to the ever-changing telecommunications industry] is too short in terms of raising capital." As for the decision to give up eventual control of Jones to BCE, he said: "You cannot expect a company the size of BCE to invest this kind of capital without some slow path to control."

BCE also is the parent of Northern Telecom and Bell Northern Research. Jones Intercable and BCE already are partners in the UK, where they offer cable and phone services in London.

Although the two already have a relationship, Jones also had talks with Pactel, but when the latter withdrew from the UK market, "we found it necessary to find new partners,"

Jones said.

Of the \$400 million investment, \$275 million will be funded at closing of the deal (\$27.50 per Class A common share of Jones Intercable). Another \$125 million will be invested in the future so that BCE can maintain its 30% stake. Jones said there will be public offerings to raise additional funds that could create a war chest of close to \$1 billion for further acquisitions and system upgrades.

Jones Intercable is the latest cable MSO to align with a telco. Bell Atlantic acquired TCI last month, and MSOs Cablevision Systems and Cox Communications have had talks with US West and Southwestern Bell, respectively. ■

## Western roundup

**Turner picks up Warner films.** Planned cable programming service Turner Classic Movies has signed a deal with Warner Bros. that will bring more than 200 movies to the channel, including "Around the World in 80 Days," "A Streetcar Named Desire" and "The Exorcist." TCM Executive Vice President Brad Siegel says the agreement reaffirms the network's interest in building a library of more than the 3,300 movie titles already owned by parent company Turner Broadcasting System. The deal marks the second big licensing agreement for TCM, which earlier this year secured 300 titles from Paramount. Siegel says the company plans to have several other deals in place in the next two months, accounting for 500-1,000 additional titles.

**Encore to spin off channels early.** Encore Chairman and CEO John Sie has decided not to wait for digital compression to launch three spin-off channels, citing immediate demand for unregulated pay TV services from cable system operators. Encore is accelerating the launch of three of its six planned thematic pay-TV movie services—Love Stories, The Western Channel and The Mystery Channel. The remaining three channels—Tweens, Action and True Stories & Drama—will launch as planned: simultaneous with the rollout of General Instrument's digital compression equipment in late 1994. "Cable operators really need cash flows in 1994, even on an analog basis," Sie says. "From a regulatory point of view, it's a single channel. But from a consumer's point of view, it's many channels." Encore is suggesting operators charge \$6 a month for the six-channel thematic multiplex plus the original Encore premium channel.... Meanwhile, another planned En-

core movie channel, Starz!, has made a deal with prolific made-for-TV movie producer RHI Entertainment that will add 116 titles to its lineup.

**Showtime ponders multiplexing.** Pay TV service Showtime has been speaking with cable system operators about following Encore's lead and launching five spin-off networks of its own, each with a specific theme, according to a company spokesman. Among networks being discussed is a family-oriented channel, which could be a logical extension of Showtime's growing investment in kids programming, he says.

**BET goes to the movies.** Black Entertainment Television has formed a joint partnership with pay TV service Encore and LIVE Home Video to create BET Film Productions, which will oversee production of black-oriented independent feature films for BET Action Pay Per View, Encore's upcoming Starz! movie channel and other outlets. LIVE's participation is subject to board approval. Titles will have a budget of about \$2 million each, with three to be produced a year initially.... In other BET developments, the company has released a tentative schedule for its upcoming new network, BET on Jazz: The Cable Jazz Channel. Programming will include three 8-hour blocks, with the prime time/late evening block (6 p.m.-2 a.m. ET) featuring original episodes and the remaining two blocks offering a rebroadcast. ■

For more news from the Western Cable Show, turn to page 20

# A SHOW OF FORCE!

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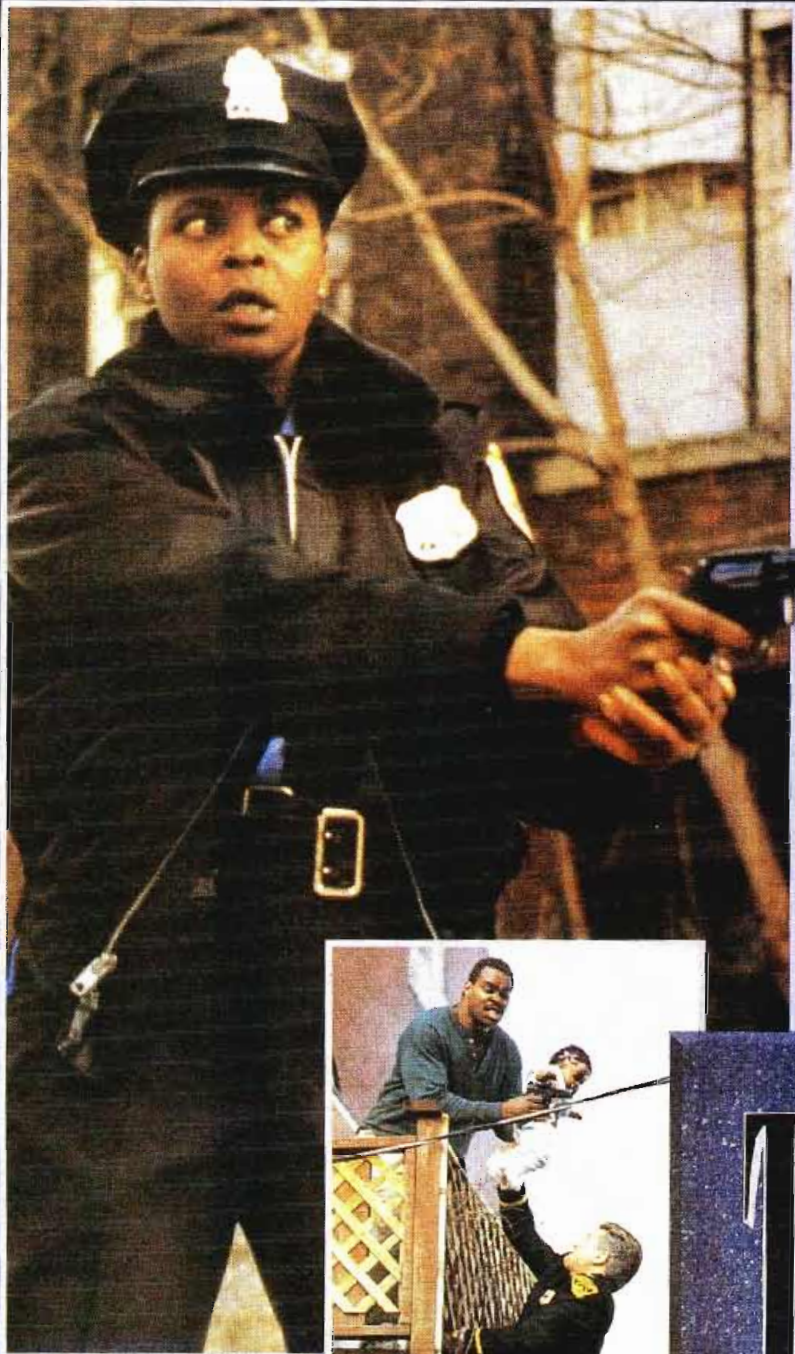
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# It's CBS, ABC, NBC in November

First fall sweeps victory for CBS since 1984; NBC takes three of four key demos

By Steve McClellan & Steve Coe

**C**BS won the November sweeps in a competitive three-network race, but third-place NBC earned some demographic bragging rights.

CBS averaged a 13.0 household rating/21 share, just three-tenths of a rating point over ABC's 12.7/20 mark. NBC posted a 12.1/20. Fox averaged a 7.5/12. It was CBS's first November sweeps win since 1984.

According to Ted Harbert, president, ABC Entertainment, ABC accomplished what it set out to do in the sweeps: attract the largest audience among adults 18-49 and deliver the largest audience to the 10:30-11 p.m. time period, leading into late local newscasts on affiliate stations.

CBS's David Poltrack countered that CBS affiliates also can expect a boost in late local news numbers, and a younger-skewing viewer profile, as a result of *David Letterman's* move to the network this fall, providing a lead-out for late local news.

Among adults 18-49, ABC was tops with an average 7.5 rating, followed by NBC's 7.4, CBS's 6.9 and Fox's 5.2. CBS was tied for top honors among men 25-54. Harbert conceded that CBS will repeat as season champ this year, given that they will have 17 days of Olympic coverage next February from Lillehammer, Norway, but



Highest-rated sweeps show: 'Frasier'

he said the contest among regular shows will be close. Harbert also said ABC made a point not to do as much stunting as it did last year.

Despite its third-place finish, NBC had something to cheer about, finishing first in three of the top four demographic groups. NBC led the networks among adults 25-54 and women 18-49 and 25-54. Among adults 18-49, it was one-tenth of a rating point behind first-place ABC. Compared with last

November, NBC was up in all demographic categories, including households, where the network improved 7% over last year.

In the household category, CBS also was up, by 8%, while ABC and Fox saw declines of 3% and 7%, respectively.

Chief among NBC's growth series was *Seinfeld*, which increased 91% among adults 18-49. Overall, NBC had 11 series that grew compared with last year in households, compared with eight for ABC, five for CBS and three for Fox.

The network scored the highest ratings for its November miniseries despite competition on CBS and ABC. NBC's *A Matter of Justice* pulled in a 17.3 rating in households, vs. CBS's *Return to Lonesome Dove* (16.4) and ABC's *JFK: Reckless Youth* (8.7). The three miniseries did not compete head to head.

Fox, which completed its first November sweeps with a full seven-night schedule, boasted demographic strength among its core 18-34 audience. On Wednesday night (*Beverly Hills, 90210* and *Melrose Place*), the network was number one among adults 18-34 and teens, and second among adults 18-49 behind ABC. In addition, the network led viewers 18-34 from Wednesday through Sunday. ■

## WB Network signs WGN-TV

Warner Bros. has been cleared by Tribune Broadcasting to use the latter's superstation WGN-TV Chicago as an affiliate for the fifth network.

Using the superstation, WB Network executives say, will give it a national reach of 73%. Ratings for the superstation range from .05 to 1.2, a figure WB executives hope to improve through heavy local advertising. WGN-TV also will be the WB Network affiliate in Chicago.

Tribune originally was not going to commit WGN-TV to the WB Network for fear of diluting the station's strong local presence and its value to cable operators as a sports programmer. WGN-TV is the strongest independent in Chicago. That bodes well for WB, which originally planned to affiliate with WGBO-TV there.

The deal with the superstation is not long term. As WB Network picks up affiliates in other markets, WGN-TV will be able to continue its usual broadcasts. "WGN-

TV is not a permanent part of the distribution," says WB Network CEO Jamie Kellner.

In markets where there is already a WB affiliate, WGN-TV will black out WB programming, and a second feed will be provided by United Video Inc.

Cable systems have reacted positively to the plan, Kellner says. Cable systems pay for distant signals, such as WGN-TV, and could be concerned about the loss of the station's sports.

But Kellner anticipates having an established broadcast distribution service by the time the WB Network reaches the point where WGN-TV's sports commitments could create scheduling conflicts.

Rob Stengel, senior vice president, Continental Cablevision, says that he would like WB to offer operators ad time to sell in return for clearing the WB Network. "It would be of mutual benefit. I hope they are thinking along those lines," Stengel says. —JF

# It's Tail Whipping Time!



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**#1 WITH KIDS!**

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- #1 WITH KIDS 6-11



NEW WORLD ANIMATION

Source: NSI Week Ending 10/31/93.

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Future PBS President Ervin Duggan (center) at Washington press conference last week with WETA-TV's Sharon Rockefeller and WHMM(TV)'s Edward Jones Jr.

## Duggan new PBS head

FCC commissioner will join public broadcasting Feb. 1

By Julie A. Zier

**P**BS ended its three-month search for a new president at the FCC, where Commissioner Ervin Duggan became the unanimous choice of the board of directors. The selection was well received by public broadcasters.

Duggan, who will join the organization Feb. 1, had a hand in creating public broadcasting. As a member of President Lyndon Johnson's staff, Duggan helped draft the original Public Broadcasting Act of 1967, guaranteeing federal funding for the enterprise. He was appointed to the FCC in 1990 by President Bush with the endorsement of the religious right and the promise to promote "decent family values."

Duggan's term at the FCC would have expired in June, and there was some uncertainty that Clinton would reappoint a Democratic Bush appointee. It is also believed that Duggan was disappointed over the administration's failure to name him chairman of the FCC. As PBS president, Duggan will receive a maximum salary of \$140,000, as opposed to the \$115,700 he is paid at the commission.

"There couldn't have been a better

choice," says David Brugger, president of America's Public Television Stations. "He understands the original intent and philosophy of public broadcasting, as well as the political and regulatory arenas."

Although Duggan says he has no

"blueprint" for the future of public broadcasting, he alluded to the need for a "symbiotic relationship" with cable at the Washington press conference announcing his selection. But he emphasized the importance of developing existing technology and infrastructure as resources for making "a place at the [information superhighway] table" for public broadcasting.

WETA(TV) Washington President/CEO Sharon Percy Rockefeller calls Duggan "an articulate spokesperson who sees the larger picture."

Henry Cauthen, president of South Carolina ETV Network and a longtime friend of Duggan's, says Duggan "understands the complexities of the system."

Public broadcasting executives in smaller markets also are praising the selection. "He has played a role in protecting us in the past," says David Dial, president/general manager of WNIN(TV) Evansville, Ind., and national coordinator of the public broadcasting's Small Station Association.

Duggan served on the Twentieth Century Task Force, which recommended the redirection of some federal funds from local stations to national programming.

Duggan's strong stand on indecency is not proving of immediate concern to the producers of controversial PBS show *Point of View*. A 1991 *POV* special "Tongues Untied" about the life of a gay black man resulted in complaints to the FCC. ■

## Kriegel leaving CBS

Jay Kriegel, who came to CBS as a Larry Tisch loyalist and developed into one of the industry's key policy activists, will leave the network early in 1994. "My dream is another Titanic," he said, noting that he loves a crisis and had done what he wanted to do at CBS. Principal among his accomplishments: winning of the fight to repeal the financial interest and syndication rules, and establishment of retransmission consent.

It was the latter that added a measure of controversy to Kriegel's last years at CBS. He was the principal author of the concept, and the most aggressive battler on the broadcasting side.

After retransmission consent was enacted into law, Kriegel was the most vociferous broadcaster seeking to get cash deals from the cable industry—and perhaps the most disappointed when cable successfully turned aside the cash initiative in favor of "in kind" payments.

Kriegel believes that retransmission consent eventually will pay off for broadcasters, especially if there are multiple providers of programming to the home.

Among his other accomplishments: helping turn the company around, rebuilding the management and reversing a downward trend in programming. "Being No. 1 was a critical part of the strategy," he said. —DW



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WNBC-TV

**Rōlonda.**

# Clinton to weigh in on TV violence

*Elsewhere on violence: antitrust exemption extended; Simon wants monitoring*

By Kim McAvoy

The TV violence issue resurfaced last week on several fronts, capped by President Clinton's apparent desire for cooperation between government and industry rather than a legislative solution.

In a move that appears to signal the White House's desire to take the lead on the issue, the President was expected to call for cooperation—in contrast to Attorney General Janet Reno's threats of government intervention—at a weekend fundraiser in Hollywood.

Insuring that the networks would have the opportunity for such cooperation, Reno last week extended the antitrust exemption (scheduled to sunset Dec. 1) that allows the TV industry to discuss ways to curb violent programming.

Senator Paul Simon (D-Ill.), who has led the congressional charge on violence, also weighed in, saying last week that he will meet with ABC, CBS and NBC in January, and if they haven't agreed by then to establish a TV monitoring office, he will legislate one for them.

Although the networks don't like the idea of an industrywide violence monitoring office, sources say Simon believes that he can convince them to sign on, and then work on the rest of the TV industry. But the networks are likely to tell the senator that they will



Clinton to make TV violence statement at Michael Ovitz Hollywood fundraiser

do a self-assessment of their own programming, and they don't like the idea of a separate monitoring group.

Reno came under attack for her stand on violence. Actor Michael Moriarty of NBC's *Law & Order* ripped into Reno and congressional proponents of TV violence legislation at a New York press conference.

Moriarty, who met with Reno in November (along with other TV industry executives, including *Law & Order* producer Dick Wolfe and NBC West Coast President Don Ohlmeyer), has written Clinton calling for Reno's resignation. An NBC spokeswoman said that Moriarty was acting as an

individual and was not representing the network's views.

New York Governor Mario Cuomo joined the debate, arguing that the media was not to blame for the violence in society (see box, below).

When it comes to decreasing the amount of TV violence, the broadcast networks say they already are doing that. And furthermore, says one NBC official: "The real issue here is children. The broadcast industry is in first place in what it does for children from a program-content standpoint." ■

## Hundt may defer on cable issues

By Kim McAvoy

FCC Chairman Reed Hundt may decide to keep the agenda for his first commission meeting fairly light. According to one commission source, he's expected to defer all cable issues until later. The commission is slated to hold its first meeting under Hundt on Monday, Dec. 13.

Although FCC officials were saying that they didn't know what would be on the agenda, there were strong indications late last week that Hundt was not ready to tackle any of the cable items that had been expected to be on the agenda, including reconsideration of the cable rate benchmark rules, interim cost-of-service rules and so-called going-forward issues. Hundt is expected to deal with some of these "tough and complicated" issues at the commission's January and February meetings.

There's a desire to "get things done and provide some certainty" for the cable industry, says one commission source. However, the new chairman, who was sworn in last Monday, is still studying the issues. Some FCC insiders were predicting that Hundt might take up an order providing regulatory relief for small cable systems, but even that may wait until next year. ■

### Cuomo: Let the people choose

New York Governor Mario Cuomo last week sharply criticized government efforts to regulate television violence, arguing that consumers can better lead an antiviolence crusade if they truly want one.

Speaking at an International Radio and Television Society luncheon in New York that was attended by numerous network television executives, Cuomo said that the controversy over violence on television reflects America's "extraordinary contradiction" on the issue.

"The executives of radio and cable and television aren't jamming sex and violence and profanity down our throats," Cuomo said. "The American people are choosing it from a menu called the program guide.... We're the ones with the blood lust, the taste for seeing people get blown away."

Cuomo acknowledged the current discussion concerning self-policing of the industry, but he said that those efforts "won't be enough on their own, because we function in a profit-driven, free-enterprise system—a system that imposes on [broadcasters] an overriding obligation to produce dividends for [their] shareholders—no matter what." —PV

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Anchor*

INSIDE EDITION  
*Weekend Edition*

WABC-TV  
*"Eyewitness News Conference"*

WNBC-TV  
*"Today Show"*

**Rōlonda.**



# Cable companies strike PCS pact

Join to take on telcos in growing personal communications services business

By Joe Flint

**F**ive of the nation's largest cable operators are teaming up to develop the next generation of cellular phones—personal communications services.

Tele-Communications Inc., Time Warner, Continental Cablevision, Comcast Corp. and Cox Cable said at last week's Western Show that such a partnership was necessary to compete against the telephone companies in PCS, digital video and other wireless technologies.

The partnership, described by TCI Senior Vice President Bob Thomson as an "umbrella organization," will also seek out other cable operators as partners.

Competition to the telcos, the partnership said, can take place only if a

competitor offers area-wide networking and market presence similar to that offered by a telco in its service areas.

Using Chicago as an example, Thomson pointed out that there is only one local phone company, while there are dozens of cable operators. For all those operators to compete successfully against the local telco, standards need to be the same.

Of course, by forming a national organization to assist local cable operators into PCS, ownership possibilities exist too.

Seeking to downplay that aspect of the partnership, TCI's technology vice president, Bruce Ravenol, said: "We anticipate the national organization affiliating with the local ventures, and there may be an ownership relationship as well, but the lion's share of the

ownership will be local."

TCI also could end up competing against itself in markets where Bell Atlantic—which just merged with the cable giant—has PCS operations. Bell Atlantic, Thomson said, will not hold an economic interest in its competitors.

Even though, Ravenol said, the partnership will not be in the standards-setting business, "we will help cable operators meet those standards."

PCS is expected to turn into a battleground between the telcos and cable operators. "It's the largest new growth opportunity," said Cox Vice President David Woodrow.

All of the companies in the new partnership have been conducting experiments in PCS for the past year. ■

# Fox unveils FX schedule

New channel will be delivered over new Hughes satellite; initial seven hours of programing to include 'Garage Sale,' 'Pet Show'

By Joe Flint

**F**X, Fox's entry into the world of cable, will launch with seven hours of original programing, executives of the new network said last week.

Separately, FX teamed up with Hughes Communications to launch a fifth satellite for FX.

Hughes Communications Galaxy President Jerry Farrell said the four existing cable satellites are at full capacity, and without a new bird, satellite capacity "would pose an even greater problem than operator channel capacity."

FX, which Fox executives call "the real fifth network," will spend \$100 million on programing in its first year. It hopes to build a bond with its audience with live programing.

FX's morning show, *Breakfast Time*, will run at 6-10 a.m. with revolving hosts.

Other shows in the works at FX:

■ *Under Scrutiny*, a look at the news of the day as reported by print



and television tabloids.

■ *FXercise*, an exercise show.

■ *Garage Sale*, a daily garage sale "featuring the belongings of an FX viewer family, who will share their memories of the merchandise with the studio host, who will also field calls from interested buyers." FX chairman Anne Sweeney says the program is not Barry Diller, it's Garrison Keillor.

■ *The Pet Show*, a look at pets and the problems of having them.

■ *Nighttime*, a wrap-up of the

"stunts and features" started in the morning on *Breakfast Time*. The show will have a live audience.

Infomercials will make up the bulk of late-night programing.

Sweeney said that FX is still determining what library product will run on the channel. *In Living Color* is expected to be sold to FX, as are other shows and movies from the Twentieth Television library.

Fox affiliates, who are partners in FX, will program the noon-2 p.m. daypart, but with what is still unknown.

So far, FX has agreements with 25 cable operators that reach 23 million subscribers. Sweeney said FX continues to negotiate with other major MSO's, including Time Warner, Continental and Comcast.

Fox, which tied the signing of FX to carriage of its broadcast affiliates during retransmission-consent negotiations, granted all operators six-month extensions that will expire at the end of March. ■

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## Primestar adds basic channels

By Joe Flint

Direct-broadcast satellite service Primestar signed several major basic cable networks and has agreements in principle with key pay channels as it prepares to expand its channel capacity to 70 by the middle of next year.

The new networks are Turner Network Television, Turner Classic Movies, The Cartoon Network, CNN International, The Discovery Channel, The Learning Channel, Country Music Television, Headline News, Prime Network and The Weather Channel.

In addition, Encore Chairman and Chief Executive Officer John Sie said last week that the company has

just signed a deal with Primestar for Encore's six thematic channels. Agreements are also expected to be announced for HBO's multiplexed service, Cinemax.

The new channels should be available by the middle of next year when Primestar starts to phase in General Instrument's digital compression technology. The two companies have invested \$250 million in the technology already.

Primestar President John Cusick said the DBS service is in the last round of testing digital compression and plans to start converting Primestar equipment from analog to digital early next year. ■

## Here come telcos, says Hill; Watch out, says NCTA's Roberts

*Key staffers predict telco entry legislation will be law of land by next year; NCTA wants slow and monitored approach, says phone companies could kill competition*

By Harry A. Jessell and Joe Flint

Competition may be closer than you think.

Key Hill staffers at a Western Cable Show panel last week predicted that legislation allowing local telephone companies and cable systems to compete with each other would become law next year.

Such legislation enjoys strong bipartisan support and is being driven by events—telco plans to build new networks capable of transmitting video, mergers and joint ventures between telcos and cable operators and court rulings lowering the barriers to telco entry into cable, they said.

What's more, the Clinton administration's expected legislative proposals will give the process a boost. "Everyone sees the opportunities here," said David Zesiger, the top mass media aide on the House Telecommunications Subcommittee.

Expect six hearings on the legislation within the first two months after Congress returns in January, Zesiger said. And if Congress acts before adjourning late next year, said Mike Regan, minority counsel on the subcommittee, telcos could be in the cable business by mid-1996. The subcommittee bill requires regulators to act on telco proposals to build video net-

works within a year and pricing schedules for the networks within six additional months, he said.

Not everyone in the panel's audience shared its optimism. Given health care legislation and other demands on Congress's time next year, said Steve Effros, president of the Cable Telecommunications Association, predicting passage of telco-cable legislation next year is "not realistic."

"I have serious doubt that they appreciate how complex this is," he said.

### 'Slow down,' says NCTA chief

Telco entry may be inevitable, but to let the phone companies into the marketplace "overnight" would be disastrous,



NCTA's Dick Roberts

and Marketing Society's PPV conference in Anaheim, the NCTA chairman

said Dick Roberts, National Cable Television Association chairman, last week.

In an address to the Cable Television Administration

warned that Congress must put restraints on telco entry.

"By virtually any measure, the local phone companies have the size and strength to effectively kill competition in any market they enter," he warned.

Without safeguards, the cable industry can forget about ever successfully competing against the telcos, he added. "The revenues for the seven Bell companies are larger than those for the cable television, broadcasting and motion picture industries combined," he said. "Think about that: all the *Murphy Browns*, all the 'Terminator' movies and every cable company in the U.S. All put together [they] don't stack up to the size of the local phone companies. That's big."

To even the field, Roberts called for the federal government to remove all state and local barriers that prevent cable from competing with the telcos in the local market.

Roberts also wants telcos to enter gradually, with a two-part test to determine when the market is ready. Telcos should be allowed in only after the regulators determine that the market for phone service has become effectively competitive, he said. If the marketplace is not competitive, he wants Congress to wait seven years before allowing telcos into the business. ■



The background of the entire advertisement is a close-up, vertical view of the stars and stripes of the United States flag. The stars are white and five-pointed, set against a dark blue field. The stripes are dark blue and white, running vertically. The lighting is dramatic, with some stars appearing to glow or be backlit.

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TOP 20 AND  
GROWING!**

Source: NTA AA/HH RTG-Strip Programs 6/30-11/7/93

# Studios closing window on PPV?

*Executives see extended home video run as swipe at budding PPV industry*

By Joe Flint

**T**he PPV industry was smarting last week from the recent move by Paramount and other studios to delay the PPV window for films.

Was the decision to extend the (pre-PPV) home video window from 30 days to 80 motivated by signal theft or by the muscle flexing of video-store powerhouse Blockbuster? The PPV industry believes it is the latter, but whatever the reason, the move by the studios to extend windows could not have come at a worse time, according to PPV executives.

"Pay-per-view networks are moving from two to five channels, super-highways are being built; the timing is very bad," said Hugh Panero, president, Request Television, at last week's Cable Television Administration and Marketing Society (CTAM) conference.

Delayed windows, the PPV industry argues, will slow growth and consumer interest in the business at a time when it should be getting ready to take off.

Theft is the driving force for extended windows, argued Paramount's Robert Klingensmith, president, video division. Down the road, signal theft of PPV movies could cost the industry as much as \$1.4 billion annually, he said.

Klingensmith used statistics from the National Cable Television Association and the Video Software Dealers Association. "It's a major problem for us, one that we will not sit idly by and accept," Klingensmith said. Until the problem is solved, he said, the home video windows will average 60 days, with big titles receiving longer windows.

Pay-per-view executives argue that the VSDA study is biased and counter that the theft problem is even greater during the home video distribution window.

Klingensmith conceded that home video theft is a problem, but said that it is contained, while PPV theft continues to grow unabated.

Panero blasted Klingensmith and the study. "This is about the Blockbusters of the world delaying pay per view," Panero said. Blockbuster and

others, he continued, are "tired of the hype surrounding pay per view." While PPV still represents only a small percentage of studio revenue (\$64 million annually), home video represents \$4.1 billion annually.

Blockbuster, Panero said, is using its clout to slow the future. And it will, according to Michael Egan, vice president, programing, Cablevision Industries.

"The windows were moved as a result of negotiating leverage by the [home] video industry, which took advantage of its might to get another

advantage over PPV," he said.

The issue of piracy is a "red herring," according to Egan. "If the windows continue, it will hurt PPV, which is already being shackled by noncompetitive pricing, inconvenient scheduling and, now, windows."

To fight the studios' decision to extend the windows, PPV companies are trying to negotiate for smaller license fees and fewer runs. Klingensmith said that to resolve the issue, all of the major cable operators must work to stop the selling of black boxes that allow signal theft. ■

## Barton on PPV: Carpe diem

*Liberty Media head sees rosy future as technology gives PPV home video-like flexibility*

By Joe Flint

**I**t should be payoff time for the pay-per-view industry during the next several years, according to Liberty Media President and CEO Peter Barton.

In his keynote address last week to the Cable Television Administration and Marketing Society



Barton

conference, Barton painted a bright picture for the entire cable business.

"It's too early to start shorting Blockbuster stock," Barton jokingly warned, "but as we get the ability to replicate [the video store's] browsing for movies, you will own that business."

But Barton warned his audience to seize the day, urging all cable operators to jump on digital compression and greater channel capacity. "Anyone who thinks they can wait will get run over."

Possibilities for future growth, Barton said, include interactive television and regional sports channels. The latter, he said, should be split into a basic channel and a pay channel. Some events can air on the basic channel while major games air on pay with the basic channel used as a promotional device.

Barton said that video on demand should become a mainstream reality in roughly 10 years. But at a CTAM panel, media executives cautioned that the consumer—not technology—should be the driving force.

"Technology is an enabler; CD-ROM did not take off until there was creative programing," said Martin Nisenholtz, senior vice president, Ogilvy & Mather Direct. Rod Thole, chief operating officer, Crown Cable, pointed to digital music channels as an example of something for which consumers won't pay \$11.95 per month. "The price is not in line with the product," Thole said. Basic cable, he added, will become a "quasi-utility business."

"It's not where the real growth is. We need to focus the business on the unregulated side," Thole said. ■

The background of the advertisement is a stylized American flag. The left side features a dark blue field with white stars, while the right side shows red and white stripes. The text is centered on a dark blue vertical band.

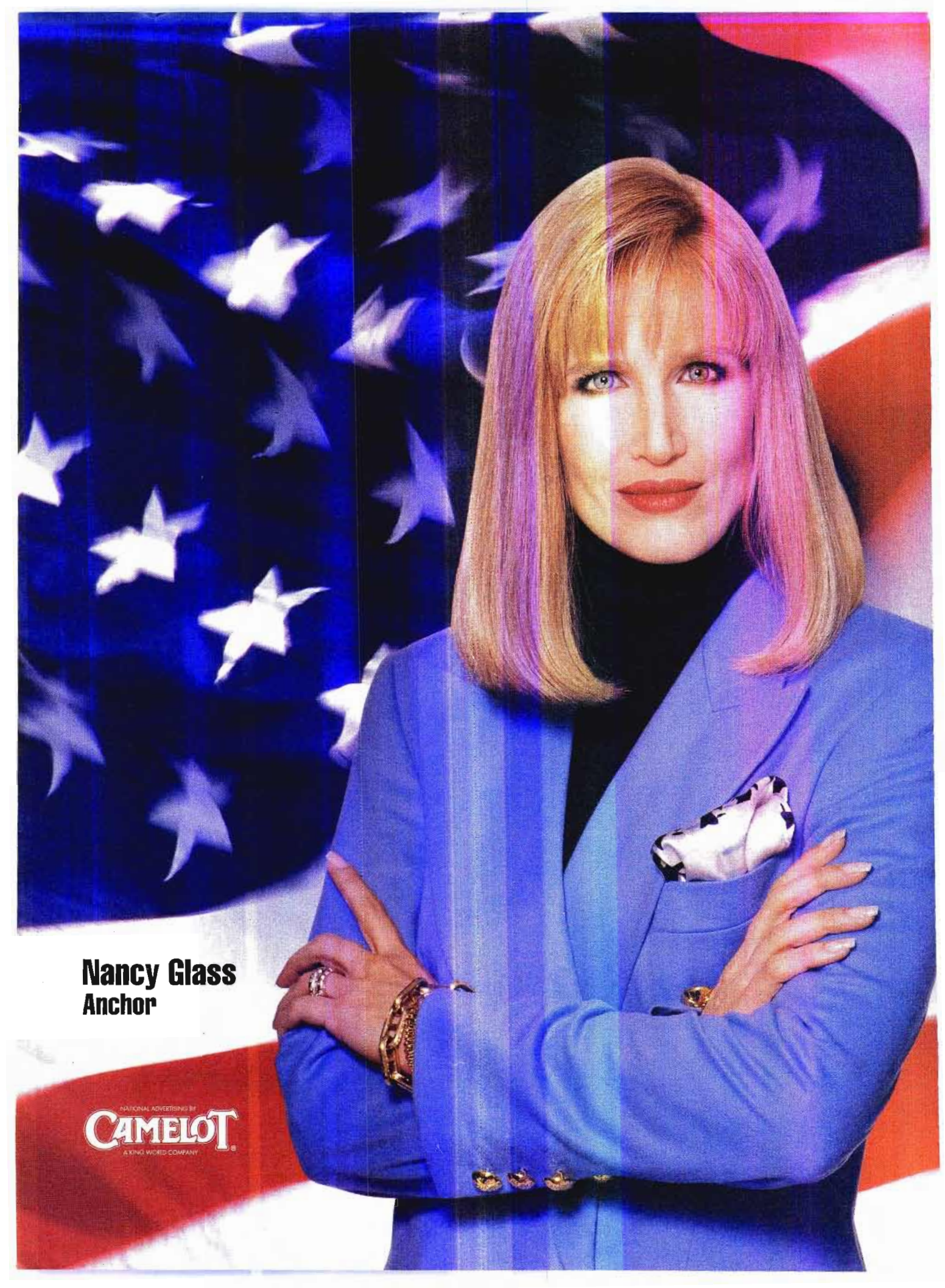
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## Countdown to DBS

On Dec. 17, an Arianespace rocket will lift off, carrying a three-ton satellite that could revolutionize broadcasting and cable by beaming programming directly—and digitally—to homes equipped with an 18-inch backyard dish. Two companies that have spent billions on the venture will share the satellite: Hubbard's United States Satellite Broadcasting and DirecTv, a division of the huge Hughes family of companies.

The technology involved appears certain to work. The great unanswered question: If you beam it, will they come?

In this industry overview, BROADCASTING & CABLE looks at the key players and their respective roads to DBS's defining moment.

### Hubbard Broadcasting: Into DBS from day one

By Sean Scully

**H**ubbard Broadcasting began with a single Minnesota radio station back in 1923, but today it's poised to work a revolution on the communications world.

On Dec. 17, Hubbard Broadcasting's DBS arm, United States Satellite Broadcasting, will be aboard the nation's first direct-broadcast satellite (see page 38). In April, it will go on the air offering at least 20 digital channels of programming. USSB will share the satellite, known as DBS-1, with DirecTv, an outgrowth of Hughes Communications (see page 38).

So far, the Hubbard family (see page 34) has sunk vast sums of money into DBS—possibly tens of millions of dollars. The contract with Hughes, which gave Hubbard ownership of five of the 16 transponders on the first satellite, is worth at least \$100 million, says USSB President Stanley E. Hubbard II.

Estimating conservatively, Hubbard says, USSB needs to attract 3 million viewers to break even. With some luck, he says, the company could



*Stanley S. Hubbard (center), CEO of Hubbard Broadcasting and chairman/CEO of USSB, with sons Stanley E. (l), executive VP of Hubbard Broadcasting and president of USSB, and Robert (r), executive VP of both Hubbard Broadcasting and USSB*

break even at 1 million. USSB, Hughes's DirecTv and Thomson Con-

sumer Electronics, which will manufacture the DBS receiving system, all say the first million viewers could sign up by the end of 1994, only eight months after the service debuts.

"I think DBS will be a very successful business, extremely success-

## COVER STORY

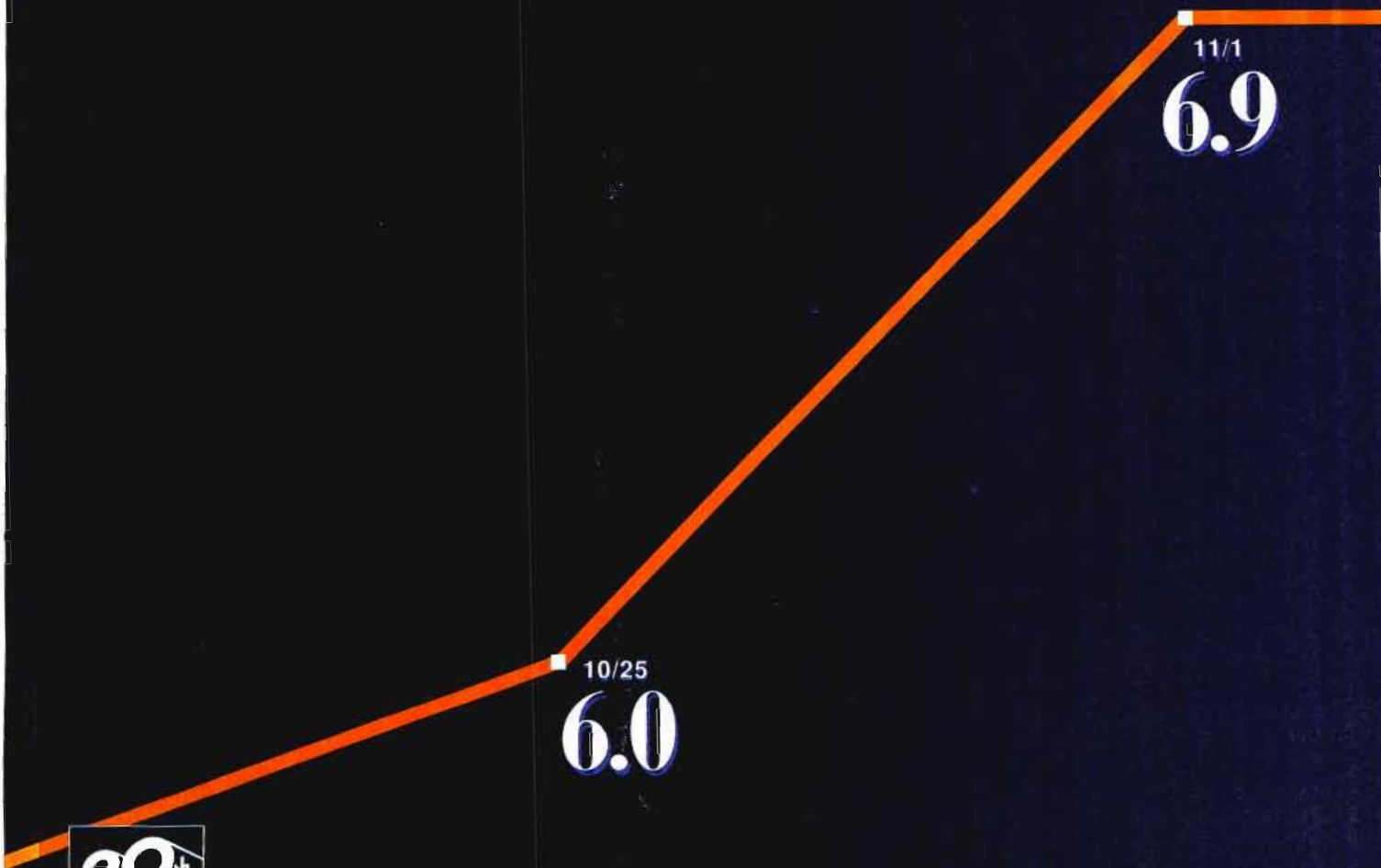
**“The check is in the mail.”**

**“I’ll still respect you  
in the morning.”**

**“Trust me, our  
November numbers  
will be up.”**

# We promised, we de

	WEEK OF: 10/25	11/1	11/8	11/15	% GROWTH
WNYW/New York/7:00 pm	4.9	5.4	5.8	8.1	<b>+65%</b>
WJBK/Detroit*/7:30 pm	7.4	8.6	9.2	9.9	<b>+34%</b>
WKYC/Cleveland*/7:00 pm	7.6	8.5	9.1	9.6	<b>+26%</b>
WTVJ/Miami/7:00 pm	7.5	8.6	8.6	9.9	<b>+32%</b>
WPXI/Pittsburgh*/4:30 pm	8.2	9.6	9.3	10.7	<b>+30%</b>
WESH/Orlando/7:00 pm	8.0	9.8	10.5	10.7	<b>+34%</b>



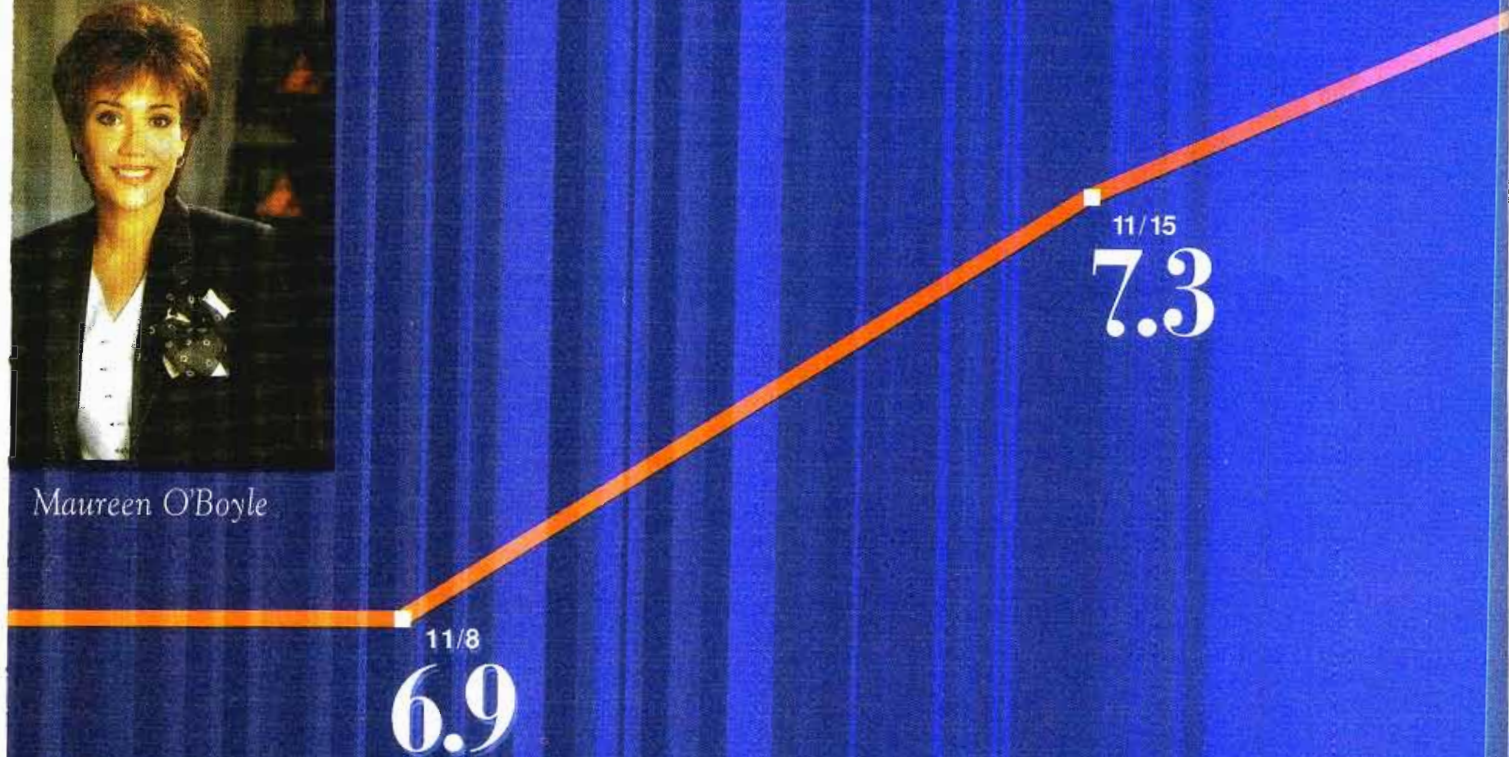
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A C U R R E N T A F F A I R

ful, offering wonderful services to countless millions of people," says Stanley S. Hubbard, chairman of USSB and father of Stanley E. In 10 years, "I think there will be some cable, but cable will start to go backward. I'm not suggesting it will be the end of cable, but I am suggesting that once people have an alternative many of them will choose to take the alternative rather than have the cable."

Although the Hubbards were in the DBS game before Hughes, they now find themselves with a potential disadvantage. DirecTv has 27 of 32 possible transponders at the 101 degrees west longitude orbital slot, 11 on the first satellite and 16 on a planned second satellite. DirecTv also is part of the Hughes empire, which includes everything aerospace—from aircraft to satellite construction—as well as TV program syndication. USSB, therefore, may be in danger of being lost in the shadow of its large DBS neighbor.

The trick is to create a separate market identity, says Stanley E. USSB is staking its name on a package of channels heavily weighted toward premium services. The centerpieces of the lineup, which will include at least 20 channels, are HBO and Showtime and their multiplexed variations. When the service goes on the air in April, HBO will have five distinct channels and

Showtime will have three. USSB will add six movie channels, including Flix, for a total of 14 premium channels. The remaining services include MTV and Nickelodeon.

In a bow to Hubbard Broadcasting's heritage as a TV and radio owner, USSB will offer one or two free, advertiser-supported channels, along the lines of traditional TV stations or satellite-delivered superstations such as Turner's WTBS Atlanta. USSB will produce its own channels rather than picking up WTBS or another station.

"You'll look at a lot of programming that will be produced and developed by local TV stations, by major Hollywood producers who want to have a window on this market and want to start out and grow with the business," explains Stanley S.

Despite the effort to differentiate USSB from DirecTv, the fortunes of the two companies are intricately linked. Since the Thomson receiving system works for both transmissions, the companies have a vested interest in seeing that as many households as possible have receiving equipment. DirecTv, USSB and Thomson will contribute to a joint marketing fund, to be run by Thomson, to sell the system. Dealers will be able to sign up customers at the point of sale. Stanley E. says USSB's programming package is de-

signed to be different from DirecTv's and yet complement the competing DirecTv lineup. Many customers will subscribe to all or part of both services; that way, the services split the cost of launching such a service and support each another in developing the market, despite being competitors.

"I liken it to the TV stations in the market that have a common tower. We own a tower firm...and from that tower firm we all...send our signals," says Stanley S.

USSB has been involved in DBS from the first minute in 1981 that the FCC announced it would offer licenses. Stanley S. says he saw the potential immediately and wanted to get in on the ground floor. He saw it as a way to compete with cable, which was just beginning its meteoric rise.

"I have never accepted for one second, nor do I today," he adds, "that having to be connected to a wire is a step forward. To me, having to be connected to a wire is a step backward."

Although broadcasters were leery of Hubbard's plan, Stanley E. says, they are now showing signs of enthusiasm for DBS. Not only is it potential competition to cable, he explains, it is also potentially their gateway to multi-channel programming, through services such as USSB's proposed advertiser-supported superstation services. ■

## The Hubbards: trailblazers in radio, TV, DBS

Hubbard Broadcasting, and its DBS arm, United States Satellite Broadcasting, are truly family affairs.

Hubbard Broadcasting was founded in 1923 by Stanley E. Hubbard, a WWI pilot and later a flyer for the IRS in its effort to combat illegal liquor production. Hubbard's WAMD(AM) Minneapolis (now KSTP) was one of the first commercial stations in the United States.

Again at the forefront of a technological revolution, Hubbard went on the air with KSTP-TV in 1948, the first independently owned NBC affiliate. Hubbard is reputed to have been the first person to purchase an RCA television camera, which he bought in 1938 as an experiment.

Stanley E. died in 1992 at age 95, leaving his company in the hands of his son, Stanley S., now 62, who followed in his father's pioneering footsteps by founding USSB in 1981 to take advantage of the FCC's new direct-broadcast-satellite rules.

Today, Stanley S. is CEO of Hubbard Broadcasting and chairman/CEO of USSB. His eldest son, Stanley E. II, 32, is executive VP of Hubbard Broadcasting and president of USSB. Second son Robert, 28, is executive VP of both Hubbard Broadcasting and USSB.

Stanley E.'s three daughters—Kari Rominski, Virginia Morris and Julia Hubbard—sit on the USSB board of

directors. Virginia Morris is general manager of KSTP(AM).

"I'd take my sons and daughters to business meetings. I'd take them along and we'd make pitches, the girls and the boys both, for DBS. They sat back and they watched," Stanley S. says. "And they learned, 'Hey, what's Dad doing wrong? What's he doing right? How do people react to what he's saying?' They figured out—I think far better than I could have—based on watching,

how to make this thing work. Without [the two boys] we never would have gotten this thing off the ground."

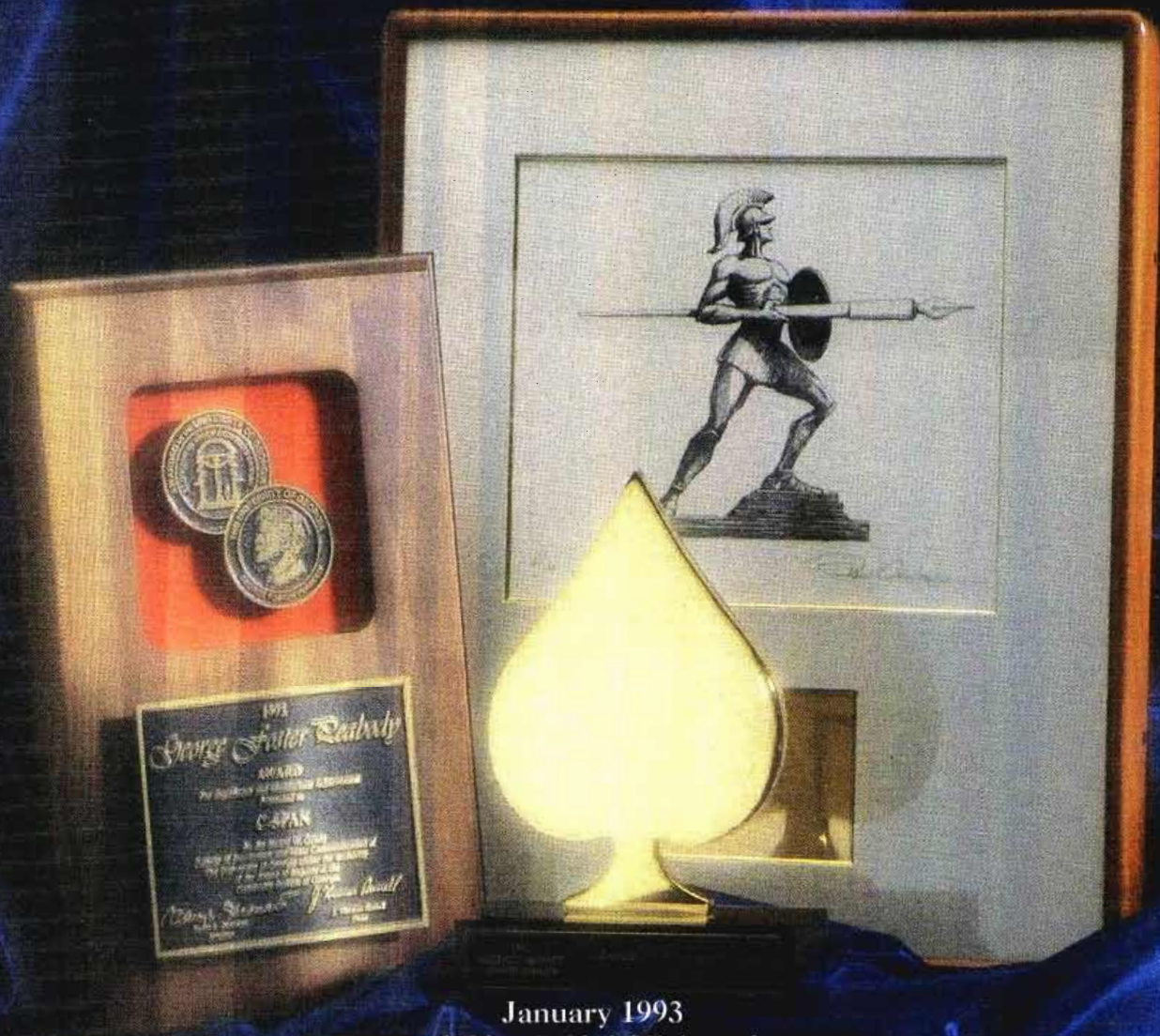
Hubbard Broadcasting owns seven TV stations in Minnesota, New Mexico and Florida; two satellite TV stations; an AM-FM combo in the Twin Cities; news-gathering agency Conus Communications, and two production companies in Florida. Hubbard also co-owns satellite-delivered All News Channel with Via-



Hubbard Broadcasting founder Stanley E. Hubbard in 1950

—SS

# A WINNING YEAR



January 1993  
*Golden CableACE Award*

May 1993  
*George Foster Peabody Award*

November 1993  
*University of Southern California Journalism Award*

## C-SPAN

FUNDED ENTIRELY BY AMERICA'S CABLE TELEVISION COMPANIES AS A PUBLIC SERVICE

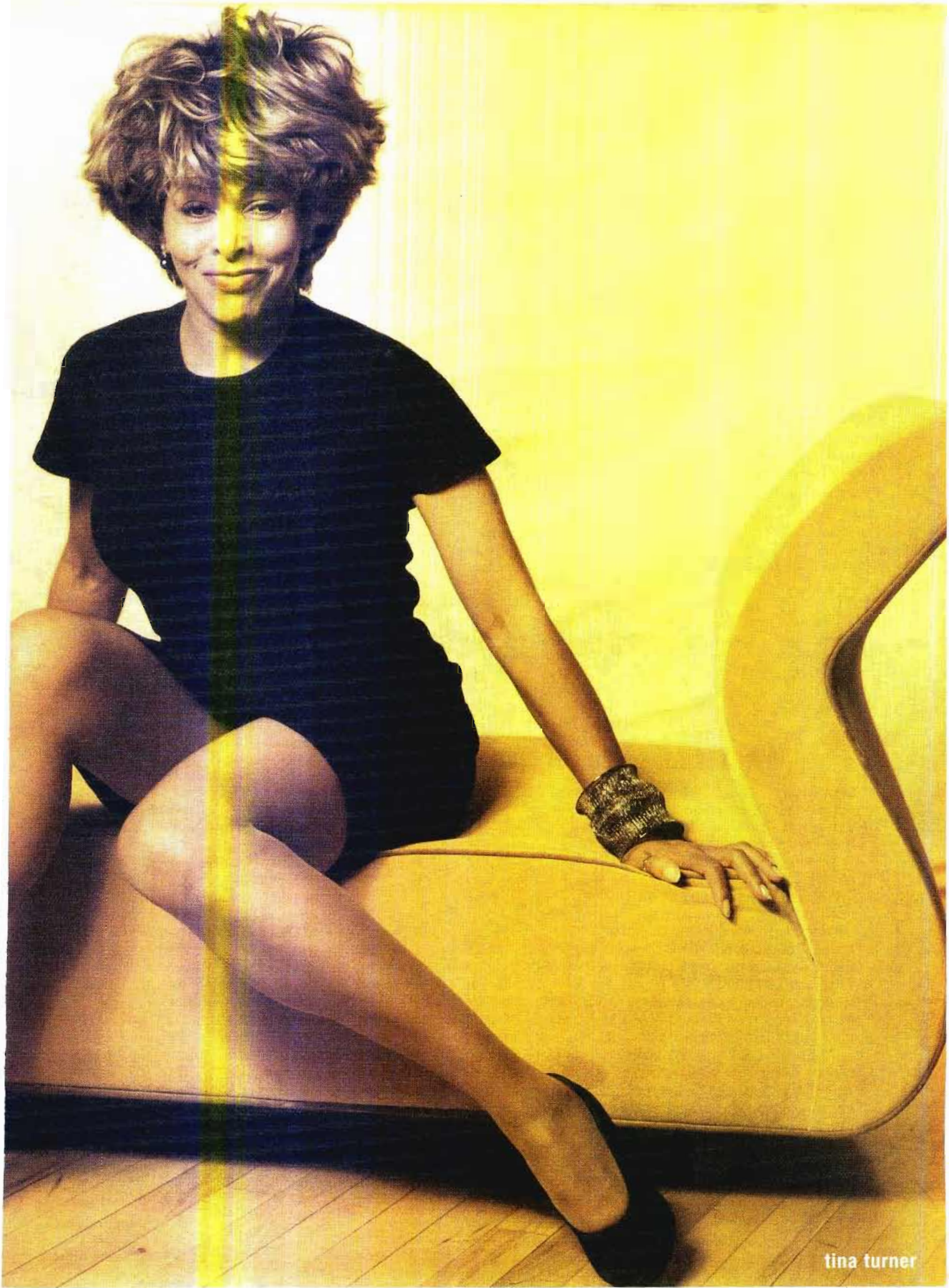
# Food. Shelter. Love. **Music.**

We like to think of them as Life's Essentials. So do the millions of upscale, music-loving adults who've made VH-1 their own.

VH-1 is where they see the latest music videos on **VH-1 By Request™** and **VH-1 Country Countdown™**. They meet music legends on **My Generation™**, and see the stars in a whole new light on our offbeat talk show **Jonathan Ross Presents™**.

So if music is one of life's essentials, cable television is too. After all, yesterday's luxuries are today's essentials. And to adults in 48 million homes nationwide, essential music and essential TV come down to one thing: VH-1.





tina turner

# The ABC's of DBS

## USSB

**Headquarters:** St. Paul/Minneapolis

**Ownership:** Subsidiary of Hubbard Broadcasting Inc. (Hubbard is majority owner of USSB but has several partners: Pittway Corp., a consumer products company; Nationwide Communications; United Communications, Marvin Windows and Doors, Carlson Investments and individual business investors Howard Brown, Burt Harris and Rodney Burwell.)

**Executives:** Stanley S. Hubbard, chairman/chief executive officer; Stanley E. Hubbard, president and chief operating officer, and Robert W. Hubbard, executive VP

**Programming:**

HBO  
Cinemax  
Showtime  
The Movie Channel  
Flix  
MTV  
VH-1  
Nickelodeon  
Nick at Nite  
Comedy Central  
Lifetime  
All News Channel

## DirecTv

**Headquarters:** El Segundo, Calif.

**Ownership:** Subsidiary of GM Hughes Electronics

**Executives:** President Eddy Hartenstein; Senior VP James Remo

**Programming:**

The Cartoon Network  
CMT: Country Music Television  
CNN  
CNN International  
Courtroom Television Network  
C-SPAN and C-SPAN 2  
The Discovery Channel  
The Disney Channel  
E! Entertainment Television  
The Family Channel  
Headline News  
Playboy TV  
The Golf Channel  
The Learning Channel  
The Travel Channel  
The Weather Channel  
TBS superstation  
TNN: The Nashville Network  
Turner Classic Movies  
Turner Network Television (TNT)  
USA Network  
Newsworld International  
Northstar



The first direct broadcast satellite is loaded into a UPS aircraft for the 9,000 mile trip to the spaceport in French Guiana.

## A look at the bird

The DirecTv/USSB direct-broadcast satellite, known as DBS-1, is based on Hughes' 601 model, the company's new generation of high-powered satellites of the Hughes Galaxy series.

The satellite has 32 transponders, or satellite-based transmitters. Half the transponders are in regular operation and the rest are backups. Five active transponders (and five backups) are owned by USSB. DirecTv owns the rest. Each transponder produces 120 watts in the Ku-band, drawing electricity from solar panels and, when the satellite is in the Earth's shadow, from batteries.

From 101 degrees west longitude, over western Kansas, the satellite will be able to reach all of the lower 48 states and parts of Canada and Mexico. Hughes says the satellite coverage area, or footprint, has been designed to account for distance and weather, which can interfere with Ku signals.

Next summer, DirecTv will add DBS-2, identical to DBS-1, also at the 101 orbital slot. All of the 16 active transponders on DBS-2 will be dedicated to DirecTv.

Should DBS-1 be destroyed in a launch accident or fail to achieve the correct orbit—risks in any satellite launch—USSB is guaranteed five transponders on DBS-2. DirecTv would have to build and launch a new satellite to bring it to the full complement of transponders.

## What it takes to receive DBS

DirecTv and USSB will share a common receiver system, known by the brand name Digital Satellite System. The unit was developed by Thomson Consumer Electronics and the two DBS companies.

DSS has two basic parts: an 18-inch receiving dish and a set-top terminal much like the familiar cable boxes. The set-top box will convert the digital DBS transmission to analog, which can be shown on current TVs, and descramble the signal. For PPV orders, the box will use a technique called "store-and-forward." Subscribers will select a PPV event from an on-screen menu; the box stores the order and periodically calls the DirecTv billing center via the customer's phone line.

The basic DSS unit, including a single dish, set-top box and remote control, will start at \$699. RCA also will offer a deluxe package starting at \$899, which includes an antenna with dual outputs to serve two TV sets independently. Most of the system components, including the universal remote, will be available separately, allowing subscribers to upgrade and expand the basic units.

DirecTv and USSB say they expect the price to drop dramatically during the first few years. The objective, they say, is to see the price fall into the range of current VCRs, perhaps just a few hundred dollars each.



# FOR CABLE OPERATORS WHO LIKE TO MAKE SOME MONEY NOW AND THEN.



## EXPAND REVENUE TODAY

Pioneer's new BA-9000 addressable converter is designed to immediately increase your profit potential. Our field-proven **Near-Video-On-Demand** capability provides you with increased pay-per-view revenue opportunities. Plus, Pioneer's **Icon-Driven On-Screen Menuing** makes the system extraordinarily user-friendly. And our **Advanced Digital Scrambling** ensures you a secure revenue stream.

## EXPAND REVENUE TOMORROW

The BA-9000 also opens up new avenues of profit potential. The **Expansion Port** means that it's future-ready, making it capable of accommodating evolving multimedia applications. With **Backwards Compatibility**, the BA-9000 delivers the flexibility to replace converters gradually, avoiding large capital outlays. For more information, call Pioneer. It's the best investment you can make today—for tomorrow.



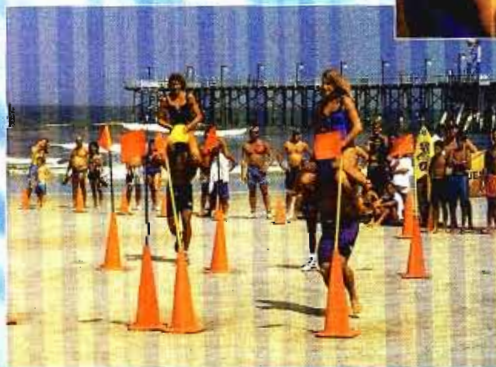
# THE ULTIMATE BATTLE ON THE



Get ready for **BEACHQUEST**, the new action-packed, hourly entertainment series!

Bronzed hardbodies from around the country muscle in on the sun scene to compete in challenging beach and water events for glory and prizes.

- Available Fall '94
- 26 Weekly Hours
- Young Adult Demo Appeal
- Advertiser Friendly



**BEACHQUEST...It's the hottest competition under the sun!**

Produced in association with  
**FIRST MEDIA**  
*Entertainment*

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BEACH!



# BEACH QUEST



ALL AMERICAN TELEVISION, INC

A Subsidiary Of

ALL AMERICAN COMMUNICATIONS, INC.



*DirecTV control center in Castle Rock, Colo., will provide control of the DBS satellite and will uplink DirecTV programming. Uplink for USSB programming will be in Oakdale, Minn.*

## DirecTV aims for cable viewers

*\$50 million ad blitz planned to lure 3 million satellite subscribers*

**By Christopher Stern**

**S**ometime after 8:30 a.m. EST on Dec. 17, DirecTV is scheduled to spend \$100 million.

That is when the first direct-broadcast satellite is set to blast off from a launching pad in French Guiana. By April, consumers should begin receiving the first digital signals offered by DirecTV. In June, a second satellite will be launched, bringing DirecTV's total DBS channel capacity to somewhere between 150 and 200.

If the launch fails, DirecTV's plans literally will be in ashes. But many believe that lifting the 6,000-pound satellite into orbit some 22,300 miles above Earth will be the easy part. DirecTV, the GM Hughes Aerospace subsidiary, faces several obstacles before it hits the magic number of 3 million subscribers it thinks will bring in enough revenue for it to break even.

Total investment for the DirecTV project is \$600 million, according to James Remo, executive vice president, DirecTV. One of the company's biggest expenses is the estimated \$50 million advertising campaign to launch the product. That advertising blitz will begin in the fourth quarter of 1994, handled by Bozell Worldwide.

DirecTV and its rival, Hubbard Broadcasting's United States Satellite Broadcasting, argue their service is the epitome of new and improved when it comes satellite services delivered directly to homes. Instead of a large \$3,000 dish, the DBS services will be received by an 18-inch plate that can be installed on a windowsill.

The first generation of DBS receiving equipment, including dish, decoder and remote control, will cost \$699 or less. That price is mandated by the contract between GM Hughes and the manufacturer, Thomson Consumer Electronics.

While DirecTV hopes to convert many big dish owners to its DBS service, it is counting on developing a much broader customer base. The home satellite dish industry estimates there are more than 3 million owners of backyard dishes.

DirecTV President Eddy Hartenstein has said that as many as 50% of his future customers may come from cable viewers. But that may be a tough sell as cable systems begin to take advantage of the same digital technology that DirecTV will exploit. The 150 channels that DirecTV plans to offer may prove meager compared with the

500 channels the cable industry has been touting recently.

Hartenstein cites consumer dissatisfaction with the cable industry as one reason for possible migration to DirecTV. But, as of press time, consumers still will have to subscribe to both DirecTV and USSB to get services that are basic on almost every cable system (see list of offerings, page 38).

Because of limited channel capacity, it will be impossible for DirecTV to offer local broadcast stations to subscribers. DirecTV is planning to sign up one affiliate of each broadcast network and PBS, which would be delivered digitally to subscribers, according to Remo.

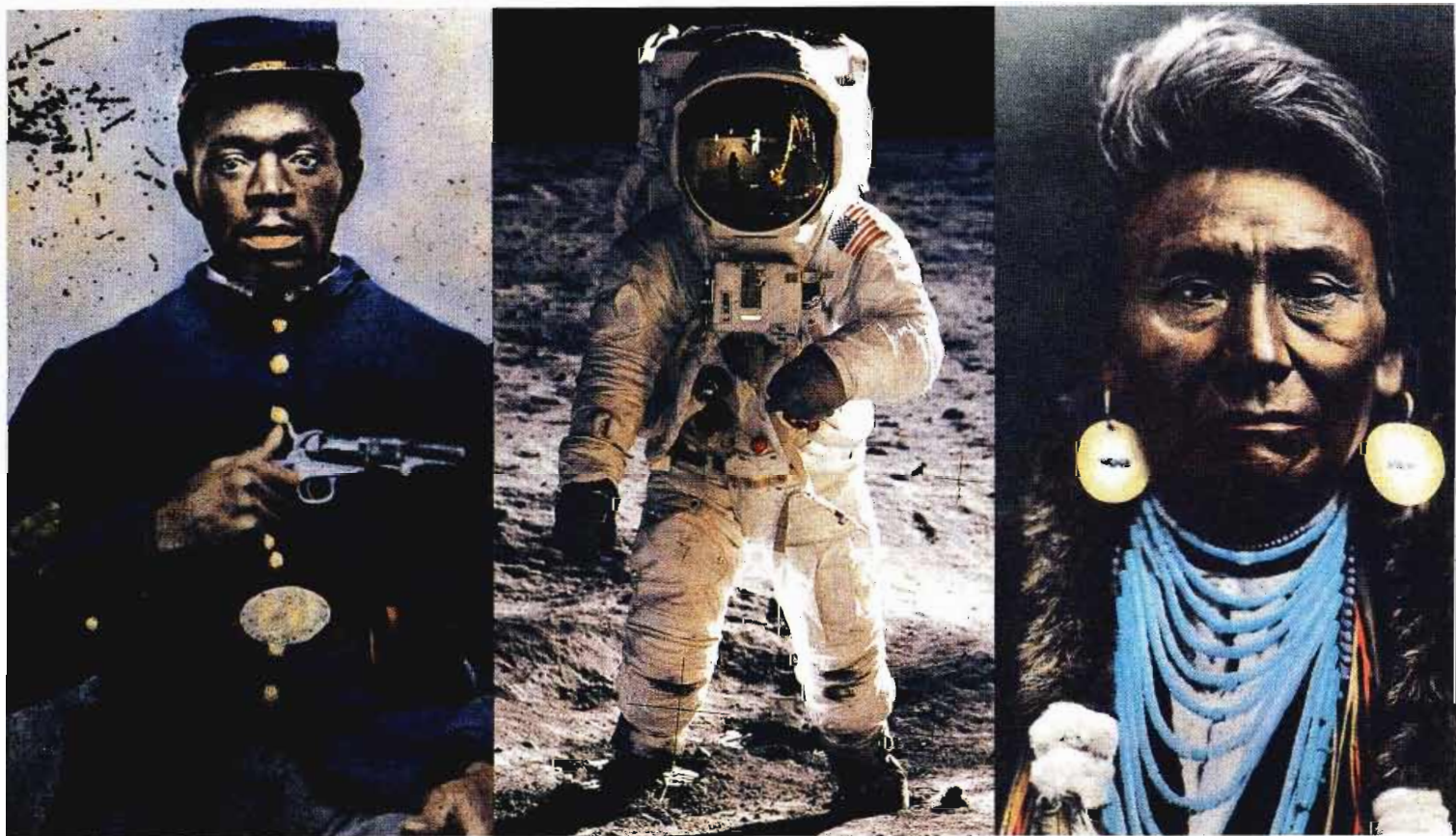
One advantage Remo hopes to win for DirecTV is the rights to broadcast out-of-market professional sports events. For instance, Remo hopes to offer a viewer in Los Angeles the ability to see the Washington Redskins play the Philadelphia Eagles, even if the game is not carried by a national network. DirecTV also plans to allocate 50 channels to pay-per-view movies.

When both satellites are fully opera-

**Continues on page 68**

WE'VE  
DECIDED  
TO REVISE  
HISTORY  
SLIGHTLY.

# INTRODUCING THE ALL OF ALL IN O



**W**e're making a slight revision of history. History TV will now be known as The History Channel. It's the facts, follies and fortunes of mankind. It's what defines us as a nation, a civilization, a species. It's our collective past. And it's the basis for an exciting new 24-hour flexible cable service, The History Channel.

The History Channel energizes the past. Through riveting documentaries, mini-series and movies, it dives into history, grabs it, shakes it and brings it back alive.

# HISTORY CHANNEL. HISTORY. THE PLACE.



This is not your father's history lesson. The History Channel is the product of A&E, so you can be assured its standards of quality, reliability and viability will be second to none.

The History Channel is slated to be launched in the 4th quarter of 1994, so contact your A&E Networks' Account Manager to learn how you can be a part of television history. And do so soon, for we all know what happens to those who ignore history.



**THE HISTORY CHANNEL**

D E N V E R ' S



K W G N - T V

FROM DENVER'S NUMBER ONE INDEPENDENT  
TO AMERICA'S NUMBER ONE REP...

*Congratulations TeleRep  
and Thank You*

# IN A CLASS BY ITSELF



## TELEREP'S ENERGY, ENTHUSIASM AND EXTRAORDINARY RESULTS KEEP IT ON TOP OF THE TV REPRESENTATION BUSINESS

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**TOP TEAM** (l to r): Dick Waller, VP manpower development and quality control; Jim Monahan, VP special projects and audience development; Dave Hills, VP sales development; Steve Herson, president & general manager; Tom Tilson, VP director of sales; Dan Kelly, VP promotion and public relations; Jay Isabella, VP programming and, seated, Flory Bramnick, VP information services and Pat Prie, VP chief financial officer.

**D**ennis FitzSimons, the vice president and general manager of WGN-TV Chicago, dialed the New York office of TeleRep, the company that represented his station to national advertisers. He needed some research right away, but was hoping against hope: It was 6:30 p.m. on the Friday before Christmas.

Surprisingly, a woman answered the phone and as FitzSimons waited, passed his call to Steve Herson, president and general manager. After listening to what FitzSimons needed, Herson said he'd get a team of people to work on it right away. For the next two hours, FitzSimons was on the phone frequently with some of TeleRep's top managers, as they put together the information he needed. The next morning, a Federal Express driver delivered a bundle to FitzSimons' home. It contained everything he'd asked for.

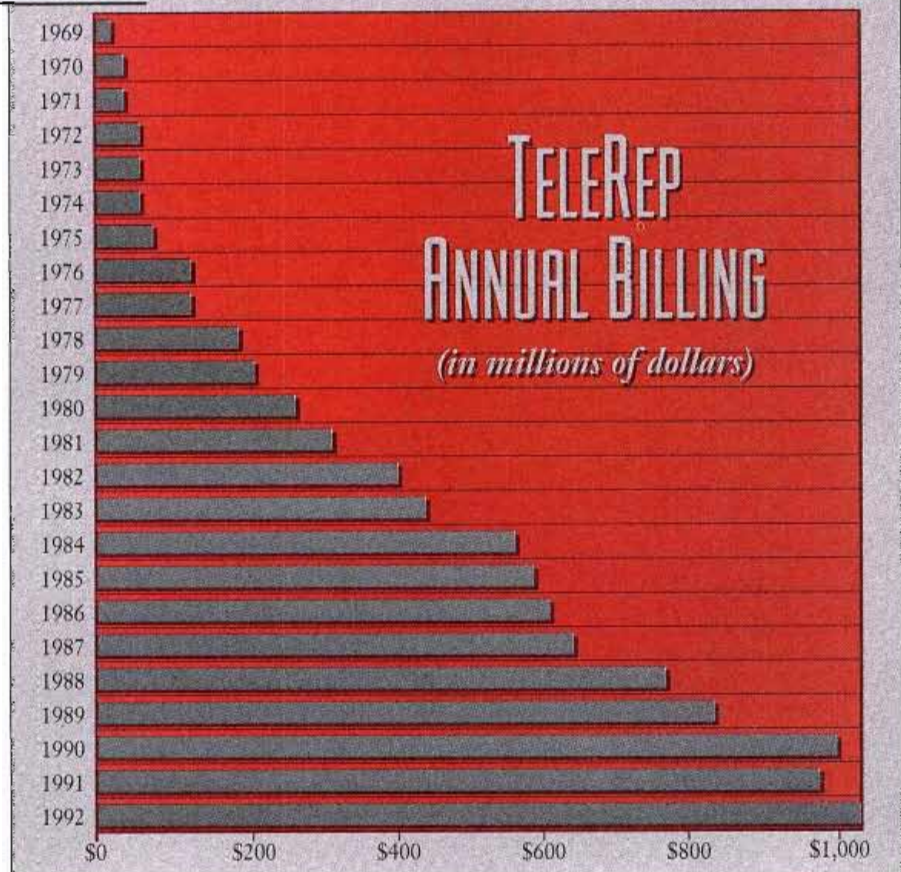
FitzSimons, who today is president of Tribune Broadcasting's station group, isn't the only TV executive who's been impressed by the energy level at TeleRep, a company known for being driven, type A, even a little crazy in its determination to be the best rep in the television business.

"Their objective is to overachieve," says Paul Hughes, chairman of Hughes Broadcasting Partners, who switched Viacom Broadcasting's stations over to TeleRep in 1987, when he was president of that company.

TeleRep's determination to stay light years ahead of its competition has paid off. It has an unbroken record of outperforming the national spot TV market in every one of the 25 years it's been in business.

Last year, it billed more than \$1 billion in spot revenue—one out of every five spot TV dollars spent in the U.S. This year, billings will rise to about \$1.1 billion.

Remarkably, TeleRep has achieved that level of billing, which makes it the largest single television rep in the U.S., with only 68 stations, compared with close to 200 for its nearest competitor. The difference lies in TeleRep's list of client stations, which covers all but one of the top 50 revenue markets and includes some of the finest stations in the U.S. Station groups associated with TeleRep include such blue chip companies as Tribune Broadcasting, A.H. Belo Corp., Post-Newsweek Inc., Viacom Broad-



casting, Fisher Broadcasting, Fox Television Stations, Providence Journal Broadcasting, Great American Broadcasting, Cannell Communications, River City Broadcasting and, of course, Cox Broadcasting, which has owned TeleRep since 1973.

eRep, and its sister station, WBFF-TV Baltimore, saw a 42 percent gain six months after it had switched to TeleRep. And at powerful WFAA-TV Dallas, a mature ABC affiliate competing with 9 other local commercial stations, revenue share grew 14 percent, from a 24 to a 27, in TeleRep's first six months on the job.

"TeleRep is the hardest working rep in the television business," says Beth Darwisk, vice president, senior broadcast negotiator at J. Walter Thompson in Detroit. "They're very, very aggressive, and they don't let anything slide."

John Reardon, station manager at KTLA-TV Los Angeles, adds that, "Tele-

Rep is the best rep out there. They're very aggressive and they have excellent management."

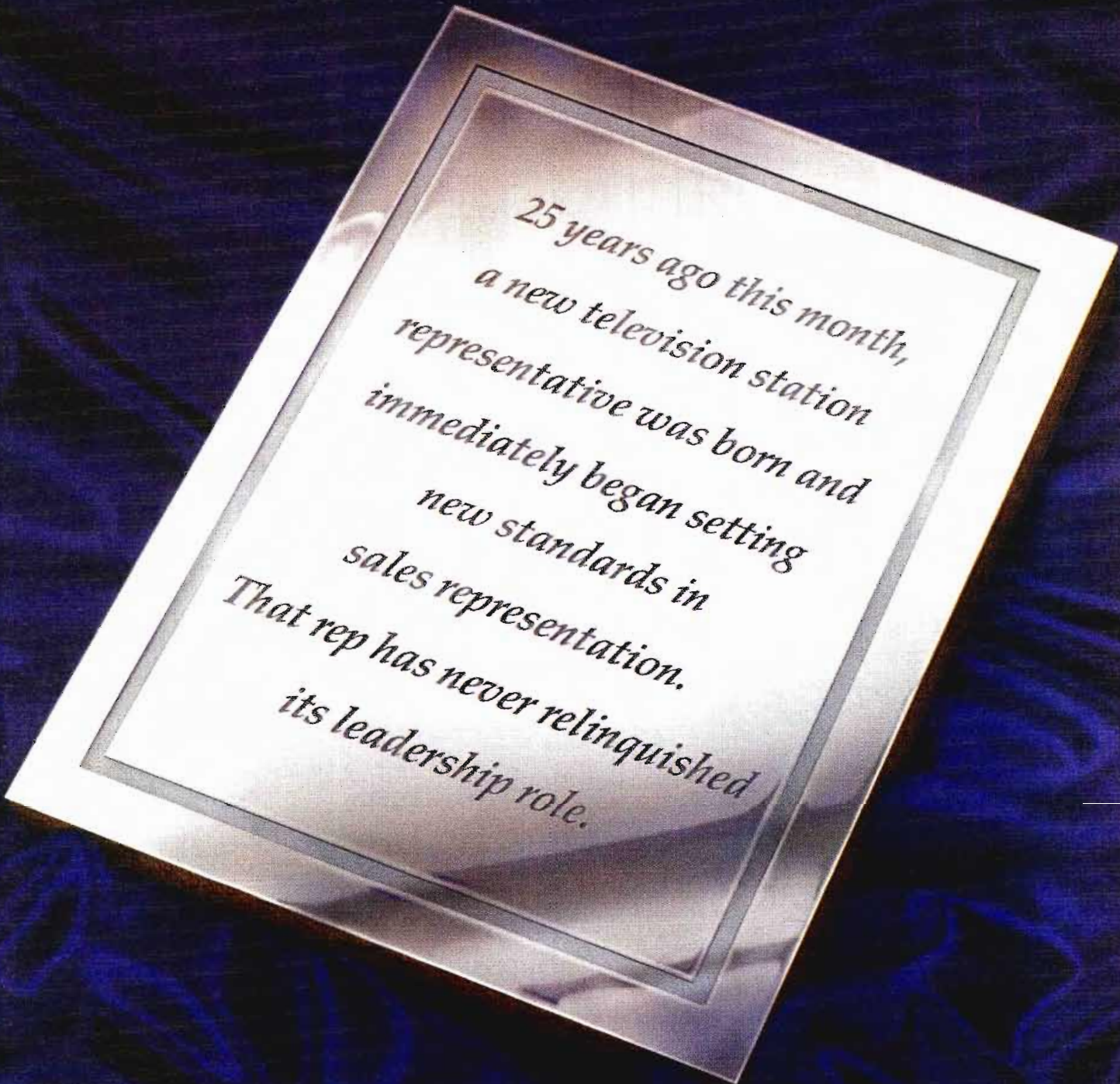
And Ward Huey, vice chairman of A.H. Belo Corp., said his company forged its association with TeleRep because it is, "an exciting organization...and has an intensity and a focus that is simply, second to none." ■

### TELEREP HAS "AN INTENSITY AND A FOCUS THAT IS SECOND TO NONE."

—Ward Huey, A. H. Belo Corp.

TeleRep's determination to overachieve has won it some impressive victories. When it took over CBS affiliate WGME-TV Portland, Maine, a couple of years ago, it increased the station's national spot revenues by 92 percent after only six months. Billings for WTTE-TV Columbus, Ohio, shot up 50 percent during its first six months with Tel-



A rectangular plaque with a double-line border is centered on a dark blue, textured background. The plaque contains text in a serif font, arranged in seven lines. The text is as follows:

*25 years ago this month,  
a new television station  
representative was born and  
immediately began setting  
new standards in  
sales representation.  
That rep has never relinquished  
its leadership role.*

**T**eleRep first opened its doors 25 years ago with a clearly defined mission. Through the synergy of a unique operating philosophy, strong leadership, and an informed vision of the future, TeleRep would always be the ideal state-of-the-art television station representative.

Ever since 1968, TeleRep's in-depth sales philosophy, select client list and outstanding organization have produced constantly superior performance. Its unique advantages have made TeleRep a representative of exceptional prestige, resources and stature. With only 72 stations, TeleRep is the nation's number one TV sales rep, billing over a billion dollars a year, accounting for one out of every five spot TV dollars.



In the midst of rapidly accelerating change, TeleRep and its clients are uniquely positioned to meet the challenges of the coming years and prosper as we move into the new century. TeleRep stands out among all reps with a quarter century of proven leadership, outstanding people and an organization dedicated to excellence and committed to results.

On this occasion of our silver anniversary, we want to thank our parent company Cox Broadcasting, TeleRep employees past and present, client stations and groups, advertisers and advertising agencies — everyone who helped us become America's number one television station representative.

# TELEREP



# TELEREP

TELEREP INC., A SUBSIDIARY OF COX BROADCASTING, INC.

ONE DAG HAMMARSKJOLD PLAZA  
NEW YORK, NEW YORK 10017  
212-759-8787

## OFFICES

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CLEVELAND • DALLAS  
DETROIT • HOUSTON  
LOS ANGELES • MIAMI  
MINNEAPOLIS • NEW YORK  
PHILADELPHIA • ST. LOUIS  
SAN FRANCISCO • SEATTLE

## A HIGH PERFORMANCE TEAM

*Strong management, people committed to excellence and proven techniques add up to an unbeatable sales operation*

If rep firms were cars, TeleRep would be a ZR-1 Corvette, with a 32 valve, 405 horsepower engine and modified suspension—a classic, and the fastest car on the road.

"They're the most aggressive sales unit servicing our industry," says Howard Nass, senior vice president and corporate director of local broadcast at FCB/Lintas. "They never take no for an answer."

Founded 25 years ago on the idea that television stations needed a new kind of representation in the national spot marketplace, TeleRep has never wavered from its original goal: to represent a select group of stations and to do it better than anyone else.

It's been able to achieve that goal year after year, say broadcast and advertising executives, for two reasons: its people and its management systems.

"From top to bottom, it's the people that make the difference at TeleRep," says Steve Marks, general manager at WBFF-TV Baltimore. "The management team has been in place a long time, they know the business and they hire great account executives."

Al Bova, vice president and general sales manager at WVIT-TV Hartford-New Haven, agrees. "There's a pervasive winning attitude at TeleRep," he says. "The TeleRep sales person is expected to be more aggressive and better prepared."

Expectations have a lot to do with TeleRep's success. Since its founding, it has set its goals excruciatingly high, then worked like crazy to meet them.

"TeleRep has a very high quality standard that has existed from the beginning," says Greg Stone, vice president and general manager at WSB-TV Atlanta and a former TeleRep regional sales manager. "Their standard attracts highly motivated people who want to do not just a good job, but a great job."

Tom Tilson, TeleRep vice president and director of sales, explains: "Our expectations are much higher than those of our competitors, and are higher, in many cases, than our stations would impose on us."

Since its very early days, TeleRep has had a simple formula for outperforming the marketplace: It aims to win a higher share of revenue for each client station than its share of audience entitles it to. "Our goal is to get more than the station deserves, so to speak," says Steve Herson, president and general manager of TeleRep.

How much more? That depends on the kind of station—whether it's an affiliate, an independent or a Fox affiliate—its competitive position in its market and TeleRep's track record in selling that station, or one like it, in the past.

The genius in this kind of goal setting, says Larry Goldberg, vice president and general sales manager for TeleRep's Cougars and Wildcats teams, is that it's based partly on challenging sales executives to live up to the company's history of extremely high performance. "If you can't deliver those levels, you let down not only yourself and the company but the people who've gone before you," he says. "We have to keep up the tradition of outdelivering the audience by a certain percentage."

In addition, Goldberg says, TeleRep's system of goal setting makes it extremely clear, to everyone at TeleRep as well as at the stations, exactly what targets the company is aiming for. "Everybody knows the level of performance, so they know what's expected of them," he says.

But setting clear, achingly high goals is only one of the management systems that help TeleRep stay laps ahead of its competition. Another is the company's structure and the way its people—all of its people—work together to maximize each station's sales effort.

The sales staff at TeleRep is divided into six teams, with each team selling a maximum of about a dozen stations. Heading each team is a general sales manager, who is a vice president of the company and is responsible for directing the sales effort for each of his or her stations. The general sales manager works closely with station management, helping to plan sales strategy, set rates and make deci-



**TeleRep president and general manager Steve Herson**

sions about the overall sales effort.

Each team has its own research group that works closely with it, creating individual sales pieces and keeping basic sales materials up to the minute. TeleRep's programming department also works closely with each team and each station in it, helping to solve programming problems and suggest ways to maximize audience. TeleRep's structure, with general sales managers responsible for making sure each of their stations gets the best possible sales, programming and research effort, keeps the company focused, every day, on meeting its goals, according to Tilson. And because the goals are set so high, everyone at the company works together, at a rapid pace, to make sure the job gets done.

"Everybody, probably to a fault, is involved because everybody feels personally responsible," Tilson says. But the high accountability at TeleRep is also part of its support system. "All we ask of anybody is that they communicate when they have a problem," Tilson says. "Nobody has all the answers, so if someone finds they have a problem, we say, don't keep it to yourself, let somebody know. We have all this manpower to help you solve it and you have enough things weighing on you."

Tilson says that kind of support is critical for sales reps. "They're running hard," he says. "It's an intense business and they have to satisfy a lot of different people's needs. We're pushing them and the agencies are pushing them."

One reason accountability runs so high at TeleRep, according to client stations and in-

siders, is that even top management—Herson and Tilson—stay closely involved in what's going on in the sales teams. Herson is a manager "who gets out of his office and cruises the halls," says Lisa Brown, vice president and general sales manager for TeleRep's Tigers Team. "And it's great. He's very passionate about what we do and the sales people see that. It's very clear to them that there's no sense of apathy in this company."

Mary Jane Kelley, vice president and Eastern region manager at TeleRep, says TeleRep's clearly defined goals and accountability keep the people at TeleRep in constant touch with one another. "We talk among ourselves a lot about business that's moving or things common to us," she says. "One of the biggest problems in corporate America is a lack of communications, but our systems and procedures keep us running in the same direction."

Tilson agrees. "Our systems and procedures have a lot to do with our ability to perform at the level we do," he says. "A lot of thought has gone into them over the years."

TeleRep's machine runs so efficiently that one of the first things an ad agency executive will tell you about the company is how well it works.

"Their people tend to be better trained than those of other organizations," says Jean



**SALES BACKBONE** (l-r): Larry Goldberg, VP general sales manager, Cougars and Wildcats stations; Lisa Brown, VP/GSM, Tigers stations; Andy Feinstein, VP/GSM, Lions stations; Tom Tilson, VP director of sales; Amy Carney, VP/GSM Jaguars stations and Murray Berkowitz, VP/GSM Leopards stations

Pool, senior vice president and director of local broadcast at J. Walter Thompson. "And they seem to have better relationships with their stations. They can get decisions made quickly and don't have their stations going around them, trying to undersell them or contradict them."

Beth Darwisk, vice president and senior broadcast negotiator at J. Walter Thompson in Detroit, adds that she sees much more of TeleRep's sales people than she does those of the other reps. "A lot of the reps rely on faxes to do their entire communication with us," she says, "and frankly, I'm really tired of the fax being the only arm of the sales force that we ever see from those companies."

On the other hand, "TeleRep's sales people deliver avails in person," Darwisk says. "It's part of the way they sell and the way they do follow-through."

Darwisk adds, as do a number of other ad agency executives, that TeleRep's sales people are more responsive—and more thorough—than those of other reps. "There are reps that you could call for avails and you wouldn't hear from them for four days, or they'll be skipped on a buy and you'd never hear from them," she says. "That would never, ever happen with TeleRep." TeleRep's exceedingly high goals, clear lines of accountability and tight procedures make it a fast-paced place to work, according to many who set that pace. Interestingly, they also make it a place where creativity thrives.

"There's no question that there are certain things that are standard operating procedure here," says Lisa Brown, vice president and general sales manager of TeleRep's Tigers

team. "But there's a lot of latitude within those requirements to have your own personality, your style, come through in the process."

Goldberg agrees. "There's no formula that says this is the kind of person who fits in here, other than that they're aggressive and they want excellence," he says. "We're all very different."

Goldberg, Brown and many other people at TeleRep maintain that the company looks only at performance when it comes to promoting people. "This company is absolutely blind to everything except performance," says Kelley. "They're very fair and very good to their employees."

It also has extremely stable management. Herson has been with the company 22 years, Tilson 23, Goldberg 21, Brown 18 and Amy Carney, another vice president and general sales manager, 12. Kelley, one of four regional managers, has been with TeleRep 11 years, while her counterparts have been there even longer: Bob Miggins, vice president and Western region manager, is a 15-year veteran, Ed Kroninger, vice president, central region manager, has been there 20 years and Jim Jordan, vice president, Chicago area manager, has been with the company 16 years.

"This is a group of people that's been here a long time," Herson says. "They're aggressive, bright, persistent and everything's a crisis. They're a little nuts—and they have a tremendous capacity to get the job done."

Bob Jacquemin, president of Buena Vista Television and a former TeleRep sales manager, agrees: "The people at TeleRep are classic type A personalities," he says. "They have a very solid organization." ■

25 Years!  
We're Bubbling  
over with  
excitement.  
Congratulations...

KSBW 8

KSBY 6

**IF THERE  
WERE AN  
AWARDS SHOW  
FOR BEST  
TV REP FIRM,  
TELEREP  
WOULD  
WIN  
EVERY TIME.**

TeleRep is the best in the business.

And we should know—we're one of their biggest clients.

Congratulations on 25 years of success.



The Best Ideas In Broadcasting

WPIX-TV, New York • KTLA-TV, Los Angeles • WGN-TV, Chicago • WPHL-TV, Philadelphia • KWGN-TV, Denver • WGNO-TV, New Orleans

## THE TELEREP EDGE

*Selling independents—before advertisers wanted them—bred passion and persistence into the company culture*

**S**teve Herson remembers the days when stations didn't vie to be repped by TeleRep. "When the company first started, we didn't get the best stations," he recalls. "We would get the stations other people couldn't sell, the ones the fancy guys couldn't handle."

Al Masini, who founded TeleRep in 1968 for Chris Craft Industries, had created his company partly with the idea that independents, if positioned properly, could be sold effectively to advertisers. Masini hired the best young salesmen he could find and taught them his techniques for selling independents: a carefully researched presentation, meticu-

lous follow-through and, above all, persistence.

It didn't take long for Masini's team to distinguish itself as the most aggressive, best prepared on the street. "We were the only people doing what we did," recalls Lloyd Werner, vice president of sales and marketing for Group W Satellite Corp. and one of TeleRep's first sales managers. "In those days, it was typical for a rep to hand a buyer a list of stations with some circled and their rates written next to them. But we pitched. We told buyers why our audience was better. They were the kind of presentations we're doing for the network business today."

Still, it wasn't easy. The TeleRep team held sales meetings at 8 a.m., left for the agencies and returned in the evening to practice pitches on videotape. "We were trained constantly," Herson recalls.

Because independents in those days had miserably low ratings, most buyers didn't even want to hear about them, and the TeleRep account executives had to be quick on their feet.

"You couldn't say 'I'll get back to you,' and you had to have a very good relationship," Herson recalls. "You had to be terribly aggressive and you had to believe in what you were saying. You had to be passionate about it."

TeleRep's approach paid off right from the start. It doubled KCOP-TV Los Angeles' spot billings and tripled those of its sister station, WTCN-TV Minneapolis, almost immediately after opening its doors. A year after that, it boosted KTVU-TV San Francisco's spot billings by 44 percent.

Cox Enterprises, delighted with TeleRep's performance for KTVU, switched the rest of its stations to TeleRep in 1970 and in 1973 bought the rep for \$1.8 million from Chris Craft.

TeleRep's reputation for getting big results for its stations began to make the job of attracting new stations easier. "TeleRep's sales had grown 15 percent in 1970, even though the industry was off 1 percent," recalls Jim Rupp, who then headed Cox's station group and engineered its acquisition of the rep. "In '71, the industry was off 7 percent and TeleRep held even. In '72, when the industry was up 15 percent, TeleRep was up 20 and in '73, the industry grew 5 percent while TeleRep grew 8."

"The success stories were so significant that station owners who looked at them usually concluded they'd get better performance from TeleRep."

One of those owners was Taft Broadcasting, which decided in 1975 to give TeleRep a shot with two of its stations, WBRC-TV Birmingham and WDAF-TV Kansas City. TeleRep boosted WBRC's share of spot

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**REGIONAL VPs** (l-r): Jim Jordan, Chicago area, Ed Kroninger, central region, Mary Jane Kelley, eastern region and Bob Miggins, western region





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WUAB-TV  
WKRC-TV  
WBRZ-TV  
WGHP-TV



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billings from 60 to 70 percent almost immediately and over the next few years, picked up the rest of the Taft outlets and those owned by Gaylord Broadcasting as well.

As their company grew, Masini and Herson, who became director of operations in 1978, worked constantly to make sure each of their client stations got the same kind of concentrated sales effort they'd had when TeleRep was smaller. TeleRep had more sales people per station than its competitors did and its reps had become known as the best trained in the business.

By late 1980, TeleRep was representing 30 stations and had expanded to 15 regional offices, including Dallas, Minneapolis, Miami, Cleveland, Seattle and Charlotte. Herson, who'd been a vice president since 1976, had become director of operations in 1978 and now ran TeleRep's day-to-day operations as Masini grew increasingly involved in developing original programming for local stations.

Masini had been urging independents to band together and produce network-quality prime time programming since 1976, when he made his case in a speech at the annual convention of the Association of Independent



**RESEARCH CHIEFS (l-r):** Kerry Boehme, Cougars; Glenn Enoch, Jaguars; Cynthia Hull, Tigers; Alex Corteselli, Leopards. (Missing: Fred Gold, Lions and Dave Somerville, Wildcats.)

Television Stations. He had spearheaded the development of Operation Prime Time, a production consortium that would produce 32 miniseries over the next decade, some of them garnering Emmy Awards and just about all of them getting big ratings.

One OPT music series, *Solid Gold '79*, was so successful and cost-effective that Masini teamed with Paramount and turned it into a weekly syndicated series. Next, Masini worked with Paramount and Taft Broadcasting to create the first prime access strip ever to be fed day

and date to stations, *Entertainment Tonight*. TeleRep's programming subsidiary, Television Program Enterprises, was born and would go on to create *Star Search* and *Lifestyles of the Rich and Famous*. (Today, Rysher/TPE is part of Cox Broadcasting and ranks among television's major suppliers of syndicated programming).

But even as TeleRep was diversifying through TPE, it was also entering its biggest growth period. By 1986, it represented 50 stations and its billings had grown to \$600 million.

The '80s had brought big change to the television business. Station values had been rising dramatically as the growing use of junk bonds made credit easier to find than it had been in decades. That and the FCC's relaxation of ownership rules triggered a huge wave of station sales and new startups. As scores of stations changed hands, rep companies underwent massive shifts in their client lists.

More than any other rep, TeleRep would take advantage of those shifts. In 1987, it would turn over half its client list, ending up with a stronger mix of stations than it had ever had before. Herson would guide the compa-

## WELL-HONED TOOLS

**T**eleRep's procedures for insuring excellence are almost as old as the company itself and are known for their remarkable effectiveness.

They start with a heavy reliance on research—and its careful analysis—to position each client station in its best possible light to advertisers. Each station has three basic documents, updated immediately after each major rating period, that form the basis of its positioning to advertisers.

The Sales Planner lists every one of a station's spots, with their ratings and demos. Its companion, the Competitive Worksheet, juxtaposes every one of a station's spots against those of its competitors. Then there's the Capsule Pitch, which carefully details why a station should be bought and also includes a comparative look at rates in the market.

"The point is that we leave nothing to chance," says Steve Herson, TeleRep president and CEO. "We give the sales person every ounce of justification, every tool, every bit of training we can give them."

Another basic tool is the SOS Form, which has proven so effective that many TeleRep stations now use it locally. TeleRep computers keep constant track of how the company is performing for each of its stations. If any one's growth falls 5 percent or more behind the average growth rate at the company as a whole, the

computer flags it on a special printout that goes to Tilson at the start of each week.

"A station can be 20 percent ahead of budget, but if it's falling behind our average, it's a problem," says Tom Tilson, vice president and director of sales. When a station gets flagged, the TeleRep general sales manager who's in charge of it has to fill out an SOS.

The SOS asks questions to help the manager find out, immediately, why the station's falling behind. "If we're selling a 10 and they're buying an 8, it's almost always one of three things," Herson explains. "It's the pitch, which may need to be updated, the price, which may be too high or low, or the people doing the selling—there may be a personality conflict."

Once it's filled out, the SOS goes immediately to Herson, Tilson and management of the station involved, who then know how the general sales manager is going to approach solving the problem and can help if necessary.

The fact that TeleRep alerts its stations as soon as a problem appears is one of the fundamental differences about the company, according to Herson. "We're open here. If we're not doing what we think we should be doing, it isn't because we're sleeping," he says. "We have enough confidence to think that maybe together we can turn this thing around." ■

CONGRATULATIONS

WELLS REP

ON YOUR

25<sup>th</sup>

ANNIVERSARY

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ny through that treacherous year, anticipating changes in relations between station groups and their reps and targeting key groups for TeleRep to approach.

First, TeleRep won over the A.H. Belo Corp.'s group of five outlets—WFAA Dallas, KHOU Houston, KXTV Sacramento, Calif., KOTV Tulsa, Okla. and WVEC Hampton-Norfolk, Va.

Next, Herson and Masini pitched Tribune Broadcasting. Dennis FitzSimons, who'd worked for TeleRep for a time and was now director of operations for all of the Tribune stations, wanted to make the switch. "I had enormous respect for TeleRep, and particularly for Steve," he says. "We also liked the fact that TeleRep was owned by a broadcast group that looked like it would stay in our business for a long time."

Tribune turned WGN-TV Chicago, KTLA-TV Los Angeles and WGNO-TV New Orleans over to TeleRep. (TeleRep couldn't pick up Atlanta's WGNX because it represents Cox's WSB there).

The new Tribune association forced TeleRep to give up its long alliance with Chris Craft because both groups owned outlets in Los Angeles.

By the end of the year, TeleRep had gained 25 stations and resigned or lost 21. The switches left it with a net gain in billings of \$75 million.

In 1988, TeleRep added 10 more stations, including WHAS-TV Louisville, Ky., KSTU-TV Salt Lake City, WJW-TV Cleveland and WITI-TV Milwaukee. The following year, it would add six, including WPRI-TV Providence, R.I.

Billings would total slightly more than \$1 billion in 1992. TeleRep had become television's largest representation company.

Yet in spite of all that growth and the prestige of its new, powerful station list, TeleRep hadn't lost any of its passion. Herson says it's in the company's blood. "There was a certain style and edge that brought us to the party in the first place," he says. "And if you take that edge and that consistency and the ability to perform under the circumstances we faced in the early days—and you combine it with big stations, you're unstoppable."

Mike Eigner, president and general manager of WPIX-TV New York, which has been repped by TeleRep since 1977, agrees. "TeleRep is the best rep out there," he says. "The business has changed and TeleRep is larger than it was. But all of its drive and competitiveness and preparedness are still there."

Adds Howard Nass, senior vice president and corporate director of local broadcast at FCB/Lintas: "If I owned a station, I'd want TeleRep to rep it. They deliver." ■

## LEGENDARY TRAINING GROUND

**T**eleRep has long been known as one of television's best sales training grounds. The proof lies in its list of prominent alumni, which includes Rich Frank, president of Walt Disney Pictures; Bob Jacquemin, president, Buena Vista Television; Steve Goldman, president, Paramount Television Group; Tony Cassara, president of Paramount Stations Group; Dennis FitzSimons, president, Tribune Television; Bill Schwartz, president, Cannell Communications; Ed Karlik, president, Renaissance Communications; Paul Hughes, chairman, Hughes Broadcasting Partners; Lee deBoer, president, HBO International; Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Corp.; Mike Eigner, president and general manager, WPIX-TV New York and Greg Stone, vice president and general manager, WSB-TV Atlanta.

In TeleRep's early days, founder and president Al Masini did much of the training and he later designed a training program used at the company. Currently, Dick Waller, a highly experienced sales manager and sales trainer who joined TeleRep in 1980, manages the company's training programs and also oversees its quality control effort.

Waller trains new account executives and sales assistants and also provides major, on-going training programs for TeleRep's entire sales force. The training program for AEs begins with ten weeks in a classroom, where new sales reps learn about how a spot buyer works and how TV reps and stations work. "If sales people understand the buyer's problems, they can address them and be more useful, and they won't waste a buyer's time," Waller says.

TeleRep even teaches new sales people about the job of sales management. "We want salespeople to understand why they do their work," Waller says, "and that includes understanding their boss's problems."

After the first ten weeks, trainees start spending some of their time with different sales teams, going out on calls with experienced people and learning how the teams work. They continue to spend part of their time in class.

One of Waller's most important jobs in training new sales reps lies in instilling a sense of excellence. "We haven't achieved our station list and our level of performance by having average people doing an average job," he says. "We need people to understand that we're the best at what we do."

Waller's ongoing sales training programs at TeleRep aim at continuing to improve people's understanding of their changing business. Programs have centered on packaging sports and other kinds of specials, understanding how the media planning process works at ad agencies and selling against cable.

As vice president, director of manpower development and quality control, Waller also oversees TeleRep's efforts to insure its sales and service efforts meet its high standards. Waller monitors how quickly TeleRep's research teams get new information into sales people's hands following a new rating book ("We like to see a 24-hour turnaround on this," he says). He also monitors the way TeleRep's staff handles the phones and follows sales procedures and he uses outside researchers to survey ad buyers occasionally on how TeleRep AEs are servicing their needs. ■



Dick Waller, VP manpower development and quality control, training (l) Jim Massengill, Eric Osipow and (r) Lee Freund.

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KSLA  
SHREVEPORT, LA

**4**  
KMOV  
TELEVISION  
ST. LOUIS, MO



## A CUT ABOVE

*Top-flight programming, research and other support systems round out TeleRep's services to stations*



**PROGRAMMING EXPERTS** (l-r): Jay Isabella, VP programming, John McMorrow, associate program director and Cindy Augustine, programming analyst

**T**eleRep's programming and research teams are widely considered the best in their field, not just because of the advice they give and the materials they produce, but also because they work so closely with TeleRep sales managers—and station managers—to maximize each client station's audience and sales performance.

"All of our station managers call Jay to get his advice on programming decisions," says Dennis FitzSimons, president of Tribune Television, referring to TeleRep programming vice president, Jay Isabella. That's no small compliment coming from FitzSimons, whose stations are among the largest in the country and are staffed with highly expe-

rienced programmers.

Isabella's approach is simple: he and associate program director John McMorrow and programming analyst Cindy Augustine work with each of TeleRep's stations individually to help them build and maintain the best programming lineups possible. Because that can vary tremendously from station to station, depending on its resources and competitive situation, Isabella never offers his opinions publicly about programs or their performance—a habit that has brought him immense esteem in the minds of program suppliers.

TeleRep's programming department also works cooperatively with sales and research to maximize its effectiveness in advising stations.

"You can't make a programming decision without thorough research," Isabella says. "And there are sales implications to everything. When I meet with a program distributor to see a new show, I invite the sales managers and research directors. They might see something I don't."

Isabella, who has worked at TeleRep for 19 years, also gets out to visit client stations a great deal. "I run into Jay in various markets more than any other rep programmer," says Greg

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*The cream always  
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Meidel, president of Twentieth Television.

"Jay is probably the most hands-on in terms of dealing with the stations in programming decisions," Meidel continues. "Big markets and small markets use him for advice and consultation."

Just as programming has been an important TeleRep service since the company's founding, so has research. The company's six research teams produce and update the basic materials TeleRep uses to position each station to advertisers and also produces individual sales pieces to promote specific opportunities, like specials and sporting events.

Backing up the research department are huge databases of current and historical ratings, stored by a mainframe computer system. Station clients can access the mainframe for reports produced by TeleRep or for information to make their own presentations.

Alongside the mainframe are more than 100 personal computers, which sales managers use to track their teams' activities and sales assistants use to help sales reps in their day-to-day selling efforts. The PCs can access the mainframe, so sales reps can call up data and create customized presentations.

In addition, the PCs are connected by a local area network. "We were the first rep to go

whole hog into local area networks and to see that we can use them to leverage what we've already invested in our mainframe system," says Flory Bramnick, VP, director of sales. "Our system lets us gear a presentation to the way we sell a station and the way our clients like to be represented."

In addition to TeleRep's regular research effort, Jim Monahan, vice president of special projects and audience development, executes special research efforts for stations and station groups. Monahan has helped stations solve sampling problems at the rating services, has advised some stations about whether to go after major league sports franchises and has also advised group owners about new station purchases.

Along with top flight programming and research, TeleRep also offers its stations promotional support. Dan Kelly, vice president and director of promotion and public relations, has for years advised stations about their promotional efforts. He also acts as a clearinghouse for promotional ideas.

"If a station calls with a problem, I'll call around to our other clients to see what they might have done to overcome a similar situation," says Kelly, who also advises stations in their dealings with the promotional depart-

ments of program suppliers.

TeleRep's insistence on excellence extends right into its mail and reproduction department, where state of the art equipment has dramatically sped up the company's ability to produce sales documents, research pieces and programming materials. Tommy Haynes, who manages the reproduction and mailing operation, says the company's investment in two Xerox Docutech Publishing Systems has enabled his six-person department to turn out many more pieces in a normal work day than it could in the past.

Ad agency buyers especially seem to appreciate TeleRep's materials and the speed with which they're delivered. "We use their materials a lot for any kind of research we're doing other than program historicals," says Steve Kolb, broadcast supervisor at Mullen Advertising in Boston.

Bob Buekema, senior vice president of broadcast at Rumrill/Hoyt in Rochester, N.Y., adds: "You don't have to request sports and specials from TeleRep. They bring them to you. They're always the first to have their materials here."

*Photography by Jonathan Smith and Richard Hughes.*

# Thanks!

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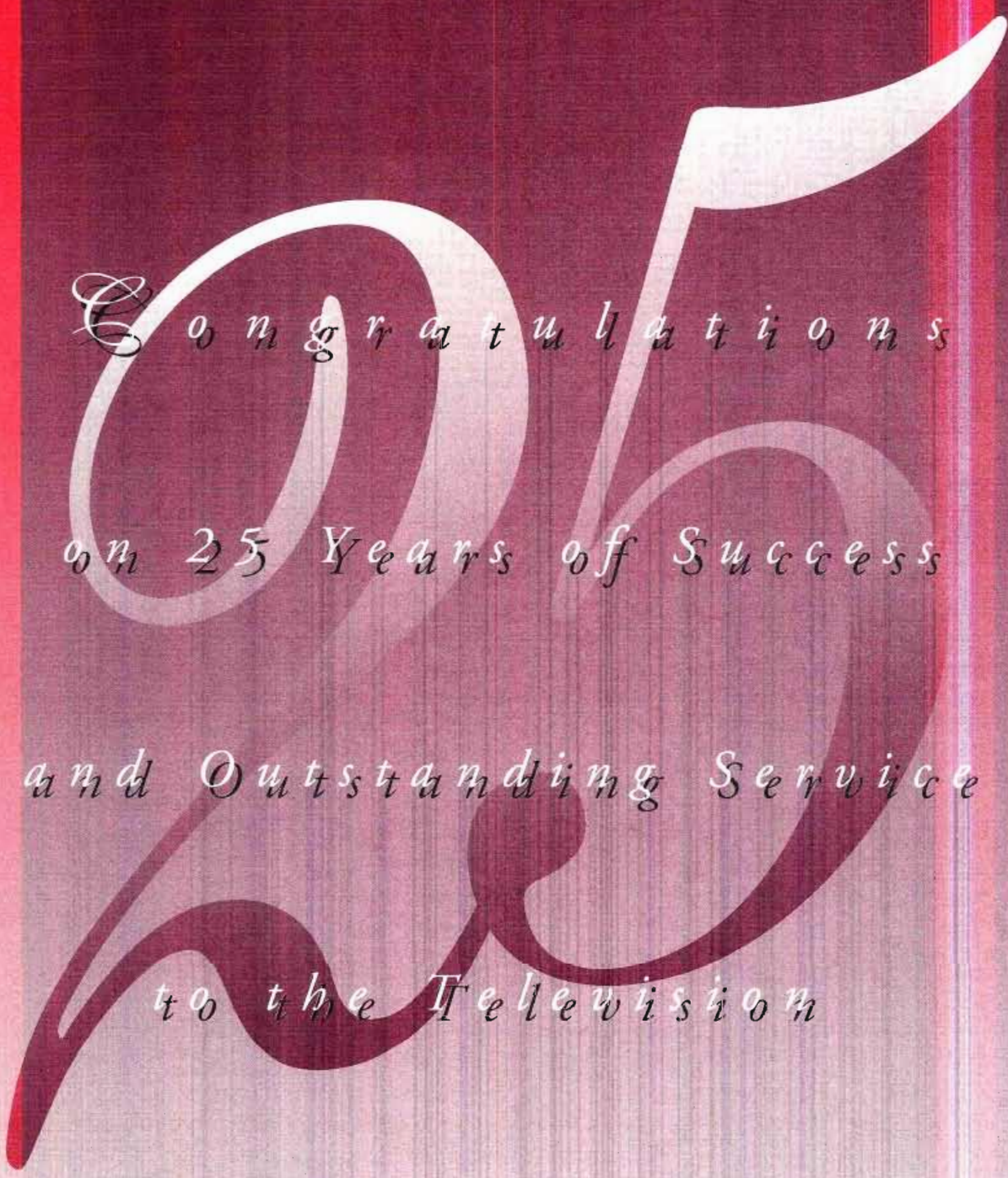
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*Congratulations  
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and Outstanding Service  
to the Television  
Industry*



## A BLUE-CHIP LIST OF CLIENT STATIONS

Station	Market	DMA Rank	Affiliation	Owner
WPIX	New York	1	IND	Tribune Broadcasting
KTLA	Los Angeles	2	IND	Tribune Broadcasting
WGN	Chicago	3	IND	Tribune Broadcasting
WPHL	Philadelphia	4	IND	Tribune Broadcasting
KTVU	San Francisco	5	FOX	Cox Broadcasting
WHDH	Boston	6	CBS	Sunbeam Television
WTTG	Washington D.C.	7	FOX	Fox Television Stations
WFAA	Dallas-Fr. Worth	8	ABC	A.H. Belo Corp.
WKBD	Detroit	9	FOX	Paramount Stations
KHOU	Houston	10	CBS	A.H. Belo Corp.
WSB	Atlanta	11	ABC	Cox Broadcasting
WJW	Cleveland	12	CBS	SCI Television
WUAB	Cleveland	12	IND	Cannell Communications
KCPQ	Seattle-Tacoma	13	FOX	Kelly Television Co.
WTVT	Tampa-St. Petersburg	15	CBS	SCI Television
WTSP	Tampa-St. Petersburg	15	ABC	Great American Broadcasting
WPLG	Miami-Ft. Lauderdale	16	ABC	Post-Newsweek Inc.
WPXI	Pittsburgh	17	NBC	Cox Broadcasting
KMOV	St. Louis	18	CBS	Viacom Broadcasting
KXTV	Sacramento-Stockton	19	CBS	A.H. Belo Corp.
KTVK	Phoenix	20	ABC	Media America Corp.
KWGN	Denver	21	IND	Tribune Broadcasting
WBFF	Baltimore	22	FOX	Sinclair Broadcast Group
WFTV	Orlando-Daytona Beach	23	ABC	Cox Broadcasting
XETV	San Diego	24	FOX	Bay City Television
WVIT	Hartford-New Haven	25	NBC	Viacom Broadcasting
WTTV	Indianapolis	26	IND	River City Broadcasting
KATU	Portland	27	ABC	Fisher Broadcasting
WITI	Milwaukee	28	CBS	SCI Television
WSOC	Charlotte	29	ABC	Cox Broadcasting
WKRC	Cincinnati	30	ABC	Great American Broadcasting
WDAF	Kansas City	31	NBC	Great American Broadcasting
WRAL	Raleigh-Durham	32	CBS	Capitol Broadcasting
WSMV	Nashville	33	NBC	Cook Inlet Broadcasting
WTTE	Columbus	34	FOX	Sinclair Broadcast Group
WHNS	Greenville-Asheville	35	FOX	Cannell Communications
WWMT	Grand Rapids-Kalamazoo	36	CBS	Busse Broadcasting

Station	Market	DMA Rank	Affiliation	Owner
WIVB	Buffalo	37	CBS	King World Broadcasting
KSTU	Salt Lake City	38	FOX	Fox Television Stations
WVEC	Norfolk	39	ABC	A.H. Belo Corp.
KABB	San Antonio	40	IND	River City Broadcasting
WGNO	New Orleans	41	IND	Tribune Broadcasting
WHBQ	Memphis	42	ABC	Adams Communications
KWTV	Oklahoma City	43	CBS	Griffin Television
WPMT	Harrisburg-Lancaster-York	44	FOX	Renaissance Communications
WPBF	West Palm Beach	45	ABC	Phipps-Potamkin Television Partners
WPRI	Providence	46	ABC	Narragansett Television
WGHP	Greensboro-High Point-Winston-Salem	48	ABC	Great American Broadcasting
WHAS	Louisville	49	ABC	Providence Journal Broadcasting
KASA	Albuquerque	50	FOX	Providence Journal Broadcasting
WBRC	Birmingham	51	ABC	Great American Broadcasting
WNYT	Albany-Schenectady-Troy	52	NBC	Viacom Broadcasting
WHIO	Dayton	53	CBS	Cox Broadcasting
WJXT	Jacksonville	54	CBS	Post-Newsweek
KMPH	Fresno-Visalia	57	FOX	Pappas Telecasting
KOTV	Tulsa	59	CBS	A.H. Belo Corp.
KWCH	Wichita-Hutchinson	61	CBS	Smith Broadcasting of Kansas
WFRV	Green Bay	65	CBS	CBS Inc.
KBVO	Austin	68	FOX	Austin Television
WHEC	Rochester	71	NBC	Viacom Broadcasting
KDSM	Des Moines	72	FOX	River City Broadcasting
KPTM	Omaha	73	FOX	Pappas Telecasting
KSLA	Shreveport	74	CBS	Viacom Broadcasting
WGME	Portland-Auburn, ME	79	CBS	Guy Gannett Broadcasting
KMSB	Tucson	81	FOX	Providence Journal Broadcasting
KTTU	Tucson	81	IND	Clear Channel Communications
KOLN	Lincoln-Hastings-Kearney	100	CBS	Busse Broadcasting
KSBY	Santa Barbara-San Luis Obispo	110	NBC	GHTV Management
KSBW	Salinas-Monterey	114	NBC	GHTV Management
KPOM	Ft. Smith	118	NBC	JDG Television
WEAU	Eau Claire-La Crosse	135	NBC	Busse Broadcasting
WJMN	Marquette	187	CBS	CBS Inc.

# Nielsen



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## DirecTv

Continued from page 42

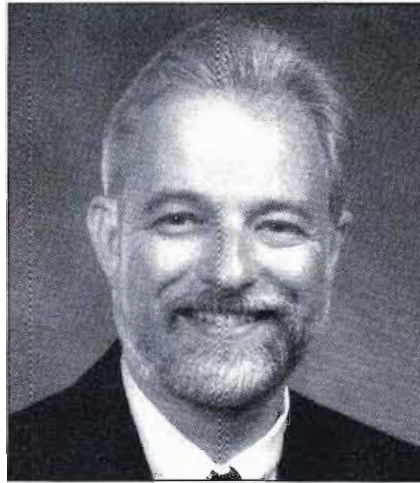
tional, DirecTv will control 33 transponders. With a digital compression ratio of 5-to-1, 30 transponders add up to 150 channels.

While DirecTv has twice as many cable services as USSB and much more channel capacity, it lacks the rights to distribute some of the most popular cable channels, including MTV and HBO. Remo believes in "the inevitable relationship between Hubbard and ourselves," but that relationship remains to be established.

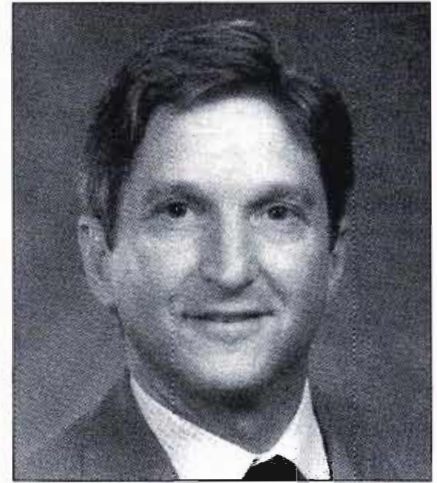
It is especially critical to DirecTv to offer the services because it has promised them to one of its distributors—the National Rural Telecommunications Cooperative, the trade association of hundreds of rural telephone and electric systems in 48 states.

Members of NRTC have invested more than \$100 million in DirecTv for the rights to sell the receiving equipment with a package of programming. But it wants, and is guaranteed by its contract with DirecTv, the right to sell programming now controlled by USSB. NRTC has asked the FCC for access to the programming held by USSB.

Reaching profitability at 3 million subscribers is "a function of how you run the business," Remo says. Clear-



DirecTv President Eddy Hartenstein



DirecTv Executive VP James Remo

ly, pricing is a big part of the plan. To compete effectively against cable, DirecTv will have to keep its prices in the \$30-per-month ballpark.

The first paid DirecTv signals will begin hitting households sometime in early April. DirecTv plans to test price points throughout the summer, according to Remo. (In rural areas where NRTC members have marketing rights, prices will be set at the local level, not by DirecTv.)

But before a household can receive programming, it must purchase the \$699 dish to receive the signal. That does not include installation, which Remo

says will cost \$150 and others say may be as much as \$200. Self-installation is complicated by the fact that the satellite decoder needs access to the household's telephone line to download billing information.

DBS dishes will be sold at electronic appliance outlets, including Sears and Circuit City. Thomson also has distribution deals with traditional satellite dish outlets, where customers can buy dishes and sign up for programming that will be sold on a commission basis.

With taxes and installation, the \$700 dish will cost close to \$1,000. ■

## TV executives see uphill fight for DBS

An entrenched cable industry has television executives wondering whether direct-broadcast satellites will be able to attract much market share.

While some advertising executives see the potential of expanding audience choice through DBS, most see cable as already serving much of that need. Others point to the fact that a front-end cost of roughly \$700 for the dish might be prohibitive to households with both cable and more than one TV set. Most also see the absence of local programming on DBS as a potential problem.

"We've seen a lot of false starts in this business," says Betsy Frank, senior vice president, Saatchi & Saatchi. "People are going to be gun shy about saying this is the next big thing."

"It is really an uphill fight," says Howard Nass, senior vice president, Foote, Cone & Belding.

Nass points out that the telephone companies entering the business may be able to offer the same multi-channel services as does DBS without the trouble and the expense of a dish. "I'm not going to buy this if I've got cable," he says.

Nass thinks the DBS industry has realized that it is not going to conquer the world. He believes that it has

lowered its sights to capturing 10% of the TV audience. "I don't even know how they will do that," he says.

The entrenchment of cable is something that DBS will not be able to get around. "I just don't see it," says Philip A. Jones, president of broadcasting for Meredith. "Maybe they only need a small percentage [of market share] to maintain success."

Likening the competitive relationship between DBS and cable to that of Beta and VHS, Jones says that the difference in convenience and accessibility is in cable's favor. Jones also says that not offering local programming is another disadvantage DBS must face.

"There's a lot of industry interest, there's a lot of press interest, but not much consumer interest," says Jones.

Some, however, disagree. "It's more choice, and people want choice," says William Sternberg, a New York-based broadcasting marketing consultant. Sternberg says that viewers once were resistant to cable, and when they realize that the DBS service will be better and offer more, many will switch.

"If Hughes and USSB can market this, it's a go," says Sternberg.

—JC

...fx has made a 100 million dollar  
commitment to programming.

"We're doing this right.

We're actually building our  
own production facility.

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we'll have live  
studio activity  
for 16 hours  
every day.

"It's a national  
network with a local feel."



Mark Sonnenberg  
V.P. Programming  
Hometown: Los Angeles, CA

coming to cable March 1st 1994

## NBC shuffles prime time pack

January moves include return of 'Homicide,' debut of 'The Good Life'

By Steve Coe

**N**BC is making some New Year's changes to four nights of its prime time schedule, the network said last week.

*Homicide: Life on the Streets* will return to the lineup for a four-week run in January in the *L.A. Law* Thursday 10-11 p.m. time slot. Rather than being a no-confidence vote for *L.A. Law*, the hiatus will insure that *L.A. Law* has original episodes for the balance of the season, including the February sweeps.

NBC also will debut *The Good Life*,

a half-hour comedy, in the Tuesday 8:30-9 p.m. time period. The series stars stand-up comedians John Caponera and Drew Carey. NBC has given the Touchstone Television comedy a 13-episode order.

The show will get a preview airing Jan. 3 in the Monday 8:30-9 time slot before premiering in its regular time slot the following night. *Blossom*, which normally airs in the Monday 8:30-9 slot, will be pre-empted Jan. 3 and will return Jan. 10.

Sitcoms *Getting By* and *Cafe Americain* will move to new time periods in

January. *Getting By*, which has been airing in the Tuesday 8:30 slot, moves to Saturday at 8:30 beginning Jan. 8. *Cafe Americain*, now in the Saturday 8:30 time period, will take over the Tuesday 9:30-10 position on Jan. 4. NBC also announced that *Getting By* has been picked up for six additional episodes.

To make room for *The Good Life*, the network is putting *The Second Half* on hiatus. The show will have aired all 13 of the episodes originally ordered, and NBC has yet to decide about picking up additional episodes. ■

## 'Mike & Maty' to fill 'Home Show' slot

By Steve Coe

**A**BC last week confirmed months of speculation by announcing that *The Home Show* has been canceled.

The network is turning to *The Mike & Maty Show* as a replacement in the daytime lineup. Produced by Buena Vista Productions, *The Mike & Maty Show* features stand-up comedian Michael Burger and television host Maty Monfort. The daily, live, hour-long show is scheduled to take over *The Home Show*'s 11 a.m.-noon time slot in January.

This represents the second attempt by ABC to replace *The Home Show*, which has been on the air for almost six years. Last year, the network was rebuffed in its efforts to replace the show with the talk show *Shirley* after affiliates resisted clearing the Canadian program. D.L. Taffner, which distributes *Shirley*, subsequently took the show into syndication.

In a published report last week, station reps suggested that some affiliates may balk at *Mike & Maty* because the show is too similar to *Regis & Kathie Lee*.

Randy Reiss, executive vice president, Walt Disney Studios, said he has

not heard of any affiliate resistance, but if it arises, ABC "should be concerned. It would be a concern if the affiliates keep telling the network what to put on the air. Can you see a Fox affiliate telling the network what shows to put on the air? It would be disastrous for ABC. If the affiliates don't have any faith in the network, then they shouldn't be an ABC affi-

ate," he said.

George Newi, senior vice president, affiliate relations, was unavailable last week to address whether the network had received any feedback from affiliates about the show.

Pat Fili-Krushel, president, daytime programs, ABC, began something of a war of words between the network and talk show hosts Regis Philbin and

### Picking Ricki

Emerging from the October ratings book as the lone freshman talk show strip with a demographic growth story, Columbia Pictures Television Distribution's *Ricki Lake* has received a critical vote of confidence from ABC D&O WPVI-TV Philadelphia. WPVI-TV is slated to capture the 1994-95 broadcast rights to the show from incumbent Group W's KYW-TV at the end of this season.

CPTD declined comment on the terms of the deal, which represents the first 1994-95 season pickup for *Ricki*. KYW-TV currently airs *Ricki* in the 3:30-4:30 a.m. graveyard time period, but it is rumored that WPVI-TV may be considering a slotting in the higher HUT-level 9-11 a.m. time periods.

In the Nielsen October sweeps, *Ricki*'s daytime 2.5 rating/12 share average (NSI, October 1993) among women 18-34 represented a 50% share gain over year-ago time period averages, according to a P&A Television analysis. In the half-dozen metered markets clearing *Ricki* in early fringe, her 3.7/21 among women 18-34 and 2.5/14 among women 25-54 represented respective 133% and 75% year-to-year share improvements.

—MF

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## Less Les?

Production on King World's talk strip, *The Les Brown Show*, is on hiatus. Word on the street is that King World has informed client stations that a development project featuring Rolanda Watts (senior correspondent and weekend anchor for KWP's *Inside Edition*) is ready to take over *Les* time periods come January. A King World spokeswoman would confirm only that the *Les Brown* show is on "a long-planned" hiatus and that a number of production staffers have been laid off. She added that the syndicator expects to make a further determination of *Les's* future after analyzing the November rating books (by late December), and that plans are moving forward to premiere the Watts vehicle in fall 1994.

Kathie Lee Gifford. *Regis & Kathie Lee*, which airs on nearly all the ABC O&Os and will be paired with *Mike & Maty* on those stations, sounded off on last Tuesday's show in response to remarks made by Fili-Krushel. The network executive apparently described *Mike & Maty* as similar to *Regis & Kathie Lee* but "younger, hipper and more humorous."

"You expect that from other networks but you don't expect it from your own family," Philbin said. Coincidentally, both talk shows are produced by Buena Vista Productions.

"I think she made a mistake in comparing the two shows," Reiss said. "It's a separate show from *Regis & Kathie Lee* and will have a separate audience as well."

Reiss wouldn't say how long ABC committed to the show, but said the network understands that it often takes patience to launch a new talk show. "One of the reasons the show went to ABC was because we all know time is needed in developing a talk show. ABC in knowing that has given a long leash," he said.

This marks the first daytime talk show that Buena Vista Productions has sold to a network. Disney's television activities are split between Disney Television, which produces the studio's scripted programs such as sitcoms, and Buena Vista Productions, which produces non-scripted shows such as reality and talk shows. ■

# \$15.5 million WKBW-TV judgment overturned

*New trial ordered in defamation suit against Capcities station*

By Peter Viles

The New York State Court of Appeals has overturned a record \$15.5 million verdict against Capital Cities Communications for airing erroneous reports about a local restaurateur on its Buffalo television station in 1982.

The court ordered a new trial in the defamation suit, which pits businessman John Prozeralik against Capital Cities, which at the time owned WKBW-TV and WKBW(AM) in Buffalo. Capital Cities has since sold both stations, and the case does not involve the stations' current owners or managers.

The original broadcast wrongly identified Prozeralik as the victim of a

kidnapping, possibly by people linked to organized crime. When WKBW-TV retracted the report, the station said the FBI initially had confirmed that Prozeralik was the victim. The FBI contends it never confirmed that Prozeralik was the victim.

In overturning the verdict, the court faulted the judge who handled the case for ruling on his own, rather than letting the jury decide on the truthfulness of a retraction broadcast after the erroneous reports. The judge, Irving Fudeman, had declared that the station did not tell the truth when it retracted its erroneous story. The veracity of the retraction is considered a key issue in determining whether the station acted with "actual malice." ■

## Top cable shows and nets

Following are the top 15 basic cable programs (Nov. 22-Nov. 28), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research

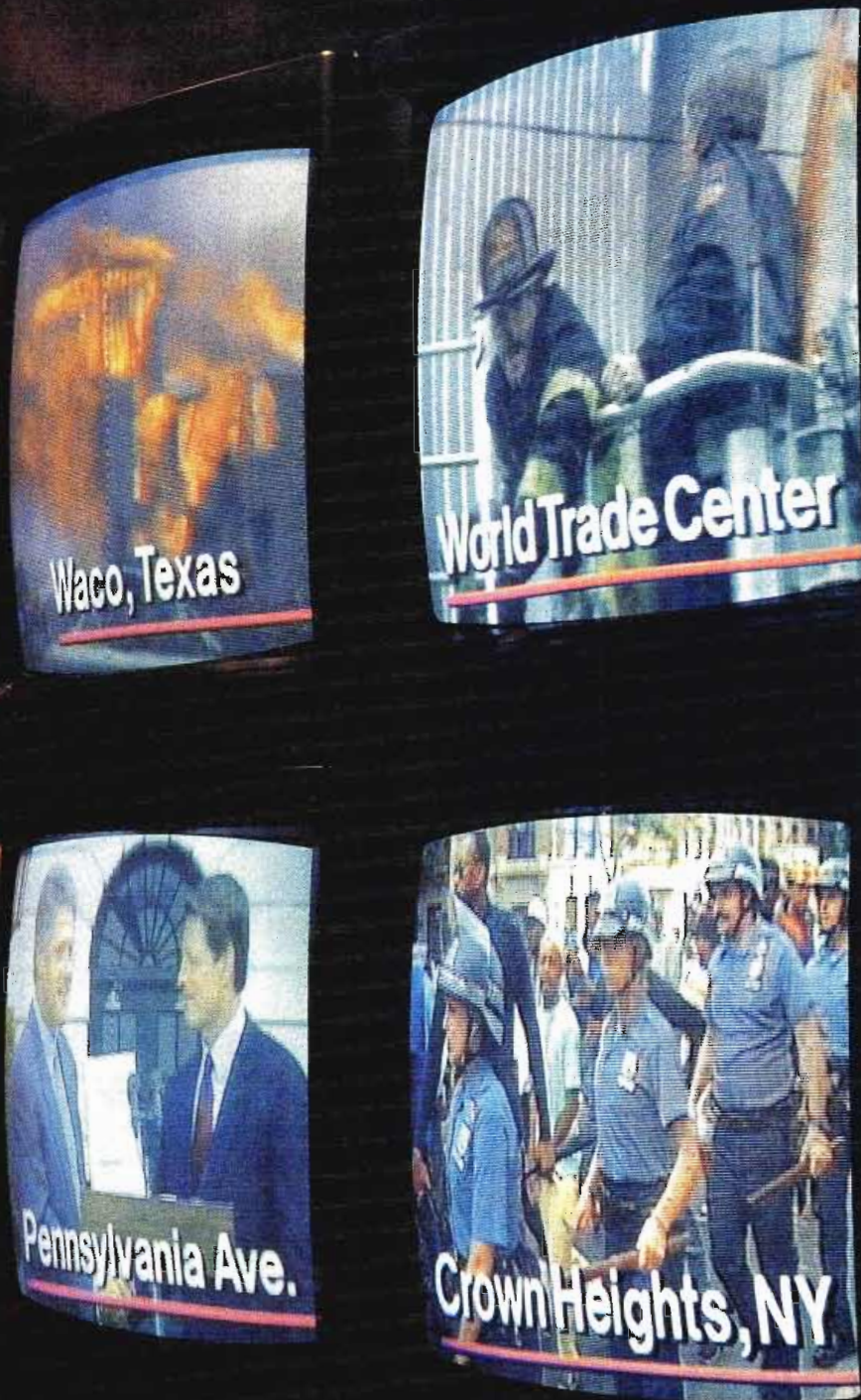
Program	Ntwk	Time (ET)		HHS. (000)	Rating Cable	U.S.
1. NFL (Steelers-Oilers)	ESPN	Sun. 8p		5,740	9.2	6.1
2. CF (W.Va.-Boston Coll.)	ESPN	Fri. 4:30p		3,479	5.6	3.7
3. Sportscenter	ESPN	Fri. 7:17p		2,873	4.6	3.0
4. Movie-Hang'em High	TBS	Thu. 8:05p		2,553	4.2	2.7
5. NFL Primetime	ESPN	Sun. 7p		2,534	4.0	2.7
6. CF (Texas-Texas A&M)	ESPN	Thu. 7:56p		2,487	4.0	2.6
7. High Plains Drifter	TBS	Thu. 10:20p		2,402	3.9	2.5
8. How the Grinch Stole Xmas	TBS	Fri. 8p		2,357	3.8	2.5
9. Nicktoon Wknd	NICK	Sun. 5:30p		2,286	3.8	2.4
10. NFL Sportscenter	ESPN	Sun. 11:22p		2,191	3.5	2.3
11. Murder, She Wrote	USA	Fri. 8p		2,178	3.5	2.3
12. Nicktoon Wknd	NICK	Sun. 5p		2,160	3.6	2.3
13. NFL Gameday Sun.	ESPN	Sun. 12p		2,097	3.3	2.2
14. Sacketts Pt.2	TBS	Wed. 10:05p		2,031	3.3	2.2
15. Sacketts Pt.1	TBS	Sat. 8:05p		1,964	3.2	2.1

The top five basic cable services for the week of Nov. 22-28 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
ESPN	1,988	3.2/5.1
TBS	1,542	2.5/4.0
USA	1,128	1.8/2.9
WGN	501	1.4/2.3
TNT	818	1.3/2.2



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VIACOM 

# Company finds life beyond the grave

Laurel Entertainment moves from horror genre to other network projects, films

By Steve McClellan

**R**ichard Rubinstein, president of New York-based Laurel Entertainment, is out to prove that his company has more to offer than programming about things that go bump in the night.

This from a man who teamed with director George Romero to produce the horror feature "Dawn of the Dead."

After 12 years and several sequels, the pair went their separate ways, and Rubinstein expanded into television with a pair of weekly syndication hits: *Tales from the Darkside*, in 1984, followed by *Monsters*. At the same time he produced theatrical films based on Stephen King's "Pet Sematary" and "Creep Show."

## Horror a gold mine

Clearly, Rubinstein and Laurel know horror, a genre that continues to be a creative and financial gold mine for the company, which became a subsidiary of Spelling Entertainment in 1989. Co-owned Worldvision distributes the Laurel product.

In May 1994, ABC will air an eight-hour Laurel-produced adaptation of King's apocalyptic epic "The Stand." It is perhaps Laurel's single largest television project, one that cost \$28 million and has been 13 years in the making.

The network hopes to generate the kind of big numbers with *The Stand* that the last eight-hour network miniseries, *Lonesome Dove*, delivered for CBS.

Rubinstein and King originally tried to bring the novel to the big screen, but the task of reducing the 1,200-page book to a two-and-a-half-hour theatrical proved impossible.

## More King deals

Laurel also has deals with King to adapt his novels "The Langoliers" and "Thinner" for television. Other works the company has acquired rights to include Joyce Carol Oates's psychological thriller "Soul Mate" and Elmore Leonard's whodunit "Maximum Bob."

So with all this scary stuff still in the pipeline, exactly how is Laurel



Laurel Entertainment President Richard Rubinstein (r) with author Stephen King

diversifying?

In several directions, Rubinstein says. Company strategy is to develop more "made-for" and miniseries products for the major networks. Rubinstein also is working with producers to give Laurel entry to projects it probably couldn't touch before.

One example: The company signed basketball-star-turned-producer Kareem Abdul-Jabbar to co-develop a slate of television projects of particu-

lar interest to what Rubinstein describes as the "underserved" African-American audience. The first project is a first-run movie about civil rights activist Vernon Johns. The film, being syndicated by Tribune Entertainment, is set to air in a syndication window linked to Martin Luther King's birthday next January. It has been cleared in 70% of the country.

## Joint development with Jabbar

Jabbar and Laurel jointly are developing several other projects, including movies based on the exploits of an all-black tank battalion in World War II (*The Fighting 761st*) and the true story of an interracial couple, Jean and Edgar Cahn, and their struggles during the Civil Rights era of the 1950s and '60s.

The *Johns* movie aside, Laurel is focusing more on network projects, but with the financial sensibilities of a first-run producer. "Two years ago we had a relationship with one network. Now we have projects with all four, including Fox," Rubinstein says. "And we don't use the 'D word' [deficit financing] around our shop either." ■

## SYNDICATION UPDATE

### CEI taps Monsky

CEI Partners, a recently formed New York-based syndication company, has named former *Hard Copy* creator and executive producer Mark Monsky as an executive consultant to CEI's *Secrets of the National Enquirer* special to debut in March 1994.

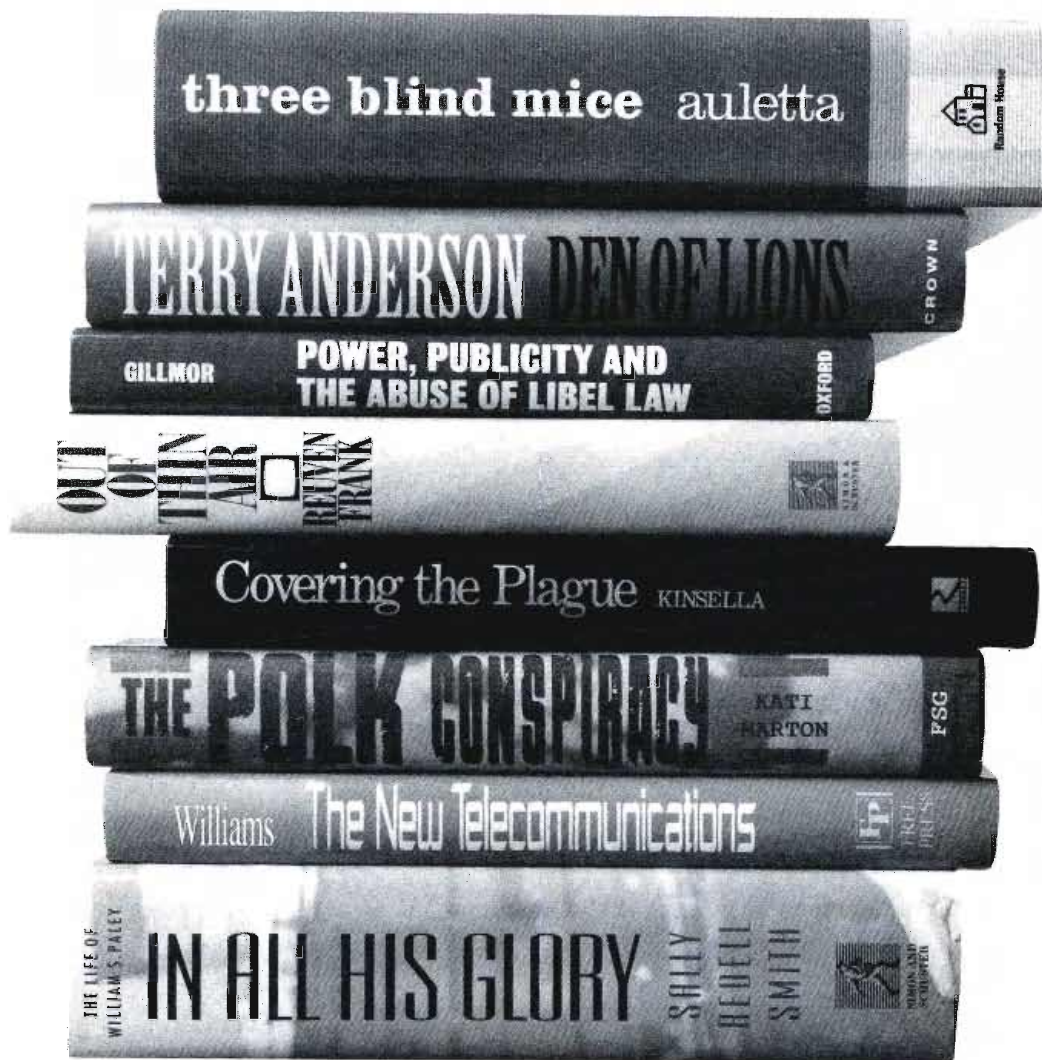
### Beach spike

*Baywatch*, the first-run beach drama, achieved a personal-best 8.2 gross aggregate average rating (Nielsen Syndication Service, Nov. 15-21) in the latest national NSS report. *Baywatch*, which wrapped production on its current season Nov. 24, is cleared in 189 markets covering 98% of the U.S. for its

third season in syndication.

### 'Call' cast

Brandon Tartikoff has named the host and panelists for his upcoming late-night comedy strip, *Last Call*. Tartikoff is executive producer of the project, which MCA TV unveiled for syndication last month. Journalist/screenwriter/actress Brianne Leary, who appeared in such network series as *The Paper Chase* and *Night Court*, will host the fall 1994 topical news spoof. Joining Leary are regular panelists Susan Ellicott, West Coast correspondent for the *Sunday Times of London*; Tad Low, on-air contributor for Fox's *Front Page*; Terry McDonnell, former editor-in-chief of *Esquire* magazine, and Elvis Mitchell, editor-at-large for *Spin* magazine and



## Some of the great ideas The Freedom Forum Fellows put on the shelf.

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The Center is particularly interested in projects on First Amendment freedom; minority and ethnic press issues; media economics; the relationship between the media and other institutions, such as business, education and the arts; improving news coverage; and the advancement of journalism education.

For additional information, please contact,

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entertainment critic for NPR's *Weekend Edition*.

### League of its own

Cluster Television is launching a new animated series, *Mutant League*, for weekly syndication beginning in fall 1994. Based on a home video game series from Electronic Arts, *Mutant League* is intended to be a parody of the professional sports scene. Way North Productions will

produce 13 original episodes for next season. Cluster Television is offering the series on an even two-and-a-half-minute local/national barter advertising split.

### Music makers

For the third year in a row, Columbia Pictures Television Distribution will syndicate *Merv Griffin's New Year's Eve Special*, which will be broadcast live on

Dec. 31 from Griffin's Resorts Casino Hotel in Atlantic City. Featured performers will include Ray Charles, Tony Bennett and Donna Summer. CPTD already has cleared the *New Year's Eve Special* in 85% of the country, including WWOR-TV New York and KCOP(TV) Los Angeles (both independents), and is offering it to stations on an even six-minute local/national barter split. Producing the event is Merv Griffin Enterprises, which, like CPTD, is a Sony Pictures Entertainment subsidiary.

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### Finding a home

Saban Domestic Distribution has cleared its new weekly series *Haven* in 25 markets since its rollout three weeks ago, including Scripps Howard Broadcasting's 10 stations. The only syndicated TV series about home furnishings and decorating, *Haven* is a fall 1994 half-hour hosted by Joy Philbin (wife of Regis).

### In the pink

Cluster Television has given the green light to a second season of *The Pink Panther* revival strip. MGM and Mirisch-Geoffrey-DePatie will produce another 20 original animated episodes for fall 1994. With 40 episodes of the updated, talking *Panther* produced for this season, Cluster now will be offering 60 half-hours on a straight-barter basis next season. *Pink Panther* currently airs on 78 stations representing more than 80% U.S. coverage.

### 'Cool' clearances

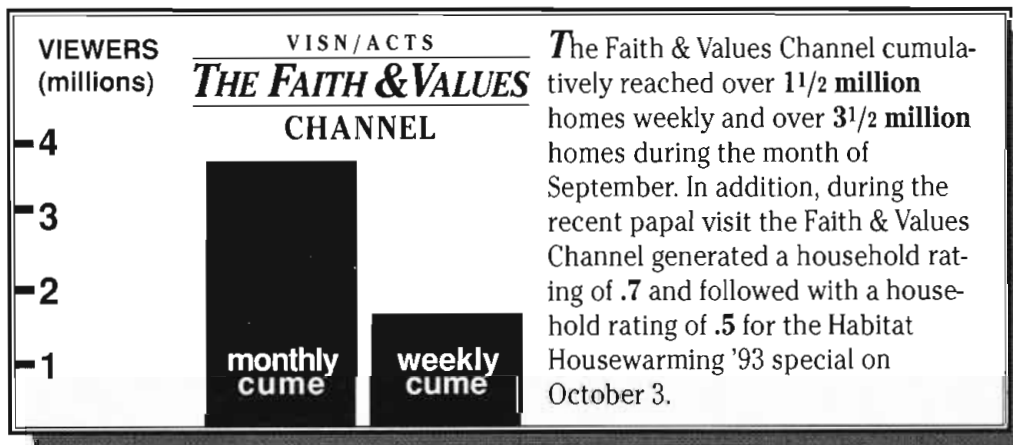
Post-Newsweek Stations Inc.'s *Cool People, Hot Places*, has been cleared in 50 markets covering more than 60% of the country. The hour-long lifestyle magazine is previewing in a Dec. 3-22 window in anticipation of possible launch as a weekly in 1994. Sold in 15 of the top 20 markets, new to the clearance list are WLS-TV Chicago, KRON-TV San Francisco, WBAL-TV Baltimore, WTAE-TV Pittsburgh, KTZZ(TV) Seattle and KARE-TV Minneapolis. Dallas-based DCL Media is handling distribution, and Onyx Media of New York is coordinating national ad sales. The show is being offered on an even seven-minute local/national barter split.

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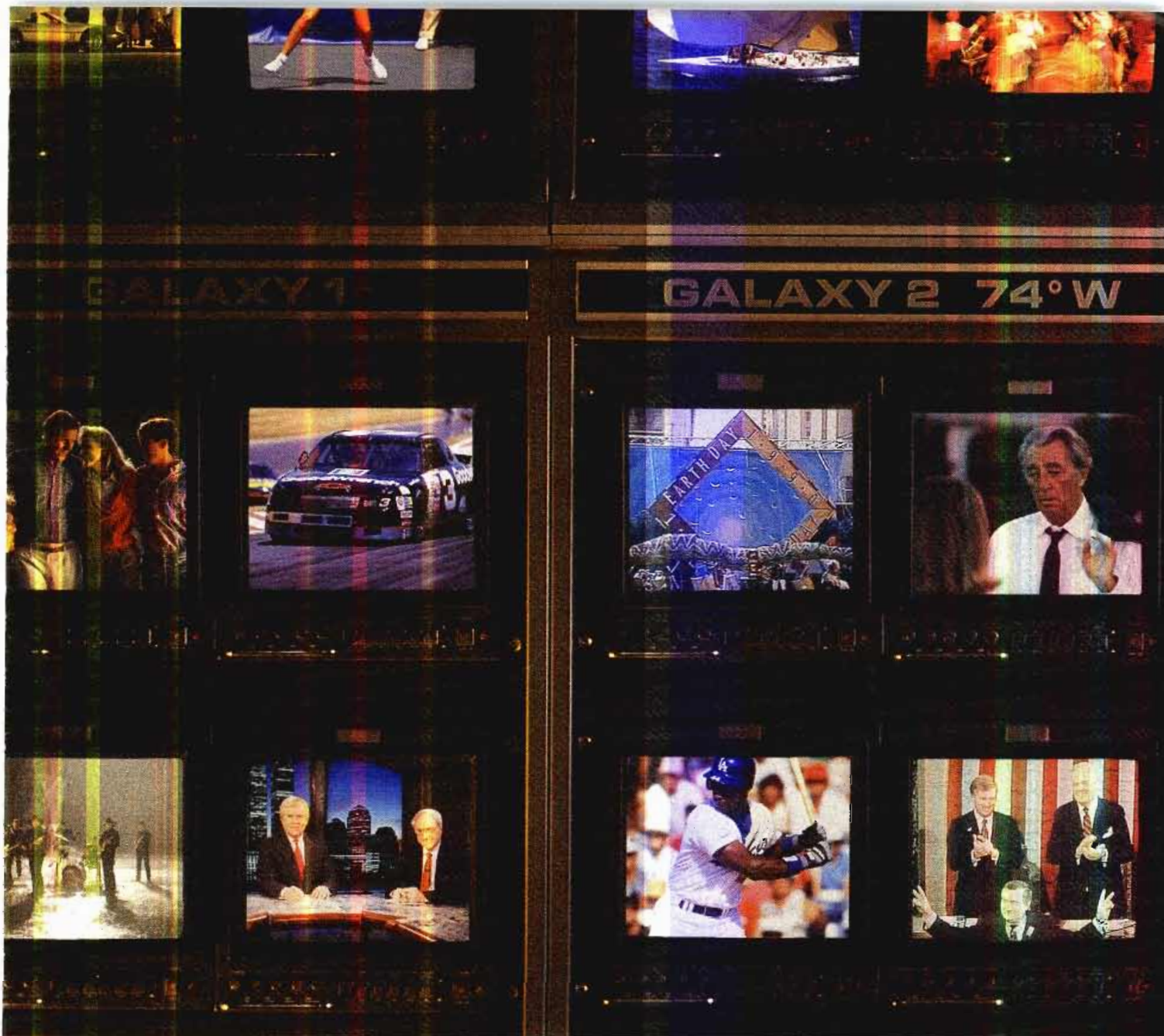
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1. Source: Nielsen HomeVideo Index; September, 1993.
2. NHI Custom Analysis 8/15/93 1p - 2p, 11a - 3p.
3. NHI Custom Analysis 10/3/93 4p - 5p.

*Subject to qualification upon request.*

	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>13.6/21</b>	<b>13.9/21</b>	<b>13.9/21</b>	<b>10.6/16</b>
8:00		19. Evening Shade 13.3/20	17. Fresh Prince 13.4/21	
8:30	52. Day One 9.5/15	16. Dave's World 13.7/20	23. Blossom 12.5/19	38. Fox Night at the Movies—Beethoven 10.6/16
9:00	11. NFL Monday Night Football—New Orleans Saints vs. San Francisco 49ers 14.6/23	8. Murphy Brown 15.1/22	12. NBC Monday Night Movies—Beyond Suspicion 14.4/22	
9:30		17. Love & War 13.4/20		
10:00		13. Northern Exposure 14.0/23		
10:30				
<b>TUESDAY</b>	<b>11.7/19</b>	<b>13.2/22</b>	<b>9.7/16</b>	<b>5.1/8</b>
8:00	14. Full House 13.8/22	20. Rescue: 911 13.2/21	70. Saved by the Bell 7.4/12	80. Roc 5.2/8
8:30	4. Roseanne 18.1/28		77. Getting By 5.5/9	84. Bakersfield, P.D. 3.7/6
9:00	52. ABC Movie Special—JFK: Reckless Youth, Part 2 9.5/16	20. CBS Tuesday Movie—Nurses on the Line 13.2/22	35. J. Larroquette 10.9/17	76. America's Most Wanted 5.7/9
9:30			38. Second Half 10.6/17	
10:00			28. Dateline NBC 11.9/21	
10:30				
<b>WEDNESDAY</b>	<b>12.5/21</b>	<b>8.7/15</b>	<b>11.2/19</b>	<b>9.2/15</b>
8:00	56. Thea 9.3/16	71. Hearts Afire 7.2/13	23. Unsolved Mysteries 12.5/21	46. Beverly Hills, 90210 10.0/17
8:30	61. Joe's Life 8.7/15	66. Nanny 7.9/13		
9:00	2. Home Improvmt 19.6/31	60. Walker, Texas Ranger 8.9/14	38. Comedy Hall of Fame 10.6/18	65. Melrose Place 8.3/13
9:30	9. Grace Undr Fire 15.0/24	50. 48 Hours 9.7/17		
10:00	32. Gala at Ford's Theatre 11.2/20			
10:30				
<b>THURSDAY</b>	<b>8.1/15</b>	<b>8.0/15</b>	<b>16.4/31</b>	<b>5.3/10</b>
8:00	80. Missing Persons 5.2/10	62. In the Heat of the Night 8.6/17	3. NBC Movie of the Week—Home Alone 19.1/36	74. The Simpsons 6.4/13
8:30				83. Sinbad Show 4.5/9
9:00	72. Matlock 7.0/13	68. Murder, She Wrote 7.7/14	34. Mariah Carey 11.0/21	77. In Living Color 5.5/10
9:30				82. In Living Color 4.7/8
10:00	26. Primetime Live 12.2/23			
10:30				
<b>FRIDAY</b>	<b>11.7/20</b>	<b>9.8/18</b>	<b>9.3/17</b>	<b>6.0/10</b>
8:00	31. Family Matters 11.4/20	44. Circus of the Stars 10.1/18	53. This is Your Life Special 9.0/16	75. Fox Friday Movie—Teenage Mutant Ninja Turtles II: The Secret of the Ooze 6.0/10
8:30	47. Boy Meets World 9.9/17		52. NBC Friday Night Mystery—Staying Afloat 9.5/17	
9:00	42. Step by Step 10.5/18	56. Picket Fences 9.3/17		
9:30	42. Hangin' w/Mr. C 10.5/18			
10:00	14. 20/20 13.8/25			
10:30				
<b>SATURDAY</b>	<b>9.9/17</b>	<b>13.1/23</b>	<b>9.1/16</b>	<b>6.8/12</b>
8:00		10. Dr. Quinn Medicine Woman 14.7/25	69. Mommies 7.5/13	66. Cops 7.9/14
8:30	55. American Music Awards 9.4/16	25. Dr. Quinn Medicine Woman 12.4/21	73. Cafe Americain 6.5/11	60. Cops 8.6/15
9:00		27. Walker, Texas Ranger 12.1/22	44. Empty Nest 10.1/17	79. Front Page 5.4/9
9:30			33. Nurses 11.1/19	
10:00	36. The Commish 10.8/19		50. Sisters 9.7/17	
10:30				
<b>SUNDAY</b>	<b>14.4/21</b>	<b>16.3/24</b>	<b>14.3/21</b>	<b>9.6/14</b>
7:00	28. Am Fun Hm Vid 11.9/18	1. 60 Minutes 21.4/32	37. Back to Bonanza 10.7/16	48. Fox Sunday Movie—Beethoven 9.8/14
7:30	58. Am Fun People 9.1/13	7. Murder, She Wrote 17.5/25	38. seaQuest DSV 10.6/15	
8:00	30. Lois & Clark 11.5/16	20. CBS Sunday Movie—Indiana Jones and the Last Crusade 13.2/21	6. NBC Sunday Night Movie—Bonanza: The Return 17.6/26	48. Married w/Childn 9.8/14
8:30				64. Married w/Childn 8.5/12
9:00	5. ABC Sunday Night Movie—There Are No Children Here 17.8/26			
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>11.8/20</b>	<b>12.1/20</b>	<b>12.1/20</b>	<b>7.6/12</b>
<b>SSN. TO DATE</b>	<b>12.8/21</b>	<b>13.3/22</b>	<b>11.5/19</b>	<b>7.3/12</b>

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



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## Viacom widens its TCI net

*Amended lawsuit could increase industrywide inquiries*

By Geoffrey Foisie

**T**he range of industry executives who could be deposed in Viacom's lawsuit against Tele-Communications Inc. appears to be expanding.

Viacom recently added several issues in its Sept. 23 complaint, which sought an injunction against QVC's hostile bid for Paramount Communications Inc., and relief for what Viacom says are TCI's monopolistic tendencies. TCI's Liberty Media, also named as a defendant, has a 22% interest in QVC.

The amended complaint, filed several weeks ago in U.S. District Court in New York, adds Comcast as a defendant. Comcast also is a shareholder in QVC.

The amended complaint also says that the proposed merger of Bell Atlantic and TCI would create a combination that would "exacerbate the anticompetitive conditions" from which Viacom seeks relief.

The complaint adds as examples of TCI's alleged monopolistic tendencies "hardball tactics" that Viacom claims TCI has used against local governments. Incidents mentioned involve the governments of Morganton, N.C., and Vail, Colo.

But most of the material added to the complaint, which runs 91 pages compared with the initial complaint's 67 pages, is an expansion of the argument that TCI and Liberty have used anticompetitive tactics against other cable programmers.

Viacom also alleges that TCI uses "anticompetitive tactics to extract an equity interest" from start-up programming services.

"Typically," the suit says, "TCI first threatens to create a clone of the new programming service.... TCI then demands an equity interest in the third party's programming service as the price of TCI not going forward with the clone service." As an example of its allegations, Viacom cites Court TV, of which Liberty owns one-third.

TCI Senior Vice President Robert

Thomson says the MSO views the lawsuit as "more to do with the dynamics of the Viacom and QVC contest over Paramount rather than any substantive concern about our market power or related issues.... We take all litigation seriously, but on this one it is quite clear that we will prevail."

The amended complaint also alleges that TCI uses its power to benefit its stake in Turner Broadcasting. Viacom says TCI "pressured NBC into changing the focus of CNBC in order to prevent competition with" TBS's CNN.

It also claims that TCI pays unaffiliated cable networks "license fees which are substantially below market rates." In contrast, the complaint continues, TCI frequently pays "full license fees" to cable networks in which it or Liberty has an equity interest. ■

## Premiere buys Olympia shows

Premiere Radio Networks last week bought nine programs—complete with mini-networks of stations—from Olympia Networks, a move that will nearly double Premiere's revenue and give the network 1,000 new affiliates, for a total of 2,500.

The move further consolidates the radio network market and gives Premiere claim to being the fourth-largest radio network.

Premiere says the deal will increase its annual revenues from \$11 million this year to \$20 million in 1994.

The programs include five sports programs, three comedies and a country music show. The purchase price wasn't disclosed.

"This acquisition enables Premiere to become a significant player in network radio sports," says CEO Steve Lehman. —PV

## Affiliate expenses soar, staffs slide

While news expenses for affiliate TV stations went up in 1992, an election year, full-time staffing levels continued to decline.

A fall survey by the National Association of Broadcasters of affiliates' financial performance found that in 1992 NBC affiliates spent the most on news on average—\$2.7 million each—while those of ABC and CBS spent \$2.4 million and those of Fox spent \$700,000.

Meanwhile, full-time staffing levels at affiliate TV stations declined between 1989 and 1992, the years covered by the survey (see chart).

The NAB survey also shows that affiliates' sales expenses increased, with additional advertising revenue related to politics and the Olympics increasing sales commissions. The higher expenses were offset by lower interest rates and lower depreciation and amortization ex-

### Average full-time affiliate staff

Affiliate	1989	1992	% ch.
<b>ABC</b>	<b>88</b>	<b>82</b>	<b>-7</b>
<b>CBS</b>	<b>97</b>	<b>92</b>	<b>-5</b>
<b>Fox</b>	<b>59</b>	<b>53</b>	<b>-10</b>
<b>NBC</b>	<b>100</b>	<b>95</b>	<b>-5</b>

Source: NAB

penses.

The NAB survey also shows that while cash-flow margins of Fox affiliates were similar to those of the other three networks—more than 35% in the top 25 markets, on average, and about 10 percentage points less for markets below that—Fox affiliates in markets 76 or lower performed noticeably worse than those of other three networks.

NAB Vice President Mark Fra-trik says the overall response rate for the survey was 80%-85%, with all stations in the top 19 markets participating. —GF



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# Changing Hands

This week's tabulation of station and system sales

**WAKC-TV Akron, Ohio** □ Purchased by ValueVision International Inc. (Robert Johander) from Group One Broadcasting LP (Roger Berk) for \$6 million. **Buyer** owns KLTJ(TV) Galveston, Tex., and bought WTKK(TV) Manassas, Va.; WTWS(TV) New London, Conn., and KRTW(TV) Baytown, Tex., for \$14.5 million in October. **Seller** has no other broadcast interests. WAKC-TV is ABC affiliate on ch. 23 with 1,290 kw and 961 ft. *Broker: The Ted Hepburn Co.*

**WCSN (shortwave station) Scott's Corner, Me.** □ Purchased by Christian Science Church (Al M. Carnesciali) from Prophecy Countdown Inc. (John Wesley Osborne Jr.) for \$5 million. **Buyer** has no other broadcast interests. **Seller** owns shortwave station WSHB Cypress Creek, S.C.

**WKFT-TV Fayetteville, N.C.** □ Purchased by Allied Communications Co. (Robert P. Holding III) from Delta Broadcasting Inc. (Elbert M. Boyd, Jr., T.Y. Baker,

Jerry Boyd, Bill McClellan and Jim Regalia) for \$4.375 million. **Buyer** owns WTHP-FM Thomasville, N.C. **Seller** has no other broadcast interests. WKFT-TV is independent on ch. 40 with 5,000 kw and antenna 1,842 ft. Filed Nov. 15 (BTCCT931115K1).

**KQBR-FM Davis, Calif.** □ Purchased by Progressive Media Group Inc. (Ricky Tatum) from EZ Communications (Alan Box) for \$2.5 million. **Buyer** has no other broadcast interests. **Seller** owns 4 AMs and 12 FM's. KQBR-FM has classic rock format on 105.5 mhz with 2.96 kw and antenna 462 ft. Filed Nov. 15 (BALH-931115GG). *Broker: Kalil & Co. Inc.*

**WTWS-TV New London, Ct.** □ Purchased by VVI New London Inc. (Robert L. Johander) from R&R Media Corp. for \$2 million. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WTWS-TV is independent on ch. 26 with 2,792 kw and antenna 1,251 ft. Filed Nov. 16 (BALCT931116KE).

**KFMH-FM Muscatine, Iowa** □ Purchased by Connoisseur Communications (Jeffrey D. Warshaw) from Flambo Broadcasting Inc. (John Flambo) for \$1.7 million. **Buyer** recently bought KJOC(AM) Davenport, Iowa, and WXL(AM) Moline, Ill., from Goodrich Broadcasting for \$2.925 million and WFDF(AM)-WDZZ-FM Flint, Mich., from McVay Broadcasting for forgiveness of \$5.5 million in debt. **Seller** has no other broadcast interests. KFMH-FM has AOR format on 99.7 mhz with 100 kw and antenna 1,201 ft. *Brokers: Media Venture Partners.*

**\$10,000,000**

Senior Secured Note

**KOFY**

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San Francisco, California

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The undersigned arranged debt financing in this transaction and assisted in the negotiations.



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**Proposed station trades**

By dollar volume and number of sales

This week:

AM's □ \$0 □ 0

FM's □ \$6,294,150 □ 7

Combos □ \$0 □ 0

TV's □ \$14,025,000 □ 4

Total □ \$20,319,150 □ 11

So far in 1993:

AM's □ \$68,497,744 □ 218

FM's □ \$664,623,170 □ 371

Combos □ \$729,202,124 □ 202

TV's □ \$1,647,135,951 □ 93

Total □ \$3,109,458,989 □ 884

For 1992 total see Feb. 1, 1993 BROADCASTING.

**WYVN-TV Martinsburg, W.Va.** □ Purchased by Green River Broadcasting of Martinsburg Inc. (William B. Ewing) from Flying A Communications Inc. (Ralph D. Albertazzie) for \$1.65 million. **Buyer** owns WKNT(TV) Bowling Green, Ky. **Seller** has no other broadcast interests. WYVN-TV is Fox affiliate on ch. 60 with 3,890 kw and antenna 1,717 ft. Filed Nov. 5 (BALCT931105KG).

**KICT-FM Wichita, Kan.** □ Purchased by Wichita Great Empire Broadcasting Inc. (Michael C. Oatman) from Stuart Broadcasting Corp. (Jon R. Stuart) for \$939,000. **Buyer** owns KFDI-AM-FM Wichita, Kan.; KVOO-AM-FM Tulsa, Okla.; KTTS-AM-FM Springfield, Mo.; WOW-AM-FM Omaha, Neb., and KWKH-AM-FM Shreveport, La. **Seller** has no other broadcast interests. KICT-FM has rock format on 95.1 mhz with 100 kw and antenna 1,026 ft. Filed Nov. 15 (BALH931115GF).

**WKXI-FM Magee, Miss.** □ Purchased by Opus Media Group Inc. (Thomas C. Birch) from CSB Communications Inc. (P. Stephen Bunyard) for \$850,000. **Buyer** owns WKXI(AM)-WTYX-FM Jackson, Miss.; KMGC-FM Monroe, La., and WSOK(AM)-WAEV-FM Savannah, Ga. **Seller** has no other broadcast interests. WKXI-FM has adult contemporary format on 107.5 mhz with 98 kw and antenna 952 ft. Filed Nov. 9 (BALH-931109GE).

**KDXY-FM Paragould, Ark.** □ Purchased by Pressly Partnership Productions Inc. (Robert and Elizabeth Pressly, and son Curry) from North Arkansas Radio Co. (Trey Stafford and Bill Little) for \$508,800. **Buyer** and **seller** have no other broadcast interests. Stafford will remain with station as part owner of the buyer. KDXY-FM has oldies format on 94.9 mhz with 25 kw and antenna 449 ft., and has CP pending to move its city

of license to Lake City, Ark. *Broker: Sunbelt Media.*

**KXDZ-FM Anchorage** □ Purchased by Pioneer Broadcasting Company Inc. (K. Elizabeth Clapp) from American Radio Broker Inc. (Chester P. Coleman) for \$275,000. **Buyer** owns KFQD(AM)-KWHL-FM Anchorage and KXRO(AM)-KDUX-FM Aberdeen, Wash. **Seller** owns KABN(AM) Long Island, Ak.; KKIS(AM) Concord, Calif., and holds CP for KADX-FM Houston, Ak. KXDZ-FM is off-the-air on 103.1 mhz with 3 kw. Filed Nov. 16 (BALH931116GE).

**KKRC-FM Granite Falls, Minn.** Purchased by KILO Broadcasting Inc. (David A. Ramage) from John Linder for \$21,350. **Buyer** owns KDMA(AM)-KMGM-FM Montevideo, Minn., and has interests in KKXL-AM-FM Grand Forks, N.D. **Seller** has interests in KTOE(AM) Mankato, KDOG-FM North Mankato, and KMHL(AM)-KKCK-FM Marshall, all Minnesota, and KLKK-FM Clear Lake and KRIT-FM Clarion, both Iowa. KKRC-FM is off-the-air on 93.9 mhz with 6 kw and antenna 262 ft. Filed Nov. 18 (BAPH-931118GG).

**Errata**

In the Nov. 15 issue, George Sosson was incorrectly identified as having interests in WMXN-FM Norfolk, Va.; WQAL-FM Cleveland; WICC(AM)-WEBE(FM) Bridgeport, Conn.; WUNO(AM)-WFID-FM San Juan, P.R.; and KORG(AM)-KEZY (FM) Anaheim-Santa Anna, Calif. Sosson, through his company, Fairfield Communications, manages those stations.

**Washington Post takes Texas two-step**

The slow-moving liquidation of H&C Communications reached a final stage last week. The privately held Houston-based media company said it would sell its last two broadcasting properties, KPRC-TV Houston and KSAT-TV San Antonio, to The Washington Post Co.

While neither party to the agreement would discuss a price, it is known that H&C was seeking at least \$250 million for KPRC-TV, an NBC affiliate, and KSAT-TV, an ABC affiliate. Cash flow for the two stations was estimated to be just over \$25 million.

Paul Hobby, a lawyer and member of the family that owns H&C, says some family members receiving the net proceeds "will look to reinvest in the media business if we can find the right way to do that." He adds that the already announced sale of another H&C station, KVOA-TV Tucson, to the Evening News Co. was on track to close this month now that a petition to deny the transfer is no longer an obstacle.

The two H&C stations will give The Washington Post Co. six TV stations, including WDIV(TV) Detroit, WPLG(TV) Miami, WFSB(TV) Hartford, Conn., and WJXT(TV) Jacksonville, Fla.

—GF

**SOLD!**

**KJOC-AM/WXLP-FM, Quad Cities, Iowa/Illinois from Goodrich Broadcasting, Inc., Robert Goodrich President to Connoisseur Communications Corporation, Jeffrey D. Warshaw, President for \$2,925,000.**

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## Radio's Top 25 Groups

### Mergers, duopolies alter radio landscape

By Julie A. Zier

**C**BS maintains its first-place spot on BROADCASTING & CABLE's annual ranking of the top radio groups, while both Shamrock and Booth-Broadcast Alchemy use merger power to make inroads to the top.

CBS secured the top ranking for the third consecutive year with its recent swap of WCOF-FM (formerly WYNF-FM) Tampa, Fla., to Cox for KLRX-FM (now KRRW-FM) Dallas. The move provides CBS with a Dallas duopoly and 227,000 more listeners.

Consolidation, not only of facilities and management but of groups as well, is proving to be the leading trend to result from relaxed duopoly rules. To supplant buying stations, some smaller groups are simply merging to increase size. For example, Shamrock was 16th in last

year's survey. With its March merger with eighth-ranked Malrite, the new group bulldozed past previous years' leaders to land in fifth place.

Another merger surprise is Booth American, which was 23rd last year with 20 stations. The formation of a new, as-yet-unnamed group with Broadcast Alchemy allows Booth to maintain the same ranking with larger markets despite six fewer stations.

Group W relinquished the number-two spot to Infinity this year, but made two major duopoly purchases in the Houston (KIKK-AM-FM) and San Francisco (KKHI-AM-FM) markets.

Infinity, meanwhile, moved up via its pending acquisitions of KRTH-FM Los Angeles and WPGC-AM-FM Washington, creating duopolies in those markets.

Ranking is based on a group's total number of listeners 12-plus in Arbitron's summer 1993 survey (exclusive audience, 6 a.m.-midnight, Mon.-Sun.). Sales pending with the FCC are counted as part of the buyer's group. Key: First number is group's rank; number in parentheses is last year's rank. Total number of stations and total listeners follow. Asterisk (\*) indicates no data was available.

#### 1. (1) CBS

21 stations □ 14,720,800

WCBS(AM) New York 1,977,200  
 WCBS-FM New York 1,733,100  
 KNX(AM) Los Angeles 862,500  
 KCBS-FM Los Angeles 633,200  
 WBBM(AM) Chicago 1,058,400  
 WBBM-FM Chicago 1,120,300  
 KCBS(AM) San Francisco 943,900  
 KRQR-FM San Francisco 441,000  
 WOGL(AM) Philadelphia 399,900  
 WOGL-FM Philadelphia 626,700  
 WWJ(AM) Detroit 644,400  
 WJOL-FM Detroit 389,500  
 WARW-FM Washington 297,600  
 KTXQ-FM Dallas 398,400  
 KRRW-FM Dallas 303,200  
 WODS-FM Boston 463,300  
 KKRW-FM Houston 309,500  
 WCCO(AM) Minneapolis 706,500  
 WLTE-FM Minneapolis 388,200  
 KMOX(AM) St. Louis 745,500  
 KLOU-FM St. Louis 278,500

#### 2. (4) Infinity

25 stations □ 13,425,200

WXRK-FM New York 1,873,300

#### WZRC(AM) New York\*

WFAN(AM) New York 1,409,600  
 KROQ-FM Los Angeles 1,121,200  
 KRTH-FM Los Angeles 1,217,200  
 WJJD(AM) Chicago 479,800  
 WJMK-FM Chicago 918,700  
 WUSN-FM Chicago 828,900  
 KOME-FM San Jose/San Francisco 244,700  
 WYSP-FM Philadelphia 805,000  
 WIP(AM) Philadelphia 378,800  
 WOMC-FM Detroit 483,200  
 WPGC(AM) Washington 164,300  
 WJFK-FM Washington 313,400  
 WPGC-FM Washington 735,300  
 KVIL(AM) Dallas 27,300  
 KVIL-FM Dallas 413,300  
 WBCN-FM Boston 452,500  
 WZLX-FM Boston 417,500  
 KXYZ(AM) Houston 94,400  
 WZGC-FM Atlanta 359,600  
 WLIF-FM Baltimore 280,900  
 WJFK(AM) Baltimore 14,700  
 WQYK(AM) Tampa 24,000  
 WQYK-FM Tampa 367,600

#### 3. (3) Capacities/ABC

18 stations □ 11,838,400

WABC(AM) New York 1,677,600

#### WPLJ-FM New York 2,019,600

KABC(AM) Los Angeles 863,600  
 KLOS-FM Los Angeles 1,032,700  
 WLS(AM) Chicago 467,300  
 WLS-FM Chicago 261,100  
 KGO(AM) San Francisco 909,400  
 WJR(AM) Detroit 786,100  
 WHYY-FM Detroit 677,200  
 WMAL(AM) Washington 384,800  
 WRQX-FM Washington 422,800  
 WBAP(AM) Dallas-Fort Worth 517,500  
 KSCS-FM Dallas-Fort Worth 557,600  
 WKHX(AM) Atlanta\*

#### 4. (2) Group W

18 stations □ 11,859,500

WKHX-FM Atlanta 412,300  
 WYAY-FM Atlanta 246,100  
 KQRS(AM) Minneapolis 23,700  
 KQRS-FM Minneapolis 579,000  
 WINS(AM) New York 2,095,300  
 WNEW-FM New York 1,492,000  
 KFWB(AM) Los Angeles 1,159,800  
 KTWV(FM) Los Angeles 735,200  
 WMAQ(AM) Chicago 826,200  
 KKHI(AM) San Francisco 83,600  
 KKHI-FM San Francisco 264,100  
 KYW(AM) Philadelphia 1,286,900

WMNR-FM Philadelphia 703,000  
 WLZ(AM) Detroit 357,000  
 WBZ(AM) Boston 666,800  
 KILT(AM) Houston 54,200  
 KILT-FM Houston 514,000  
 KIKK(AM) Houston 35,500  
 KIKK-FM Houston 499,300  
 KDKA(AM) Pittsburgh 586,000  
 KFBN(AM) Sacramento 317,100  
 KGBY-FM Sacramento 183,500

**5. (16) Shamrock**  
 21 stations □ 7,641,900

WHTZ-FM New York 2,365,800  
 KZLA-FM Los Angeles 561,400  
 KLAC(AM) Los Angeles 189,300  
 KSNF-FM San Francisco 406,900  
 KNEW(AM) San Francisco 255,800  
 KABL(AM) San Francisco 100,600  
 KABL-FM San Francisco 318,000  
 WWWW(AM) Detroit 47,200  
 WWWW-FM Detroit 587,100  
 KZFX-FM Houston 308,300  
 WFOY-FM Atlanta 405,400  
 KXRX-FM Seattle 229,700  
 KEEY-FM St. Paul 370,900  
 KFAN(AM) St. Paul 94,600  
 WWSW(AM) Pittsburgh 40,100  
 WWSW-FM Pittsburgh 352,000  
 KMLE-FM Phoenix 315,900  
 WMMS-FM Cleveland 305,900  
 WNK(AM) Cleveland 113,800  
 KXKL(AM) Denver 14,800  
 KXKL-FM Denver 258,400

**6. (6) Viacom**  
 14 stations □ 6,228,700

WLTW-FM New York 1,836,300  
 KYSR-FM Los Angeles 983,400  
 KXEZ-FM Los Angeles 528,800  
 WLIT-FM Chicago 729,600  
 KSRY-FM San Francisco 205,200  
 KSRI-FM San Francisco 63,200  
 WLT1-FM Detroit 332,700  
 WCPT(AM) Washington 70,800  
 WCXR-FM Washington 305,100  
 WMZQ(AM) Washington 16,400  
 WMZQ-FM Washington 488,800  
 KBSG(AM) Seattle-Tacoma, Wash. 18,200  
 KBSG-FM Seattle-Tacoma, Wash. 387,400  
 KNDD-FM Seattle-Tacoma, Wash. 262,800

**7. (5) Cox**  
 14 stations □ 6,090,400

KFI(AM) Los Angeles 974,700  
 KOST-FM Los Angeles 1,552,900  
 WCKG-FM Chicago 728,300  
 WYSY-FM Chicago 277,500  
 WIOD(AM) Miami 221,900  
 WFLC-FM Miami 378,100  
 WHQT-FM Miami 333,300  
 WSB(AM) Atlanta 448,300  
 WSB-FM Atlanta 488,700  
 WSUN(AM) Tampa, Fla. 70,900  
 WWRM-FM Tampa, Fla. 288,800  
 WCOF-FM Tampa, Fla. 76,200  
 WHIO(AM) Dayton, Ohio 136,700  
 WHKO-FM Dayton, Ohio 190,300

**8. (12) Evergreen**  
 11 stations □ 5,680,300

KNBT-FM Los Angeles 847,300  
 WLUP(AM) Chicago 395,800  
 WLUP-FM Chicago 703,300  
 WWBZ-FM Chicago 809,500  
 KMEL-FM San Francisco 645,200  
 KIOI-FM San Francisco 560,700  
 WASH-FM Washington 342,200  
 WTOP(AM) Washington 517,600  
 KTRH(AM) Houston 425,300  
 KLOL-FM Houston 386,900  
 WVCV-FM Miami 46,500

**9. (7) Bonneville**  
 15 stations □ 5,564,100

WMLV-FM New York 1,421,200  
 KBIG-FM Los Angeles 960,900  
 WTMX-FM Chicago 556,600  
 KOIT(AM) San Francisco 55,600  
 KOIT-FM San Francisco 431,700  
 KZPS-FM Dallas 407,100  
 KIRO(AM) Seattle 524,800  
 KIRO-FM Seattle 116,400  
 KIDR(AM) Phoenix  
 KSPN-FM Phoenix 193,600  
 KMBZ(AM) Kansas City, Kan. 185,900  
 KLTH-FM Kansas City, Kan. 184,800  
 KCMO(AM) Kansas City, Mo. 169,900  
 KCMO-FM Kansas City, Mo. 179,600  
 KSL(AM) Salt Lake City 176,000

**10. (10) Emmis**  
 5 stations □ 4,991,800

WQHT-FM New York 2,031,000  
 KPWR-FM Los Angeles 1,636,700  
 WKQX-FM Chicago 763,300  
 KSHE(AM) St. Louis 347,300  
 WENS(AM) Indianapolis 213,500

**11. (11) Greater Media**  
 16 stations □ 4,485,500

WMGQ-FM New York 129,100  
 KRLA(AM) Los Angeles 276,600  
 KLSX-FM Los Angeles 1,037,400  
 WPEN(AM) Philadelphia 377,800  
 WMGK-FM Philadelphia 440,800  
 WHND(AM) Detroit 35,000  
 WCSX-FM Detroit 410,600  
 WRIF-FM Detroit 365,800  
 WWRC(AM) Washington 151,700  
 WGAY-FM Washington 399,000  
 WMEX(AM) Boston  
 WMJX-FM Boston 491,500  
 WBCS-FM Boston 179,900  
 WGSM(AM) Hntngtn-Smithtn, N.Y. 29,300  
 WMJC-FM Hntngtn-Smithtn, N.Y. 161,000  
 WCTC(AM) New Brunswick, N.J.

**12. (9) Gannett**  
 11 stations □ 4,314,100

KIIS(AM) Los Angeles 66,700

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 WGCI(AM) Chicago 232,300  
 WGCI-FM Chicago 1,019,000  
 KHKS(FM) Dallas 314,100  
 KKQB(AM) Houston 11,300  
 KKQB-FM Houston 344,300  
 KSDO(AM) San Diego 257,900  
 KCLX-FM San Diego 157,900  
 WDAE(AM) Tampa 11,700  
 WUSA-FM Tampa 254,300

### 13. (19) Clear Channel

26 stations □ 4,103,500\*\*

KHYS-FM Houston 255,100  
 WHYI-FM Miami 424,100  
 WRBQ(AM) Tampa 65,300  
 WRBQ-FM Tampa 269,200  
 WMTX(AM) Tampa 266,600  
 WMTX-FM Tampa 9,800  
 WERE(AM) Cleveland 82,600  
 WNCX-FM Cleveland 247,800  
 WOAI(AM) San Antonio, Tex. 133,700  
 KZXF(AM) San Antonio, Tex.  
 KAJA(FM) San Antonio, Tex. 207,800  
 KQXT-FM San Antonio, Tex. 165,900  
 WWWS(AM) Buffalo, N.Y. 20,700  
 WUFX(FM) Buffalo, N.Y. 152,300  
 WHAS(AM) Louisville, Ky. 259,700  
 WAMZ-FM Louisville, Ky. 257,100  
 KTOK(AM) Oklahoma City 154,200  
 KJYO-FM Oklahoma City 184,900  
 KBEC-FM Oklahoma City 187,400  
 WRVA(AM) Richmond, Va. 182,900  
 WRVQ-FM Richmond, Va. 154,300  
 WRXL-FM Richmond, Va. 122,000  
 WRNL(AM) Richmond, Va. 31,100  
 KPZZ-FM Austin 109,300  
 KNFI-FM Austin 159,700  
 KALO(AM) Port Arthur, Tex.\*

\*\* Seven stations involved in pending merger with Metroplex are counted. Clear Channel is selling 11 of its stations to Snowden Broadcasting of New Orleans that are not counted in this chart. Including those stations, Clear Channel would have 4,968,500 listeners and be ranked number 5.

### 14. (15) Susquehanna

16 stations □ 3,820,300

KNBR(AM) San Francisco 831,700  
 KFOG-FM San Francisco 367,900  
 KLIF(AM) Dallas-Fort Worth 243,700  
 KPLX-FM Dallas-Fort Worth 459,100  
 KRBE(AM) Houston 13,400  
 KRBE-FM Houston 537,800  
 WNNX-FM Atlanta 336,300  
 WRRM-FM Cincinnati 141,500  
 WGH(AM) Virginia Beach, Va. 27,600  
 WGH-FM Virginia Beach, Va. 177,900  
 WFMS-FM Indianapolis 292,200  
 WRGL-FM Indianapolis 66,900  
 WARM(AM) Scrtn-Wilks Barre, Pa. 78,000  
 WMGS-FM Scrtn-Wilks Barre, Pa. 98,800  
 WSBA(AM) York, Pa. 63,100  
 WARM-FM York, Pa. 84,900

### 15. (13) Summit

7 stations □ 3,593,000

WRKS-FM New York 2,026,200

KHVN(AM) Fort Worth 123,900  
 KJMZ(FM) Dallas 384,000  
 WAOK(AM) Atlanta 134,000  
 WVEE-FM Atlanta 508,800  
 WCAO(AM) Baltimore 98,900  
 WXYV(FM) Baltimore 317,200

### 16. EZ Communications

16 stations □ 3,442,500

WIOQ-FM Philadelphia 736,800  
 KMPS-AM-FM Seattle 430,700  
 KYKY-FM/KSD-AM-FM St. Louis 626,500  
 KUSA(AM) St. Louis 56,800  
 KSD-FM St. Louis 331,700  
 WBZZ-FM/WKQB-FM Pittsburgh 503,500  
 KRAX-AM-FM/KNCI-FM Scramto 412,300  
 WEZB-FM New Orleans 209,700  
 WSOC-FM/WMXC-FM Charlotte, N.C. 235,700

### 17. (17) Jacor

13 stations □ 3,349,500

WPCH-FM Atlanta 561,900  
 WGST(AM) Atlanta 462,500  
 WFLZ-FM Tampa 309,300  
 WFLA(AM) Tampa 257,000  
 KRFX-FM Denver 268,000  
 KAZY-FM Denver 107,100  
 KOA(AM) Denver 418,600  
 WLW(AM) Cincinnati 360,500  
 WEBN-FM Cincinnati 257,900  
 WLWA(AM) Cincinnati 121,600  
 WQIK(AM) Jacksonville, Fla. 3,000  
 WQIK-FM Jacksonville, Fla. 107,300  
 WMYU-FM Knoxville 114,800

### 18. Pyramid Broadcasting

11 stations □ 3,043,800

WNUA-FM Chicago 592,700  
 WYXR-FM Philadelphia 682,000  
 WXKS-AM-FM Boston 865,500  
 WRFX-FM Charlotte, N.C. 220,300  
 WAQS(AM) Charlotte, N.C. 32,800  
 WAQQ-FM Charlotte, N.C. 103,400  
 WHTT-AM-FM Buffalo, N.Y. 196,500  
 WBUF-FM Buffalo, N.Y. 141,600  
 WPXY-FM Rochester, N.Y. 209,000

### 19. (14) Great American

13 stations □ 3,040,900

WKLS-FM Atlanta 358,700  
 WXTB-FM Tampa 249,900  
 KSLX-FM Phoenix 233,500  
 KBPI-FM Denver 184,600  
 KKRZ-FM Portland, Ore. 292,300  
 KEX(AM) Portland, Ore. 194,900  
 KYYS-FM Kansas City, Mo. 167,000  
 WDAF(AM) Kansas City, Mo. 338,600  
 KSEG-FM Sacramento 217,600  
 KRXQ(FM) Sacramento 176,500  
 WKRQ-FM Cincinnati, Ohio 245,900  
 WLVO-FM Columbus, Ohio 180,700  
 WTVN(AM) Columbus, Ohio 200,700

### 20. Tribune Broadcasting

6 stations □ 2,841,000

WQCD-FM New York 1,181,000

WGN(AM) Chicago 1,067,100  
 KEZW(AM)-KOSI-FM Denver 357,100  
 KCTC(AM)-KVMX-FM Sacramento 235,700

### 21. (25) Jefferson-Pilot

13 stations □ 2,798,000

WMRZ(AM)-WLYF-FM/WMXJ-FM  
 Miami 817,000  
 WQXI(AM)-WSTR-FM Atlanta 546,300  
 KSON-AM-FM San Diego 468,700  
 KYGO-AM-FM/KVMX-AM-FM Denver 647,100  
 WBT-AM-FM Charlotte, N.C. 319,100

### 22. (20) Nationwide

12 stations □ 2,761,800

KDMX-FM Dallas 355,300  
 KHMN-FM Houston 427,600  
 KISW-FM Seattle 237,400  
 KVRV-FM Phoenix 247,700  
 WGAR-FM Cleveland 339,000  
 WPOC-FM Baltimore 346,600  
 WCOL(AM) Columbus 76,700  
 WCOL-FM Columbus 139,000  
 WNCI-FM Columbus 259,300  
 WOMX-FM Orlando, Fla. 181,900  
 KLUC-FM Las Vegas 151,300  
 KXNO(AM) Las Vegas \*

### 23. Booth/Broadcast Alchemy

14 stations □ 2,685,700

WJLB-FM Detroit 585,500  
 WDFE-FM Pittsburgh 399,300  
 WLTF-FM Cleveland 296,200  
 WWWF(AM) Cleveland 210,900  
 KMJ-FM Denver 178,100  
 KRZN(AM) Denver 72,100  
 KSFM-FM Sacramento 244,700  
 KSMJ(AM) Sacramento 60,000  
 WWNK-FM Cincinnati 153,700  
 WSAI(AM) Cincinnati 29,200  
 WNDE(AM) Indianapolis 62,000  
 WRZX-FM Indianapolis 83,900  
 WCKN(AM) Indianapolis 28,200  
 WFBO-FM Indianapolis 281,900

### 24. Inner City Broadcasting

5 stations □ 2,647,400

WLIB(AM)-WBLS-FM New York 2,150,300  
 KBLX-AM-FM San Francisco 440,200  
 KSAQ-FM San Antonio 56,900

### 25. (24) Park Broadcasting

22 stations □ 2,593,000

WPAT-AM-FM New York 1,496,600  
 KWJJ-AM-FM Portland, Ore. 306,600  
 KJJO-AM-FM Minneapolis 185,200  
 WTVR-AM-FM Richmond, Va. 136,100  
 KEZX-AM-FM Seattle 117,200  
 WHEN-AM-FM Syracuse, N.Y. 87,200  
 WDEF-AM-FM Chattanooga, Tenn. 87,100  
 KWLO(AM)-KFMW-FM Waterloo, Iowa 61,300  
 WNLS(AM)-WTNT-FM Tallahassee, Fla. 51,600  
 WNCT-AM-FM Greenville, N.C. 47,700  
 WNAX-AM-FM Sioux Falls, S.D. 16,600

# Yakety yak: AM-AM combos offer '48 hours of talk in a day'

*Still relatively rare, programming two AM's in a market requires imagination*

By Peter Viles

**T**he consolidation craze sweeping the radio industry has had its biggest impact on the FM band, where music stations have been pairing up in strategic combinations that promise lower costs and bigger market share.

But what about the AM band? Although AM-AM combinations are still not as widespread as their FM counterparts, there are broadcasters who see AM as fertile ground for consolidation.

"Everyone talks about how AM radio is up against the wall anyway," says Dan Patrick, who is general manager of two talk stations in Houston. "If you're already up against the wall, why not strengthen your hand by buying your competition?"

Not surprisingly, most of the high-profile AM duopolies are built at least partly on the popularity of talk radio. Indeed, talk radio's dominance of AM radio is probably partly responsible for the dearth of AM-AM combinations. Once a broadcaster corners the market for talk with an AM-AM combo, there isn't much room left on the AM band for other duopolies.

"Talk radio is one of the hottest formats in the country," Patrick says. "So why not spend your energy and money trying to dominate a format that is growing? And with AM radio, once you build that listener into a loyal listener, you have him forever."

Data provided by the FCC indicates that FM-FM combs easily outnumber AM-AM combinations. Although the FCC does not have a breakdown of duopolies by band, a recent tally shows that duopoly applications involving 450 stations have been filed at the Mass Media Bureau's FM branch, and only 65 stations are represented in duopoly filings at the AM branch.

Broker Tim Menowsky of Media Mergers and Acquisitions points out that, for many broadcasters intent on pursuing a cost-cutting strategy, AM radio is not as attractive as FM.

"FMs are a little lower maintenance and a little more forgiving," he says. "So you can gamble a little bit more



Twice the talk in Houston on co-owned KPRC-KSEV

on an FM than you can on an AM. The short-term opportunity in duopoly is to fix an FM. A long-term investment is looking at an AM."

Patrick points out another factor in AM's favor: cost. In most markets, AM stations can be had for a fraction of the price of an FM. "When we bought KPRC, we felt that we could generate as many ratings points, and dollars, with KPRC as with just about any FM station in town. And we could save \$25 million or so in the process."

### **In Boston: Buy the competition**

American Radio's AM-AM combina-

tion in Boston is one of the most powerful in the nation: two 50,000 w stations with established reputations. Joe Winn, general manager of both WRKO and WHDH, says Atlantic viewed the new ownership limits as "an opportunity to buy our competitor."

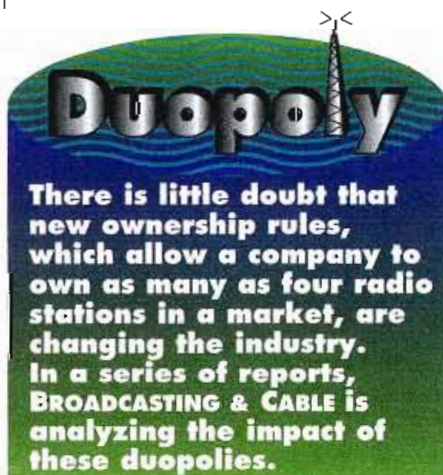
By buying WHDH, Atlantic put a quick end to competition between the two stations for on-air talent, which Winn said was beginning to drive up salaries at the two stations. But for the most part, the stations are operated separately.

WRKO, which broadcasts Red Sox baseball, otherwise concentrates on local, issues-oriented talk. WHDH, which broadcasts Boston College basketball, tends more toward news and information, and carries *The Rush Limbaugh Show*.

The stations still operate out of separate facilities, and the news staffs are not yet merged. There are separate sales staffs, but the stations share a general sales manager, national sales manager and general manager.

### **Houston: Rush now, Rush later**

Houston's AM-AM combination stands out for its remarkable cross-



Continues on page 103

## US West gets go-ahead for VDT trial

FCC stipulates smaller six-month technical trial

By Sean Scully

**T**he final major pieces are in place for US West's video dialtone trial in Omaha next year after the telco received long-awaited FCC permission and named Scientific-Atlanta to manufacture its in-home set-top terminals.

The commission authorized a six-month technical trial, followed by a 12-month market trial, but it attached several conditions.

In response to complaints by competitors, the commission told US West it either has to reduce the size of the technical trial from 10,000 homes to 2,500, more in line with the three previous authorized video dialtone technical trials, or begin charging participants regular telephone rates after 30 days, instead of offering service free.

Competitors had complained that the proposed trial is so large it actually represents a market service. Free services, they argued, were an anticompetitive device designed to attract viewers to the service.

The FCC also required the company to offer any Time Warner programming through a third party. Earlier this year, US West invested \$2 billion in Time Warner.

Finally, the FCC ordered US West to offer analog channels on the same nondiscriminatory basis as it plans to offer digital channels. The company had planned to reserve most of its 77 analog channels for its own use.

Further conditions may be required, says FCC staff attorney Greg Lipscomb, but the final order still is being prepared. A final draft will be available within 30 days.

US West officials expressed some irritation at the length of time the commission took to consider its application, about seven months. Marketing Communications Manager Terri Howell says the delay makes the planned February start of the technical trial uncertain.

"Right now we have two inches of snow and ice on the ground," Howell says. "We don't want to go into peo-

ple's backyards and bury cable."

The commission denies dragging its feet on the application. "Six months is not unusual, because of the complexity of the issue and the newness of the issue," Lipscomb says. Other video dialtone applications took about as long, he says.

On the same day the authorization was announced, US West said Scientific-Atlanta will build the set-top boxes for use in the trial. That was the final technical piece of the trial to be settled.

Scientific-Atlanta will work with California animation company 3DO, which was picked last month to provide a graphics computer for the trial. The 3DO computer will be built directly into the set-top box.

Michael Ares, who is marketing director for Scientific-Atlanta's Broadband Communications division, says that the US West box will resemble set-top boxes that are under development with Silicon Graphics and Kaleda Labs. ■

## Cutting Edge

Edited by Sean Scully



**AT&T's Network Systems division** will buy cable modems from California manufacturer ComStream. ComStream says the modems can transmit up to 10 times more information than current cable TV transmission

systems, allowing customers to take advantage of digital compression. The size of AT&T's order was not disclosed.

**Optical Disc Corporation** says its new **DVD-7100 optical disc** storage system can hold up to four hours of broadcast quality digital video on one side of a 12 inch disc. The company

says it expects to be able to hold up to one hour of HDTV video or 10 gigabytes of other digital data.

**In what it calls a jump to a new level of still-video picture quality**, Panasonic has introduced the AG-EP80 video printer. It can produce a 3 x 4 inch print, containing 312,000 dots of resolution (464 x 672) in 60 seconds. Cost is \$2,100.

**TeleCable Corporation** has tapped **Pirelli Cables North America** to provide fiber optic cable for the

MSO's upgrade next year. The cost of the contract was not available.

**A Russian Proton Rocket** successfully deployed a Rimsat communications satellite Nov. 19. Once operational, the satellite will provide both C-band and Ku-band communications for most of the Pacific Rim and central Asia, extending from Alaska and Hawaii to the Arabian peninsula.





## The Hundt is on at the FCC

*New chairman makes key staff appointments, starts work on first meeting*

By Kim McAvoy

**T**he FCC's new chairman, Reed Hundt, hit the ground running last week.

Hundt wasted little time in announcing key staff appointments and establishing himself as what one commission staff member described as an "active and dynamic" chairman.

Among the appointments, Hundt named Washington communications attorney William Kennard as the FCC's general counsel. Kennard, who had been a candidate for the FCC chairmanship, is a partner at Verner, Lipfert, Bernhard, McPherson & Hand.

Hundt began his first full day at the FCC meeting with commission bureau chiefs and staff. "He's doing a lot of listening and talking," one staff member said. "He's asking probing questions about hard issues."

Hundt will chair his first commission meeting on Dec. 13, and it could be a big one. It may include a decision



Vice President Al Gore swears-in Reed Hundt, left, as chairman of the FCC. Hundt's wife, Dr. Elizabeth Ann Katz, holds the Bible. The ceremony was held last Monday in the Indian Treaty Room of the Old Executive Office Building.

on whether the FCC will adjust the benchmark for cable rates. And the agency is expected to release interim cost-of-service rules for cable operators who chose to seek rates higher than the benchmark.

Hundt also announced the appointment of a transition team co-chaired by veteran commission officials Brian

Fontes and Rene Licht. Fontes has been chief of staff for the past 10 months under Acting Chairman James Quello. Licht has been the FCC's acting general counsel since October 1992. On an interim basis, Licht also will serve as Hundt's acting senior legal adviser.

As expected, Hundt named Blair Levin as his chief of staff, Merrill Spiegel and Karen Brinkmann as special assistants and Ruth Dancy as his confidential assistant.

Hundt and Levin have been friends for 20 years and, like the chairman, Levin is a Yale law school graduate. Levin is a partner with the Raleigh, N.C., law firm Parker, Poe, Adams & Bernstein. His background is in corporate and administrative law. Levin won't be on board until January. He and his wife just had their third baby.

Spiegel, who will handle cable and mass media items, has been legislative director for House Telecommunications Subcommittee member Rick Boucher (D-Va.).

Brinkmann, who was an associate with Hundt's law firm, Latham & Watkins, is expected to deal with common carrier matters. She specialized in telecommunications, mass media and intellectual property issues at the firm. Dancy also comes from Latham & Watkins, where she was secretarial supervisor. ■

### Senators to Hundt: Protect consumers

Key senators want new FCC Chairman Reed Hundt to further reduce cable rates and step up enforcement of its cable regulations.

That message was conveyed in a letter from Commerce Committee Chairman Ernest Hollings (D-S.C.) and 34 other senators, including Majority Leader George Mitchell (D-Me.) and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee.

"It appears that the intent of Congress to protect consumers from unjustified cable rate increases is not being met," the letter says. Furthermore, the senators want the FCC to take "additional action to reduce cable rates and step up its enforcement activities to ensure that cable firms are not evading the letter and spirit of the legislation passed last year."

The senators add they continue to hear reports that some consumers' cable rates have risen. The FCC's own rate survey, the letter points out, found that about one-third of consumers have seen rate increases. "This result is unacceptable," Hollings and his colleagues wrote.

The FCC has the primary responsibility to regulate and enforce cable rates, the letter says, adding that Congress appropriated extra funding for the commission to implement new cable rules.

"We urge the FCC to make every effort to put these resources to use, including working with state officials, to ensure compliance with the FCC's rules and the intention of Congress."

—KM

**The Justice Department came through at the 11th hour.** Last Wednesday, Attorney General Janet Reno agreed to extend the antitrust exemption for the television industry, enabling it to continue discussing ways to curb violent TV programming. The exemption was to expire that day. But Senator Paul Simon (D-Ill.), who authored the law granting the exemption, asked Reno for an extension (BROADCASTING & CABLE, Nov. 29). "This leaves the ball in the industry's court," Simon said. "The question is whether television executives will address the problem of television violence themselves through further steps or whether they will leave that to Congress."

Simon is giving the industry until January to set up an advisory office on TV violence. The office would evaluate broadcast and cable network programs at the end of each season and rank them for violent content. Simon says that he'll introduce legislation mandating creation of a monitoring office if the industry does not respond. He's slated to meet with executives from ABC, CBS and NBC in January to see what they intend to do.

**Still no news from the White House on when President Clinton might announce his intention to nominate Rachele Chong to the FCC.** She is considered the leading contender for the Republican vacancy at the commission (BROADCASTING & CABLE, Nov. 29). It was expected that Chong's nomination was forthcoming, possibly in a few weeks. But sources say that the equation has changed suddenly, given the news last week that FCC Commissioner Ervin Duggan will leave the agency at the beginning of February to become president of PBS.

Now there is speculation that the White House won't want to announce Chong's nomination until it finds a Democrat to succeed Duggan. Even if the White House announces the two nominees, the Senate isn't expected to get back to business until February. Meanwhile, the agency could again wind up with only three serving commissioners of five.

**Acting FCC Commissioner James Quello thinks pay per view "carried to its ultimate capability is inherently a natural enemy of free TV."** That's what he told broadcasters attending the Association of Maximum Service Television's annual HDTV update in Washington last week. There could be "peaceful coexistence" between the two mediums in the future, he says, but only if pay per view doesn't force consumers to pay for sports and information programming they now receive free. Nor does Quello believe that the FCC or Congress should let pay per view "siphon" those programs away. It would lead, he says, to an "audience of economic 'haves' and lock out the 'have-nots'—this is not the overall public interest at work in a democracy." He also expressed disappointment with the Bell operating companies for filing in support of the cable industry's opposition to must carry before the Supreme Court.

Quello indicated that he may rethink his stand on telco entry into cable. He supports telco competition. "However, opposing must carry in the Supreme Court signals an intention to continue the anti-competitive practices of denying carriage to free, over-the-air local television stations. This is not competition at work for the public interest."

In looking at a multichannel world, Quello says program producers will be the prime beneficiaries. He thinks there will be an "insatiable demand" for programming. And there will always be a need for local TV stations to provide local news, sports and entertainment programming that "meet the tastes of their community."

**FCC Chairman Reed Hundt will make his official speaking debut in Washington this Thursday.** He will

be honored at the Federal Communications Bar Association's chairman's dinner at the Washington Hilton Hotel. However, Hundt may steer clear of major policy issues: He will have been on the job just a little more than one week. Still, the dinner may draw a record crowd.

Also that day, the FCBA and Practising Law Institute kick off their two-day telecommunications policy and regulatory conference at the Hilton. Speakers include Representative Rick Boucher (D-Va.), outgoing FCC Commissioner Ervin Duggan and Larry Irving, head

of the National Telecommunications and Information Administration.

**Comments already are rolling in on the FCC's proposal to re-establish commercial time limits for broadcast television.** The FCC is asking whether it should adopt a

"strict rule setting specific limits on commercials." But the Association of National Advertisers is urging the FCC not to pursue that course. ANA argues that commercial time limits would not serve the public interest. "Market and technological forces continue to work to determine the appropriate level of advertising for different types of programming," the association says. "An arbitrary, one-size-fits-all time constraint would put the commission in the position of micromanaging the broadcast industry. It would restrict the ability of advertisers, program producers and broadcasters to respond to the marketplace and the public they serve."

**The Washington Metropolitan Cable Club is presenting a behind-the-scenes look at the growing convergence of the telephone and cable industries.** Featured speakers

at its Tuesday luncheon are Salomon Brothers' Nancy Peretsman and Eduardo Mestre. Peretsman heads the company's media group. Her clients include Time Warner, CBS and Capital Cities/ABC. She represented Southwestern and Hauser Communications in their merger. Mestre heads both the domestic corporate finance and the mergers and acquisitions groups at the company. His roster of clients includes AT&T, GTE, Ameritech, Bell South, Bell Atlantic, Southwestern Bell, Nynex, PacTel, and U.S. West.

**Cable operators who choose the FCC's cable rate benchmark for their basic tier of service also must adopt the benchmark system for all other regulated tiers of service,** at least for one year after initial rates have

been established. In an attempt to clear up confusion on the matter, the FCC late last month amended its rules specifying that cable operators cannot use the cost-of-service approach for one tier and the benchmark approach for another regulated tier. After one year, cable operators could implement different rate-setting methods. ■



# Washington Watch

Edited by Kim McAvoy

## Old Kentucky home shopping

Local angle said to add credibility to sales pitch; unites TV and retailer

By Jim Cooper

**B**acons Department Store, Louisville, has joined with the NBC affiliate in its market to become one of the first, if not the first, department store in the country to televise a local home shopping show.

And while neither the station nor the store wants to talk numbers, both agree it is making more money than expected.

"I have been shocked," says WAVE (TV) General Sales Manager Steve Langford, who has been experimenting with local home shopping in his market for at least three years.

The half-hour program airs Fridays at 12:30 p.m. and Sundays at 10 a.m. It is QVC-like in offering a wide range of apparel, jewelry and fragrances.

Bacons purchases a package of 30-minute program-length spots from WAVE. That initial investment covers WAVE's production of the home shopping programs. And revenue from the programs has shown a healthy return on Bacons's time buy, station and store officials say.

Bacons is receiving more calls for orders each time the programs air, with the most recent programs generating more than 1,000 calls each, says David Zant, general merchandise manager, Bacons.

"We have had a very favorable attitude so far," says Zant, declining to discuss details about revenue.

The partnership between Bacons and WAVE took two years to forge and was launched this year, as home shopping increasingly becomes the retail industry's test tube.

The local angle adds credibility to the sales pitch, says Micki Byrnes, corporate director of marketing for Cannel Communications and Promax board member. "It's not schlocky," she adds, and if a customer wants an item in navy and it comes in turquoise, he or she can get satisfaction with a quick trip or telephone call to the local store.

Zant says Bacons noticed the growing success of national home shopping programs and thought having their



Bacons has seen a healthy return from its home shopping show

own local show had potential.

Premiering on Nov. 12, the show will run twice a week until just before Christmas.

Zant says Bacons will evaluate the overall success of the program after the Christmas retail push before con-

sidering a new partnership on local television.

Byrnes says she hasn't heard of other such alliances but "it is certainly a proactive move on the part of the station, and I think you'll see it popping up all over the place." ■

### CBS to give prime time make-goods

CBS promised more than it could deliver in prime time and will be making up for lost ratings with some advertisers.

"Usually on CBS we have as many programs overperforming as underperforming. We are not doing that this year," says Paul Shulman, president of Paul Shulman Co., a subsidiary of Answers Media Programming Inc.

Shulman and others laid the blame for CBS's unimpressive performance on its new shows. In Shulman's estimate, only one of the network's programs is a winner. He defines a winner as a program with a 20 or higher share. CBS's only program to meet that criterion is *Dave's World*.

While CBS is still number one in prime time, ABC is closing the gap, according to Frank Campisi, senior director of research, quality control, at SFM, an independent media buying firm in New York. Campisi has calculated that for the first eight weeks of the season, CBS has a prime time rating of 13.2. ABC is close behind with a 13, NBC has an 11.4 and Fox has a 7.2.

CBS says that its underperforming shows will cost the network roughly \$10 million this fall, which it claims is less than it lost last year. —CS

# Iowa State Bar to restrict lawyer TV ads

*Firms broadcasting commercials from out of state could be penalized*

By Jim Cooper

**T**he Iowa State Bar Association has proposed a rule that would require lawyers licensed to practice in Iowa, regardless of their location, to adhere to state laws regarding television advertising.

Iowa generally is recognized as the state with the harshest regulations for attorney advertising, which can consist of only on-screen print and cannot have dramatic visual displays or voiceovers.

Neighboring broadcasters and state bar associations have found themselves up against what they liken to a trade barrier between states. Under the proposed rule, a law office outside Iowa would be breaking the law in Iowa if it aired advertising able to be seen in the state that failed to meet those criteria, say broadcasters in bordering ADI's.

In 1974, the Supreme Court made lawyer advertising on television protected speech. States reacted by imposing restrictions on how lawyers could advertise. Mississippi, Florida and Texas, like Iowa, severely restrict the appearance and tone of broadcast advertising by lawyers.

"It is putting a wall up along the Mississippi River," says Gene Smith, general sales manager of WQAD-TV, the ABC affiliate in the Quad Cities market that includes cities in both Iowa and Illinois.

That is just the opposite intention of the rule, says Nick Cristelli, special counsel to the bar association's ethics committee. The ruling, he says, will allow lawyers to practice across state lines, but those doing so must adhere to Iowa law.

The bar association ruling "allows the public to receive information, not to prohibit it," but to make sure it is the correct information, Cristelli says.

However, lawyers who want their television ads seen in Iowa say they have had their hands tied by the tight constraints of the state law.

"The law is so sanitary it impedes the Illinois attorneys," says Smith, who notes that information as basic as listing areas of expertise is a violation.

Don Robertson, a Moline, Ill., lawyer licensed to practice in Iowa, says the bar association ruling hurts his practice because lawyers licensed only in Illinois can air unrestricted advertising into Iowa, while he is subject to restrictions that if violated could mean problems for him with the Iowa Supreme Court.

"We are at an extreme competitive disadvantage," says Robertson of dual licensed attorneys in the Quad Cities market.

If finally adopted by the Iowa Supreme Court, the ruling would affect the states that border Iowa: Illinois, Wisconsin, Minnesota, South Dakota, Nebraska and Missouri. The Kansas-

Iowa border is unaffected because of the lack of broadcasting across those states' lines.

Lawyer advertising has become a fast-growing spot segment in local markets, with lawyers and firms spending increasingly more on promotion. That has not been the case in Iowa, however.

"It's just not worth it to advertise in Iowa," says James Leary, a vice president at ad agency Network Affiliates Inc. ■



## Short, but costly

Within a blink of an eye, literally, the shortest commercial ever was aired last week in a one-time-only run on Seattle's KING-TV.

The commercial for Bon Marche's Frango candies was only four frames of video, or about a fourteenth of a second long. It cost \$3,780, which also makes the ad the most expensive commercial ever purchased for television, says Jay Cascio, executive producer of the NBC affiliate's *Evening Magazine* program during which the spot ran. And that was the point. For a story "Northwest Believe It or Not," *Evening Magazine* wanted to run the world's shortest and most expensive commercial.

Each of the four frames cost \$945. A normal TV ad has about 30 frames per second. If the Bon Marche spot was a full 30-second spot, it would be worth \$28,350. The most expensive traditional 30-second commercial was aired during the 1992 Super Bowl and cost \$28,333 per second, says Cascio. —JC

## Basic cable networks report gain in third-quarter ad sales

Cable advertising revenues for the third quarter of 1993 showed a 15.5% growth over the same period last year, according to a survey conducted by the Broadcast Cable Financial Management Association.

Released last week by the Cable Advertising Bureau, the survey reported that third-quarter ad sales for the 21 participating cable networks totaled \$551 million, up from \$477 million in third quarter 1992.

For the year-to-date through September, cable network advertising dollars climbed to about \$1.7 billion, more than 16% higher than the \$1.4 billion generated in the first nine months of 1992.

Participating networks included Arts & Entertainment Network, Black Entertainment Television, CNN, The Cartoon Network, Comedy Central, Court TV, Discovery Channel, E! Entertainment Television, ESPN, The Family Channel, Headline News, Lifetime Television, MTV, Nick at Nite, Nickelodeon, TBS, The Travel Channel, TNT, USA Network, VH-1 and the Weather Channel.

—JC

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**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.

**General manager needed** to manage Upper Peninsula of Michigan radio stations. Must be able to show past success in sales/promotion. Possible future equity position available to goal-oriented, self-motivated individual. Send resume in strictest confidence to: Personnel Director, Mid Pen Broadcasting, Inc. 309 S. Front St., Marquette, MI 49855. EOE.

**Local sales manager:** WALK FM/AM, Long Island's AC powerhouse, seeking extraordinary leader/motivator with proven track record of exceptional success in broadcast sales management. Join strong, progressive, expanding group at its flagship station on Long Island (Nassau/Suffolk), the nation's 14th largest metro. This terrific opportunity offers great lifestyle, growth potential and excellent income. If you're a real winner, sell us! Write to General Sales Manager, WALK FM/AM, PO Box 230, Long Island, NY 11772. All inquiries held strictly confidential. EOE M/F.

**Immediate opening for GSM/GM,** heavy on street sales ability, take charge. Equal opportunity employer. Send resume to Ray Lockhart, Box 509, Ogallala, NE 69153, 308-284-3633.

**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.

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

**Proven GM/GSM:** Growing group operator seeking strong general manager/general sales manager for growing, #1 rated, Class C regional FM, with upcoming duopoly acquisition, located in attractive western Virginia market (172,000+ TSA). Substantial general & sales mgt experience required with proven results in small mkt. Competitive compensation package with opportunity for equity in specific operation. Please forward credentials and references to: Radio Group, PO Box 1480, Richlands, VA 24641. EOE.

**GM/GSM:** Radio group taking applications for exceptional GM/GSM, with interest in ownership, for top-rated AM station with expansion/LMA opportunities located in picturesque Mid-Atlantic small mkt. General & sales mgt experience required. Very competitive salary with excellent benefits plus incentive bonuses. Equity possibilities. Please send resume & references to Box T-1. EOE.

### HELP WANTED SALES

**Sales representative:** Small market Wisconsin radio/cable TV station seeking applications from experienced sales representatives. Minimum 2 years experience. Demonstrated past success. Ability to grow into sales management. Resumes of application to Jeff Smith, WRPQ, Box 456, Baraboo, WI 53913. EOE.

**Looking for driven, creative sales professional.** Opportunity representing one of most innovative, fast-growing companies in Hudson Valley. Resume to: Drew Wilder, WKZE, Box 0, Millerton, NY 12546. EOE.

**Long Island, NY acct exec:** Immediate opportunity for killer with experience in market or equivalent. \$100,000+ Reply confidential. Box T-2. EOE.

**Broadcast Programming:** America's leading programming company—has a rare opening for a regional sales manager for phone consultation and sales. I'd like to talk to you if you have at least: 6 years of hands on programing management in markets of all sizes; a working knowledge of today's digital equipment technology; a solid work ethic, determination and drive. General management and sales experience is a plus. Broadcast Programming is a division of Broadcast Electronics. We market expert programing on CD and reel, and the leading digital equipment like the Core, AudioVault and the Format Sentry. Fax your resume to 206-441-6582 and call me today if you fit the bill. Jim LaMarca, Vice President/Sales, 206-728-2741. EOE.

### SITUATIONS WANTED MANAGEMENT

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

**Seeking general manager position** in small to medium market with buyout possibility. Willing to relocate. Conscientious. Top biller. Currently in radio and real estate management. Ted 914-357-9425, 914-357-4861, 399 Rte. 202, Suffern, NY 10901.

### SITUATIONS WANTED ANNOUNCERS

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

### SITUATIONS WANTED NEWS

**No airhead. No news bunny:** Major market anchor/reporter. Network reporter, assignment editor and producer. Management experience. Call 708-256-6337.

### MISCELLANEOUS

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

## TELEVISION

### HELP WANTED MANAGEMENT

**Controller:** Oklahoma City television station is looking for an experienced, degreed accounting professional to take charge of all aspects of the station's financial operations. The ideal candidate will have 3-5 years experience in financial reporting and controls, budgeting and forecasting, personnel and benefits administration, collections, spreadsheet applications and have good supervisory skills. Please send your resume with salary history to General Manager, KOGB TV, PO Box 13034, Oklahoma City, OK 73113. KOGB TV is an equal opportunity employer. Women and minorities are encouraged to apply. No phone calls please.

**Local sales manager:** WOWK-TV, CBS affiliate is looking for a manager and a leader. Build client/station relationships, sell beyond the ratings, motivate and direct a sales team for the future. Send resume with references to: John Fusco, General Sales Manager, WOWK-TV, 555 Fifth Avenue, Huntington, WV 25706-0013. EOE.

**Mid-western, top-70,** market-leading network affiliate seeking GSM with strong track record in national and local sales management. Must have ability to create and manage sales projects, inventory, traffic department and training program. Great opportunity with good benefits to be associated with a group-owned market development oriented station. Send complete resume to: General Manager, Box T-3. EOE.

**General manager, plus:** Growing station group seeks savvy, hands-on broadcaster who has faced challenges and made the difference at stations. GM experience in diverse markets required. The right person could become part of our senior management team, with equity. Reply to Box T-4. EOE.

**Local sales manager:** Midwest Fox affiliate seeks aggressive, experienced leader for our local sales team. Qualified applicants will possess a minimum of five years television experience with demonstrated skills in the following areas: communication; training; marketing; presentations; research; leadership and vision. Knowledge of Marshall Marketing, Scarborough or Leigh Stowell a definite plus. New business development success a must. Join a progressive company offering great benefits, compensation and future growth. We are looking for a real winner to help us grow into the twenty-first century. Please send resume and references. Please reply to Box T-5. EOE/MFH.

**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

**Chicago TV account executives** for full powered UHF. Ability to sale local advertising without ratings. Cable, radio or TV sales experience required. \$3,000 per month draw, generous commission structure & benefits. PQ Box 731, Tinley Park, IL 60477. An EEO employer.

**Account executive:** Midwest Fox affiliate seeks dynamic individual to join successful team of local sellers. Qualified applicants will possess a minimum of three years television experience. Knowledge of Marshall Marketing, Scarborough or Leigh Stowell a big plus. Must have demonstrated success stories indicating strengths with agencies and directs. Also, the ability to "create" dollars with marketing-oriented techniques will greatly impress us. Join an exceptional company whose can-do attitude has propelled us to national recognition. If you're a doer, we can offer a great package. Please send resume and references. Please reply to Box T-6. EOE/MFH.

**Local sales manager:** Super hot, Southern Fox affiliate looking for the right combination of talent, knowledge and people skills to run our local sales department. We are a young, diversified broadcast company and offer a bright future for the right person. Please send resume and a brief tale about yourself to: Personnel Manager, Box T-7. All inquiries will be held in the strictest confidence. Equal opportunity employer.

**Salesperson needed** for an expanding local department. Position requires strong fundamental sales, communication, and interpersonal skills. New business development is an integral part of this position. Radio or television sales experience desired but not required. Send resume to Brian Marsh, LSM, WTLV-TV, 1070 East Adams Street, Jacksonville, FL 32202. WTLV is an equal opportunity employer.

**Growing station group** is looking for national sales manager. Must have full working knowledge of all sales/traffic/accounting computer systems and have the ability and initiative to co-ordinate all necessary research required to achieve national revenue goals. Must be able to co-ordinate the activities of all rep offices, prepare and achieve national revenue budgets and assist general sales manager in inventory control. College degree preferred. Bachelor's degree minimum. Send resumes to: Will McManus, PO Box 2121, Fort Wayne, IN 46801. No phone calls, please. EOE.

**Local sales manager:** Florida Fox affiliate accepting applications for innovative, results-oriented LSM. Proven current and prior success, including research and training knowledge, required. If you're a sales dynamo looking for the perfect opportunity to shine, here's your chance. Bachelor's degree preferred. Resume, salary history, and career objectives to Mike Harding, VP/GM, WPGX-TV, PO Box 16028, Panama City, FL 32406-6028. EEO/drug screening.

**Local account executive:** Leading Southeast FOX affiliate is seeking an experienced local account executive with strong agency and retail sales skills, as well as cold call savvy, who will accept and appreciate the challenge and opportunity to grow. Candidates must not only possess a strong background in broadcast sales but also be well-versed in quantitative and qualitative research tools. Light travel and computer knowledge is required. Sales promotion experience is an asset. Send resume to: WHNS-TV, Attn: Matt Filla, Local Sales Manager, 21 Interstate Court, Greenville, SC 29615. M/F/H/EOE.

#### HELP WANTED ANNOUNCER

**Staff writer/announcer:** C-SPAN is seeking full time announcer/producer with public policy expertise to work morning shift, Friday through Tuesday. Looking for political junkie with no-hype, conversational on-air delivery. Position also includes researching and writing scripts, assisting with daily production duties, and writing on-air graphics. Candidate must demonstrate familiarity with national political leaders and issues and congressional proceedings. Minimum 5 years related work experience. Send audio cassette of C-SPAN style delivery, resume and salary requirements to C-SPAN, Human Resources/WP, 400 N. Capitol, Suite 650, Washington, DC 20001. EOE.

#### HELP WANTED MARKETING

**Director of development and marketing:** Greater Dayton Public Television, community licensee of two CPB-qualified, (52nd and 28th TV markets) PBS member stations and a multi-channel ITFS system serving southwestern and west central Ohio, seeks an experienced senior manager to lead development and marketing initiatives including the planning, implementation, and evaluation of individual giving/membership, corporate support and planned giving programs. Management of seven + person full time staff and major giving project, telemarketing and part-time project personnel. Requirements: Professional marketing background. This is a senior management position reporting directly to the president and general manager. Requires familiarity with public broadcasting funding issues. Strong communication and financial skills. Familiarity with extensive data bases and the development of major giving programs. College degree in related field, 3-5 years demonstrated leadership and senior management experience. Submit resume to Development Director Position, 110 S. Jefferson St., Dayton, OH 45402-2415. We are an equal opportunity employer.

**Lee Enterprises** has an opening for a corporate broadcast marketing specialist responsible for coordinating corporate marketing strategies and special projects. The ideal highly motivated candidate will have a strong broadcast and marketing background, leadership skills, and knowledge of sales training techniques. Travel is required. Send resume and salary requirements to: Human Resources Manager, Lee Enterprises, Inc., 400 Putnam Bldg., 215 N. Main St., Davenport, IA 52801. EOE.

**Marketing director, KPIX San Francisco:** Opportunity to work at a great station. KPIX is seeking an experienced marketing director to develop and implement a unique station positioning strategy which will result in a leading station image, ratings and revenue position. Responsible for leading and developing group's efforts in proactive implementation. This includes on-air promo, press, public & community rel., special proj., media buying and advertising, research and public affairs. Must be visionary, creative and teamplayer. Demonstrated experience in developing and executing creative, innovative campaigns. Min. 5 years mgt. which include creative services, public rel. and art depts. Send resume to KPIX, Human Resources, 855 Battery St., San Francisco, CA 94111. EOE

**Design manager:** KDFW-TV in Dallas/Fort Worth has an exceptional opportunity for an experienced design manager or art director. We have a newly renovated art department with Quantel Paintboxes, Pictureboxes, Alias 3-D, Mac design station, Chyron Infinit and more. We're looking for someone with talent, vision, and strong news graphic experience to join us in one of the most competitive markets in the country. Send resume and non-returnable tape to Jim Monroe, KDFW-TV, 400 North Griffin, Dallas, TX 75202. EOE.

#### HELP WANTED TECHNICAL

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

**Maintenance engineer** to repair and support broadcast-quality university facility producing academic, distance learning and nationally broadcast projects. Requires: Associate's degree in Electronics or equivalent in experience as a broadcast television engineer. Emphasis on Betacam, D2 and 1" formats, BVP-5 and BVP-270 cameras; GVG 1600 switcher, fiber optic transmission systems, Horizon Router; Ampex Vista dn ADAPT switchers, ADO-100, and Alex character generator; Bosch Mach One editor. Must be familiar with analog and digital video. No sign language skills required at time of application. Must be willing to learn and show proficiency within a reasonable period of time. Full-time extended temporary; up to one year contract. Minimum salary: \$29,380 and excellent benefits. Deadline: December 17, 1993. If interested send resume to: Gallaudet University, Personnel Office, 800 Florida Avenue, NE, College Hall/Rm. 106, Washington, DC 20002-3695. EOE M/F/D/V.

**Television maintenance engineer:** State of the art television and radio broadcast facility with satellite uplink is seeking an individual with three to five years experience in the installation and maintenance of television and radio production/broadcast equipment. Experience in RF troubleshooting, performance measurements for television, radio and satellite systems required. FCC license and/or SBE certification with two or four year related degree required. Please respond by completing an application or sending a resume to: Human Resources, Grand Valley State University, 158 Au Sable Hall, Allendale, MI 49401. Application deadline: January 3, 1994. EEO/AA/ADA.

#### HELP WANTED NEWS

**Looking for lead anchors,** both male & female. Top 50 market network affiliate. Send tape and resume to: Box R-37. EOE.

**Weather anchor:** Rare opportunity with dominant #1 team. Network affiliate. Accu Weather. Beautiful four station, mid Atlantic market. Stable group ownership. Top salary. EOE/AA. Send resume and tape to: Box T-9.

**Assistant news director** sought to help lead an award-winning ABC affiliate's results-oriented, aggressive news department on the move in the 44th market. You must have excellent writing and producing skills and be able to communicate ideas clearly. A minimum of 6 years as producer or executive producer required. Please send tape, resumes with brief salary history and references to: Holly Steuart, News Director, WHTM-TV, 3235 Hoffman Street, Harrisburg, PA 17110. EOE.

**WVUE-TV New Orleans** has an opening for a producer and an assignment editor. If you have at least two years experience, we want to talk to you. Send resumes, no calls or faxes to: Tom Rosenbaum, News Director, WVUE-TV, 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125. EOE M-F.

**Sportscaster:** Major broadcast group seeking a strong number two sportscaster for the news leader in a midwestern market. Duties would include weekend anchor, three-days sports reporting and main sports anchor back-up. Qualified applicants will have a degree in journalism or equivalent experience and at least three years anchoring television sports. Energetic, creative on-air presentation is a must. Please send resumes and tapes to Box T-8. EOE.

**Weathercaster,** to anchor morning and noon news. Prefer someone with commercial broadcast experience who wants to work for a station with a strong commitment to weather, working with LiveLive 5, Doppler radar. Previous applicants need not reapply. Tape and resume to Pat Lawrence, KOLN/KGIN-TV, 40th and W Streets, Lincoln, NE 68503. EOE.

**Assignments editor** to coordinate daily coverage. If you know how to plan, organize, communicate and motivate we want to see your resume and news philosophy. Five years professional experience required. Send resume to Human Resources Director, KJRH, PO Box 2, Tulsa, OK 74101. No phone calls. Equal opportunity employer.

**KOLD-TV, the CBS affiliate** in Tucson, Arizona is looking for a photographer/editor. Minimum two years experience. Liveshot experience preferred. Versatility and aggressiveness a must. Tapes and resumes to Jamie Lopez, Chief Photographer, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. EOE.

**Assistant news director:** Looking for a strong leader to help manage an aggressive, award-winning department in competitive market. Strong leadership, producing, writing and special project skills are a must. Station offers new facility, SNG, ENG and fully computerized newsroom. Send resume and reference to Deborah Tibbetts, WCIV-TV, Box 22165, Charleston, SC 29413. EOE, M/F.

**Reporter:** KMSP-TV, Minneapolis/St. Paul needs an aggressive reporter who is an excellent writer and comfortable in live situations. Minimum 3-5 yrs. experience. Send non-returnable tapes, resumes and salary requirements to Dana Benson, News Director, KMSP-TV, 11358 Viking Dr., Minneapolis, MN 55344. Absolutely no phone calls! Women and minorities encouraged to apply. EOE.

**Anchor/reporter:** Strong communicator wanted to complement veteran male anchor. Must have strong journalism background and live reporting experience. This is not an entry level position. Deadline for responses is December 17, 1993. Send non-returnable resume and tapes to Lloyd Winnecke, News Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE.

**General assignment reporter:** Need aggressive, resourceful reporter, with strong writing skills and experience a must. Resume and non-returnable tape to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 12/17/93. EOE.

**Graphic artist:** Translate ideas and copy into graphics. Creative use of colors, space and animation a must. Primary duties for news and promotions. Currently use Texta 500 with paint but major system upgrade planned. Resume and tape to Chuck Bark, News Director, WALA-TV, PO Box 1548, Mobile, AL 36633. EOE, M/F.

**Anchor/health reporter:** Must have ability to produce, write and voice individual stories to be included in a regular TV newscast. Creative writing and television production skills, videotape editing and basic computer knowledge required. BS degree in Broadcast Communications or related field, with at least 1 year reporter experience. Contact Jim Church at 615-757-7331. EOE.

**Reporter:** Television news dept. has opening for an individual with college degree & 3-5 yrs. exp. reporting. Must be confident in live situations, have excellent writing skills and be able to edit videotape. Reply to Box T-10. EOE.

**Two positions:** Medium market network affiliate in Southeast needs producer for its 6 and 11 newscasts. Must have two years experience, excellent writing skills and know how to stack a fast-paced, attention-getting newscast. Reporter with three years experience covering stories with a creative, fresh approach. No beginners. Send resume and tape to Box T-11. EOE.

**Sports director:** To head three person sportsteam for a dominant NBC affiliate (92nd market) where Nascar is the major league sport. Resume/tape before December 16 to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

**General assignment reporter.** TV network affiliate seeks person with demonstrated reporting experience, initiative and ability. Weather background very helpful. No phone calls accepted. Tape/resume to PO Box 860, Erie, PA 16508, Attention News Director. EOE.

**Meteorologist:** Medium-market CBS affiliate in Southeast needs polished meteorologist with pleasing personality who is willing to make numerous public appearances. Should be familiar with Liveline computer systems and have a seal with at least two years broadcast experience. Send tape and resume to Box T-12. EOE.

**Executive producer:** Top 50 network-affiliate in the Northeast seeks a seasoned professional who can help lead a talented team to greatness. Must have superior writing skills, state of the art production techniques, and a history of strong newscast line producing. You've got to make "people" news the top story both on the screen and behind the scenes. Please reply to Box T-13. EOE.

**Producer:** Are you ready to create the number 1 newscast in a top 50 market? You are if you have excellent writing skills, computer savvy, and can produce newscasts with "people" in mind. Must be a strong motivator with at least two years experience line producing newscasts at a commercial television station. Send resume to Box T-14. EOE.

**Seasoned reporter:** Do people keep telling you that you're the #1 reporter in town? We're a top 50 market looking to create the number 1 newscast in town. Our belief: It's not so much the violence and the crime, it's the victims and the consequences that matter. If that rings a bell with you, too, and have you at least 5 years commercial television reporting experience, send your resume to Box T-15. EOE.

**Reporter:** Looking for a writer and storyteller. Stand-ups should be solid. Live experience expected. Prefer at least two years experience. Resume and tapes to Chuck Bark, News Director, WALA-TV, PO Box 1548, Mobile, AL 36633. EOE, M/F.

**See Staff writer/announcer** ad under Help Wanted Announcer.

**KTVN-TV is seeking** a satellite truck operator/engineer/news room technical operations manager to operate and maintain the KTVN satellite truck and co-ordinate newsroom technical operations. Candidate should have knowledge of FCC regulations and engineering standards. Two years technical school or equivalent and one year experience as a maintenance technician preferred. Send resume to Al Richards, Chief Engineer, PO Box 7220, Reno, NV 89510. No phone calls. KTVN-TV is an equal opportunity employer.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion director:** Dominant CBS affiliate in northeast seeks a highly creative, organized individual with excellent leadership skills to manage operations of promotion department. Strong on-air and sales promotion experience required. Send resume and non-returnable tape to Mark Prutisto, Program/Promotions Manager, WBNG-TV, PO Box 12, Johnson City, NY 13790. EOE, M/F.

**We need gifted,** creative and hungry producers. If you want to be a part of one of the most respected news stations on the east coast, send us a tape. We are a top 50 network affiliate looking for the best. Please send resumes to Box R-39. EOE.

**Post production editor:** We are looking for a seasoned professional with at least 3-5 years experience doing multi-layered, heavy effects, graphics oriented post work. We want someone who can be a part of the creative process. If you have experience with A62, A53-D, Infnit, Dubner paint and 20K, you could help us continue a tradition of being one of the premier television stations in the South. Send your resume and a tape of your best stuff to: Operations Manager, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EEO m/f/h/v.

**News promotion producer:** KMBC-TV seeks a news promotion producer. Ideal candidate should have strong writing skills, ability to deal with tight deadlines and great production ability. Knowledge of computer systems, especially BASYS, is a plus. Mostly what you need is the desire and ability to create great looking promos on a daily basis. Women and minorities encouraged to apply. Forward resume and tape to Steve Wilkins, Promotion Manager, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. No phone calls, please. EOE.

**Graphics:** Network needs on-line graphics person to create text and Laird Graphics and expand animation capability. Salary negotiable with experience. Capital News, PO Box 3150, Manassas, VA 22110. Attn: Pat Raker. EOE.

**CMX operator:** KCOP-TV, 'very independent' has an immediate opening for a CMX operator. Candidate should have experience with GVG-3000, Onmi-1000E, Graham-Patton Audio, ADO, and other state of the art equipment. Send resume and salary requirement to: 915 N. La Brea Ave., Los Angeles, CA 90038. Attn: Human Resources. EOE.

**Producer and coordinator,** instructional television—Mississippi State University: MSU is seeking an experienced producer/director to support new programs in distance learning, and instructional materials development for interactive fiber optic, compressed video, and satellite based program delivery. The position will work with faculty and academic departments to produce high quality instructional programs through video and interactive media. This is a "hands on" position that will supervise technicians, student assistants, and work as a member of the production team of the Television Center. Minimum of four years experience in instructional or educational television and a Masters Degree in Television Production, Instructional Media or related field required. Deadline—January 8 or until position is filled. Send resume, and three letters of reference to David Hutto, Director, University Television Center, PO Box 6101, Mississippi State, MS 39762. MSU is an AA/EOE.

### SITUATIONS WANTED NEWS

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

**Experienced field producer,** assignment editor, writer. Major market, syndication and network. Also management experience. Call 708-256-6337.

### MISCELLANEOUS

**Christmas & nature footage:** Seasonal stock footage, excellent prices. BetaCam SP quality, no per use fees, yours to keep. PRAISE Stock Footage Division 703-430-7313. Fax 703-494-5969.

**Career Videos:** Our professionals prepare your personalized resume tape. Unique format, excellent rates, job search assistance. Our clients get jobs! 708-272-2917.

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

## ALLIED FIELDS

### HELP WANTED ADMINISTRATION

**The Department of Communications,** Loyola University, New Orleans, invites nominations and applications for the Loyola Chair for Environmental Communications, which is endowed by a gift from Freeport-McMoRan, Inc. Duties include teaching graduate and undergraduate courses, research that will focus on environmental communications, and service to the communications needs of private industry, state government and the public at large. The ideal candidate will be an eminent scholar who has training and research and teaching experience in communications, especially environmental communications, a knowledge and understanding of scientific method, and an appreciation of environmental philosophy and environmental policy. The individual should meet the qualifications for tenure. Appointment will be made at the professor level. Review of applications begins January 7, 1994. Letter of application, complete curriculum vitae and at least three letters of reference should be sent to: Dr. Larry Lorenz, Loyola Chair Search Committee, Box 104, Loyola University, New Orleans, LA 70118. EOE.

### HELP WANTED MANAGEMENT

**Executive director,** National Association of Hispanic Journalists: Candidates should possess strong organizational, management, fundraising and bilingual proficiency skills. Qualified applicants should send resume and a vision paper to Begonia Abrams, 1193 National Press Building, Washington, DC 20045. 202-662-7143. EOE.

### HELP WANTED INSTRUCTION

**Brooklyn College:** 2 positions, assistant professor. Tenure track, (\$29,931-\$50,205). 1) Teach courses in single camera production in a variety of tape formats, elements of television studio production, sight/sound/motion (media aesthetics); serve as executive producer of programs produced by MFA students; serve as departmental graduate intern coordinator. Must have minimum of six years producing a large number of television productions, including hands-on experience in single camera shooting and editing. Doctorate not required. 2) Teach courses in mass media, introduction to television and radio, writing, television and society. Desirable research areas include media law policy, media economics, cultural studies, or international broadcasting. Ph.D. required. Applications by January 15 to Robert C. Williams, Chair, Department of Television and Radio, Brooklyn College, Brooklyn, NY 11210. EOE.

**Two mass communication faculty vacancies:** Invite applicants for two tenure-track positions in mass communication (12 SH load) beginning summer or fall 1994. Assistant professor of mass communication, position 1: Includes upper division broadcast production courses, and graduate courses in mass communication such as media criticism, law and regulation and/or effects. Position 2: Involves teaching primarily audio and video production, broadcast history, introduction to mass communication, and/or basic courses in news/editorial sequence. Competitive salary, market index possible. Professional and university teaching experience desired. Ph.D. preferred. M.A. mandatory. Send letter of application, resume, and three references to: Department of Communication, Central Missouri State University, Warrensburg, MO 64093. Preliminary screening will begin January 10, 1994. Position open until filled. AA/EEO/ADA.

**Kiplinger Professor, Ohio State University:** School of Journalism seeks outstanding public affairs journalist, minimum ten years exceptional experience, to head Kiplinger Midcareer Program in Public Affairs Reporting. Will work with small group of midcareer journalists in interdisciplinary program. Students earn Master of Arts degree in Journalism. Teaching assignments include Kiplinger seminar and other journalism courses. Flexibility of position and resources of university allow continued pursuit of professional interests and activity. Appointment renewable annually, to maximum of five years. Minimum two-year commitment sought. Bachelor's degree required, master's desired. Starts Sept. 1, 1994. Applications (letter, vitae, names of three references) or nominations to Sharon West, School of Journalism, 242 W. 18th Avenue, Columbus, OH 43210. (614-292-6291). Review begins January 31, 1994; will continue until position is filled. The Ohio State University is an equal opportunity/affirmative action employer. Women and minorities, Vietnam-era veterans, disabled veterans and the disabled are encouraged to apply.

**Frostburg State University:** Department of Communication and Theatre Arts seeks mass communication generalist with expertise in advertising, multimedia, or corporate communication. Master's degree and college teaching experience required. Ph.D. and professional experience preferred. ABD considered. Tenure track assistant professor position beginning August 1994, pending budget approval. Salary DOQ. Teach media history, theory, research and practice, writing for media, and at least one production area: develop curriculum; advise majors; develop relationships with regional media organizations. Direct position inquiries to Kay Walsh, Search Chair, 301-689-4781, and employment inquiries to Roberta Chamberlin, Associate Director of Human Resources, 301-689-4105 (voice/TDD). Send letter of interest, vitae, unofficial copy of transcripts, and the names, addresses and phone numbers of three professional references by February 11, 1994, to: Frostburg State University, Office of Human Resources, Attention: Mass Communication (Position #94-348-B&CM), Frostburg, MD 21532. AA/EEQ.

**HELP WANTED SALES**

**Television production house sales person.** Our sales persons earn \$50,000 to \$125,000. Protected territory, several states. Reimbursed travel required. Former TV time sales person preferred. Reply to Box T-16. EOE.

**FINANCIAL SERVICES**

**Immediate financing** on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

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

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

**EMPLOYMENT SERVICES**

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

**Entry-level only** weekly list of television on-air and production positions. Never a cold lead! \$5.50/1 week, \$19.95/4 weeks. Checks payable to MCS, Box 502, Santa Ysabel, CA 92070

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

**WANTED TO BUY EQUIPMENT**

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

**EDUCATIONAL SERVICES**

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

**FOR SALE EQUIPMENT**

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

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**CABLE**

**HELP WANTED MANAGEMENT**

**LOCAL SALES MANAGER**

Cox Cable is seeking a Local Sales Manager to supervise the complete sales activities of a local advertising sales staff in Cedar Rapids, Iowa. Ad sales experience required. College degree and management experience preferred. Send resumes to **Quad Cities/Cedar Rapids Interconnect, 3900 26th Ave., Moline, IL 61265. Division of Cox Cable Communications, CableRep, an equal opportunity employer.**

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

**ON-AIR PROMOTION WRITER/PRODUCER** needed by major cable network in the NYC area. Candidates should have 3-5 years experience writing and producing promotional spots for television and proven ability to produce image spots and sales presentations. Your demo tape should represent a wide variety of work i.e. news, sports, entertainment, and/or sales presentations. Please send your demo tape (1/2" preferred), resume and salary requirements to **Box T-18.**

**Equal Opportunity Employer**

**HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED**

**L.O. PRODUCER/DIRECTOR**

Wade Cablevision, a Cablevision Industries Group Partnership is seeking candidates with proven experience in producing and directing various Local Origination programs including live and taped special events coverage.

Candidates for this position should possess the following:

- Prior experience as a Producer/Director.
- College degree in Communications or related field or equivalent work experience.
- Proven ability to write scripts and edit 3/4" and SP VTR's.
- Experience with directing single multiple camera crews.
- Ability to plan and develop programming.

If interested, you must be able to transport and operate on the shoulder camera equipment weighing up to 55 pounds for extended periods. Possess a good driving record and a valid driver's license (complying with the company's Vehicle Safety Operations Policy) and able to work long and flexible hours when necessary.

We offer a starting salary in the low \$20,000 range, Medical and Dental Benefits, Life Insurance, Profit Sharing and the support of a strong management team.

No telephone calls will be accepted. If interested, forward resume including salary requirements with a non-returnable video tape demo to:

**WADE CABLEVISION**

Human Resources Dept  
(Att: Dept L.O Producer/Director)  
1700 North 49th Street  
Philadelphia, PA 19131

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HELP WANTED PROGRAMING, PROMOTION & OTHERS

# VIDEO TECHNICIAN/ EDITOR

Major entertainment company has an opportunity for a Video Technician/Editor. Individual must possess at least 1-2 years advanced technical knowledge in video, broadcast, production, computer equipment and operation. Individual must be flexible to work days, evenings and weekends; overtime required; position available seasonally from August-June.

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Please send resume and salary requirements to:

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**EARLY DEADLINE NOTICE**

There will be no December 27, 1993 issue due to the Christmas Holiday. The closing date for the January 3, 1994 issue is Monday, December 20, 1993 at noon.

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HELP WANTED MANAGEMENT

**PRESIDENT AND GENERAL MANAGER  
WXXI PUBLIC BROADCASTING COUNCIL—ROCHESTER, NEW YORK**

The Board of Trustees of WXXI invites applications for President and General Manager. WXXI is a licensee of three CPB qualified broadcasting stations: WXXI-TV, WXXI-AM and WXXI-FM and also provides a radio reading service for the print handicapped and an additional full-time TV service on cable for the City of Rochester. WXXI produces radio and television programming for national, regional and statewide production; however, local educational and informational programming is a top priority. The successful candidate should have a B.A. in Communications, Journalism or related field. M.A. desirable. Minimum of five years senior management experience in broadcasting. Current knowledge of major issues affecting programming, funding and technical operations. Proven track record in legislative relations, fund raising, radio and TV program production, finance and personnel. Knowledge of emerging technologies and new communication systems. Along with your resume send a statement in 250 words or less about how your experience specifically qualifies you for this position. Include your vision for public radio and television in the 21st century. Send resume, salary expectations and a list of five (5) professional references to:

**Chair, Search Committee  
WXXI Board of Trustees  
WXXI Public Broadcasting Council  
P.O. Box 21, Rochester, New York 14601**

Resumes will be accepted until February 1, 1994. Position becomes available in Fall '94. WXXI is an equal opportunity employer. Minorities and women are especially encouraged to apply.



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California Broadcasters Association

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**FOR SALE EQUIPMENT CONTINUED**

**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**  
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**WANTED TO BUY STATIONS**

**Cash to buy — Florida Radio**

Info with Revenue, CF & price to:  
 Suite 260, 1101 Gulf Breeze Pkwy  
 Gulf Breeze FL 32561

**EQUIPMENT FOR SALE DUE TO DUOPOLY!!!**

Studio equipment for sale Studio consolidation has left us with too much equipment. Harris consoles, ITC 99B cart machines, Ampro cart machines, Otari 5050 reel-to-reel machines, Technics turntables with bases, 3M Scotchcarts and metal cart racks, studio furniture, too much more to list. Call for complete list. Also complete (with racks) SMC automation system with expanded memory, 5 SMC Carousels, and logging option — ALL OPERATIONAL!! Call David Lane, Chief Engineer 716/423-2900.

**HELP WANTED LEGAL**

**Staff Attorney**

WGBH, the leading public television and radio institution serving Boston and the nation is seeking a highly motivated and enthusiastic individual to join its in-house Legal Department. Ideal candidates must have a law degree, and a minimum of 5-10 years experience in broadcast, media, and entertainment law. Excellent

organizational, writing, negotiating, verbal and analytical skills required. Must be able to work cooperatively with media producers and creative artists in this fast paced environment. Must be admitted to, or willing to become a member of, the Massachusetts bar.

Interested candidates should send cover letter with salary history and resume by **December 15, 1993** to: **WGBH, Human Resources Department (94-0050), 125 Western Avenue, Boston, MA 02134.** WGBH fosters a multicultural environment which offers opportunity for success.



FOR SALE STATIONS

INVITATION TO BID

**KKBB-FM BAKERSFIELD/SHAFTER, CA.**  
**97.7 MHZ 3KW at 328 FT**

The assets of the station are for sale to the highest and best bidder. Details available on request. Contact:

Gary Stevens, Gary Stevens & Co.  
 49 Locust Ave. #107, New Canaan, CT 06840  
 Phone: 203/966-6465 Fax: 203/966-6522  
**Deadline for offers is January 15, 1994**

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Southern Illinois AM is only station in market of 8,000. No daily paper. Good equipment, facilities, signal. If you can make a \$35,000 down payment, financing available. **Contact Jim Glassman, PO Box 3335, Peoria, IL 61612 309/694 6262**

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**NOTICE OF PUBLIC SALE**

NOTICE OF PUBLIC SALE OF COLLATERAL UNDER SECTION 9-504 OF THE UNIFORM COMMERCIAL CODE

**Re: Cinema Shares International Television, L.P., Film Library**

**RECOLL Management Corporation** ("RECOLL") as servicing agent for the FDIC invites prospective bidders to request an Information Brochure to evaluate the film library properties (the "Properties") of **Cinema Shares International Television, L.P.** ("Cinema Shares"). The Properties represent all right, title and interest of Cinema Shares in and to certain films, License Agreements, Distribution Agreements and related property all as more particularly described in the Information Brochure.

Physical elements and certain other information pertaining to the films may be inspected at **Imperial Archives, 3205 Burton Avenue, Burbank, CA.** Appointments to examine this material are available between November 22 and December 10, 1993 during normal business hours and may only be made through RECOLL or its marketing agent listed below.

The Properties will be sold on an all cash basis, in bulk only, as is and where is. Prospective bidders are required to make sealed unconditional bids to RECOLL to purchase all but not less than all of the Properties no later than December 10, 1993, 5:00 p.m. EDT. RECOLL reserves the right to reject any and all bids. The Receiver reserves the right to bid at the sale and may apply all or any part of the outstanding indebtedness to the amount of its bid. The accepted bid price shall be payable in full at RECOLL's offices on or before December 15, 1993, 5:00 p.m. EDT.

marketing agent

Trilogy Group, Inc.  
 Two World Trade Center, Suite 3826  
 New York, NY 10048-0203  
 (212) 839-7361 tel (212) 839-7309 fax  
 Att'n: Larry Swertloff

servicing agent

RECOLL Management Corporation  
 One Constitution Plaza, CT HM A175  
 Hartford, CT 06115-6143  
 (203) 244-6143 tel (203) 244-5774 fax  
 Att'n: Erin Dorman

RECOLL MAKES NO REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, OF ANY KIND WHATSOEVER REGARDING THE PROPERTIES. THE SALE SHALL BE WITHOUT RECOURSE AGAINST THE RECEIVER, RECOLL, OR THE AGENTS OF EITHER OF THEM.

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**Tennessee**

1. Small Market Combo \$400,000

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**BROADCASTING & CABLE'S CLASSIFIED RATES**

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

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

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

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

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

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

**Rates:** Classified listings (non-display) Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

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

**Rates:** Classified display (minimum 1 inch, upward in half inch increments) Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$20 per ad per issue. The charge for the blind box service applies to advertising running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

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

# For the Record

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

## NEW STATIONS

- **Waimea, HI** (BPH911001MB)—Julie K. O'Connor seeks 99.1 mhz; 39 kw; ant. 860 ft. Address: P.O. Box 111333, Suite 317, Kamuela, HI 96743. Applicant has no other broadcast interests.
- **Bruce, MS** (BPH930526MF)—Granted app. of Russell A. Humphrey and Roberta L. Eaton for 94.5 mhz; 4.5 kw; ant. 116 ft. Address: 905 Blossom Lane, Redondo Beach, CA 90278. Applicant has no other broadcast interests. Action Nov. 23.
- **Jewett, NY** (BPH930121MC)—Granted app. of Carmine M. Iannace for 97.9 mhz; 1.45 kw; ant. 205 ft. Address: 239 St. John's Avenue, Yonkers, NY 10704. Applicant has no other broadcast interests. Action Oct. 29.
- **Winlock, WA** (BPH921221MC)—Granted app. of Premier Broadcasters Inc. for 95.1 mhz; 0.38 kw; ant. 268 ft. Address: 1133 Kresky Rd., Centralia, WA 98531. Applicant is headed by Garry L. White and owns KITI(AM) Centralia-Chehalis, WA. Action Nov. 8.
- **Liberal, KS** (BPH930309MF)—Granted app. of Seward County Broadcasting Co. Inc. for 102.7 mhz; 100 kw; ant. 142 ft. Address: 1600 East 8th St., P.O. Box 3125, Liberal, KS 67905-3125. Applicant is headed by John C. Landon and owns KSCB-AM-FM Liberal, KS. Action Nov. 10.
- **Ferdinand, IN** (BPED930607MB)—Dismissed app. of Sabbath Inc. for 98.5 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill and has no other broadcast interests. Action Nov. 22.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

- **Albion, NE** (BPCT931115KF)—Fant Broadcasting Company of Nebraska Inc. seeks ch. 18; 1855 kw; ant. 353 ft. Address: c/o Fletcher, Heald & Hildreth, 1300 N 17th St., 11th Floor, Arlington, VA 22209. Applicant is headed by George F. Singleton and has no other broadcast interests.
- **Carrington, ND** (BPH931109MC)—Two Rivers Broadcasting Inc. seeks 98.3 mhz; 100 kw; ant. 264 ft. Address: P.O. Box 907, Valley City, ND 58072. Applicant is headed by Janice Ingstad and has no other broadcast interests.
- **Pelham, GA** (BPH931108MC)—George L. Robinson seeks 92.3 mhz; 6 kw; ant. 100 ft. Address: 506 Plantation Lane, Thomasville, GA 31792. Applicant owns WTUF(FM) Boston and WPAX(AM) Thomasville, both Georgia.
- **State College, PA** (BPED931116MA)—The Board of Trustees of the Pennsylvania State University seek 90.7 mhz; 0.1 kw; ant. 26 ft. Address: 202 Wagner Building, University Park, PA 16802-

3899. Applicant is headed by Mark D. Erstling and has no other broadcast interests.

## FACILITIES CHANGES

- **Canadigua, NY** WCIV(FM) 88.9 mhz—Family Life Ministries Radio Inc. seeks mod. of CP (BPED-871203MD as mod.) to make changes: ERP: 0.07 kw.
- **Thief River Falls, MN** KKDQ(FM) 99.3 mhz—Ault Marketing Inc. seeks CP to make changes; change: ERP: 6.5 kw; ant. 51.4 m.; change class to c3 (per MM docket 90-544).
- **Rapid City, SD** KGGG-FM 100.3 mhz—Thomas E. Ingstad Broadcasting Inc. seeks CP to change antenna supporting-structure height.
- **Windsor, VA** WSVY-FM 107.7 mhz—JH Communications seeks CP to make changes; change: ERP: 5.2 kw; ant. 107 m.; TL: proposed site is 1.25 km NW of Oakland and 0.5 km NE of VA 601 in Suffolk Co., VA; change from non-directional antenna to directional antenna.
- **Hudson, NY** WHVP(FM) 91.1 mhz—Sound of Life Inc. seeks CP to make changes; change: ERP: .362 kw; ant. 302 m. TL: on Austerlitz Mtn., approximately 1.5 km S of Rte 203 in Austerlitz, Columbia Co., NY.
- **New Smyrna Beach, FL** WJLU(FM) 89.7 mhz—Cornerstone Community Radio Inc. seeks CP to make changes: ERP: 10 kw; class changed to c3.
- **Bethany Beach, DE** WKHI(FM) 95.9 mhz—R. Akin & Banking Serv. Corp. seeks CP to make changes; change: ERP: 25 kw; ant. 91 m.; TL: 0.27 km NE of Foxfire Meadow; NE of Muddy Neck Rd.; 1.82 km SE of W Ave. - Rte 26 intersection Sussex Co., DE; change class to B1 (per MM docket no. 93-14).
- **Charleston, IL** WHQQ(FM) 92.1 mhz—WHQQ Inc. seeks mod. of CP (BPH-9303191B) to modify composite patterns.

## SERVICES

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## SUMMARY OF NUMBERS

## BROADCASTING

Service	Total
Commercial AM	4,948
Commercial FM	4,945
Educational FM	1,650
<b>Total Radio</b>	<b>11,543</b>
Commercial VHF TV	558
Commercial UHF TV	595
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,516</b>
VHF LPTV	498
UHF LPTV	906
<b>Total LPTV</b>	<b>1,404</b>
FM translators	2,070
VHF translators	2,371
UHF translators	2,435
<b>Total Translators</b>	<b>6,876</b>

## CABLE

Total subscribers	55,030,380
Homes passed	98%
Total systems	11,385
Household penetration*	62.4%

\*Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and BROADCASTING & CABLE's own research.

- **Lindsborg, KS** KQNS-FM 95.5 mhz—JD Communications seeks CP to make changes: ERP: 15.5 kw; ant. 127 m.; frequency changed to 95.5 mhz—; class changed to C3 (per MM docket no. 93-171).
- **Hyden, KY** WZQQ(FM) 97.9 mhz—Leslie Co. Broadcasting Inc. seeks one step application to change channel to 250C3.
- **Detroit** WYCD(FM) 99.5 mhz—Alliance Broadcasting Motown Inc. seeks CP to make changes: ERP: 17.6 kw; ant. 240 m.; TL: #1 Radio Plaza, Royal Oak Township, Oakland, MI.
- **Maryville, MO** KNIM-FM 97.1 mhz—Nodaway Broadcasting Corp. seeks mod. of CP (BPH-920817IC) to make changes: ant. 108 m.; TL: S of Maryville adjacent of Hwy 72 bypass.
- **Rolla, MO** KQMX(FM) 94.3 mhz—Progressive Broadcasting Co. of Missouri seeks CP to make changes; change: ERP: 6 kw; ant. 89 m.; frequency: 106.3 mhz.
- **Hatch, NM** KWQQ(FM) 101.1 mhz—Turquesa Enterprises seeks mod. of CP (BPH-850712RL) to make changes; change: ant. 315 m.; TL: 2.3 km N of Rincon, Dona Ana Co., NM.
- **Waukesha, WI** WMIL-FM 106.1 mhz—Sundance Broadcasting of Wisconsin Inc. seeks CP to make changes; change: TL: 3950 North Holton Street, Milwaukee.
- **Pearl City, HI** KIFO(AM) 1380 khz—Hawaii Public Radio seeks MP (BP900405AD) to reduce power to 6.2 kw.
- **Newark, NJ** WSKQ(AM) 620 khz—Spanish Broadcasting System Inc. seeks CP to make changes; change: TL: 3950 North Holton Street, Milwaukee.
- **Tampa, FL** WUSA-FM 100.7 mhz—Combined Communications Corp. seeks one step to change class to C.

■ **Plattsmouth, NE** KOTD(AM) 1000 khz—Platte Broadcasting Co. 1 seeks CP to change freq. to 1020 khz; make changes in antenna system and increase daytime power to 1 kw.

■ **Georgetown, TX** KOPY(AM) 1530 khz—KOPY AM Radio Inc. seeks MP (BP880111AI) to correct location of DA antenna system.

■ **California, MO** KZMO-FM 94.3 mhz—Town & Country Communications Inc. seeks CP to make changes, ERP: 50 kw, ant. 150 m., TL: 3.5 km at 60 degrees from Russellville, Cole Co., MO. Site is 0.8 km N of State Rd. C and 1.9 km E State Rd U, antenna supporting-structure height and to change, class: C2.

■ **Iron Mountain, MI** WDHS(TV) John R. Powley seeks MP (BPCT-840827KF) to change ERP: 29.6 kw; ant. 190 m.; TL: Millie Hill, Iron Mountain, Dickinson Co., MI.

■ **Tulsa, OK** KWMJ(TV) ch. 53—Native American Broadcasting Co. seeks MP (BPCT-850108KO) to change ERP: 1770 kw; ant. 182 m.; TL: 8181 South Lewis St.; Tulsa Co.; Tulsa, OK.

■ **Ponce, PR** WSUR-TV ch. 9—Estrella Brillante Ltd. seeks MP (BPCT-930421KF) to change. ERP vis: 178 kw; ant. 857 m.; TL: Monte Jayuya, PR.

■ **Sumter, SC** WQHB(TV) ch. 63—McLaughlin Broadcasting Inc. seeks MP (BPCT-870317KN) to change ERP: 13 kw; ant. 165 m.; TL: at intersection of Rte. 378 and Rte. 763.

■ **Spokane, WA** KSKN(TV) ch. 22—KSKN Inc. seeks MP (BPCT-910529KH) to change ERP: 84 kw; ant. 429 m.

■ **American Falls, ID** KOUU(FM) 104.1 mhz—Dobson, Goss, Rones, & Dahl seek mod. of CP (BPH-900319ML as ext.) to make changes; change: ERP: 73 kw; ant. 338 m.; TL: lot 13, Howard Mountain Communications site, approximately 5.5 km SW of Pocatello, ID; change class to C1 (per MM docket no. 93-46).

■ **Athens, OH** WXTQ(FM) 105.5 mhz—WATH Inc. seeks CP to make changes, ERP: 6 kw, ant. 93 m. and to change, antenna supporting-structure height.

■ **Aguadilla, PR** WIVA-FM 100.3 mhz—Arso Radio Corp. seeks CP to make changes; change: ERP: 24.5 kw; ant. 599 m.; TL: road 120 km. 15.1, near Marica, PR.

■ **Kingsville, TX** KNGV(FM) 92.7 mhz—Kingsville Radio Co. Inc. seeks one-step application to change channel to 223C2.

## Actions

■ **Salinas, CA** KTOM-FM 100.7 mhz—Granted app. of California Broadcasting Co. LP for CP to make changes: ERP: 1.4 kw, ant. 727 m. Action Nov. 5.

■ **Irvine, KY** WCYO(FM) 106.1 mhz—Granted app. of Kentucky River Broadcasting Co. for CP to make changes; change: ERP 0.6 kw; ant. 221 m.; TL: 37 43 38 83 56 34. Action Nov. 8.

■ **Copperas Cove, TX** KOOV(FM) 103.1 mhz—Granted app. of Centroplex Communications Inc. for CP to make changes; change ERP: 6.3 kw; ant. 20 m.; TL: rural Copperas Cove, Coryell Co., TX, 6.47 km on bearing 227.1 ft. from Copperas Cove reference coordinates. Change to class C3 (per MM docket 90-545). Action Nov. 10.

■ **Indianapolis** WHHH(FM) 96.3 mhz—Granted app. of Shirk Inc. for CP to make changes; change ERP 0.64 kw; ant. 218 m. Action Nov. 12.

■ **Rome, GA** WKCX(FM) 97.7 mhz—Granted app. of Briar Creek Broadcasting Corp. for mod. of CP (BPH-901214IG as mod. & ext.) to make changes; change: ERP: 3.3 kw; ant. 241 m.; TL: nearest point of Horseleg Mtn., Floyd Co., GA. Action Nov. 15.

■ **Sandpoint, ID** KJDE(FM) 102.5 mhz—Granted app. of Kennedy Broadcasting Inc. for CP to make changes: TL: 2.1 mi. N of Sandpoint, ID, Hwy 95. Action Nov. 15.

■ **Millington, TN** WYKL(FM) 98.1 mhz—Granted app. of WPYR-FM Inc. for CP to make changes,

ERP: 100 kw, ant. 234 m., TL: 6555 Raleigh-La Grange, Memphis, Shelby Co., TN. antenna supporting-structure height and class: C1.

■ **Beaumont, TX** KAYD(FM) 97.5 mhz—Granted app. of Petracom Inc. for mod. of CP (BPH-870302OP) to make changes—ant. 335 m.; TL: 15.6 km NE of Beaumont, TX at 69 degrees true.

■ **Beaumont, TX** KQXY-FM 94.1 mhz—Granted app. of Better Broadcasting Corp. for mod. of CP (BPH-870302NB) to make changes., ant. 335 m., and TL: 15.6 km NE of Beaumont, TX, at 69 degrees true.

■ **Ephrata, WA** KULE-FM 95.9 mhz—Granted app. of Basin Street Broadcasting for CP to make changes: ERP: 20 kw; ant. 120.2 m.; frequency changed from 95.9 mhz to 92.3 mhz; class changed from A to C2 (per MM docket no. 87-326).

■ **Coos Bay, OR** KYTT-FM 98.7 mhz—Granted app. of J.W.Lemon, D. Seleshanko, H. Abel, Jr. for CP to make changes: ERP: 12.8 kw; ant. 293.3 m. TL: 14.7 km from Coos Bay, OR on true bearing of NO43E degrees; frequency changed to 254; class changed to C2 (per MM docket no. 81-155). Action Nov. 16.

■ **Pendleton, OR** KUMA-FM 107.7 mhz—Returned app. of Round-Up Radio Inc. for one step application to change channel to 299C1. Action Nov. 17.

■ **Manning, SC** WYMB(AM) 1410 khz—Granted app. of Clarendon Broadcasting Co. Inc. for MP (BP881101AE) to augment standard pattern. Action Nov. 9.

■ **Frostburg, MD** WLIC(FM) 97.1 mhz—Granted app. of He's Alive Inc. for CP to make changes; change ERP: 0.15 kw; ant. 413 m.; TL: 4 km E of Midland, MD on Dans Rock Portion of Dans Mountain. Action Nov. 12.

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## AM-AM Combos: Four Pioneers

Market/Owner	Station Format	Notes
Boston/American Radio	WRKO Local Talk; Red Sox WHDH NewsTalk; Rush Limbaugh	No cross promotion; Both 50,000-watt
Houston/Sunbelt Broadcasting	KPRC NewsTalk; Rush Live KSEV NewsTalk; Rush Delayed	"Super Talk Radio"; Aggressive cross-promotion
San Antonio/ Clear Channel	WOAI Local talk; Spurs, Oilers KZXS Nat'l talk; Cowboys	Known locally as WOAI 1200 and WOAI 760
Anderson County, Tenn./Ron Meredith	WYSH Country; Clinton sprts WATO NewsTalk; Oak Ridge sprts	High school sports in neigh- boring towns; VERY local

### AM-AM combos

Continued from page 87

promotion and general intermingling. "We promote the station as a single, eight-call-letter station—as 48 hours of talk programming in a 24-hour day," says Patrick. "Every news anchor, every sports reporter, every on-air person is on both stations."

Patrick, who also hosts a morning program on KSEV, says he often plugs KPRC during his show. "If a news story breaks during my show, I'll tell people to tune in to the other station to hear about it."

Both KPRC and KSEV broadcast the Limbaugh show—KPRC live from 11 a.m. to 2 p.m., and KSEV delayed from 3 to 6 p.m.—and Patrick acknowledges that Limbaugh is "the engineer pulling the train."

Patrick also has cut costs considerably. Before Sunbelt bought KSEV, the two stations had 67 employees; now they have a total of 32 full-time employees. He says the combined billings of the two stations have increased 40% since they were consolidated, and KSEV has gone from losing \$1 million per year to making a profit.

#### San Antonio: Two WOAI's

In San Antonio, Clear Channel is pursuing a marketing strategy first developed by Jacor in Cincinnati: trying to build on the success of a heritage AM station simply by creating another station with an almost identical name and similar format. So Clear Channel's AM-AM combination is known locally as "WOAI 1200" and "WOAI 760," creating the impression that there are two outlets for the same station.

The programming differs slightly. WOAI 1200, the established station, programs local talk. WOAI 760 tends more toward national talk. Both stations have heavy sports programming,

with some simulcasts—Dallas Cowboys games often air on both stations.

The stations don't shy from cross-promotion. For example, WOAI 760 carried the NAFTA debate live, and WOAI 1200 promoted the broadcast. The two stations share a news staff, sales staff, engineering staff, promotions department and general manager.

General Manager Bill Hill says the stations target direct business from local advertisers and stress the results they provide for advertisers, rather than the audience they deliver. "Part of the key to doing it involves how you sell the stations, and whether your emphasis is on results for advertisers and direct business. The numbers are very secondary."

#### East Tennessee: Local sports rules

In two small cities in east Tennessee—Clinton and Oak Ridge—Ron Meredith has built an AM-AM combination that serves two distinct audiences within one market. His stations both cover local sports with remarkable fidelity: even junior high games and junior varsity games are broadcast live.

WATO, in Oak Ridge, had struggled under previous ownership, and even went dark briefly before Meredith bought it. Although there is little overlap in programming—WATO is news/talk, while WYSH programs country music—the stations share a single sales staff, production staff and three on-air announcers.

"With the advent of digital, with the expanded band, and with the different things the FCC is finally making some headway on to help AM, I see it as a gold mine," says Meredith, who runs both stations with his wife Denise. "Where else do you have the chance to narrowcast to your community? If we want to talk about lost dogs on our stations, people will not only accept it, they'll appreciate it." ■

## Arbitron pushing (quietly) for sample increase

By Peter Viles

**A**rbitron is employing an unusual tactic—public silence—in its effort to get radio stations to agree to a rate increase to help pay for more diaries.

Broadcasters generally have supported Arbitron's plan to increase sample size—the number of diaries sent out in a market—to make its research more accurate. But many stations and groups have balked at the 4% rate increase Arbitron wants to help pay for the 70% sample increase.

As a result, Arbitron has promised the full 70% sample increase in only 32 of the 96 markets it measures four times per year. Those include the eight largest—New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Washington and Dallas.

In the other markets, Arbitron is trying to get enough commitments to begin the full sample increase.

"It's a smart strategy on Arbitron's part," says Gerry Boehme, senior vice president and director of research at Katz Radio Group. "It puts the pressure on the marketplace, on the stations and groups, to make a decision and not hold back."

Arbitron executives have expressed frustration that the radio industry has not embraced the proposal more enthusiastically. Boehme says most radio research experts—himself included—support the sample increase and the modest rate increase. "This is a good deal," he says.

Arbitron plans to phase in the sample increases over three years. In 1994, all 96 markets will get a 15% increase in sample size because of the shifting of diaries from non-metro to metro areas. Those markets that support the full sample increase will get an additional 15% increase in sample beginning in the winter 1994 survey, and an additional 20% each in 1995 and 1996. ■

## Thumbs down on Cable Act

EDITOR: When is someone in the media trade press going to have the courage to come out and say what just about everyone working in the television industry already knows: The 1992 Cable Act is one of the worst pieces of legislation (see excrement) ever passed by Congress. It benefits no one—not the broadcasters, not the cable industry and particularly not the viewing public. Quite the contrary, it is a perfect example of government sticking its nose into a business about which it knows very little and trying to regulate it.

So how did this bill get passed? There have been many published reasons. They invoke Mom, apple pie and the nobility of altruism. But once you get past all that goo, there are really only two reasons.

1. It was getting close to election day last fall, and the incumbent congresspersons were in trouble with the electorate. They needed a cause to let the voters know that they were doing something, anything, and thereby deserved their votes. What better way than to promise to save them money and bring those big, bad, cable robber barons under heel.

Of course we all know that as a result of the bill, most cable subscribers are paying more and getting less. So much for that reason.

2. The broadcast industry, led by the three major networks, were losing their audience and advertising dollars in great numbers to the cable industry. Since they didn't have the ability to compete with quality programming, they took the more expedient route. They pressured Congress into legislating cable into submission.

The first quote by CBS Chairman Laurence Tisch in your Oct. 4 story, "CBS blinks, leaves table empty-handed," was priceless: "I deeply regret that this important piece of legislation, which held so much promise for the future of free broadcasting, has not yet worked as intended." I am sure that Tisch does regret the fact that the cash windfall they anticipated, at the expense of cable companies, did not materialize. Thirty cents per subscriber per month, indeed.

As to Mr. Tisch's final quote, "Having rejected cash, and now a

CBS cable channel, we are at a loss as to what the cable industry does want, short of our abject surrender." The answer is: That is exactly what cable wants, and they will get it.

It brings to mind a truth that I learned as a child: "Never pick a fight that you are not positive you can win." Are you listening, broadcasters?—*John Petrie, Charlotte, N.C.*

## Birth of the salescaster

EDITOR: With the growing popularity of the cable shopping industry, there is a new breed of broadcaster emerging that I call the salescaster. The professional salescaster must be as talented in sales as he or she is in broadcasting. Not all salespeople are good on camera, and not all on-camera talent are good at sales. It takes a unique blend of talent and skill in both arenas to be a successful salescaster. The salescaster's ability to make a product "come alive" so that the viewer will buy it is critical. They are more than host/presenters; they are direct marketers.

As with the popularity of the "VJ" with the evolution of MTV, the salescaster's popularity is growing rapidly. The emergence of interactive television, new computer technologies and the growth of cable shopping overseas are propelling the once-obscure shopping channels to the cutting edge of marketing in America. The role of salescaster is coming of age.

So what does this mean to the broadcasting and cable industries? For talent agents, it means the introduction of a new "line" of talent. Agents now need a trained eye to spot the unique blend of on-camera, sales and acting talent, the trademark of a salescaster. Marketing departments of large firms need to consider hiring an in-house salescaster who specializes in on-air promotion and television sales and is capable of introducing products on the growing number of cable shopping networks.

Americans are rapidly discovering the convenience of home shopping, and with the creativity and professionalism of today's salescaster, the potential for sales increases for small and large companies alike is limitless.—*Elizabeth Carothers Howland, San Diego, Calif.*

# Datebook

## DECEMBER

- Dec. 8**—*Hollywood Radio and Television Society* holiday party. Century Plaza Hotel, Century City, Calif. Contact: (818) 769-4313.
- Dec. 14**—"Delivery of Video Over Existing Phone Lines," forum in telecommunications practice sponsored by *Center for Advanced Technology in Telecommunications*. Polytechnic University, Brooklyn, N.Y. Contact: Ameena Mustata, (718) 260-3050.
- Dec. 15**—*International Radio and Television Society* Christmas benefit. Waldorf Astoria, New York. Contact: Marilyn Ellis, (212) 867-6650.
- Dec. 16**—*New York Women in Film & Television* gala holiday luncheon. Marriott Marquis, New York. Contact: (212) 838-6033.

## JANUARY 1994

- Jan. 6-8**—*Showbiz Expo East*. New York Hilton and Towers, New York. Contact: (213) 668-1811.
- 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. 14**—*New York Festivals* international television programing awards presentation. Sheraton New York and Towers, New York. Contact: Anne White, (914) 238-4481.
- Jan. 15-18**—*MILIA '94* international multimedia content market. Cannes, France. Contact: Barney Bernhard, (212) 689-4220.
- Jan. 23-24**—*Association of Independent Television Stations*. Miami. Contact: (202) 867-1970.
- 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.
- Jan. 30-Feb. 1**—*North American National Broadcasters Association* annual meeting. Maria Isabella Sheraton Hotel, Mexico City. Contact: Kate Normandeau, (613) 738-6553.

## FEB—MAY 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**—*Nebraska Broadcasters Association* annual state legislative meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Contact: Richard Palmquist, (402) 333-3034.
- 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. 9-12**—*Satellite XIII*, sponsored by *Philips Business Information*. Sheraton Crystal City, Arlington, Va. Contact: (301) 424-3338.
- 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.
- Major Meetings**



## John Joseph Cusick

**P**rimestar Partners President John Cusick thinks he has a better way to do direct-broadcast satellites.

"The classic DBS business model says you start with a billion dollars and go start looking for your first customer," he says.

Instead, Cusick decided to use an existing satellite, GE Americom's K1, to deliver a limited direct-to-home satellite service and begin building a subscriber base. So far, about 60,000 homes are signed up nationwide.

By improving the service over time—using digital compression to increase the number of channels from 10 to at least 70—Primestar can establish itself in the satellite market, Cusick says, and begin to earn some money. Then, when K1 expires in 1996, Primestar can afford to launch a more sophisticated follow-up satellite.

Primestar, formed in 1990, is backed by the nation's largest cable companies, including Time Warner and Tele-Communications Inc. But almost from the moment the company began, it ran into antitrust problems with the Justice Department and many state attorneys general.

"I think realistically we always knew there were going to be questions, if for no other reason [than] there were unanswered questions about the ground rules [for cable participation in satellite]," Cusick says.

Unfortunately, answering the questions took far longer than anyone thought it would take. The state cases, which eventually grew to include 45 attorneys general, were settled only this past summer. The federal case is still in the final stages of settlement.

"Of course, that's been very difficult for us from the standpoint of the partners putting the capital out there for the [equipment] if they don't know whether they'll be able to remain in the business," he says.

Now that the cloud of the antitrust suits is lifted, Primestar can proceed. The company is likely to take over satellites and orbital slots reserved for Tempo, a DBS licensee owned by Primestar partner TCI. That would put Primestar head-to-head with Hughes's DirecTv and Hubbard Broadcasting's



United States Satellite Broadcasting, both due to go on the air with at least 150 DBS channels this spring.

Like DirecTv and USSB, Primestar service would use small dishes, about 18 inches across, and offer a cross-section of cable services and a wide selection of pay-per-view movie selections.

Again, though, Cusick thinks he has a better way to do it. Unlike DirecTv and USSB, for which customers must buy a receiver and dish, Primestar will offer equipment on the same basis as cable companies: Primestar will rent out dishes. Local branches of Primestar's cable backers will handle installation, billing and service.

Cusick has been involved with satellites for a long time. After seven years as an officer in the Air Force and a short stint with a corporate consulting firm in Boston, Cusick joined Comsat to work on new-business development. He helped develop digital satellite equip-

ment, including shipboard receivers and echo cancelers for voice lines.

"I'm proud to say that was the only successful start-up Comsat has ever had, other than its core business... We started from zero and grew the business to \$30 million," he says.

He next moved to GTE, coordinating corporate satellite communications contracts by helping set up in-house communications systems for major corporations including K mart, Caterpillar and Prudential Bache.

In late 1987, Cusick fell in with GE Americom. He started out building a marketing department but eventually became involved in an unsuccessful effort by HBO to develop a DBS service. From the ashes of that arose the idea of Primestar.

In 1990, Primestar, backed by GE Americom and the cable companies, spun off. Cusick took over as president early the next year.

Unlike some other DBS services, Primestar does not position itself as an alternative to cable. Rather, Cusick

**President and CEO, Primestar Partners, Bala Cynwyd, Pa., since 1991; b. New York, Feb. 27, 1948; BS, operations research and economics, U.S. Air Force Academy, Colorado Springs, Colo., 1970; MA, operations research and economics, UCLA, 1971; MBA, Harvard Business School, Cambridge, Mass., 1979; operations research analyst/helicopter pilot, Air Force, Arizona, Utah, 1970-77; strategic consultant, Temple Baker & Sloane, Boston, 1979-80; senior adviser, Comsat New Ventures Group, Washington, 1980; director, business development, Telesystems, Washington, 1981-84; business area manager, VSAT Network Business, GTE, McLean, Va., 1985-87; VP, marketing, G.E. Americom, Princeton, N.J., 1987-89; head, business development, GE Communications and Services, New York, 1989-90; m. Jennifer Kelly, Aug. 6, 1977; children: Colleen, 13; Shannon, 11; Casey, 7; Maura, 5.**

says, it is just another way for subscribers to receive multichannel video programming. Some other DBS companies, he says, are relying on consumer anger at cable to boost business. That model won't work for long, he warns: People tend to resent anyone to whom they write a check regularly. Once DBS is established and customers are paying a monthly bill, just as they do with power companies or cable operators, DBS won't necessarily look as much like an automatic alternative. The selling

points will be programing and convenience, rather than resentment of cable or any other service. "I think people just look at the options they've got and make what seems like the best choice at the time," he says. ■

# Fates & Fortunes

## BROADCAST TV



**Savitz**  
time programs.

**Charlotte Savitz**, producer, Judith Krantz's *Secrets*, New World International, Hollywood, joins NBC Entertainment, Burbank, Calif., as director, day-

**Mark Lebowitz**, senior VP, finance, Casket Shells, Scranton, Pa., joins Sony Pictures Entertainment Television Group, Culver City, Calif., as VP/controller.

**Leslie Tobin**, VP, motion picture sales, acquisitions, Columbia Pictures Television Distribution, Culver City, Calif., named senior VP.

Appointments at MCA TV, advertiser sales division, New York: **Josephine Prestianni**, VP, sales, radio/TV programming, All American Television, New York, joins as VP; **Alberta Drumm**, VP/director, national broadcast, Bohbot Communications Inc., New York, joins as account executive.

**Arthur (Art) Kane**, director, co-production, WNET-TV New York, and founder, Excalibur Worldwide, there, named executive director, international council, National Academy of Television Arts and Sciences, there.

**Laurie Chesler**, freelance producer, Hollywood, joins Twentieth Century Fox Licensing and Merchandising, Beverly Hills, Calif., as director, transactional television.

**Ed Fishel**, managing editor, WRC-TV Washington, joins WBAL-TV Baltimore in same capacity.

**Peter Brown**, executive producer, news, WBZ-TV Boston, named news director.

**Jeff Bartlett**, news director, WBZ-TV Boston, named director, news programming, KYW-TV-AM Philadelphia.

Appointments at WGN-TV Chicago: **Carleen Mosbach**, senior producer, WBBM-AM Chicago, joins as assign-

ment editor; **Steve Sanders**, noon news anchor, named evening anchor.

**Deborah Collura**, news director, KSTP-TV Minneapolis/St. Paul, joins WTVJ-TV Miami in same capacity.

**Glenn Fisher**, membership manager, Twin Cities Television, St. Paul, named VP, development.

**M. Lynn Herrick Sharp**, president, Arts Consortium of Delaware Inc., Wilmington, Del., elected chairman of the board, WHYI-TV-FM Philadelphia.

Appointments at WLWT-TV Cincinnati, Ohio: **Bruce Corris**, executive producer, KMOV-TV St. Louis, joins as assistant news director; **George Vogel**, sports anchor, named sports director; **Tim Swore**, sports director, WSBT-TV South Bend, Ind., joins as weekend sports anchor; **John Tappogna**, assistant set-up supervisor, named news photographer; **Christopher Knight**, news photographer, WBNS-TV Columbus, Ohio, joins in same capacity.

## RADIO

**Ellen O'Connell Sutherland**, former sales manager, Christal Radio, Boston, rejoins Christal Radio, San Francisco, as sales manager.

**Jack Adamson**, senior VP, Bonneville International Corp., Salt Lake City, and president, Bonneville's Major Market Radio Group, there, retires.

**Mathew Chase**, GSM, WWBB-FM Providence, R.I., named VP/GM.

**Raymond Cal**, VP/GM, WEZW-FM Milwaukee, assumes similar responsibilities at WFBC-AM-FM Greenville, S.C., and WORD(AM) Spartanburg, S.C.

**Peter Vecsey**, NBA columnist, *New York Post*, joins ESPN Sports Radio there as host, *The NBA with Peter Vecsey*.

**Billy Sabatini**, assistant music director/programming assistant, WCBS-FM New York, joins KCBS-FM Los Angeles as assistant program director/music director.

**Gina Maxwell**, station manager, WOWO-AM-FM Fort Wayne, Ind.,

named VP/GM.

**David Van Stone**, program director, KHM-FM Houston, joins WCOL-AM-FM Columbus, Ohio, as GM.

**Pat Paxton**, program director, WOMX-FM Orlando, Fla., joins KHM-FM Houston in same capacity.

**William (Bill) Files**, GM, WILS-AM-FM Lansing, Mich., joins WHEN-AM-FM Syracuse, N.Y., in same capacity.

**David Klahr**, GM, WKTV-FM Atlantic City, N.J., joins Metro Networks, Houston, as regional director, operations, southeast region.

**Will Harris**, on-air personality, WONE(AM) Dayton, joins WHIO-AM WHKO-FM there as traffic center reporter.

**Deborah Kenyon**, account executive, WOMC-FM Detroit, named national sales manager.

**Bruce Wells**, former program director, KQXI-AM Denver, joins WLVI-AM West Palm Beach, Fla., as GSM.

**Maryann Kelly**, VP/controller, Renda Broadcasting Corp., Pittsburgh, resigns.

Appointments at Salter Broadcasting Co., Aurora, Ill.: **Shelly Salter Johnson**, VP, named president; **Charles Ingle**, technical supervisor, named VP, engineering; **William (Bill) Baker**, sales manager, WKKD-AM-FM Aurora, Ill., named VP/GM; **Robert Coyne**, account executive, WKKD-AM-FM, named sales manager.

## CABLE

**Richard Bradley**, VP/GM, Empire Sports Network, West Seneca, N.Y., joins Sunshine Network, Orlando, Fla., as assistant GM.

**Bruce Friend**, director, research, Telemundo Group Inc., Miami, joins MTV Latino there as VP, research/strategic planning.

Appointments at E! Entertainment Television, New York: **Tom Prigoda**, VP/account supervisor, Lowe and Partners, there, and **Jeff Imberman**, junior account executive, Turner Broadcasting System, there, join as account executives, advertising

sales, eastern region.

**Bruce Muhlfeld**, director, sales, marketing, Playboy Enterprises Inc., Beverly Hills, Calif., joins Adam & Eve Channel, Northridge, Calif., as VP, sales, marketing.

**Nancy Nagai**, assistant controller, Dick Clark Productions, Los Angeles, joins Prime Ticket there as controller.

## TECHNOLOGY

Appointments at Hughes Communications Inc., Los Angeles: **Kevin McGrath**, senior VP/CFO, named president/CEO; **Jerry Farrell**, head, Galaxy Satellite Services, named executive VP, HCI and president, Hughes Communications Galaxy Inc.

**Stephen Petrucci**, president, and **Frederick Judge**, senior VP/COO, Hughes Communications Inc., Los Angeles, announce pending retirement, effective in one month.

**David McCourt**, president/CEO, RCN Corp., Boston, named chairman/CEO, C-TEC Corp., Wilkes-Barre, Pa.

Appointments at Andrew Corp., Orland Park, Ill.: **Barry Cohen**, domestic broadcast systems business unit manager, assumes additional responsibilities as broadcast antenna products business unit manager; **Debra Huttenberg**, sales system manager, communication products, named broadcast systems business unit manager.

## WASHINGTON

**William Marsh**, executive VP, Radio Free Europe/Radio Liberty Inc., Munich, named president, RFE/RL, Washington.

**Catherine Wagner**, manager, operator services, Southwestern Bell, San Antonio, Tex., joins United States Telephone Association, Washington, as manager, political action committee.

**Charles Oliver**, senior policy adviser, Office of the Assistant Secretary for Communications and Information, National Telecommunications and Information Administration, joins Cohn & Marks, Washington, as partner.



## Toast of the Townsend

Ron Townsend (r), president of Gannett Television, is congratulated by Chuck Sherman, National Association of Broadcasters senior VP, television, on receiving the National Jewish Humanitarian Award from the National Jewish Center of Immunology and Respiratory Medicine at its annual Breath of Life Ball. The gala, honoring Townsend and benefiting the treatment and research center, was held at the Ritz Carlton in Tysons Corner, Va. (near Washington), and had more than 300 attendees.

## DEATHS



Moore

**Garry Moore**, 78, host of early TV game and variety shows, died Nov. 28 at his home in Hilton Head, S.C. He had emphysema. Moore was the host of *I've Got a Secret* from 1952-64 and of his own prime time program, *The Garry Moore Show*, from 1958 to 1964. Both shows aired on CBS. His variety show introduced audiences to such comedy talents as Carol Burnett, Don Knotts and Jonathan Winters. Moore got his first break on WBAL-AM Baltimore. He later worked in St. Louis before going to New York and network radio in 1939. Moore hosted several shows for the NBC Blue Network before being teamed with Jimmy Durante on the *Jimmy Durante-Garry Moore Show*. In 1943 *Durante-Moore* moved to CBS. Moore hosted the syndicated quiz show *To Tell the Truth* before throat cancer forced him to retire in

the late 1970s.

**David Hubschman**, 47, VP, ABC Radio Networks, Dallas, died Oct. 30 of a heart attack at his home there. Hubschman was executive VP/CFO, Satellite Music Network, from the time of its organization in 1981 until 1992, when ABC Radio Networks acquired SMN and Hubschman became VP. He was instrumental in taking SMN public in 1985. Hubschman also held positions at Pacific and Southern Broadcasting Co., Straus Communications and Sun Broadcasting. Survivors include his two children, mother and brother.

**Steven Orr**, 53, sales executive, died Sept. 29 after complications from surgery at the University of Illinois at Chicago Hospital. During a 15-year tenure at CBS, Orr was Eastern sales manager, CBS Television Stations, New York, until 1970; director, marketing, sales, WBBM-TV Chicago, until 1977, and VP, CBS affiliate relations, until 1978. He then joined Twentieth Century Fox, Los Angeles, as VP, domestic television syndication, where he stayed until 1983. He was with Turner Program Services as an account executive until 1992. Survivors include his daughter, Kristine, and son, Steven.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 21. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....15.5/228/99
2. Jeopardy! .....13.3/218/99
3. Star Trek .....12.1/246/99
4. Oprah Winfrey Show .....11.2/236/99
5. Star Trek: DS9 .....9.2/237/99
6. Wheel of Fortune-wknd .....8.9/181/77
7. Entertainment Tonight .....8.8/180/95
8. Baywatch .....7.6/194/96
8. Married...with Children .....7.6/186/95
10. Inside Edition .....7.5/162/94
11. Current Affair .....7.2/181/94
12. Hard Copy .....6.9/158/91
13. Family Matters .....6.2/174/93
14. Cops .....5.8/168/92
15. Donahue .....5.6/209/97

### Results from the just-concluded November Nielsen sweeps in New York:

WABC-TV maintained its dominant sign-on to sign-off lead (Monday-Sunday, 7 a.m.-1 a.m.) with a 7.2 rating/18 share (NSI, Nov. 4-Dec. 4), but showed 4% ratings slippage from the year-ago sweeps. WNBC-TV moved up with a 6.3/15 (+9% over November 1992 sign-on to sign-off), followed by WCBS-TV's 5.6/14 (+6%), Tribune independent WPIX(TV)'s 4.7/11 (even), Fox O&O WNYW(TV)'s 4.2/10 (even) and Chris Craft/United TV independent WWOR-TV's 3.6/9 (+13%).

### KABC-TV again won the November Nielsen sweeps in Los Angeles

with a 6.5/16 sign-on to sign-off average, but that was a 3% dip in rating from the year-ago sweeps, partially due to a flat 7.9/19 average for its 11 p.m. newscast. KNBC-TV rebounded with a 10% gain over the November 1992 sweeps with a 5.6/14 average in the latest full clocking. A major contributor for a KNBC-TV's revival was its unexpectedly narrow 8.0/19 late news win, which marked a 19% share improvement over its 11-11:30 performance in November



The New York chapter of the National Academy of Television Arts and Sciences inducted 10 honorees to its Silver Circle last Wednesday at ceremonies at Sardi's. The winners (front, l-r): David Clark, lighting director; Carlos Barba, Univision; Virginia Graham, talk show host; Mel Allen, sportscaster, and Ira Cirker, producer-director. Back row (l-r): Don Hastings, *As the World Turns*; John Roland, WNYW(TV) New York; Alvin Perlmuter, news producer; Eleanor Applewhaite, WNET-TV New York, and Bob Keeshan, "Captain Kangaroo."

1992. Closing out the sign-on to sign-off race order: KCBS-TV posted a 4.5/11 (-6% rating from November 1992), followed by Fox O&O KTTV(TV)'s 4.0/10 (+5%), KTAL(TV)'s 3.9/10 (-5%), KCOP(TV)'s 3.2/8 (+7%) and KCAL(TV)'s 2.5/6 (-11%).

### Former Summit executive VP Owen Weber spent \$39 million for nine stations last week.

For \$30 million, Weber's HMW Communications Inc. bought WRDU-FM Raleigh and WMFR(AM)-WMAG-FM/WNEU-FM Greensboro, both North Carolina, and WOIC(AM)-WNOK-FM Columbia and WLWZ-AM-FM Greenville, both South Carolina from Voyager Communications Group. In addition, he bought WTRG-FM Raleigh, N.C., from Joyner Advertising Inc. for \$9 million. Voyager is headed by Carl Venters and Jack McCarthy and has no other

broadcast interests. Joyner Advertising is headed by Tom Joyner and also has no other broadcast interests.

According to the attorney for the petitioners, **FCC administrative law judge Joseph Chachkin will allow cameras into his court to cover the license renewal hearing of WHFT-TV Miami.**

In six weeks of selling, **Worldvision has cleared the two-hour Spelling Entertainment block for fall 1994 in more than 60% of the country.** Worldvision domestic distribution head Bob Raleigh anticipates the show will end up with perhaps 90% clearance, of which at least 55% will be in prime time. "We're at the point now where we'll have to start accepting offers outside of prime, but we'll have more prime time clearance than the first-run hours out there now," he said. Unlike many of the ac-

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tion hours on the air targeting harder-to-reach young males, the Spelling block is targeting the bigger pool of adult women.

**MTM is set to unveil two new first-run projects today** (Dec. 6), one of which is said to be a talk show. The company was mum on details last week, but is set to make announcements at a press and rep gathering at New York's Boogies restaurant.

**Court TV will offer live coverage of the trial between QVC and Paramount** scheduled for the Delaware Supreme Court on Thursday morning, Dec. 9. Paramount, in its brief appealing the unfavorable decision from Delaware's Chancery Court, said that Paramount's proposed merger with Viacom did not automatically put the former company up for sale just because Viacom's Sumner Redstone would end up with majority control of the merged company. The brief also said the Chancery Court judge, who ruled that Paramount could not block the QVC bid, erred in saying that Paramount's board had failed in its fiduciary duty by recommending against QVC's alternative proposal. That recommendation, said the brief, was made in good faith and based on "careful investigation of the facts as they then existed." Viacom also filed an appeal.

**SCI Television will spend roughly \$3.5 million to buy out rep firm contracts.** The payments, to HRP and Telerep, are set to be made in the second quarter of 1994, said SCI, which has begun establishing its own in-house rep firm.

**King World stock rose last week amid speculation that Capcities/ABC might be interested in buying the syndication company.** Its stock closed Friday at 41 $\frac{1}{8}$ , up from 38 $\frac{1}{4}$  the previous week. Wall Street estimates King World's value at \$2.2 billion.

**Capcities/ABC last week completed only part of its planned repurchase of 2 million shares** of stock. Warren Buffett sold 1 million shares at \$630 per share, and the company repurchased 1.1 million shares. The stock had risen as high as \$640 per share on Nov. 18, apparently dissuading investors from selling to the company.

## FCC seat speculation begins

With FCC Commissioner Ervin Duggan headed to PBS, the speculation has begun about who might claim his seat.

Several contenders arose early, including Susan Ness, a fundraiser for President Clinton and media investment banker who had been mentioned as a candidate for the FCC chairmanship. Ness not only is close to Clinton and the first lady, but knows Phil Lader, head of the White House's personnel office. Ness is not the only strong candidate. FCC watchers predicted that the commission's new general counsel, William Kennard, might have a shot at the commissionership. Kennard, a Washington communications lawyer formerly with Verner, Lipfert, Bernhard, McPherson & Hand, is another whose name surfaced during the search for an FCC chairman.

Others who could wind up in the running include Bernice McIntyre, former chairwoman of the Massachusetts Department of Public Utilities; Sharon Nelson, chairwoman of the Washington Utilities and Transportation Commission, and Andy Schwartzman of The Media Access Project. Toni Cook, former senior counsel for the Senate Communications Subcommittee, who declined the White House's offer of the chairmanship, cropped up again last week as a candidate for Duggan's seat. —KM

### WASHINGTON

#### Franks speculation

With Jay Kriegel's departure from CBS, there was renewed speculation about the future of CBS's Washington vice president, Martin Franks. Kriegel brought Franks to the network, and the two are considered a team. There already have been printed reports that Franks might go to the White House to run its congressional liaison office. It seems Franks's name has also come up as a possible candidate for the presidency of the National Cable Television Association. And there are reports that other communications companies have approached him.

### ANAHEIM

#### Nostalgia remake

As the battle for control of Nostalgia Network heats up, potential buyer International Family Entertainment already is mapping out a programming overhaul of the channel that, according to president/CEO Tim Robertson, would include the addition of *The Mary Tyler Moore Show* and other classic MTM shows owned by IFE as well as more news and information programming. But IFE first will have to fend off MOR Music TV, headed by former IFE executive Ron Har-

ris, which just formed a partnership with Gen-She Inc. to buy the channel.

### LOS ANGELES

#### Jump-start

Rather than using the post-Super Bowl time period to launch a new series, NBC is planning on airing two of its first-year comedies back-to-back in hopes of getting a one-time massive tune-in. Rather than showcase a success, like its first-year *Frasier*, the network wants to jump-start some struggling or untried shows. Possible candidates include *The John Larroquette Show* and *The Good Life*, which is targeted to debut Jan. 3.



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"This is our infomercial on how to make infomercials."

## Weight of evidence

**T**he Judicial Conference has released findings of its test of cameras in the federal courts (civil proceedings). The study covers two years and 257 applications for coverage, 82% of which were approved. The majority of that coverage comprised local TV and radio stations, broadcast and cable networks and still photographers. The study found that, "overall, attitudes of judges toward coverage of civil proceedings were initially neutral and became more favorable after experience with electronic media coverage," and that "judges and juries who had experience with electronic media coverage under the program generally reported observing little or no effect of camera presence on participants in the proceedings, courtroom decorum or the administration of justice."

The conclusion is clear: Cameras and the courts are indeed compatible. Two questionnaire comments should serve as spurs to both broadcasters and the courts that would exclude them. The first is from a judge who could not fill out the survey. "Sorry, but no member of the media has sought to put cameras in my courtroom, although I would welcome them." The other from an attorney who tried his case before the cameras: "Light always aids justice."

It's time the federal courts let the light shine.

## What the doctor ordered

Public broadcasting will never be the same. The appointment of Ervin Duggan as president of PBS is in the opinion of this page the most significant news—and the most felicitous—to issue from that quarter in a decade.

Public broadcasting is already a force to be reckoned with in the Fifth Estate, but it's about to be elevated to a new eminence.

Our experience with Erv Duggan began with his appointment to the FCC. He was—we are presumptuous to say—more one of us than is usual on the FCC. That is, he began his career in journalism and stayed close to the public policy process as he grew in reputation and stature. His way with words never left him, although he is now more noted as a speaker than as a writer.

He was a leader on the commission from Day One, always more loyal to the process than to a particular chairman; if with you he was the stoutest of allies, if against you the most honorable opponent. Whatever the issues on the agenda, his contributions ran long and deep.

That Erv Duggan is among the most articulate personages on the public stage is far less significant than that he has something to say. His vision, coupled with his principle, make him a formidable player: If ever there were an iron demeanor beneath a velvet touch it is his. Although he has not been celebrated as an operating executive, we predict he soon will be. If the outside world is about to change its perception of public broadcasting, so too should those inside the medium learn to follow a different drummer.

Sam Walter Foss once said: "Bring me men to match my mountains." PBS has found one.

*Postscript:* FCC Commissioner Jim Quello turned over the gavel last week after an interim chairmanship that made up in merit what it lacked in length. We haven't always seen eye to eye with Commissioner or Chairman Quello, but we always know where to find him: Squarely behind what he believes is best for the Fifth Estate and the country. He may have entered the post a caretaker, but he made it his own with a steady hand in rough seas.

Lawrence B. Taishoff, chairman.  
Peggy Conlon, publisher.

Founder and Editor  
Sol Taishoff (1904-1982)

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213-549-4100; Fax 213-937-4240  
Steve Coe, bureau chief; Mike Freeman  
(syndication), Joe Flint, assistant editors.

**London** □Europa House, 54 Great Marlborough St.,  
W1V 1DD; 44-71-437-0493; Fax 44-71-437-0495.  
Meredith Amdur, international editor.

### □ Advertising

**New York** □212-340-9860; Fax 212-340-9869

Lawrence W. Oliver, advertising director; Randi T.  
Schalz, international sales director; William C. Schenck,  
account executive; Stacie Mindich, marketing/sales  
support coordinator; Antoinette Fasulo, executive  
assistant; Joan Miller, executive secretary.

**Los Angeles** □213-549-4100; Fax 213-937-5272.

Gary Rubin, national marketing director, director of  
syndication advertising; Sandra Klausner, editorial-  
advertising assistant.

**Washington** □202-659-2340; Fax 202-293-3278.

Doris Kelly, sales service manager; Mitzi Miller,  
classified advertising manager.

### □ Advertising Representatives

Yukari Media (Asia) (06) 925-4452; Fax (06) 925-5005.

Lewis Edge & Associates (Southwest regional and  
equipment advertising); 609-683-7900; Fax 609-497-0412.  
Ayer Communications (West Coast equipment  
advertising); 714-366-9089; Fax 714-366-9289.

### □ Circulation/Distribution

Michael Borchetta, subscription promotion director;  
William Cunningham, distribution manager; Leonard  
Weed, fulfillment director.

### □ Production

Harry Stevens, production manager;  
Rick Higgs, assistant production manager.

### □ Corporate Relations

Patricia A. Vance, director.

### □ Broadcasting & Cable Yearbook

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

### □ Cahners Consumer/

### Entertainment Publishing Division

John J. Beni, senior VP-general manager.  
Lawrence B. Taishoff, adviser.  
Richard Vitale, VP operations & planning.  
Robin Ruskin Linder, VP-telemarketing.  
Barrie Stern, VP-creative services.  
Kip Winchester, VP-circulation.

□ Cahners Publishing Co./  
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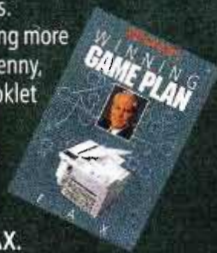
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