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- CTAM MESSAGE: CUSTOMER SERVICE IS CRUCIAL / 21





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**RADIO
EXTRA**

Vol. 122 No. 36

155

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Top of the Week

TV'S BOTTOM LINE GETS LOWER

Wall Street analysts say station business won't return to prior profit margins; combination of slow revenue growth and cost pressures is to blame

By Geoffrey Foisie

Securities analysts, often accused of inflating companies' prospects, have deflated expectations about the TV station business. Specifically, they say that the high profit margins of the past two decades are not likely to return even when economic growth improves. Their estimates quantify, from one viewpoint, the assessment that the TV station business is not the same anymore.

Peter Appert, director of research at C.J. Lawrence, said: "We don't see any circumstances where you would get the kind of environment you had in the past. It would be unrealistic to expect margins to get back to historical levels in the aggregate."

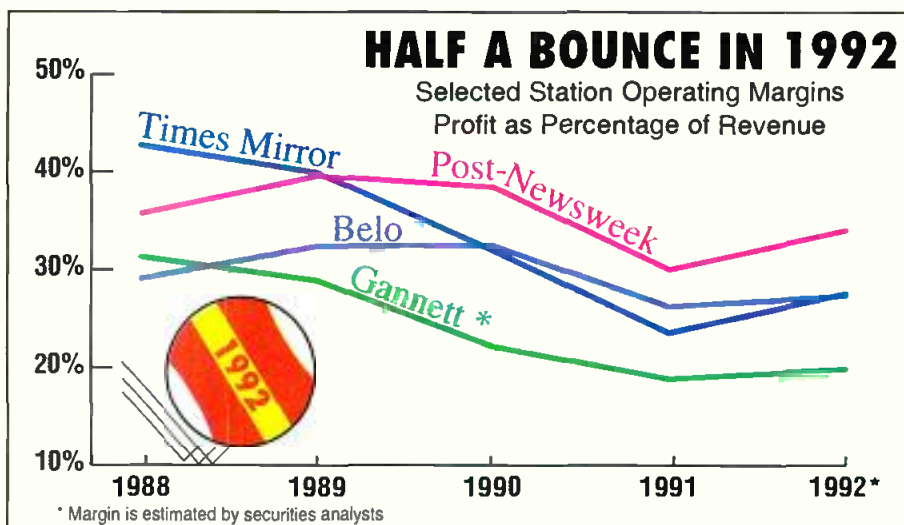
Even more specifically, Barry Kaplan of Goldman Sachs said: "If the business turns around, margins could return, but we aren't assuming that. Margins will probably settle in five or 10 percentage points below where they used to be."

Keeping margins from rebounding fully will primarily be slow revenue growth, according to those commenting. "Margins will be up some in 1992 and 1993, but after that I don't think we will see much unless we have a dramatically different revenue prognosis than we do now," said John Reidy of Smith Barney Upham & Harris. "Those were years [the 1980's] where we would get 10% to 12% revenue growth and 7% to 8% cost growth...up would go the margins. Now we are looking at maybe a 5%, 6% or 7% revenue growth business."

The outlook for the industry at large does not mean that some groups won't continue to improve their performance. Among the industry segments

that have outperformed the average are Fox affiliates, some independents and stations in regions showing a sharp economic recovery. One analyst said Tribune's TV stations have slightly increased operating margins, to 20%, over the past five years.

controls. Doubts that those two positive factors will continue contribute to the pessimism about a return to high margins. More than one analyst said stations that over the past few years have held back costs will sooner or later be compelled to spend more.



The TV groups above were chosen because their complement of stations has been stable over the past five years and because margins, reported or estimated, were available. Factors that can affect margins include program write-downs and compensation.

But the bottom line for many stations, particularly affiliates of the three traditional networks, will be diminished, said the analysts. Said Appert: "Times Mirror, one of the companies I cover, consistently had an operating margin that ran in the high 40's and in 1986 got up to 55.7%. It has subsequently been cut in more than half.... You will see a nice rebound in that margin, but the best they can now hope to get is into the 30's."

While station margins have been hurt by the lack of revenue growth, margins would have declined even more had it not been for declining program costs and tough budget con-

The same competition that would hinder revenue growth for stations may also compel them to spend more, said Merrill Lynch's Falco. The imminent explosion in viewing options—from fiber optic cable and compression—he said, will especially challenge the station operators.

Margins are a way of measuring profit but what station operators care most about is the amount of actual profit. If revenue is growing fast, then profit can increase quickly even if margins don't increase. But in the slow-growth revenue environment expected by many, operators may soon look for way to boost margins again. ■

TELEVISION TACKLES A HURRICANE

Power outages, dangerous winds, damaged equipment are among hurdles faced by broadcasters intent on getting the story of Andrew's devastation

By Peter Lambert

Transmitter towers toppling. Mobile news trucks rearing on two wheels under 140 mph winds. Directors and anchors evacuated to tiny makeshift studios. Reporters taking cover in the field. Mangled microwave and satellite antennas. Soaked cameras. Helicopters grounded. A photographer attacked by looters. Little or no food, air conditioning, windows or plumbing in 90-degree heat. And news staffs stretched to their limits, not only by a non-stop call to supply the public with critical information, but by the terrifying absence of word from their own families.

Those are some of the tales broadcasters in southern Florida and Louisiana tell of weathering Andrew, the most powerful and costly hurricane to hit the United States mainland in 30 years, not once, but twice.

With an eight-foot tidal surge that sailed a 35-foot boat up into Fox affiliate WSVN(TV)'s abandoned studio parking lot, Andrew first slammed the south Florida coast starting at about 4 a.m. ET, Monday, Aug. 24.

Almost exactly 48 hours later, it would, with new strength gathered over the Gulf of Mexico, reach southwest Louisiana, narrowly missing New Orleans, but adding tornados to its repeat performance.

Radio again proved its mobile, battery-powered technology may never be outgrown (see page 33). Indeed, for much of the first morning, Miami-area TV may have had more listeners than viewers, with most stations simulcast on radio for a city packed into disaster centers and basements and almost entirely without electricity.

But in the hours immediately be-

fore, during and after the emergency, both TV and radio news played major roles in limiting the loss of life (12 deaths in Florida had been attributed to the storm by midweek), if not property (estimated at \$20 billion-30 billion and 250,000 homeless), in the 15th largest city in the nation.

Across the board, news directors credited two factors—advance planning and, most important, the stamina and dedication of their staffs—with

of its viewers for dozens of hours. By 4 p.m., a translator carried WCIX in heavily cabled Broward County west of Miami, and the station hoped to install a low-power replacement transmitter before week's end.

WSVN(TV) and NBC O&O WTVJ(TV) were forced to operate from makeshift, bare-bones studios. And gales disabled WPLG(TV)'s studio-to-transmitter link, knocking that ABC affiliate off the air as well, until some three

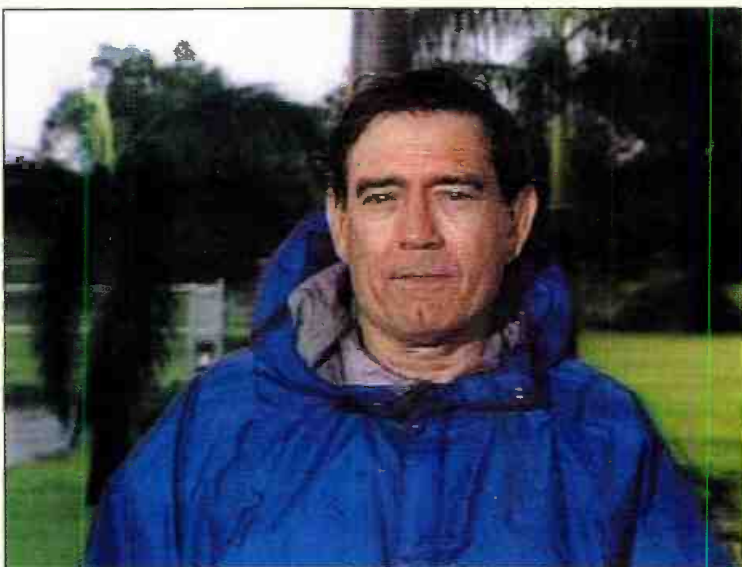
hours later, when a microwave van took the STL's place.

"We just felt the most important thing was to get the information on the air, no matter how unpretty it might be," said News Director Linda Levy, whose WDSU(TV) New Orleans set up a help line. With winds too high to elevate ENG truck masts, reporters and anchors there conducted many interviews by phone. And with power and telephone circuits out across the state, many stations proved impossible to contact even late in the week.

For most stations, pre-empting regular programming to provide non-stop information meant drafting sports reporters and others onto the

weather beat. "There was no other story," said WCIX spokeswoman Rene Morales, who estimated that at least nine colleagues had lost their own homes.

Nonstop coverage also meant meteorologists growing hoarse tracking the storm, interviewing experts and citizens and, sometimes, suggesting courses of action. *Miami Herald* reporter Leonard Pitts wrote on Aug. 25 that WTVJ(TV) meteorologist Bryan Norcross, through radio broadcasts, "may have saved our lives," as Pitts and his family waited out Andrew in their home: "If you feel threatened, don't be afraid to hunker down in an interior closet and shield



The broadcast and cable networks received a ratings boost last week with coverage of Andrew. 'CBS Evening News' showed the biggest gain, helped perhaps by the fact that Dan Rather (above) was the only evening news anchor who went to Florida and Louisiana. CNN and the Weather Channel also showed huge jumps in ratings with their around-the-clock coverage. According to Nielsen's 24-market overnight average for the first three nights last week, 'CBS Evening News' averaged a 9.6/19, up 30% from the same period a week ago. But the others had double-digit gains as well: 'ABC World News Tonight' was up 21% at 11.5/23 and 'NBC Nightly News' was up 14% with a 7.9/15.

making local electronic journalism shine through some literally very dark days.

"You just can't say enough about these people who work around the clock for days like this to accomplish this public service," WPLG(TV) News Director Bob Reichblum said of his staff last Tuesday. "It's what we're here for, and we're doing it well."

Against stiff odds.

South of Miami, the winds had taken CBS O&O WCIX(TV)'s transmitter tower down by 4 a.m., frustrating a staff armed with information and pictures but denied a way to reach most

yourself with mattresses," Pitts quoted Norcross as advising. Though it "sounded foolish," Pitts's family rode out Andrew in the only portion of his house to survive the storm: the closet.

The hurricane also limited broadcasters' mobility. At 5:30 a.m., Reichblum got a call from a WPLG backup crew trying to send a story from the transmitter site. The wind had nearly lifted their truck off the ground. Reichblum ordered all his people under cover. Even after camera crews had hit the streets again by 7:30 a.m. Monday, WPLG anchors interviewed photographers in a studio set that was half-lit to ration power while fresh video was edited.

Inventiveness didn't stop there. WSVN(TV) left its seaside studio late Sunday night, making a ministudio of a satellite truck parked beside its transmitter. "I remember telling someone, 'This must be how TV was at the start'—no frills," Joel Cheatwood, vice president of news for WSVN(TV), said of a Monday morning spent hot cutting from live shot to live shot to get the story out swiftly.

Sometimes lack of fuel for news vans hampered video delivery. And for some stations in both Florida and Louisiana, a dearth of gasoline and diesel fuel threatened continued operation of station generators.

By mid-Monday, Miami crews were covering new stories of Andrew's aftermath, as millions of people wondered where they would get food, where they might encounter civil unrest and when power, water and telephone might return to normal.

Just after noon, WSVN flew its helicopter back from the safety of Orlando, and for the rest of the day landed it only long enough to refuel. "You just had no idea how extensive the damage was until those aerial shots came in," said Cheatwood.

Florida Governor Lawton Chiles may have said it best: "Mass communications—primarily the broadcast media—allowed us to warn the many thousands of residents about the storm hours before it made landfall. I hate to think of the additional devastation a storm of this magnitude reaching our shores unannounced could have produced."

For the story of radio's coverage of Hurricane Andrew, see page 33.

This Week

MARGINAL PROFIT MARGINS / 3

As the economy improves, slow revenue growth is expected to depress TV station profit margins for the foreseeable future.

REVIEW OF AD DECISION LIKELY / 11

Proponents of letting stations refuse to air political spots picturing aborted fetuses will ask the FCC to review its decision that the ads are not obscene.

BEAKMAN'S TWO WORLDS / 17

Columbia Pictures Television Distribution will share *Beakman's World*, already sold to 220 stations for fall, with The Learning Channel. TLC will air a different show each week than that aired by stations.

CUSTOMERS FIRST / 21

Newfound competition and the threat of reregulation pushed customer service to the top of the agenda at the Cable Television Administration and Marketing Society conference last week.

DOFFING THE CAPS / 23

In response to an FCC proposal made last May, CBS, Fox and the National Telecommunications and Information Administration led the charge last week for relaxation of national TV ownership caps.

MIXED RESULTS AT NEWS CORP. / 27

News Corp.'s station division was among its best operations in the year ending June 30, the company reported in its 1992 operating

statement. Fox Broadcasting showed a modest profit.

RADIO WEATHERS STORM / 33

Florida radio, using backup generators to stay on the air and occasionally simulcasting TV news reports, kept listeners tuned to the progress of Hurricane Andrew.

SPECIAL REPORT: CHILDREN'S TV / 38

With Fox Children's Network and Buena Vista consuming the lion's share of children's programming time, smaller syndicators may have to settle for the less lucrative morning blocks.

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Major suppliers grab kids blocks (p. 38).

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GRAPHIC POLITICAL SPOTS BEDEVIL STATIONS, FCC

Commission will be asked to review decision finding ads showing aborted fetuses not obscene

By Joe Flint

While the FCC may have ruled that TV stations have to air political spots for federal candidates that include dead fetuses (with a disclaimer, if they desire), don't look for the controversy to go away (BROADCASTING, Aug. 24).

Already, the law firm of Kaye, Scholer, Fierman, Hays & Handler, one of two groups that filed petitions for declaratory ruling finding the ads to be indecent—said it will file a request asking the commissioners to review (and reverse) the ruling. Kaye, Scholer said the commission's action does not clear up the issue and is "inconsistent."

FCC Commissioner James Quello wants to have a say in the decision-making process. Quello sent a memo to FCC Chairman Alfred Sikes last week expressing his disappointment that the Mass Media Bureau did not consult with the commissioners before ruling on the requests. Quello also said the ruling "may lead to further confusion" and recommended

"that parties with questions about the bureau's ruling should seek expedited review from the commission."

In the ruling by the FCC's Mass Media Bureau two weeks ago, it said graphic anti-abortion ads do not fit the commission's definition of indecency, which is "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." Specifically commenting on the ads, the Mass Media Bureau said neither the "expulsion of fetal tissue nor fetuses themselves constitutes excrement."

While the bureau did not find the ads indecent, it did say that TV stations could run a disclaimer prior to the ads stating that the "following political advertisement contains scenes which may be disturbing to children." Quello, in his memo to Sikes, said he would have allowed licensees also to state "this station is required by federal law to transmit the following paid political advertisement without editorial changes."

The disclaimer, according to Kaye, Scholer attorney Irving Gastfreund, "is not defensible based on what else is in the ruling." The disclaimer, Gastfreund said, was the FCC's attempt to "throw broadcasters a bone."

Disclaimers may on the surface seem to be a partial solution to the catch-22 broadcasters feel they face; on the one hand, refusing to air the ads or limiting when they can appear could be violating the fair-access protection rule for federal candidates, while airing them could lead to lawsuits charging the stations with indecency. That happened in Denver, where Gannett-owned KUSA-TV was sued by Douglas and Kathy Hansen, who sought and were subsequently denied a restraining order to halt the ads.

But the time for a disclaimer must come out of a broadcaster's pocket, not the candidate's. That means juggling ad schedules to fit in five-second (at least) disclaimers. And problems only get bigger if the spot airs when the station is carrying syndicated or network programming that is—unlike local news—already edited to a specific time allotment.

The disclaimers could also open up stations and the FCC to charges of discrimination against a candidate, although the FCC said it felt that "good-faith" use of an audience advisory concerning "potentially disturbing material to children" would not present such risks. ■

SOME ABC AFFILIATES DROP CARTOONS FOR LOCAL NEWS

At least 12 ABC affiliates are joining small groups of CBS and NBC affiliates either delaying or pre-empting some or all of the Saturday morning children's lineup to program local news. ABC's clearance for the Saturday block averages about 98%, but when the delays and pre-emptions are added in, that figure dips to 93%—and some time slots go as low as 88%.

Acknowledging that station defection is a concern, George Newi, ABC senior vice president, affiliate relations, said: "It's not a major problem at the moment. About 12% of the country is affected. We've talked to them about it at the Los Angeles affiliate meeting and at regional meetings. Ironically, the Saturday morning ad market is one of the strongest dayparts for us."

Although the daypart is profitable for the network, it is one of the leanest in terms of available spots for stations. "Of all the network programming, cartoons have the fewest avails," said Michael Fiorile, president, KOVR-TV, Sacramento, Calif., and one of the ABC affiliates now scheduling news on Saturday morning.

"With cartoons you only get 30 seconds every half-hour. It's pretty limited, so it's easy to make money on anything local," he said.

Fiorile programs a 6-8 a.m. local news block on Saturday, pre-empting the network feed at 7-8 a.m. Other ABC affiliates scheduling news in the daypart include the Atlanta, Pittsburgh, Denver and Cincinnati stations. At WSB-TV Atlanta, the station's month-old local news airs at 8-10 a.m., pre-empting the network feed. Pittsburgh's WTAE-TV has offered local news at 8 a.m.-12:30 p.m. on Saturday since July, completely pre-empting kids programming. "Obviously they're not excited about it," said Jim Heffner, the station's general manager, referring to the network. "But we ran into two things. One, we have a competitor who has been doing it successfully for some time. And second, the newspaper strike really necessitated a change."

Fiorile's two-hour block may get beefed up to three hours in December or January, causing another hour of network programming to be pre-empted. —SC

On

December 28, 1992,

an unprecedented

6 hours of daily,

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preschool

programming

will premiere.

Now a word fro

Ready, Set, Learn!

**The first national block of uninterrupted
daily educational programming
just for preschoolers.
Every Monday through Friday,
6 a.m. till Noon.**

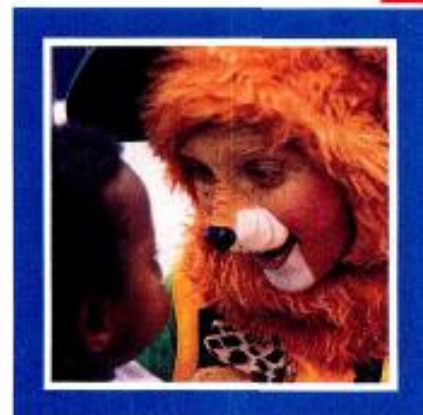
There are 16.5 million television households in this country with children under the age of six. Yet, quality educational programming is few and far between.

“Next to parents, television is perhaps a child’s most influential teacher” notes Ernest L. Boyer, President of The Carnegie Foundation for the Advancement of Teaching. He asked for, “at least one place on the TV dial parents could turn to with confidence, one reliable source of enriching programming.”



In response to this national call-to-action, The Learning Channel has created *Ready, Set, Learn!*

It will be the first time a network has ever devoted thirty hours a week, of commercial-free programming, to the education of preschoolers.



m our sponsor.

This programming will involve five different series, all of which use proven learning methods in ways that are fun and entertaining.

The Magic Box uses a breakthrough method to help teach reading.

Bookmice introduces kids to the world of books, language, and libraries. Zoobilee Zoo promotes cooperation, sharing, and creativity.

Kitty Cats helps children develop problem-solving and interpersonal

skills. And Join In! promotes positive interaction with others.

There are few needs in America

more pressing than the education of our country's children. Join us, and together we will not only be improving the quality of children's programming, but also the quality of children's lives.

By funding distribution,
our affiliates
have helped sponsor
this project.

Without their support,
Ready, Set, Learn!
would not
have been possible.



©1992 The Learning Channel





PROGRAMMERS REGROUP AFTER GALAXY FAILURE

Television industry celebrates its options in wake of destruction of satellite

By Peter Lambert

Following a fine Cape Canaveral liftoff Aug. 22, a second-stage Atlas/Centaur motor failed to fire. Moments later, General Dynamics destroyed the misguided vehicle carrying one of four next-generation cable TV satellites, and a shiver traveled through the television network business.

By week's end, it appeared an in-orbit Hughes backup satellite or a ground spare can replace the lost Galaxy I-R before it is needed. But will dozens of other programmers fare as well, if other launches fail?

Answers will come soon. Today, Aug. 31, another cable satellite, GE Americom's Satcom C-3, is scheduled to lift off, C-4 on Sept. 20. Four other TV birds are scheduled to fly over the next 17 months, each critical to broadcast and cable networks whose 10-year-old satellites are swiftly running out of gas. CBS's Galaxy IV and VII—each perhaps twice as risky for carrying double the standard payload—in October and January. And ABC and PBS will begin sharing AT&T's Telstar 401 and 402, also double-size birds, late next year.

With so much at

stake for so many, the Aug. 22 loss of Hughes Communications' Galaxy I-R—the second of HBO and Turner Broadcasting Systems' two planned next-generation satellites—underscores the reasons for what HBO Senior Vice President Robert Zitter calls "layers of protection" in the high-cost, high-risk launch business.

Last March, the first new HBO-Turner bird, Galaxy V, reached orbit, and dozens of major cable programmers moved from a dying bird to the new one for a 12-year stay. But the first layer of protection was launched earlier, in November 1990, aboard fleet spare Galaxy VI.

Says Zitter: "I am very loudly commending Hughes for launching these birds early"—including I-R, which would have been stored in space until January 1994, when predecessor

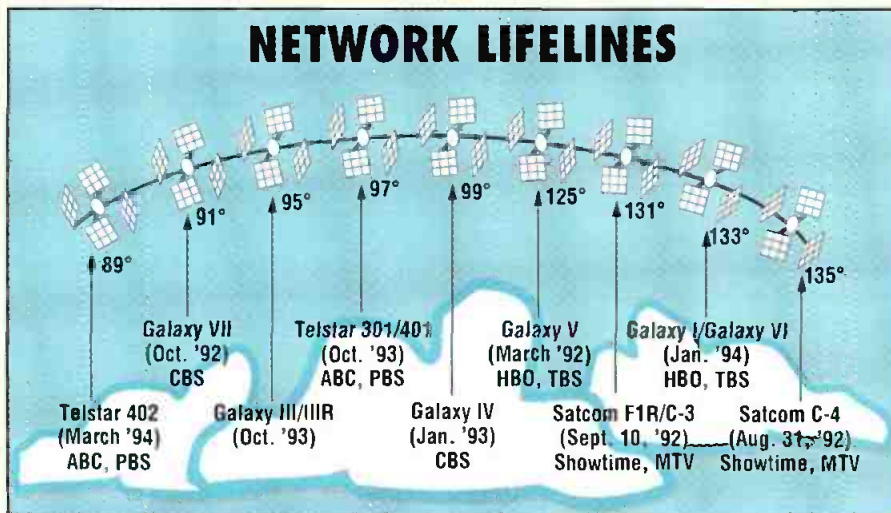
Galaxy I runs out of fuel.

Hughes has promised to move Galaxy VI into temporary service at that time if needed. But given successful launches of CBS's Galaxy IV and VII this fall, Hughes could use their ground spare to replace I-R by mid-1993.

Not every carrier has scheduled 18 months' lead time. The predecessors of Satcom C-4 and C-3, Satcom I and IV, may reach the ends of their 10-year design lives by next spring. But GE Americom also launched its fleet spare, Satcom C-1, first, in early 1991.

If C-3 or C-4 ends in the drink or malfunctions in space, Viacom, like HBO, will have in-orbit and ground-spare backup.

ABC may be cutting it closest, launching Telstar 401 little more than three months before Telstar 301 dies. In 1991, the network and AT&T agreed to redesign a more powerful, flexible 401—a mid-stream decision that stretched construction time. However, says ABC Vice President Mary Frost, ABC retains the option to make an interim move to Telstar 302 (due to last until 1995). The bottom line, says Frost: "We are confident of no interruption of services." ■



The launches of seven new primary cable and broadcast satellites began successfully with HBO-TBS's Galaxy V. Galaxy I-R was to be their second bird. Five more major launches begin today (Aug. 31) with Viacom's Satcom C-4. Between September 1992 and January 1994, CBS, ABC and PBS will also see their satellites replaced.

MR. CABLE COMES TO WASHINGTON

Hundreds of executives to tell Congress that reregulation will mean higher, not lower, cable rates for subscribers

By Harry A. Jessell

Look out, Washington. In a last-ditch effort to defeat legislation reregulating cable, hundreds of industry executives from around the country are planning to visit Capitol Hill next week to deliver a simple message: The pending cable legislation is bad for the very consumers it purports to protect. It will force cable rates up, not down. "People are going to hear about what a sham this legislation is," says Tim Boggs, Time Warner's Washington lobbyist.

The charge will be led by the industry's heavy hitters—the likes of Time Warner's Jerry Levin, Tele-Communications Inc.'s John Malone and Ted Turner. Most are members of the National Cable Television Association board of directors, which is scheduled to meet in special session Sept. 9.

The chief executives will be backed by scores of regional, state and local cable managers. The California Cable Television Association, for instance, is sending its top officials along with a contingent of 25 cable operators. "It's safe to say the industry is pulling out all its stops," says Rob Stoddard, of the Community Antenna Television Association.

The industry plans to soften up Congress for the Labor Day week assault with a bombardment of ads this week. More than a dozen cable networks will begin airing two new spots warning Congress and their constituents that consumers will ultimately end up paying for the legislation's hidden costs. NCTA will place ads in the *Washington Post* and such Hill favorites as *The National Journal* and *Roll Call*.

Already running on cable networks and systems are new spots produced for Tele-Communications Inc. and Continental Cablevision. Each makes the same basic point—the cable bill is misguided and counterproductive—and urges viewers to register their opposition.

The campaign is aimed at building support for an effort to block final passage of the legislation and, in case that strategy fails, for sustaining the threatened veto. It will focus on the

Senate, where it takes 41 votes to sustain a filibuster that might effectively kill the measure and 34 to uphold a veto.

Targeted in the industry rhetoric are provisions of the legislation requiring cable operators to install expensive addressable equipment and permit-

"People are going to hear about what a sham this legislation is."

Tim Boggs,
Time Warner lobbyist

ting broadcasters to charge cable operators to carry their signals (retransmission consent). And exploiting the election-year budget angst, the campaign will also argue that increased government regulation will place heavy new burdens on taxpayers.

Tele-Communications provided some new numbers to back up the arguments last week with release of a study showing cable rates would rise \$2-\$4 per month if the legislation becomes law. "With a billion in equipment costs and a billion or two in pay-

ments to broadcasters, you can't say this is not going to raise rates," says TCI's Bob Thomson. "It clearly is."

Conferees are expected to sit down the same week the cable operators come to town to iron out differences between the House and Senate versions of the bill. It will be vulnerable to stalling tactics when the reconciled bill is sent to the two chambers for final passage the week of Sept. 14.

If it passes, cable and White House lobbyists will scramble to line up votes to sustain the veto. That may not be necessary, however, if opponents can delay final passage until Sept. 23 and Congress adjourns as planned on Oct. 2. The President may then exercise a so-called pocket veto by simply not signing the legislation—an option available to him when a bill reaches him with fewer than 10 days to adjournment.

Cable operators and lobbyists profess to be more sanguine about a successful veto, despite potential negative consequences for Bush's reelection campaign.

"I am substantially more optimistic that should a bill come out of conference and be sent to the President, he

CLINTON LAUNCHES CAMPAIGN MEDIA BUYS

In the first major media buy of the general election, spots for Governor Bill Clinton hit the airwaves today, the first day of a Monday-Friday spot TV flight.

The package will cost the campaign more than it would have just a week later. It ends on the 60th day before the election, or the day when stations must start charging political advertisers their lowest unit rate.

The campaign bought time in states including Michigan, Ohio, Kentucky, Connecticut, North Carolina, Georgia, Louisiana and New Mexico. But the campaign backed out at the last minute from buys in bigger states such as Florida and Texas, according to a spot TV rep, who expects the campaign to buy time in those states next week.

The 60-second commercials by and large are running during early and late night news and prime time access. The campaign bought little prime time, although Clinton, like Bush before the GOP convention, purchased time on Fox's *America's Most Wanted* in some markets.

The Bush campaign is said to be gearing up to buy time—spot or national—when the lowest-unit-rate window opens Sept. 4.

Getting on the air before Bush could "help inoculate Clinton," says Larry Sabato, political science professor at the University of Virginia. It enables the Clinton campaign to start a defense against Bush's likely attacks "without appearing to be defensive, and of course it lets them lob some of their own attacks," Sabato says.

—SDM

will veto it and it will be sustained," says Jim Wholey, vice president, Jones Intercable. Another cable lobbyist said the White House as part of the President's re-election strategy has made "an apparent decision to confront Congress where it thinks it is wrong."

Some of the optimism may stem from reassurances a group of cable executives reportedly received three weeks ago at a visit with then White House Chief of Staff Sam Skinner. The group comprised Malone, Time Warner Cable President and NCTA Chairman Joe Collins, NCTA President Jim Mooney and Community Antenna Television Association President Steve Effros.

According to cable sources, Skinner iterated the veto pledge, but made it clear the White House expected to see substantial opposition to the legislation when it returns to the House and Senates floors following conference. Whether it all still holds true is unclear. The day after the meeting Skinner lost his job to Jim Baker, who is undoubtedly rethinking White House positions.

"I think no bill will become law this year," says TCI's Thomson. "The true nature of this legislation is becoming known. It's a special-interest bill that goes well beyond rate regulation."

The National Association of Broadcasters, which is driving the cable legislation primarily because it serves as the vehicle for retransmission consent, remains confident its Hill supporters will withstand the 11th-hour cable onslaught and the legislation will become law. But it is taking nothing for granted, of course, says NAB's chief lobbyist, Jim May.

Broadcasters are not planning to pour into Washington next week to counter cable, May says. They have been working at the grass-roots level back home, he says, adding, "that tends to be a somewhat more effective approach." But the industry is countering the cable ads. Three new NAB-supplied spots began airing on stations two weeks ago, May says, and stations are planning to increase their frequency as the legislative battle heats up. ■

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

DESALES STREET



Surrounded by miracles in this business, we take too much for granted. The basic miracle of radio, which still defies understanding. And television, with all those pictures out of nowhere. And a system of telecommunications that girdles the globe and crisscrosses the nations with a full spectrum of news and entertainment. Twenty-four hours a day, ad infinitum.

It sometimes takes a blip to check us back to reality. In my case, it was a \$150 million blip—the failure of a General Dynamics Atlas-Centaur rocket to put into orbit Galaxy I-R, designed by Hughes Communications to serve the cable industry in its second generation. David

Persson (BROADCASTING's publisher) and I had gone to Orlando and Cape Canaveral to observe what would have been our first communications satellite launch. And to have our eyes opened.

First, to the enormity of it all. There are by now 24 broadcast/cable satellites in orbit, with 540 transponders. Four principal carriers ply the craft: General Motors (Hughes), General Electric, General Telephone and Electronics and AT&T ("The three generals and Ma Bell"). All are in intense competition and all routinely risk hundreds of millions on the burn of a thruster. Then there are the launch providers: Arianespace (France); General Dynamics, Martin-Marietta and McDonnell Douglas (U.S.), and Great Wall (China). They too take the long view of life, planning years ahead, rich with redundancy and ready for contingency.

And still it can come unraveled. The Galaxy I-R launch had been postponed by weather on Thursday and Friday nights before getting off the ground—if not into orbit—on Saturday, Aug. 22. But although the delays were frustrating, it seemed not to occur to the hundred-plus expectant onlookers that this miracle, too, might not come off. (It wasn't until later that we learned that one out of eight birds/or/rockets go awry.) We don't yet know what went wrong, except that the second-stage Centaur rocket didn't perform as planned and launch safety officers had to destroy the bird before it endangered something or someone below.

It was a disheartening moment, given all the investment—monetary, scientific and emotional—in both the satellite and the launch vehicle. The trail that led to Cape Canaveral was three years long. (And a consortium of insurers headed by Lloyds of London will finance a rematch three years hence; premiums account for 15% of a launch's cost. The rockets are in stock; satellites take time.)

In the meantime, all those contingency plans come into play. Hughes will be able to reorder HBO, TNT and others on Galaxy VI and shift occasional traffic on that satellite to the huge, new Galaxy IV and VII spacecraft to be launched in the next five months—hope, after all, springs eternal. No client will go wanting before Hughes is back in space with a new Galaxy I-R.

And radio will go on working, while television's pictures get better all the time. Along DeSales Street Extended, miracles never cease.



Tom West

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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

LOS ANGELES

CLEARING KOPPEL

Some three months after ABC affiliates were urged by network executives to improve late-night clearances—ABC News President Roone Arledge talked to affiliates via satellite and warned that the network could lose *Nightline* if clearances didn't improve from their then level of 62%—those clearance numbers have yet to improve (they are currently at 62.5%). At the affiliates meeting in June, Ted Koppel warned that "a handful of affiliates one way or another could determine the show's future." However, George Newi, senior vice president, affiliate relations, ABC, says the fact the clearance number is the same is not an indication the message delivered was not taken seriously. "There were some stations [coming into the June affiliates meeting] that were going to delay or pre-empt. I know of at least three, but I'm sure there were more than that."

WASHINGTON

NO COMMENT

The list of groups not commenting on the FCC's proposals for relaxing the TV ownership rules is as interesting as the comments filed (see story, page 17). Among the quiet are

HSN KEEPS STATIONS CLOSE TO HOME

Home Shopping Network Chairman Roy Speer will still control the company's TV stations even after they are spun off as Silver King Communications. An SEC filing released Thursday and obtained by BROADCASTING said that Speer, through control of a partnership holding all of Silver King's Class B stock, will be able to choose 75% of Silver King's board of directors and will "...be able to block any takeover attempt directed at the company." Each of Silver King's 12 TV stations will sign a five-year affiliation agreement requiring it to broadcast Home Shopping Club (HSC) programming for 164 hours (out of 168 hours) per week. Also, as long as a still unspecified amount of money is owed by Silver King to HSN, all stations will have to maintain HSN affiliation agreements. Silver King, assuming it had been created at the beginning of a nine-month period ending last May, would have generated revenue of \$33.3 million, 82% of which would have been received from HSN. Nine-month operating income, before depreciation and amortization, would have been \$14.8 million. —GF

the Motion Picture Association of America and several major group owners, including Tribune Broadcasting and Gannett. Both those groups have publishing interests and presumably would like to see the ban against owning newspapers and TV in the same market as well as the ban against radio and TV in the same market relaxed if not totally put to sleep. The Television Operators Caucus also did not file comments.

MPAA's silence surprised the FCC and others, since one of the proposals is to allow broadcasters to own two TV stations in a market. If

that goes through, it would seem—on paper anyway—to give some broadcasters strong leverage in syndicated program negotiations if they controlled two of the likely outlets for carriage.

BIDING THEIR TIME

While minority groups such as the National Association of Black Owned Broadcasters and National Black Media Coalition have tried to meet with the FCC to discuss their concerns, the National Hispanic Media Coalition has kept a low profile at the commission as of late. The organization is waiting until after the elections, according to attorney Robert Thompson, who consults NHMC, when, even if Bush wins, they expect some change in personnel.

NEW YORK

NOSTALGIA BRANCHES OUT

Nostalgia Television is looking to expand its business to include a radio show based on *Nostalgia Watch*, the cable network's weekly half-hour news magazine, as well as a line of home videos tied to its exercise show, *Jukebox Gym*.

DOABLE DIGITAL AM

AM digital audio broadcasting has arrived. Last Wednesday, Aug. 26, USA Digital—the in-band DAB venture formed by CBS Radio, Gannett Broadcasting and Group W—successfully delivered a digital stereo audio signal over a standard AM radio channel in Cincinnati on Aug. 26, according to Gannett VP Daniel Ehrman. The in-band, on-channel transmission constituted "a giant step" toward proving all U.S. broadcasters, both AM and FM, can move into the age of digital stereo transmission, "without the need for a new spectrum," says Ehrman. An FM over-the-air test is planned for "the near future." NAB says it is delighted that broadcasters may get a first-hand listen at this week's NAB radio show in New Orleans. The test occurred within hours after the FCC granted experimental authority (see page 30). —PDL

"excellent joint coverage"
The Boston Globe

"best prime-time anchoring"
Philadelphia Daily News

"a smart 'synthesis'"
Los Angeles Times

"an ingenious and rare alliance"
Philadelphia Inquirer

"the most astute team on the airwaves"
The Washington Times

EVERYONE AGREES ON THIS WINNING TICKET



The votes are in and it's unanimous. Our team was the winner for Americans seeking the best in prime-time convention coverage. As running mates, Brokaw, MacNeil and Lehrer made television history and the PBS/NBC News alliance was hailed by viewers and critics alike as **the** place to find in-depth political reporting.

 **92 CONVENTION
COVERAGE** 

Monday Memo

“The [cable TV] industry needs to invest heavily in its employees.”

Cable television's rapid growth and overwhelming success in the 1980's were the result of having a terrific product and not having much direct competition. However, the scenario for the '90s is a very different one. The facts of life need to be told.

Between the telephone companies and direct broadcast satellites, it is clear that one or more competitors to cable will emerge. The competition will not be for customers alone, but also for employees.

The American workplace is changing radically. There will be nine million fewer 18-year-olds entering the work force in the 1990's than in the 1970's. Not only will the pool of workers for the '90s be smaller, it will also be less skilled, older, female and made up primarily of minority groups and immigrants. This radical shift in the work force composition poses unique challenges for cable.

Cable's future growth depends on two key factors—its ability to offer new services and its ability to improve customer service. Concepts such as offering up to 150 channels of programming rely heavily on advanced technology. The declining skill base of entry-level workers will hamper cable's ability to deliver services that depend on a high-technology component. Cable's ability to rise to the challenges posed is in jeopardy—but there are solutions. The industry needs to invest heavily in its employees to insure that they have the skills to perform at their peak.

Women in Cable's CableForce 2000 study showed that diversity within the cable work force will become a reality within the next several years. In many urban cable systems, diversity is already a fact of life. The majority of new entrants into the work force will be women. Women will account for nearly two-thirds of the new work-

force entrants and 47% of the civilian labor force by the year 2000. Also, nearly one-third of all new workers will be members of a minority group. One-third of the new minority employees will be black, and most of the rest will be Hispanic. By the year 2000, new foreign-born workers will total four million people—seven million if illegal immigrants are included.

The cable work force grew by almost 45% between 1984 and 1989. If

such growth continues, the cable industry will need to draw more heavily on this new pool of talent than other slower-growth industries. If the telephone companies become direct competitors to cable, then the work force challenge becomes even more of a priority. The telcos have invested heavily in innovative work force programs. The telcos typically plan ahead 10 to 20

years, and the trends identified in CableForce 2000 have been incorporated into telco planning for some time. Cable's planning horizon and approach to investment spending has been very different, with short-term gains taking priority over long-term rewards.

Women in Cable, along with the National Association of Minorities in Cable, the Cable Television Public Affairs Association and CTAM, formed the CableForce 2000 Alliance.

In 1992, the alliance has launched several programs to create awareness in the cable industry about the changing work force and to offer strategies for dealing with the challenges ahead. The alliance developed a survey to help companies assess their readiness to deal with the new work force realities. It also instituted an awards program. In the fall, the alliance will offer a symposium for human resource managers. WIC is also publishing a workforce programs handbook. WIC encourages you to take advantage of these tools. ■



BY ANGELA GERKEN, CO-CHAIR, WOMEN IN CABLE'S CABLEFORCE 2000

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Television

LEARNING CHANNEL TO SHARE 'BEAKMAN'S WORLD'

Of 220 station clearances for show, 213 are affiliates, most of which have slated it for Saturday, necessitating delaying or pre-empting network fare

By Steve Coe

Cable's The Learning Channel has signed up to carry Columbia Pictures Television Distribution's first-run children's weekly, *Beakman's World*, which has already been sold to 220 stations for the fall. CPTD had announced the unusual dual broadcast/cable carriage marketing strategy two months ago at the Broadcast Promotion and Marketing Executives conference in Seattle (BROADCASTING, June 22). It was, said CPTD President Barry Thurston at the time, the only way for the studio to make a return on its investment.

At a press conference last Wednesday in Hollywood, Thurston was joined by John Ford, senior vice president, programing, TLC, and Scott Siegler, president, Columbia Pictures Television, in making the announcement. "This is the first time original episodes of a series will share first-run syndication and basic cable distribution in the same season," said Thurston.

Not only will the show be getting simultaneous cable exposure, the series, a weekly half-hour, will apparently be causing a great deal of network programing to be either delayed or pre-empted. Of the 220 stations signed to carry the show this fall, 213 are affiliates of ABC, CBS, NBC and Fox, with the majority scheduling the show Saturday morning.

Of the network affiliates clearing the show, 65 CBS stations (the number-one-rated network on Saturday morning) are carrying the series, followed by 64 ABC affiliates, 62 NBC stations and 21 Fox outlets. Only seven of the 220 clearances are independents, and the majority of those clearances are on Sunday morning. The network affiliates, however, are clear-



'Beakman's World' includes cable

ing the show almost entirely on Saturday. Of the 65 CBS clearances, approximately 50 have scheduled the show, with most of the clearances on Saturday at 11 or 11:30 a.m. Fewer than five will air the show on Sunday.

On ABC, more than 50 have scheduled the show, with the heaviest concentration of time slots between 11 a.m. and noon. Only about five have slotted the series on Sunday. NBC's clearances are more spread out on Saturday morning, but many fall between 10 and 11:30 a.m., and fewer than five will air on Sunday. Of the 21 Fox

stations, most of the clearances are for 11 a.m., and approximately two have scheduled it for Sunday.

Under the dual marketing scheme, The Learning Channel will air the show in prime time on Wednesday nights, with the broadcast stations scheduling their run on either Saturday or Sunday morning. The two outlets will air different episodes each week to avoid duplication. John Ford said episodes designed for TLC will be tailored to the cable channel, with different show openings and closings.

Beakman's World, an information/comedy show, is cleared on 220 stations representing 99% of the country and debuts over the air during the week of Sept. 14. Ed Wilson, senior vice president, syndication, Columbia Pictures Television Distribution, said the company is working on completing deals in the remaining nine markets. As a promotional boost, Thurston said that so far 17 of the top 25 stations will give the show a special prime time preview before its weekend debut. The show debuts on The Learning Channel on Wednesday, Sept. 14, at 8 p.m.

In addition to the second revenue stream that the agreement with TLC provides, Thurston said the product lent itself to a run on both broadcast stations and cable. ■

HEARST TAPS FAMILY'S BOTWICK

Terry Botwick, head of original programing for The Family Channel, has been named president of Hearst Entertainment Distribution and National Programing. Botwick, who will report to Hearst Entertainment President Gerald Isenberg, will be responsible for the worldwide operations of Hearst Entertainment Distribution, the company's sales arm, as well as the development of programing for first-run syndication and cable networks. Among the series Botwick developed at Family were *Maniac Mansion* and *The Legend of Prince Valiant*. He also oversaw The Family Channel's home video unit.

—SM

TWENTIETH'S 'COPS' TO PATROL TEST MARKETS

Show to roll out in select markets before national debut in 1993 or '94

By Steve McClellan

Twentieth Television is selling the off-Fox version of *Cops* to a handful of select markets in hopes of generating some success stories before the show's national cash-plus-barter rollout in 1993 (and, optionally, 1994). Twentieth is targeting various regions and dayparts for the early rollouts.

It's a strategy similar to the one the company used to launch *Studs* a year ago, and that show is doing well enough now that it is beginning to spawn imitators, such as Chris-Craft's *Bosom Buddies*.

The *Cops* strategy is paying off, at least in the early going. The show is currently in two markets: Fox-owned KTTV(TV) Los Angeles in late fringe and, as of three weeks ago, WNBC(TV) New York at 7 p.m. Up against the late news in Los Angeles at 11 p.m., the program has just about doubled the time period rating and share with a 4.2/11 (Nielsen) since debuting in April.

But it's the New York numbers that have surprised many who questioned the strategy of putting the show in the competitive access time period. After two weeks on the air at 7 p.m. on WNBC-TV New York, *Cops* averaged a 5.5/11 (Nielsen) for the period ending Aug. 21. The show placed third behind *Jeopardy!* on WABC-TV and *Married...with Children* on WWOR-TV. *Cops* replaced *Now It Can Be Told*, which averaged a 3/7 on the station in July.

Last week, the show continued to build in New York, with a 7.5/14 in the time period Monday and a 6.8/13 last Tuesday. On Tuesday, the show beat *Hard Copy* on WCBS-TV (5.4/11); *Happy Days* on WPIX(TV) (3.5/7), and *Fox News* on WNYW(TV) (3.8/7). It lost out to *Married...with Children* on WWOR-TV (7/14) and *Jeopardy!* on WABC-TV (16.3/32).

Twentieth executives are pleased with the early returns. "It's a major success story," said Greg Meidel, president of Twentieth Television. Others were more tempered in their praise. "It's a nice start," commented one station rep official. Added another: "It's an early indication it wasn't a



Twentieth is trying a targeted rollout for off-Fox series.

huge mistake" to put the show in access.

That rep reaction is colored by the fact that come fall, *Cops* in New York will confront much stronger competition at 7 p.m.: WNYW is set to air *Roseanne* in place of news; WPIX will put *A Different World* back in the 7 p.m. time period, and WCBS-TV will put the new Bill Cosby-hosted *You Bet Your Life* in place of *Hard Copy*.

But Meidel's confidence in the show's performance remains undaunt-

ed. He expects the show to duplicate its domination in the key male demos as it does on the Fox network, where the show is number one among men both 18-34 and 18-49.

The show is set to test two other time periods, Sept. 8 when it will debut on WCAU-TV Philadelphia at 5 p.m. and on KXTV(TV) Sacramento, where the show will bow at 7:30. Meidel said he is currently negotiating with several other stations to get the show on the air by fall. ■

PARAMOUNT SAID TO BE MAKING TALK SHOW FOR TESH, GIBBONS

First-run project for 'ET' veterans rumored in early stage

By Steve McClellan

A source at Paramount Domestic Television confirmed a report last week that company executives are discussing a new first-run talk show that would be co-hosted by *Entertainment Tonight's* John Tesh and Leeza Gibbons. But the source stressed that the project is in the "very earliest stages of discussion" and that

no decision has been made to go forward.

"It's all very fluid right now," the source said, indicating the executives hadn't signed off yet on the concept of two hosts for the show and also hadn't determined the best timing for the launch of such a program.

But word of the possibility of such a program was well received by station reps last week, and the speculation

there was that Paramount might have a pilot ready by October for availability sometime in 1983. "I think it's a great idea," said one rep, who was echoed by others. "It would be a natural for any station with *Entertainment Tonight*."

A corporate spokesman said the company had no comment on the possibility of a Tesh-Gibbons-hosted talk show.

But as Paramount is well aware, co-hosted talk shows can be a risky proposition. In the fall of 1985, the company produced a talk show (with partner Post-Newsweek) that was hosted by McLean Stevenson and Sarah Purcell, called *America*. Within a month of launch, stations started bailing out and by December the show was canceled, when the CBS-owned stations pulled the plug.

At the time, *Donahue* was the dominant talk show in syndication, and talk shows that have emerged since then have had a single host—with one big exception: Buena Vista Television's *Regis and Kathie Lee*. That show, which started locally on WABC-TV New York, has carved a solid morning niche in syndication. The three networks also compete, some more successfully than others, with co-hosted talk/information programs in the morning.

As for the time period availability, reps say that is not an issue should Paramount decide to launch the show. "A lot would depend on how the pilot is perceived by stations," said one rep. "There's always room in the marketplace for a good show, and there are plenty of vulnerable candidates out there, including *Jenny Jones*, *Jerry Springer*, *Joan Rivers*, *Montel Williams* and *Jane Whitney*."

Observers say John Tesh has grown considerably as a television personality. Although a victim of poor ratings, his *One on One* interview show on NBC daytime was critically praised, as was his work on the summer Olympics in Barcelona.

According to one report last week, Paramount has made a commitment to develop a talk show for Gibbons, who has been a reporter with *ET* since 1983. She has also been a substitute host on *Regis and Kathie Lee* occasionally.

If Paramount does launch the project, it would join *Maury Povich* and *Arsenio Hall* in the company's stable of talk shows. ■

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Simpsons switch

Film Roman, the Hollywood animation house, has taken on a big new client—Fox's hit show, *The Simpsons*. The animation for the program had been done by Klasky-Csupo, Hollywood, through the end of last season. Most of the core animation team, headed by David Silverman, the show's supervising director of animation, has moved from Klasky-Csupo to Film Roman, a *Simpsons* spokeswoman said. "There's really no story there," she said. "It was just a business decision." Film Roman also produces the *Bobby's*

World cartoon for the Fox Children's Network.

One time only...not

Time Warner's innovative 150-channel Quantum cable system in Queens, N.Y., which uses multiple channels to offer certain top pay-per-view movies beginning every half hour, might take the concept a step further. Quantum is considering a plan to offer *Wayne's World* to subscribers beginning every quarter hour when the movie comes to pay per view in October. The plan is one of a number of new marketing ef-

orts under way at the ground-breaking system.

Stolen cels

Red alert: Copies of the storyboards for the upcoming season of Nickelodeon's *Ren & Stimpy* are missing. Chris Reccardi, the Hollywood-based art director for the popular animated series, was in New York City to visit take the concept a step further. Quantum is considering a plan to offer *Wayne's World* to subscribers beginning every quarter hour when the movie comes to pay per view in October. The plan is one of a number of new marketing ef-



OCTOBER HEADLINERS

ABC News's Sam Donaldson (as master of ceremonies) and The Capitol Steps comedy group (as featured entertainment) have joined the starting lineup for BROADCASTING's second annual Hall of Fame dinner in Washington Oct. 21. Some 20 Fifth Estaters will be inducted during the black-tie event at the Omni Shoreham Hotel, which will follow a full day's presentation of the sixth annual Broadcasting/Cable Interface telecommunications seminar. Among the principal speakers: FCC Chairman Alfred C. Sikes, Viacom President Frank Biondi, NTIA Administrator Greg Chapados and (in debate) NAB President Eddie Fritts and NCTA President James P. Mooney. For information, contact Pat Vance at 202-659-2340 or Joan Miller at 212-340-9866.

Broadcasting's Ratings Week Aug 17-23

	ABC	CBS	NBC	FOX
MONDAY	5.0/9	7.6/13	8.2/14	8.7/15
8:00	83. The Young Indiana Jones Chronicles 5.1/9	29. Evening Shade 8.7/16	15. Fresh Prince 10.9/20	29. Fox Night at the Movies—Bonnie & Clyde: The True Story 8.7/15
8:30	73. FBI: Untold Str 5.5/9	21. Major Dad 9.5/16	8. Blossom 11.6/20	
9:00	78. '92 Vote—Republican National Convention 5.3/10	9. Murphy Brown 11.5/19	34. Powers That Be 8.4/14	
9:30		69. Campaign '92—Republican National Convention 5.6/10	80. Decision '92—Republican Convention 5.2/10	
10:00				
10:30				
TUESDAY	10.3/18	7.0/12	5.3/10	NO PROGRAMING
8:00	13. Full House 11.2/21	18. Rescue: 911 10.0/18	76. Quantum Leap 5.4/10	
8:30	6. Step By Step 12.1/21			
9:00	2. Roseanne 15.5/26	49. Freshman Dorm 7.1/12	61. Reasonable Doubts 6.2/10	
9:30	5. Arresting Bhvr 12.4/21			
10:00	73. '92 Vote—Republican National Convention 5.5/11	91. Campaign '92—Republican Convention 3.9/7	87. Decision '92—Republican Convention 4.4/8	
10:30				
WEDNESDAY	7.7/13	6.1/12	8.9/15	10.1/17
8:00	49. Wonder Years 7.1/13	56. CBS Special Movie—The Dream Team 6.7/13	9. Unsolved Mysteries 11.5/21	13. Beverly Hills 90210 11.2/20
8:30	43. Doogie Howser 7.7/13		16. Seinfeld 10.5/17	28. Melrose Place 8.9/15
9:00	12. Home Improvmt 11.3/19	85. Campaign '92—Republican Convention 4.8/9	31. Wings 8.6/14	
9:30	21. Arresting Behav 9.5/16		69. Decision '92—Republican Convention 5.6/10	
10:00	80. '92 Vote—Republican National Convention 5.2/10			
10:30				
THURSDAY	6.6/12	6.3/12	8.2/15	9.0/16
8:00	58. Who's the Boss? 6.6/13	34. Top Cops 8.4/16	48. A Diffrent World 7.3/14	23. Simpsons 9.3/18
8:30	63. Growing Pains 6.0/11		24. Cosby 9.2/17	54. Parker Lewis 6.9/13
9:00		67. Campaign '92—Republican National Convention 5.7/10	4. Cheers 12.5/22	19. Beverly Hills 90210 9.9/17
9:30	52. '92 Vote—Republican National Convention 7.0/13		52. Decision '92—Republican National Convention 7.0/13	
10:00				
10:30				
FRIDAY	10.2/21	7.0/15	7.2/14	5.3/11
8:00	17. Family Matters 10.1/22	69. Driving Miss Daisy 5.6/12	39. Matlock 7.9/16	69. America's Most Wanted 5.6/12
8:30	20. Step By Step 9.7/20	76. Major Dad 5.4/11		73. Sightings 5.5/11
9:00	25. Dinosaurs 9.1/18	42. CBS Friday Movie—Baby of the Bride 7.8/16	67. I'll Fly Away 5.7/11	89. Rachel Gunn, R.N. 4.3/8
9:30	32. Perfect Strangers 8.5/17			
10:00	7. 20/20 11.8/24			
10:30				
SATURDAY	5.4/11	5.5/12	7.1/15	6.4/14
8:00	87. ABC World of Discovery 4.4/10	80. CBS Saturday Movie—Lucy & Desi: Before the Laughter 5.2/11	47. Golden Girls 7.4/17	56. Cops 6.7/16
8:30			60. Powers That Be 6.3/14	36. Cops 2 8.3/18
9:00	86. Human Target 4.6/9		45. Empty Nest 7.6/16	59. Code 3 6.4/13
9:30			45. Nurses 7.6/15	90. Vinnie & Bobby 4.0/8
10:00	49. The Commish 7.1/15	63. Jake and the Fatman 6.0/13	55. Sisters 6.8/14	
10:30				
SUNDAY	6.4/11	14.4/26	7.7/15	6.4/12
7:00	78. Life Goes On 5.3/11	3. 60 Minutes 13.7/29	66. Secret Service 5.9/13	93. Bill & Ted 3.3/7
7:30				92. True Colors 3.8/8
8:00	32. Am Fun Home Vid 8.5/16	9. Murder, She Wrote 11.5/21	27. I Witness Video 9.0/17	36. In Living Color 8.3/16
8:30	39. Am Fun People 7.9/14			39. Roc 7.9/14
9:00		1. CBS Sunday Movie—Good Night, Sweet Wife 16.1/28	38. NBC Sunday Night Movie—Tremors 8.0/14	25. Married w/Childn 9.1/16
9:30	63. ABC Sunday Night Movie—The Perfect Tribute 6.0/10			43. Herman's Head 7.7/13
10:00				62. Down the Shore 6.1/10
10:30				84. Down the Shore 5.0/9
WEEK'S AVGS	7.3/14	8.0/15	7.5/14	7.5/14
SSN. TO DATE	11.1/19	12.3/21	11.7/20	7.5/13

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Cable

CABLE CONFRONTS CUSTOMER SERVICE

Improvement is cited by cable executives as crucial to industry's survival in wake of upcoming cable reregulation and new competition from DBS and wireless

By Rich Brown

Cable marketing executives were pushing one message last week: the industry had better improve its customer service or prepare to face the consequences.

It certainly wasn't a new message being trumpeted at the annual Cable Television Administration and Marketing Society conference, but it took on a certain urgency among the gathered cable executives in San Francisco as they anticipated the double wallop of newfound competition and the threat of cable reregulation.

It was a point driven home time and time again at the CTAM conference, beginning with opening remarks by CTAM President Char Beales.

"The challenge of keeping our customers in the face of possible reregulation and certain competition is daunting," said Beales. "After years of taking a back seat to technology and operations, the cable marketer's job is suddenly critical."

Beales told conference attendees that cable reregulation in the form of S. 12 is "painfully close" to governing the cable business. Such regulation, she told cable marketers, would "dramatically" restrict their marketing flexibility.

Looking at the competitive landscape, Beales suggested that the cable industry may have become too complacent. She urged cable's marketing executives to strengthen its relationship with consumers in the face of competition from wireless cable and direct broadcast satellites. Beales said DBS will affect every cable system in America in just 18 months and will no doubt spend tens of millions of dollars "going after our customers."

"Remember, a customer—our customer—only needs one excuse to say



CTAM President Char Beales stresses importance of improving customer service.

goodbye," said Beales.

With that in mind, a number of guest speakers from outside the cable industry were invited to the CTAM conference to emphasize the importance of customer service.

Darryl Hartley-Leonard, president of Hyatt Hotels, a company that has gained some prominence in the area of customer satisfaction, said that customer service is "vital" as consumers become increasingly sophisticated. Hyatt focuses on customer service by working a great deal on the attitude of its employees.

"The impression your customers take away from their cable service is not the price of their subscription or the clarity of the picture on their television," said Hartley-Leonard. "How your customer service rep responds if I have a problem, how quickly and politely and efficiently he or she responds, is as much—if not more—of a

reason to keep me subscribing than the programming itself."

Added Leonard Berry, marketing professor from Texas A&M University: "The best opportunity you have to wow your customer is when you're interacting with that customer. Encourage customers to complain, and make it easy to do so. Then respond quickly and personally."

Rating the quality of customer service

A number of cable marketers at CTAM acknowledged the industry's shortcomings in the area of customer service. Some went so far as to agree with those charges made by some of cable's harshest critics that the industry has a sort of ivory tower mentality when dealing with customers.

"There is truth to this arrogance," said Michael J. Ritter, president of Continental Cablevision. "We have to

take some blame there.”

Ritter, asked to rate the cable industry's commitment to customer service on a scale of one to 10 (one being the best), said the number is probably “less than a five.”

“It will vary by system,” said Ritter. “Overall, it's inadequate.”

Jones Intercable President James B. O'Brien placed the number at a four. And Gary G. Weik, president of KBLCOM, said the cable industry ranked about six.

Weik said poor customer service would likely lead cable subscribers to switch to alternatives as they become available. A KBLCOM survey of its customers found that of those who rate their cable service as fair to poor, 44% said they would switch to a similarly priced competitor. Even among those customers who like their cable service, 3% said they would switch to a similarly priced competitor. With new competitors such as DBS on the horizon, those kinds of numbers are being taken very seriously by operators.

“That is frightening,” Weik said of the company's survey findings. He added that cable operators need to provide their personnel with more training to help them deal with today's increasingly complex cable environment. He said many of today's subscribers, who pay higher cable rates than earlier subscribers, also have higher expectations. But cable's customer reps have not been kept up to speed, he said. “We're not doing too much different with our customer service people today than we did 10 to 15 years ago,” said Weik.

Don't take programing for granted

There were also some calls for change on the programing side of the business. Peter Chernin, president, Fox Entertainment Group, encouraged the gathered cable operators to re-evaluate their programing lineups and be more selective about the programing they carry.

“I think you have to demand performance from the services you carry,” said Chernin. “If a service doesn't perform adequately, if it just adds to the curse of clutter, then I think you have to consider pulling the plug on it.”

Chernin told cable programers that their original programing efforts should include more continuing series and fewer original movies, which he

QUAYLE TALKS, CHERNIN LISTENS

Fox Entertainment Group President Peter Chernin said at last week's CTAM conference in San Francisco that when Vice President Dan Quayle speaks of family values, he listens. “I think it would be arrogant and cynical of us—and a grievous mistake—to turn a deaf ear to the man and the issue, writing it all off as the ravings of some latter-day Spiro Agnew,” he said. Chernin says Quayle is clearly tuned in to a “legitimate concern” millions of Americans have about what is on TV. “Where I differ with Mr. Quayle is that I don't think people look at things as simplistically as he does,” he added. “I think via television you can deal with morals and values in a much more sophisticated, relevant way than he does.” Chernin then described the values portrayed in some of Fox's more daring shows. He described *The Simpsons* as “one of the most moral shows on television.” *Married...with Children*, he said, portrays a man who “really does love and care for his family.” And *In Living Color*, featuring the comedic stylings of ghetto-raised Keenan Ivory Wayans and his siblings, “resonates with the values of hard work and of dedication to the family.”

In other Fox news, Chernin said the promotional campaign for Thursday's premiere of *The Heights* wound up including a music video shown five or six times daily on 2,400 United Artists theater screens and on video monitors in department stores across the country; citywide poster in the top 25 markets; a 100,000-poster giveaway at UA theaters; a giveaway of one million free bookcovers at schools across the country; a massive radio ad campaign; a seven-page gatefold ad in *TV Guide* (which he called the largest single ad buy ever made for a TV show) and, of course, on-air promotion. **-RB**

SHOWTIME FORMS ENTERTAINMENT GROUP

Showtime Networks last week announced the formation of Showtime Entertainment Group, a production and development division that will include the three-year-old Viacom Pictures. Plans at SEG call for the production of 20 original movies in 1993 that will premiere on Showtime and then have domestic home video and full international distribution. The company is also eyeing a domestic broadcast network window for the titles following the success of Viacom Pictures' *Fourth Story* on CBS last July. In addition to movies, SEG will oversee production of original programing including series, specials, sports, documentaries and international coproductions.

SEG will produce a total of 90 titles in 1993 (including 13 episodes of renewed series *Super Dave*), according to Senior Vice President Steve Hewitt, previously senior vice president of original programing and production at Showtime Networks Inc. and now head of SEG. Hewitt said that figure will be up from 65 titles—including nine movies—during 1992.

Former Viacom Pictures President and CEO Fred Schneier will now serve as a motion picture producer for SEG and others. Joining SEG from Viacom Pictures are senior vice presidents Barbara Title, Paul Mason and Jeff Silberman. Showtime executives Dennis Johnson and Jay Larkin will continue to report to Hewitt in the new division. **-RB**

said are very expensive to promote and which have a hard time competing in a cluttered made-for-TV environment.

Programers need to create more breakthrough shows to reach out to a “frustrated” audience that has more available channels but still can't find

shows they want to watch, said Chernin. “It's made them mad as hell—and I'm not sure how much longer they're going to take it,” he added.

Registration for last week's CTAM conference reached 1,848 as of Tuesday, topping last year's attendance of 1,591. ■

Washington

THE CASE FOR RAISING CAPS

Broadcasters, networks, others weigh in with comments on FCC plans to relax current TV ownership rules; arguments made for and against owning two stations in a market

By Joe Flint

Broadcasters last week urged the FCC to gut the TV ownership restrictions, particularly the 12-station national ownership cap and the prohibitions against owning TV and radio stations and more than one TV station in a single market.

The comments came in response to the FCC's proposals last May to relax the current TV ownership rules in hopes of revitalizing an over-the-air TV business that is being challenged by the cable industry and threatened by direct broadcast satellites and possibly telephone companies.

Leading the charge on the national cap (12 stations or a 25% audience reach) were CBS, Fox and the Commerce Department's National Telecommunications and Information Administration (NTIA).

NTIA recommended eliminating the national ownership rules altogether or

phasing them out over time. CBS suggested a national ownership cap of 24 stations and a 35% audience cap. Not to be outdone, Fox asked for a 50% audience cap with no numerical limit.

The National Association of Broadcasters (NAB), ABC and NBC took a more moderate approach, with ABC supporting NAB's position of 18 stations and 30% limit and NBC seeking an 18-station limit but a 35% audience cap. The Association of Independent TV Stations also support ownership of 18 stations and audience reach of 30%.

The vote to dramatically relax ownership rules was not unanimous. Malrite Communications argued for retention of the current national ownership audience cap of 25% while raising ownership to 18 stations. That would effectively prevent the big three from acquiring any more properties, as all are near the 25% cap now. Group owner Fisher Broadcasting also wants

current national caps retained.

Most of the above suggestions will likely raise a few eyebrows on Capitol Hill, which just finished chopping down the FCC's deregulation of the radio ownership rules.

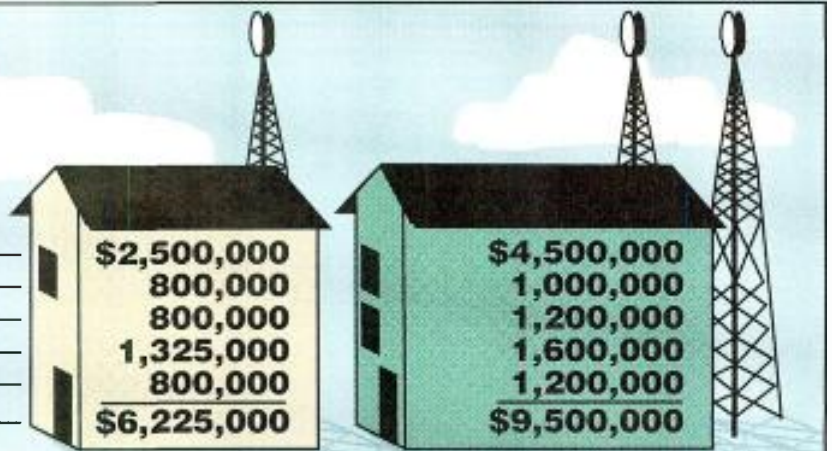
NAB, ABC, CBS, NBC, INTV and the majority of broadcasters agree the rule forbidding crossownership of radio and TV in the same market should be—if not completely eliminated—significantly relaxed. NAB proposed allowing same-market radio-TV ownership as long as at least 15 independent broadcast voices remain in the market.

The same enthusiasm is not shared when it comes to relaxing the duopoly rules and allowing co-ownership of two UHF's or a UHF-VHF in the same market.

NAB asked the FCC to "wait until it has more information about the developing video market." Said NAB: "Any revised duopoly rule should

TWO STATIONS FOR THE COST OF ONE AND A HALF

Program License Fees	\$2,500,000
Production & Operations	800,000
Promotion & Advertising	800,000
Sales & Marketing	1,325,000
General & Administration	800,000
Total Operating Expenses	\$6,225,000



Note: Figures represent yearly cost structure of a typical independent station in the 30th market (left), and two co-owned stations in the same market. Source: ABRY Communications

take into account all sources of video programming in a community, including public TV and cable. Further, the FCC should consider the relationship between changes in the duopoly rules and its proposed High Definition Television (HDTV) allocation plan. (The FCC has proposed giving every broadcaster a second channel on the UHF band for the implementation of HDTV.)

INTV supports revising duopoly and allowing co-ownership of two stations in the same market provided one is a UHF.

On duopoly and co-ownership, NTIA said the commission should base a narrowed rule on whether the combined audience share of the commonly owned stations "exceeds a maximum threshold." That threshold was not defined.

Both NBC and CBS support relaxation of the duopoly rules to allow for grade B overlap. On crossownership, NBC supports allowing UHF-UHF and VHF-UHF crossownership in markets with at least six independently owned stations after the merger. Unbuilt stations, NBC said, should be included in that mix. CBS supports co-ownership of two UHF's regardless of market "voices" and VHF-UHF co-ownership in markets that would still have six independent voices.

While the networks support UHF-UHF and VHF-UHF co-ownership, it is the group owners that spent the bulk of their comments arguing for it, including Sinclair Broadcasting, Vetter Communications, Westinghouse Broadcasting and a consortium of broadcasters—LIN, Midwest Television, Post-Newsweek, Providence Journal, Paducah Newspapers and the Spartan Broadcasting Co. But perhaps none argued the case as thoroughly as group owner ABRY Communications.

Boston-based ABRY shuns most of the FCC proposals as offering no meaningful relief. Even relaxing the Grade B overlap standard would provide "at best, marginal operating efficiencies."

However, allowing co-ownership of two local TV stations, ABRY argues, could provide an efficiency savings of 24% (see chart page 23). Programming costs could be shared, leaving less programming on the shelf, and sales staffs could be combined, ABRY said. Also, overhead would be reduced because both stations could operate out of the same facility. If the rules are

limited to stations with a Grade B overlap, ABRY counters, the savings are only 6%. The reason, ABRY said, is that there would be no programming cost reductions, and two facilities would still be required to house the stations, meaning that reductions in management, sales and promotion would be minimal. Said ABRY: "The bulk of a station's costs are expended locally and can only be economized locally." This proposal, the group argues, is the only one that "directly addresses the industry's need for economic relief from the effects of multi-channel audience fragmentation."

ABRY, as well as other groups, argues that co-ownership will also promote locally produced news and public affairs programming because of the enhanced efficiencies. "A VHF affiliate could take its existing news facility and create a one-hour 10 p.m. newscast for its UHF partner creating 365 additional news hours...this type of programming is generally precluded by the typical VHF-network affiliate's half-hour news broadcast," ABRY said.

Not everyone came out in favor of co-owned stations. Said Malrite: "Permitting a significant number of combinations in a market, although

offering the promise of greater economies of scale, would have a significant adverse impact on the level of diversity in the local video marketplace." It would, Malrite, added, "create a competitive disadvantage for those stations that were not fortunate enough to be the first stations to propose a combination."

The networks, always in search of a second revenue stream, argued that the rule forbidding them from doing what cable companies can already do—own a second network—must be eliminated. Said CBS, which made the request that the rule be reviewed last year: "[T]he continued existence of the rule unfairly handicaps the networks in their competition with multi-channel cable rivals and robs broadcast stations and viewers of opportunities to receive innovative alternative programming."

Going against that request, were group owners Malrite Communications and Fisher Broadcasting. Said Fisher Broadcasting: "If the networks are allowed to proliferate new programming services and to use their influence and finances to insure their programming reaches the public, the development of competitive sources will be retarded." ■

HOW INDECENCY PROCESS WORKS AT FCC

That most FCC indecency enforcement notices come out over the signatures of Mass Media Bureau officials obscures the fact that each is carefully filtered through several layers of the bureaucracy, including the five commissioners.

"There is a fair amount of review that goes into these things before they are acted on," says Bob Ratcliffe, assistant chief of the Mass Media Bureau.

It all starts in the bureau with Tom Winkler, an investigator in the complaints and investigations branch of the enforcement division. Whether any one of the hundreds of indecency complaints that pour into the FCC each year results in an investigation or fine probably has more to do with the way Winkler feels about it than anything else.

Ensclosed in a crowded eighth-floor office in the FCC annex at 2025 M Street in Washington, Winkler makes the first cut, sorting through "substantiated" complaints (those supported by a tape or some sort of transcript) and deciding which should be dismissed and which may merit action.

After review by investigations branch attorney Roger Holberg, Winkler's recommendations are forwarded upward through the bureaucracy until they land on Ratcliffe's desk. He and Lauren Belvin, one of General Counsel Bob Pettit's deputies, give the complaints another look before presenting them to aides to the commissioners at what has now become a regular monthly meeting.

At long last (the process currently takes nearly a year), the commissioners, in consultation with their aides, make the final determination. All that is left to do is get those signatures.

—HAJ

FCC PICKS UP PACE ON INDECENCY ENFORCEMENT

Commission attributes it to procedural efficiencies, but there is speculation that increase might be election-year politicking

By Harry A. Jessell

The FCC has picked up the pace of indecency enforcement in the past two months, initiating inquiries against four stations and tentatively fining a fifth in July and launching inquiries against two more stations in August.

Bob Ratcliffe, assistant chief of the Mass Media Bureau, attributes the stepped-up enforcement to new efficiencies in the processing of complaints, notably the scheduling of regular meetings with aides of the five commissioners who insist on reviewing each item.

"Frankly, we had some difficulty for a short period of time coordinating our consultations with the commissioners and their legal assistants," said Ratcliffe. "That caused a bit of a knot in the pipeline. We have resolved those processing problems in a way that will keep us more current. The process is more organized now and prevents us from getting lost in the tangle."

But the surge has sparked speculation inside and outside the agency that FCC Chairman Alfred Sikes may be playing election-year Republican politics. "Well, you know we just had an orgy of family values in Houston," said one FCC official when asked to explain the wave of indecency actions. "You tell me."

Andrew Schwartzman, of the Media Access Project, who watches closely the FCC's anti-indecency efforts, also suspects a connection. "I would be surprised if the decisionmakers were unaware of the significance of increasing the commission's profile on indecency right about now," he said.

Also fueling talk that presidential politics may be afoot is the Justice Department's decision two weeks ago to go after Evergreen's WLUP(AM) Chicago for its refusal to pay a \$6,000 indecency fine.

Sikes has made indecency enforcement one of the hallmarks of his administration, but FCC sources say he has taken a renewed interest in recent months. To what extent that interest has filtered down through the bureaucracy is unclear.

GREATER MEDIA REBUTS INDECENCY CHARGE

Greater Media last week urged the FCC to dismiss an indecency complaint against its KSLX(FM) Los Angeles for an August 1991 broadcast of the *Howard Stern Show*, arguing the complaint was unsubstantiated by a tape or transcript as FCC precedent demands.

The complaint describes an alleged on-air conversation in which an unidentified male talks about his father masturbating. But it does not "make clear whether the cited language purports to be an exact quotation or even reflects notes made contemporaneously with the broadcast," Greater Media contends. A tape of the broadcast is not extant, and Stern has no recollection of the alleged incident, the licensee said.

Even if the "brief, partial alleged quotation were accepted as accurate," the complaint also fails to provide sufficient context for the FCC to make an indecency judgment, Greater Media said. What's more, it added, the discussion, if accurate, is not actionable under FCC precedent. The alleged comment "is couched in language which makes a serious point in a humorous way and without using any patently offensive words, much less descriptions," it said.

Greater Media's defense may work. "As a general proposition we are usually reluctant to act if we can't verify it and it is contested," said Bob Ratcliffe, assistant chief of the Mass Media Bureau. A complaint against WOMR(FM) Provincetown, Mass., was dismissed following an FCC inquiry when no supporting tape or transcript could be found, he said. —HAJ

Sikes aide Terry Haines said the speculation is groundless. "It is never a bad idea to make sure this agency is getting its work done in a timely fashion," he said.

Ratcliffe says he is unaware of any undue pressure from above to speed processing. "We've always been instructed to keep as current as we can and process what comes in the door," he said.

The new regimen shows some signs of working. The latest batch of inquiry notices included one—to WBCN(FM) Boston—for a broadcast that occurred last March. Prior to that, a lag time between complaint and initial FCC action of up to a year was not uncommon.

An FCC litigator said Justice rushed to file its complaint against WLUP(AM) Chicago only to avoid a possible statute of limitations problem. It's been five years since the broadcast of the program at issue, the lawyer said.

Nonetheless, should President Bush or Vice President Quayle want to talk about the administration's anti-indecency efforts, they can readily point to the work of the FCC as proof of their hard line.

Since Sikes took office, the FCC has fined 14 stations in amounts ranging from \$2,000 to \$20,000, according to an unofficial FCC tally. Of those, two have yet to pay and one, WLUP, has refused payment to force courtroom showdown.

In addition, the agency has actions pending against 19 stations, including WLUP for a second violation. Of the 21, 13 have received notices of inquiry; and six have received notices of apparent liability for forfeiture (tentative fines.)

The latest wave of indecency actions (in reverse chronological order):

■ Aug. 17—WALE(AM) Providence, R.I.: inquiry for profanity-filled tirade by radio personality Geoff Charles against meter maid who had ticketed his car.

■ Aug. 11—WBCN(FM) Boston: inquiry for alleged March 1992 broadcast of a joke about incest.

■ July 28—WWDC-FM: inquiry for two November 1991 broadcasts by Doug "The Greaseman" Tracht, in which he tells a sexual joke and relates a story about a visit to a sperm bank.

■ July 28—WJXQ(FM) Jackson, Mich.: inquiry for a September 1991

broadcast allegedly containing profanity and a song parody about oral sex.

■ July 27—KMEL(FM) San Francisco: tentative fine for \$25,000 for a series of alleged violations that occurred over 21 days in August and

September 1991.

■ July 2—WROQ(FM) Anderson, S.C.: inquiry for a June 1991 broadcast of a joke about oral sex.

■ July 2—KLSX(FM) Los Angeles: inquiry for an August 1991 segment of

the Howard Stern show in which an unidentified male guest allegedly discusses masturbation by his father. Licensee Greater Media has called for dismissal of the complaint (see box, page 25). ■

Almost lost in all the FCC's internal maneuverings over when to launch a rulemaking to consider repeal of PTAR's off-network prohibition ("Closed Circuit," Aug. 24) was the fact that FCC Commissioner Andrew Barrett lined up with fellow commissioners James Quello and Ervin Duggan in advocating delay of the proceeding.

Even before Quello effectively killed chances for a PTAR rulemaking vote on Sept. 17 with his memo two weeks ago calling for delay, Barrett had informed Chairman Alfred Sikes through their aides that he favored putting off any action at least until after the fin-syn arguments Oct. 2 before the federal appeals court in Chicago.

Barrett's stance on the timing is not good news for Disney, which has been leading the charge for the PTAR rulemaking. Not only does the delay hurt, but it also raises a question about Barrett's ultimate vote on whether to repeal the prohibition. Barrett says he hasn't formed any opinion on substance.

By the way, defenders of the fin-syn rules should not count on Barrett to hold the line should the federal appeals court return the rules to the FCC for a second look. Toward the end of the fin-syn battle last year, Barrett told BROADCASTING he started coming around to the idea that the relaxed but still restrictive rules should be sunset after three years. After that, he said, "the burden...should be on those who want to keep the rules." The sunset was one of two ideas he floated late in the fin-syn game, he said. It went nowhere, he said, but the other—to allow networks into foreign syndication—was incorporated into the rules.

It's rife with sex, murder and intrigue. No, it's not the FCC fin-syn proceeding. It's MPAA President Jack Valenti's soon-to-be-published (by Doubleday) Washington R-rated thriller about an ambitious Vice President who betrays the President by running against him for their party's nomination.

The cast of "Protect and Defend" includes a couple of fictitious journalists, but also a Greek chorus of real ones. Valenti puts words in the mouths of David Brinkley, Sam Donaldson, George Will, Dan Rather, Andrea Mitchell, Judy Woodruff, Leslie Stahl and Brit Hume, among others. Look for it in the bookstores this fall.

FCC Commissioner Jim Quello, in a memo last week, criticized Chairman Alfred Sikes for not giving him a chance to review the Mass Media Bureau order declining to disallow anti-abortion ads showing dead fetuses as indecent (see "Top of the Week"). Looking for reason to reject political ads, several broadcasters had asked the FCC to declare them indecent. In the memo, Quello said

he generally agrees with the bureau's decision. But had he been consulted, he said, he would have argued for giving stations clear permission to air disclaimers, saying they are required by federal law to carry such ads. FCC Commissioner Ervin Duggan was also said to be upset by his exclusion from the decisionmaking process.

It's little reason to cheer, given the death and destruction Hurricane Andrew caused, but the NAB's radio convention slated for a four-day run at the New Orleans convention center starting Sept. 9 will go forward as planned. Nervous NAB organizers called the convention center last

Wednesday morning after Andrew passed west of the city and were encouraged to learn a computer show then underway was unaffected by the storm. Also breathing a little easier was the United States Telephone Association. Its annual convention moves into the city Oct. 5-8.

Edited By Harry A. Jessell

News directors who suspected that the size of libel awards has been growing rapidly had those suspicions confirmed last week by a new report from the Libel Defense Resource Center. The average jury award during the 1990-91 survey cycle exceeded \$9 million, up from the average \$1.5 million in 1980-89.

"This tax on the media has been turned from merely a bad dream to a nightmare," said Henry Kaufman, the center's general counsel. "In just over 20 media awards [in 1990-91]," he said, "juries attempted to levy a libel excise of almost [\$200 million], a figure that could well exceed \$1 billion over the coming decade were this trend to continue." The good news is that the media won a greater percentage of cases during 1990-91: 27.6% of jury trials (up slightly from 26.3% for 1980-89) and 68% of the trials decided by judges (up from 53% in the 1980's).

FCC Commissioner Ervin Duggan won enthusiastic applause from attendees at the CTAM conference in San Francisco last week by labeling himself a "satisfied" cable customer. Duggan says he has been a cable fan since the morning his cable installer, not finding the Duggans home, paid a return visit later the same day. Duggan also got a rise out of the CTAM audience by saying that based on his experiences at many industry conventions, broadcasters are "a little grayer and a little longer in the tooth" than cable industry executives.

On the topic of cable reregulation, Duggan said the way to handle any perceived shortcomings on the part of the cable industry "lies in the magic of the marketplace, and not in bureaucracies in Washington." ■



Washington Watch

Business

NEWS CORP. REPORTS MIXED 1992 RESULTS

Fox TV stations improve, network flat and syndication down for year just ended

By Geoffrey Foisie

Fox parent company News Corp. released its 1992 operating statement last week, showing both improvement and signs of the continuing media recession. Although results from the TV network, Fox Broadcasting Co., were flat or showed only modest change, the roughly \$40 million profit reported by the network was still better than that of two of its three competitors, CBS and NBC.

The company reported revenue of \$7.8 billion and operating profit of \$1.2 billion for the year ended June 30. Companywide results for the fourth quarter were \$303 million in profit on revenue of \$1.9 billion.

Among the company's best operations reported were the seven Fox-owned TV stations. Collectively, News Corp. said, they had higher earnings and margins. In a recent report, Morgan Stanley securities analyst Alan Kassan estimated station operating profit at \$180 million, up 20% from 1991, on only a 1% increase in revenue, to \$455 million. The analyst cited lower syndication prices and "cost cutting" as among reasons for the profit margin expansion.

The station division is also contributing through several TV series it developed that are now syndicated, including *A Current Affair* and *Studs*. Kassan estimated that 1992 revenue from those shows was \$40 million, up a third, while 1992 profit jumped to \$13 million from \$8 million.

While Fox TV stations are benefiting from Fox Broadcasting Corp. and reduced demand for syndicated product, the same could be hurting the studio's profit from syndication. Kassan said syndication revenue of library product was flat at \$200 million, while profit tumbled 24% in 1992, to \$55



million. Syndication of new shows (*Cops* and *Doogie Howser*) isn't expected to be a factor until next fiscal year, to be followed a year later by *The Simpsons* and *In Living Color*.

FBC's continued growth did not help the bottom line in 1992, according to Kassan—the company made no mention of the network's revenue or profit. Kassan estimated the network's profit at \$38 million, down slightly from 1991, on flat revenue of \$485 million. The just completed year's results were affected by weak national advertising, he said, and "low ratings in some of the new time periods" during the prior broadcast season.

But FBC's outlook for the current fiscal year, ending next June, is better, both because of a slightly improved

advertising market and because of ratings improvements for the company's prime time schedule. One recent report by Oppenheimer & Co.'s Jessica Reif said Fox obtained 30% unit price increases in the most recent upfront.

In addition to the TV stations, News Corp. last week also bragged about its joint European DBS venture, BSKyB. Homes with dishes increased by one million from a year ago, to 3.3 million, and movie subscribers increased by a third, to 1.6 million.

The Morgan Stanley report, co-authored by London-based Rebecca Winnington-Ingram, said the DBS service is now getting subscription fee increases from cable operators. For the just completed year, the report estimated BSKyB had an operating loss of \$92 million on revenue of \$243 million, but projected that by 1993 it would show an operating profit.

News Corp. last week also said it would raise about \$1 billion in long-term debt and sell its 50% stake in two Australian-based transport companies. Proceeds from both transactions would be used to pay down the company's multibillion bank debt. The company's stock rose the day of the earnings release, up $\frac{1}{8}$ to 33 $\frac{3}{8}$. ■

JULY TV STATION REVENUE SHOWS GAIN

Revenue jumped 18.7% in July for 220 stations participating in the "flash report" sponsored by the Television Bureau of Advertising. Affiliates led the way, showing a 25.4% gain in local revenue and a 20.5% gain in spot revenue. Harold Simpson, TVB vice president, research, said that the mix of participating stations is skewed to NBC affiliates, whose seven days of Olympics telecasts during July contributed to the revenue gain. Also, revenue comparisons were against July 1991, when total station revenue was off 17.3% for spot and down 5.8% for local. Independents also did well during the just completed month, reporting a 4.3% revenue increase, mostly from spot. For the year to date, affiliate revenue is up 6.4%, while independents are up 1.4%. —GF

AD REBOUND ON HORIZON FOR SMALL MARKETS

Local, regional sales ahead of national spot; automotive, retail help power recovery

By Sharon D. Moshavi

Small-market TV stations are rebounding from the economic lows they reached last year. They are finding success in local and regional sales more than with national spot. In some ways, they are faring better than larger-market stations in bringing in advertising revenue. That, in large part, is because they have an advantage many markets do not: little competition.

The simple formula in most 100-plus markets of just three network affiliates and no independent commercial stations "means there are fewer stations to take what's being put on the table [by advertisers]," says Blair Television's Bill Breda.

Using that to their advantage, the small-market stations, by and large, are doing better locally than in spot. During hard economic times, spot advertisers traditionally take their dollars out of small markets first, stations say. But even in spot, smaller-market stations are pacing even with the national average for TV station ad revenues, and are generally doing better than top 10 market stations, according to Breda. Network affiliates, through the first seven months of the year, have averaged a 4.7% increase in spot sales, according to the Television Bureau of Advertising.

Locally, small-market stations seem to be doing better on a percentage basis than the affiliate community at large. Small-market affiliates contacted around the country report double-digit growth year-to-date for local sales, above the TVB figure of 7.8% for all network affiliates. And many of the smaller-market stations also report that year-to-date ad revenues are, at least for local, climbing back even with or slightly above 1990 revenue levels. The two major categories helping smaller-market stations to rebound are automotive and retail.

The ability to sell local advertising was evident for small-market NBC affiliates during the summer Olympics. KNDO(TV) Yakima, Wash., did well locally selling the games because it could sell "the sizzle of the event to advertisers," says general sales manager Dale Chaney. But the station

fared poorly selling the Olympics nationally and regionally because those advertisers were interested solely in cost-per-point goals, says Chaney.

The local buy in small markets is driven less by pure economics than are national buys, say station sales managers. "Clients are looking for more and more ways to get their names out there," says Jo Ferguson, local sales manager, ABC affiliate WHOI(TV) Peoria. Stations attribute much of their success locally to value-added promotions tied to advertising buys. They are offering advertisers the opportunity to sponsor everything from charity golf games to vignettes on tax filings. The small-market size becomes a plus in this instance, with only an average of three stations pitching the same advertisers with promotional ideas, as opposed to twice that amount in larger markets.

Even in areas of the country that have been hit harder economically than others, stations report revenues above 1991 levels and near 1990 levels. Despite the fractious Caterpillar strike that affected the Peoria market through April and continues to have lingering effects, since the union still has yet to sign a contract, WHOI has

been able to bring in local advertisers. The station has been at or over budget in ad revenue since the beginning of the year, says Ferguson. First quarter was flat, second quarter was up 12% and third quarter is pacing at 30% over 1991.

Markets with good local economies are doing especially well. KTIV(TV) Sioux City, Iowa, has benefited from a strong real estate market and a good farming season, says Kim Cleaver, regional sales manager. Although first quarter started out flat, the rest of the year has been strong nationally and especially regionally and locally, says Cleaver, despite political dollars coming in less than expected, so far.

Political advertising is shaping up differently in various markets, with some stations such as KTIV coming in lower than expected, and others reaping unexpected windfalls. KERO-TV Bakersfield, Calif., which is seeing low double-digit revenue increases over 1991 in regular advertising, jumps to almost a 25% increase when political ads are included. The two Senate races in the state are playing an important part, and the station is likely to see presidential advertising dollars as well. ■

Changing Hands

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

KZKX(FM) Lincoln, Neb. □ Sold by subsidiary of Sherman Broadcasting Corp. to C.T. Robinson for \$2.85 million. Seller is headed by Jay Meyers and also owns KKRD(FM) Wichita, Kan. Buyer is former cochairman of Unistar Network and is also purchasing WAVH(FM) Mobile, Ala. (see below). Robinson also recently purchased KTCR(AM)-KOTY(FM) Kenniwick-Richland and KEYF-AM-FM Spokane, both Washington. KZKX has country format on 96.9 mhz with 100 kw and antenna 610 feet above average terrain. Broker: *Media Venture Partners*.

WAVH(FM) Mobile, Ala. □ Sold by

Atmor Properties Inc. to Pourtales Holdings Inc. for \$1.8 million. Seller is headed by Lee M. Mitchell, is subsidiary of AT&T Capital Corp. and has no other broadcast interests. Buyer is headed by C.T. Robinson (see KZKX(FM) Lincoln, Neb., above). WAVH has oldies format on 96.1 mhz with 100 kw and antenna 1,141 feet above average terrain. Broker: *Blackburn & Co. Inc. and Star Media Group Inc.*

KIST(AM)-KMGQ(FM) Santa Barbara, Calif. □ Sold by Richard Phalen Jr., receiver for RSB Communications, to Channel Islands Broadcasting for \$1.5 million cash. Seller is media broker

ALL IN THE FAMILY

Jacor Communications has asked the FCC to rescind its July 24 transfer of control of Todd Paxson's WUVU(FM) St. Augustine, Fla., to his father, Lowell (Bud) Paxson, creator of the Home Shopping Network, alleging a prima facie violation of both the current and proposed multiple-ownership rules. Bud Paxson owns WROO(FM) Jacksonville, Fla., and has a time brokerage agreement with (as well as an application to buy) WAIA(FM) St. Mary's, Ga. The signals of both stations overlap that of WUVU. Jacor, which owns WQIK-AM-FM in the market, had earlier challenged the Paxsons' holdings, alleging that Todd was acting as a front for his father. In an apparent attempt to remedy any multiple ownership problem, Paxson, as "emergency temporary guardian" of Todd, is now seeking to transfer control of WUVU to a second son, Devon (see "For the Record"). Devon's attorney, Richard Swift, said the deal "shouldn't be a problem at the commission." But Jacor's attorney, Marissa Repp, said the broadcast group may challenge that deal as well. "All we want is a level playing field," she said. —JG

and is also receiver for KKAM(AM)-KBOS(FM) Fresno-Tulares, Calif., which recently filed assignment of license. **Buyer** is controlled by Daniel J. Prodanovich and Michael Nicassio, executives at rep firm Eastman Radio. KIST is fulltimer with oldies format on 1340 khz with 1 kw. KMGQ has AC format on 106.3 mhz with 365 w and antenna 879 feet above average terrain. *Broker: Media Services Group.*

WGAM(AM)-WRSI(FM) Greenfield, Mass. □ Sold by Robert J. Maccini, receiver for Howard Communications Corp., to Radio Skutnik Inc. for \$500,000. **Seller** is media broker and has no other broadcast interests. **Buyer** is headed by Edward Skutnik, original owner of stations prior to selling to Howard Communications in 1988; he is currently general manager of stations. WGAM has AC format on 1520 khz with 10 kw day. WRSI has classic

rock-AOR format on 95.3 mhz with 320 w and antenna 780 feet above average terrain. *Broker: Media Services Group.*

KDEF(AM)-KUCU(FM) Albuquerque, N.M. □ Sold by Chapman Children's Trust to Braiker Broadcasting for \$1 million. **Seller** is principally owned by George Chapman and A.C. Smith trusts and has no other broadcast interests. **Buyer** is headed by Ivan Braiker and owns KOLT-FM Santa Fe. KDEF has all-sports format on 1150 khz with 5 kw day and 500 w night. KUCU has country format on 107.1 mhz with 50 kw and antenna 304 feet above average terrain. *Broker: Kalil & Co. Inc.*

WSAR(AM) Fall River, Mass. □ Sold by Quality Radio Corp. to Bristol County Broadcasting Inc. for \$440,000. **Seller** is headed by Norman Knight, who is also licensee of WGIR-AM-FM Manchester and WHEB-FM Portsmouth, both New Hampshire; WEZF(FM) Burlington, Vt., and WTAG (AM)-WSRS(FM) Worcester, Mass. **Buyer** is headed by Robert S. Karam and is principal in licensee of WHTB(AM) Fall River, Mass. WSAR is fulltimer with news, talk format on 1480 khz with 5 kw.

WVNJ(AM) Oakland, N.J. □ CP sold by Rama Communications Group Inc. to Bursam Communications Corp. for \$350,000. **Seller** is headed by Salvatore Borrelli, and has no other broadcast interests. **Buyer** is headed by Howard Warshaw (25%) and Marvin B. Kosofsky (50%), and is licensee of four AM's and three FM's. Kosofsky also has interests in Jacor Communications, licensee of six AM's and five FM's. WVNJ is assigned to 1160 khz with 10 kw day and 2.5 kw night.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$2,518,000 □ 6

FM's □ \$4,747,500 □ 5

AM-FM's □ \$3,185,500 □ 6

TV's □ \$100,000 □ 1

Total □ \$10,551,000 □ 18

1992 to Date:

AM's □ \$139,602,163 □ 152

FM's □ \$287,193,909 □ 166

AM-FM's □ \$220,329,846 □ 110

TV's □ \$1,199,401,620 □ 41

Total □ \$1,846,527,538 □ 469

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

WEVU-TV, Ft. Myers, Florida from The Home News Company, owned by the Boyd Family, to FCVS Communications, Walter K. Flynn, President.

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Technology

SATELLITE FOOTPRINTS

NASA GETTING ITS 'ACTS' TOGETHER

The National Aeronautics and Space Administration has tested and fully integrated all mechanical and electrical assemblies for the Advanced Communications Technology Satellite (ACTS). NASA's Lewis Research Center is continuing all flight, space and ground systems for the bird, which will demonstrate new technologies, including onboard baseband storage and process, "hopping" spot beams and Ku-band transmission and reception. System tests conducted last month integrated the master ground station designed and built by Comsat Laboratories; very small aperture earth stations supplied by Harris Corp. and a microwave switch matrix Link Evaluation Terminal built by Lewis. NASA shuttle Discovery is scheduled to carry the satellite into space next year.

FULL CIRCLE

Is television and radio network backhaul headed away from satellite

and back to the ground? While ABC-TV used the Republican National Convention in Houston to experiment with fiber backhaul and a two-for-one digital video compression system developed by KDD and Ikegami, the CBS Radio Network came down to earth in its own digital way. CBS delivered backhaul, not via dedicated satellite or landline circuits, but instead via a pay-as-you-use service provided by MCI and Integrated Network Corp. (INC) of Bridgewater, N.J. CBS used INC's channel service unit hardware at the Houston Astrodome to file stories over MCI's Switched 56 (kilobits-per-second, the telephone industry's standard data rate) Virtual Private Data Service, which utilizes public switched telephone networks. CBS has now used the service for both political conventions this year and for the winter Olympics and Major League Baseball.

DIGITAL TARIFF SOUGHT

Comsat World Systems has asked the FCC to approve a scalable, full-

time digital TV tariff to be offered to customers committing to a minimum seven-year, full-time lease of 36 mhz by Dec. 31. Those customers, regardless of the digital compression technology they use, would be allowed to transition to digital carriers within that lease without starting new lease terms. They would also be given transitional discount rates (for example, 7%-10% on a "typical" 72 mhz, seven-year lease). No oppositions to the tariff have been filed.

ALL THE NEWS FIT TO FLY

USA Today Sky Radio has contracted San Diego-based ComStream Corp. to provide mobile satellite receivers, uplink equipment and a PC-based network management system for a 24-hour audio news, sports and weather service to selected domestic airlines, including Delta and United. The service, employing ComStream's MUSICAM-based, compressed digital audio technology, is to be launched before the end of this summer.

—PDL

IN SYNC

DAB IN-BAND WAGON

In separate applications, Project Acorn/USA Digital has asked the FCC to grant 180-day authority to deliver a combined digital/analog signal over WILL(FM) Urbana, Ill., and for one-year authority to construct and operate a digital AM station in the expanded AM band in Cincinnati, as well as a digital FM station in Urbana.

"We think we've made some headway on the AM side, but that is what testing is—part of the research and development process," said Daniel Ehrman, vice president

of finance and business affairs for Gannett Broadcasting, partners with CBS Radio and Group W in USA Digital.

Robert Greenberg, assistant chief engineer for the FCC's FM Branch, says the applications will be processed "most likely very soon."

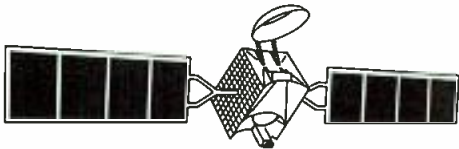
Ehrman also described the tests as "preparatory to our exhibit in New Orleans," but he declined to comment on speculation that USA Digital may bring a mobile in-band FM DAB demonstration, and/or a digital-without-analog demo in AM, to the NAB Radio '92 show in New Orleans next week (Sept. 9-

12).

Meanwhile, EZ Communications President Allan Box joined NAB radio specialists Ken Springer and Valerie Schulte in Mexico City last week as part of a U.S. delegation to CTEL, a Pan-American communications "mini-WARC [World Administrative Radio Conference]," said Box.

"Obviously, Mexico and Canada came out of WARC [last February] celebrating what they saw as victories in L-band allocations" which both nations plan to use for DAB, he said. "I'm concerned about how terrestrial DAB is implemented,

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and my job is to encourage them to hang on a bit longer and see what happens with in-band—working the hallways and trying to change some minds.”

WIRELESS COMPRESSION FORECAST

Two wireless cable operators, Cross Country Telecommunications Inc. and Peoples Choice TV Partners, have outlined six-stage plans for testing and implementing digital video compression. By late 1993, they plan to test delivery of eight channels to several educational institutions and, by late 1994, eight pay-per-view and other entertainment services to “dozens to hundreds of subscribers.” That trial would be expanded in 1995, and passthrough of pre-encoded national programming would be implemented in 1996, according to a Vivian Associates Inc. study, “Wireless Cable and Compressed Video,” prepared for the Wireless Cable Association International.

Vivian projects many wireless cable operators could multiply their program channels by a factor of four or more at a cost of about \$700 per subscriber, once wired cable buys a million decoders, bringing the cost down below the \$150 range, perhaps by 1997-99.

HOME THEATER FORECAST

Consumer electronics sales will increase 4.3% in 1992 over 1991—nearly two points higher than predicted last January—according to the Electronic Industries Association (EIA) Consumer Electronics Group. EIA’s latest edition of “Consumer Electronics U.S. Sales” forecasts a 3.4% increase in color TV sales in 1992, reaching more than 20 million units, and 21.4% growth in laserdisc sales.

And according to an EIA survey on trends in “home theater” market

penetration, “more than three times as many adults say they would rather stay at home to watch a movie than go to a theater.” Of 56% of respondents familiar with the term “home theater,” 31% say they are interested in owning their own system.

As of June 1992, household penetration of color TV’s had reached 97%; VCR’s, 78%; compact audio systems, 64%; color TV’s with stereo, 35%; projection TV’s, 8%; satellite earth stations, 4%, and laserdisc players, 1%.

INTERACTIVE FORECAST

London-based market research specialists Frost & Sullivan International predict interactive TV transmission and service revenues will rise from \$681 million last year to about \$1.65 billion in 1996 (in constant 1991 dollars). At the same time, F&S predicts consumer hardware and home interactive terminal sales will grow from \$210,000 in 1991 to \$225 million by 1995, after “a number of major vendors join the interactive terminal fray in earnest in 1993.”

Business and educational satellite networks are expected to continue dominating the market, growing from \$461 million in 1991 to \$900 million in 1996, though pay-per-view entertainment, opinion surveys and TV game show

participation are also expected to blossom. (The \$2,900 report is available through F&S New York, 800-735-1080.)

Evidence of interactive progress:

Last night (Aug. 30), an unspecified number of subscribers to Interactive Network (IN) in San Francisco and Sacramento, Calif., were offered the chance to compete for prizes with one another by using their \$200 IN Control Units to predict 44th Annual Prime Time Emmy Award winners and to answer TV trivia questions, live during that Fox TV broadcast. Subscribers are required to pay \$20 monthly over their \$15 basic fee to participate in the prize contest. Interactive Network says it has also developed an interactive Scholastic Aptitude Test study preparation course with academic consultant Gary Gruber.

On Sept. 24, during Image World New York, at the Jacob Javits Convention Center, The New York Festivals—recognizing excellence in communications media since 1957—will showcase winners of its first annual Interactive Multimedia Awards competition. Image World 1993 events in New York, San Jose, Calif., Dallas, Orlando and Washington will also showcase winners among 32 finalists, including entries from IBM and Philips Interactive Media of America. —PDL

PLANNING HDTV’S D-DAY

High-definition television proponents will be given the opportunity to “offer proof” of improvements in their systems before the FCC’s Advisory Committee on Advanced Television Service (ACATS) seats its Special Panel Feb. 8-12, 1993, to recommend a winning system for field testing. By Nov. 2, each proponent is to submit written documentation of improvements to a “technical subgroup” of the special panel appointed last week by ACATS Chairman Richard Wiley.

Joseph A. Flaherty, CBS senior vice president, technology (and chairman of ACATS’s Planning Subcommittee), and Irwin Dorros, executive vice president, technical service, Bell Communications Research (and chairman of ACATS’ Systems Subcommittee), will co-chair the “technical subgroup.” Each proponent will be given no more than one day with that subgroup to review the written submissions. Several proponents had suggested a brief return of all proponents to the Advanced Television Test Center to document improvements, but Wiley judged it “not feasible—either financially or time-wise.”

By this week, Wiley hopes to nail down a single day during the week of Feb. 22-26 on which the full committee “hopefully will make an historic recommendation to the FCC with regard to a new broadcast standard in the United States.” A final meeting in late June, following spring 1993 field tests, would adopt a conclusive report to submit to the FCC. —PDL

Radio

ANDREW ROCKS, BUT RADIO STILL ROLLS

Most Florida stations stay on the air during hurricane; some simulcast TV news reports

By Peter Viles

The most vicious storm to hit south Florida in decades brought out the best in radio, as stations improvised to stay on the air, then delivered vital news and information as hundreds of thousands of television sets stayed dark in the storm-ravaged region.

In fact, much of the news that radio was delivering in south Florida last week was generated by television news departments. At least four Miami-area radio stations broadcast television news reports, and some radio/TV simulcasts lasted for days.

By Wednesday, when the storm moved on to Louisiana, radio stations were changing their focus from covering news to assisting in a massive cleanup. In what was described as an unprecedented venture, 11 central Florida stations banded together Wednesday morning for a multistation broadcast that raised \$30,000 in cash, plus clothing, food and water for storm victims in south Florida.

Also on Wednesday (Aug. 26), the Radio Advertising Bureau began shipping specialized sales kits to stations in both Florida and Louisiana. The kits advise stations on how best to rebuild their revenue streams after disaster strikes. While broadcasters reported that new advertisers—chiefly home repair companies and insurance agencies—were picking up some of the slack, the damage to the area's economy was clear.

"We're getting a pretty fair amount of cancellations," said Charles Goldmark, vice president and general manager, WHQT(FM). "I can understand the Lincoln Mercury dealer who canceled because his business doesn't exist anymore."

Not all stations survived the storm

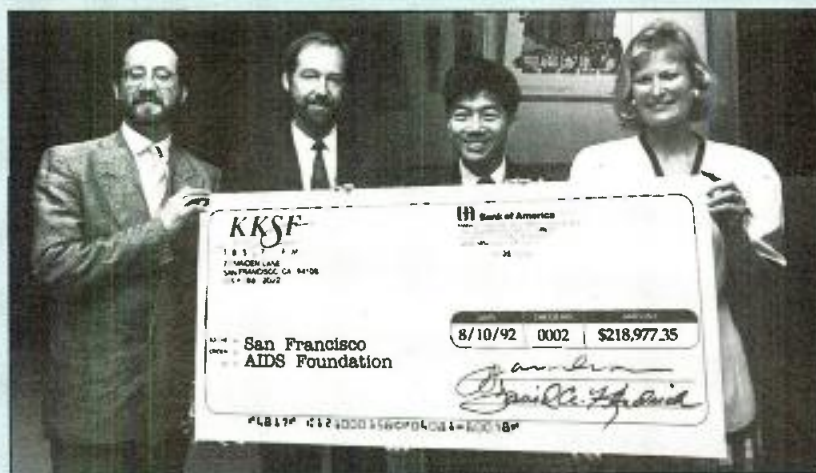
easily. When Andrew knocked out WCIX-TV's 1,800-foot tower in Homestead, Fla., three radio stations were knocked off the air: WXDJ(FM), WRTO(FM) and WMCU(FM).

But most stations, using backup generators, stayed on the air through the storm. "Radio really did itself proud by being able to stay on the air with hardly any interruptions at all," said Tim Williams, general manager at WINZ(AM)-WZTA(FM). For much of the storm, WINZ's all-news format was simulcast on the FM station.

"We were able to really provide a great service," Williams said. "Probably more than a million people were without electricity, and there aren't that many battery-operated television sets out there."

Guy Gannett Broadcasting's 1,000-foot transmitting tower between Miami and Fort Lauderdale, from which 10 radio stations and three television stations transmit their signals, was unharmed. Richard Edwards, vice president, Guy Gannett Broadcasting, said the biggest problem at the transmitter was locating enough diesel fuel to keep the generators running. He estimated the tower burned 300 gallons of fuel per hour at one point.

Among the most resourceful stations was WHQT. First, staffers camped out at the station's studio and stayed on the air using a generator during the height of the storm as 140 mph winds roared outside. When the generator ran out of fuel, the station set up a makeshift studio at the Gan-



CHARITY BEGINS AT HOME

KKSF(FM) San Francisco presents a check for \$218,977.35 to the San Francisco AIDS Foundation. The money was raised by the station through sales of its *Sampler for AIDS Relief* album. Making the gift are (l-r) KKSF Program Director Steve Feinstein and General Manager Dave Kendrick, and accepting are SFAF President Vance Yoshida and Executive Director Pat Christen. *Sampler #1* raised more than \$147,000 for SFAF. *Sampler #3* is scheduled for release in early October. —MKM

nett transmitter, broadcast for several hours before returning to its studio.

Most station operators said the storm would have an impact on revenues. WLVE(FM), for example, canceled all advertising for nearly two days early in the week and devoted most airtime to a simulcast of WSVN-TV's wall-to-wall news coverage.

"It was a sizable piece of money that we just basically wrote off as a public service," said Rich McMillan, WLVE's director of programming and operations. "It just didn't seem right to be running commercials when half of our listening audience was experiencing incredible devastation."

In other radio/TV news partnerships, WHYI(FM) teamed with WTVJ-TV, WAXY(FM) with WPLG-TV, and WKIS(FM) aired news generated by WCIX-TV, McMillan said.

The partnership between WLVE and WSVN had been in the works for some time in anticipation of a major storm. In fact, the two stations had done cross-promotions alerting listeners that WSVN-TV's news would be delivered on WLVE in the event of a big storm. ■

WOLFSON UPPED AT VIACOM

George Wolfson, general manager of Viacom's WLTW(FM) New York, has been named senior vice president, operations, for Viacom's Radio Division. Wolfson will continue to run WLTW, and will assume responsibility for selected operational aspects of Viacom's 14 major-market stations.

GANNETT CHANGES

Major changes at Gannett Radio: Gerry DeFrancesco, formerly president and general manager of Gannett's KIIS-AM-FM Los Angeles, has been named president of the 15-station group. He replaces Jay Cook, who moves to president and general manager of Gannett's WUSA(FM)-WDAE(AM) Tampa. Marc Kaye, formerly head of the Tampa combo, replaces

DeFrancesco at KIIS. DeFrancesco joined Gannett 12 years ago as program director of KSD-FM St. Louis. Cook, a 35-year broadcasting veteran, ran the Tampa stations from 1982 to 1986, and had expressed a desire to return to Florida, Gannett said.

WOR SIGNS BROWNE, GOES INTO THE NIGHT

WOR Radio Network is rushing to fill the late-night void that ABC Radio Networks created when it canceled its weeknight talk programming. The same day ABC announced its plans (Aug. 14), WOR faxed a press release saying the talk network would soon begin offering late-night talk. WOR later announced that Dr. Joy Browne has joined the network for a weeknight show (10 p.m.-1 a.m. ET) dealing with personal issues.

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Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO □ AUGUST '92

New caps no threat to major moves

Audience-share limit of 25% will be a larger factor in medium-sized and smaller markets

By Joe Flint and Peter Viles

Amid all the controversy surrounding the FCC's recently completed efforts to establish new radio rules, differing parties agreed on one thing: Ratings and shares are a crucial part of the FCC's new radio rules because the commission is now allowing broadcasters to acquire two AM's and two FM's in markets where there are more than 15 stations.

Originally, the commission hoped to allow common ownership of up to six stations in an individual market as long as the group of stations did not exceed an audience share cap, but on

reconsideration it backed away from that, saying that combinations resulting in a market share of 25% or more will "raise a prima facie concern." Indeed, FCC Commissioner Sherrie Marshall said if the local ownership caps can be relaxed without "unduly burdening applicants by placing exclusive reliance on certain ratings data, then all the better."

If the early returns are any indication, that 25% cap will not be a factor when it comes to major market acquisitions.

Infinity Broadcasting's recent purchase of second FM stations in Chicago and Boston confirm that (BROADCASTING, Aug. 24). In Boston, for

example, Infinity's purchase of WZLX (FM), where it already owns WBCN (FM), will give it only 9.9% of the total market, according to the Arbitron spring survey (total week, AQH, persons 12-plus). Even if Infinity were then to purchase two powerhouse AM stations, it would be hard-pressed to approach a total share of 25.

And in Chicago, where Infinity now owns WJMK(FM), WJJD(AM) and WUSN(FM), its total market share would be 12.5% with three stations.

Likewise, Jefferson-Pilot Communications' purchase of Capital Cities/ABC's Denver combo gives the group

Continues on Radio Extra page 2

Music lover sees new life for WNEW

New Rochelle station owner readies for high-stakes battle for the legendary call letters

By Peter Viles

As New York's WNEW(AM) slides toward oblivion, one of the station's most loyal graduates is trying to rescue those legendary call letters and move them to the suburbs—and to the FM dial.

The would-be white knight is William O'Shaughnessy, a former promotion director at WNEW and now president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y.

When Michael Bloomberg takes control of WNEW, which he bought Aug. 14 for \$13.5 million (BROADCASTING, Aug. 17), he has told the *New York Post* he plans to scrap WNEW's trademark format—a mix of big band, nostalgia and Broadway show tunes—and turn the station into New York's first all-business-news outlet. Further, Bloomberg says he plans to switch the call letters to WBBR to better identify the station.

O'Shaughnessy wasted little time responding, writing to the FCC Aug. 20 to request the WNEW call letters for his FM station, WRTN, if and when

*"This is beyond ratings.
This is beyond CPM's.
This is beyond
demographics, graying
or otherwise. All I aspire
to do is provide safe
haven for those magical
call letters."*

William O'Shaughnessy

Bloomberg gives them up. The FCC last Thursday (Aug. 27) denied the application because the call letters are not currently available. Assuming that O'Shaughnessy reapplies later, there

is another huge catch. Group W Radio already broadcasts in New York on the FM dial as WNEW-FM, and has reportedly instructed its lawyers to look into the matter.

To O'Shaughnessy, the issue goes far beyond simple rivalry and competition between stations. He sees it as a battle to save one of New York's richest cultural institutions.

The station has been losing money in recent years, as advertisers found its older demographics unattractive. But through the 1940s, '50s and '60s, it was a unique institution, a hip, stylish station that attracted immensely loyal listeners across the Northeast.

"This is beyond ratings," says O'Shaughnessy. "This is beyond CPM's. This is beyond demographics, graying or otherwise. All I aspire to do is provide safe haven for those magical call letters."

Continues on Radio Extra page 2

BALTIMORE FOOTBALL

Baltimore's WWMX(FM) is leading a signature drive to bring NFL football back to Maryland. The station, known locally as Mix 106.5, hopes to collect 106,000 signatures as part of an effort dubbed "Give Baltimore the Ball," intended to convince the NFL to locate an expansion team in the city. To collect the signatures, the station has constructed two 600-square-foot movable billboards, which are being posted at visible locations throughout the city during late August and early September.

DR. RUTH ROASTED

Dr. Ruth Westheimer, the sex advice guru who helped pioneer the field of media psychology, will



soon break another barrier when she becomes the first woman honored at the John Bayliss Broadcast Foundation's annual roast.

Westheimer, a former radio talk show host who's now the host of a program on the Nostalgia Television Network, will be roasted Oct. 19 at New York's Plaza Hotel. Past roastees include Larry King, Jeff Smulyan, Kerby Confer and Robert F.X. Sillerman.

MORNING MOVES

There are new morning shows at two of the nation's most prominent all-sports stations. At KMPC(AM) Los Angeles, former ABC-TV sportscaster Jim Lampley shifts from afternoons to replace Robert W. Morgan in morning drive. And at WTEM(AM) Washington, Paul Harris's five-man morning show has been sacked, replaced by a more sports-intensive show, *The Morning Sports Page*. Co-hosts are Bruce Murray and Bob Berger, and the supporting cast includes John Madden, Joe Theismann, former *Washington Post* sportswriter John Feinstein, Rich (The Coach) Gilgallon and Andy Pollin.

SKLAR FELLOWSHIP

The International Radio and Television Society has created the Rick Sklar Fellowship in memory of the radio executive and consultant who died June 22 at the age of 62. The first IRTS Rick Sklar Fellow was Erica Noonan of Trinity University in San Antonio, who spent eight weeks working at the ABC Radio Networks.



Baltimore's WWMX(FM) signs up fans in its campaign to attract NFL football to the city.

NEW CAPS

Continued from previous page

four stations in Denver but nowhere near a 25 share. With KYGO-AM-FM and KRXY-AM-FM, Jefferson-Pilot's total share is 15.9%, according to the Arbitron spring survey.

It appears that 25% will become an issue in medium- and especially smaller-size markets. In fact, some station groups are already above the 25% limit. Stations hampered by their own success, according to the Fall '91 Arbitron report (total week share, 12-plus), include WTCR-FM Huntington, W.Va. (33.8 share); KKIX-FM Fayetteville, Ark. (32.1); WIVK-FM Knoxville (32.1); KLLL-FM Lubbock (30.9); WQBE-FM Charleston, W.Va. (30.6%), and KEAN-FM Abilene (25.5).

In a March 17 letter to Congressman John Dingell (D-Mich.), head of the House Energy and Commerce Committee, the FCC provided a sample list of markets where ownership of the top AM and FM stations would result in more than a 25% reach.

Cities cited were Salt Lake City; San Antonio; Fresno, Calif.; Milwaukee; Portland; Grand Rapids, Mich.; McAllen, Tex.; Indianapolis; Jackson, Miss., and Madison, Wis.

If the 25% cap does come into question on a deal, Arbitron will still likely be the main factor in the decision-making process. However, when it comes to market size, Arbitron is out of the picture. The commission now uses, according to Mass Media Bureau Deputy Chief Bill Johnson, the contour overlap when tabulating how many stations are in a market. ■

CALL LETTERS

Continued from previous page

O'Shaughnessy says he envisions a rebirth of the station, albeit on a smaller stage, broadcasting in the suburbs. WRTN's current format mixes MOR, jazz and big band. "There are still men and women of a certain age who have style, taste and a little romance in their soul," he says. "I would make WNEW once again an elegant radio station with just a touch of ragtime in its soul."

O'Shaughnessy says it's possible the call letter fight may evolve into a high-stakes scramble among New York broadcasters. But he says he's confident his is the best argument: "This is not a communications story. This is not a business story. It's a love story. And I don't think the final chapter has been written." ■

Good News for Radio Networks

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No matter what your format, we have news for you! And it's the news your client stations' listeners want to hear. It's news about the economy in a form they understand. How do we know? Simple, we asked them! In a national survey more than 60% of the respondents told us they are paying more attention to business news now than they were six months ago. We also learned that a majority of them use the stock market as an indication of the health of the national economy.

And where are they turning for this information? One place is radio. More than a quarter of the respondents say they turn to radio as a viable source of business and economic news -- making stock market information a key way to reach listeners, particularly the much sought after high SES listener.

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Children's TV

MAJORS USE BLOCKS TO BUILD AUDIENCE

Smaller syndicators jockey for remaining time period availabilities

By Mike Freeman

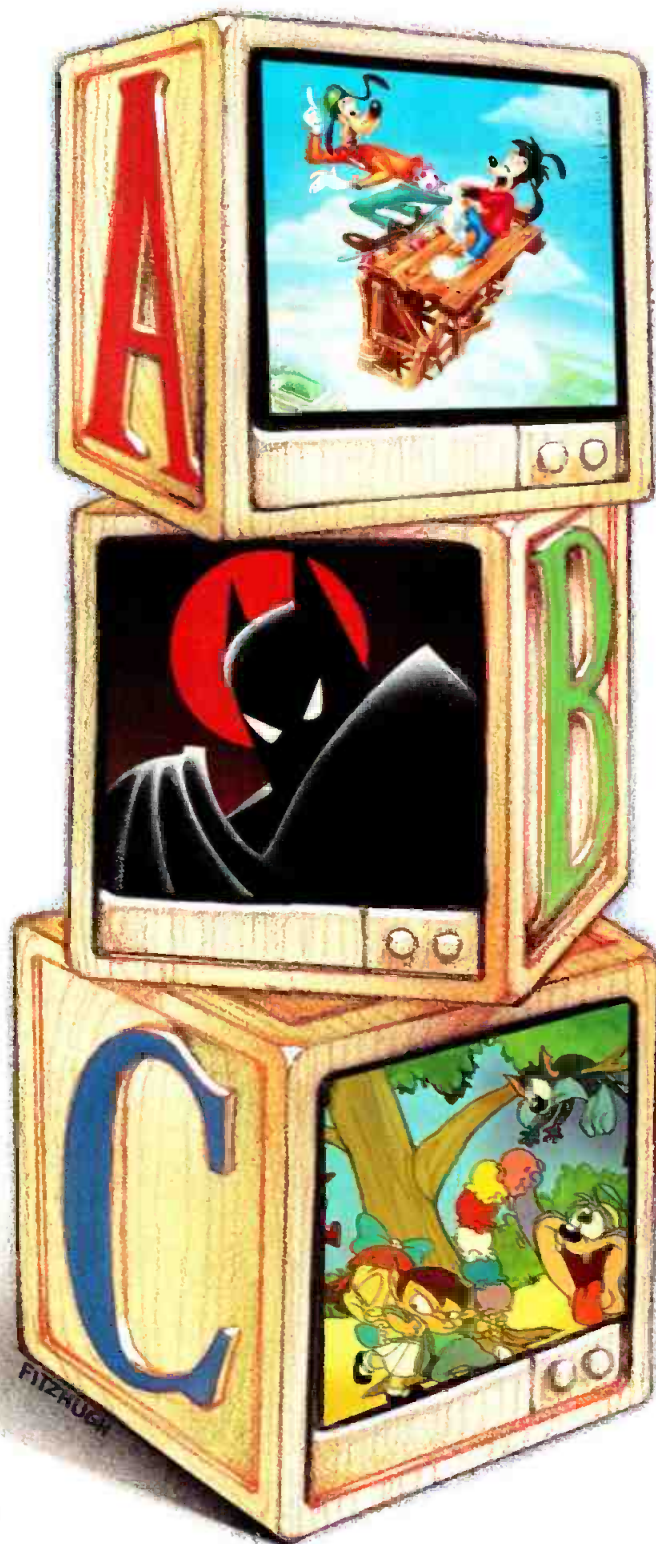
When the Fox Children's Network expands to a two-hour cartoon block—with Warner Bros. Animation the majority program supplier—for the first time next month, the anticipated broadcast realignment of the lucrative weekday afternoon (3-5 p.m.) time periods will leave FCN and Buena Vista Television's *Disney Afternoon* block to carve out at least three-quarters of the kids viewing pie, with smaller independent suppliers battling for the remaining fringe availabilities.

A number of inventive studio and independent animation suppliers are devising market strategies to win over the remaining independent and affiliate general managers who are not carrying Disney or FCN programming in early fringe. Some suppliers have come to the realization that mornings—considerably less lucrative than afternoons—may be the only weekday daypart not yet leveraged by the majors.

Majors and major dollars

Warner Bros. Domestic Television Distribution's output deal guarantees Fox Children's Network affiliates that they'll be beneficiaries of established library product like *Tiny Toons* and newly produced product such as this season's highly anticipated *Batman* series, but other animation suppliers say that unfairly locks them out of those stations.

"Some smaller boutique animators may find it difficult to finance the 65 episodes needed for stripping," says Jean MacCurdy, senior





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Claster's 'Conan the Adventurer' (l) and Saban's 'X-Men' prepare to do battle for the hearts and minds of the younger set.

vice president and general manager of Warner Bros. Animation, the revamped production division responsible for all Warner Bros. cartoon product. "But certainly Fox has indicated it would spin off programming from Saturday mornings [from independent producers] for the weekday schedule...if the program proves successful."

One of the primary reasons MacCurdy says Warner Bros. sought out the FCN output deal was the "high amount of front-end investment" to launch a 65-episode-plus animated strip, which she says requires \$400,000-500,000 per episode for a "quality Warner Bros. cartoon" and up to \$600,000 for the highly touted *Batman* series.

The much-hyped entry of *Disney Afternoon's* newest series spoke, *Goof Troop*, which ties in with the 60th birthday of Goofy, had Walt Disney Animation President Gary Krisel suggesting the studio had upped its per-episode production commitment to the \$500,000-600,000 range. "We're so critical of what we produce, the problem is that we can't produce as many series as we can sell [in syndication]," Krisel says. "The competition for quality is what has driven the animation business for the last five years. As long as kids dictate what quality programming is, independently conceived series like *Teenage Ninja Mutant Turtles* [from Group W Productions and Murakami Wolf Swenson] can also flourish in a free market."

Consortium concept: savior for majors and indies?

One of the independent suppliers to emerge in the first-run syndication market is Zodiac Entertainment. Zodi-

ac's director of production and creative development, Peter Keefe, says the company is toying with the concept of offering a "consortium" marketing concept, in which stations would serve as "profit participants" on a series venture in return for providing quality weekend time periods and upgrading the series into strip syndication a season or two later. Besides receiving the minimum three-minute local barter split, Keefe said stations would also receive a designated percentage from a compensation pool.

The consortium concept is likely to be tested by fall 1993 or 1994 with a series that revolves around "genetic engineering and dinosaurs," Keefe said of a project now in development. "If we can turn stations into hunters as

well as farmers, this [the consortium plan] could be a chance for an independent to play hardball with the majors because they have a revenue-sharing deal with Zodiac, which they can use for negotiating leverage," says Keefe, whose company currently distributes the animated strip *Widget* and weekly *Mr. Bogus* series. "It would also enable us to do business on a level playing field with the majors."

Actually, some of the major studios have been employing or are planning to employ the consortium concept. Warner Bros. Domestic Television Distribution is using it for its two-hour Prime Time Network block. MCA's two-year-old Universal Cartoon Studios is looking to aggressively break into the first-run syndication market. Jeff Segal, president of Universal Cartoon Studios and its parent MCA Family Entertainment division, says that one of two unspecified strips in development for 1993-94 will be offered within a similar consortium plan.

"The marketing plan will be boutique-designed to take into account the realities of the marketplace," says Segal, whose division is producing animated series *Back to the Future* for ABC and *Fievel's American Tail* for CBS. "We have to be sharpshooters to pick off [early fringe] time periods we can get into. Certainly, we'll have to elbow our way in."

Another major Hollywood studio, Columbia Pictures Television Distribution, is looking to enter the children/teen market with the weekly, live-action first-run *Beekman's World* (see story, page 17).

Library buys: Turner's passkey

Another major supplier, Turner Program Services, is looking to expand its



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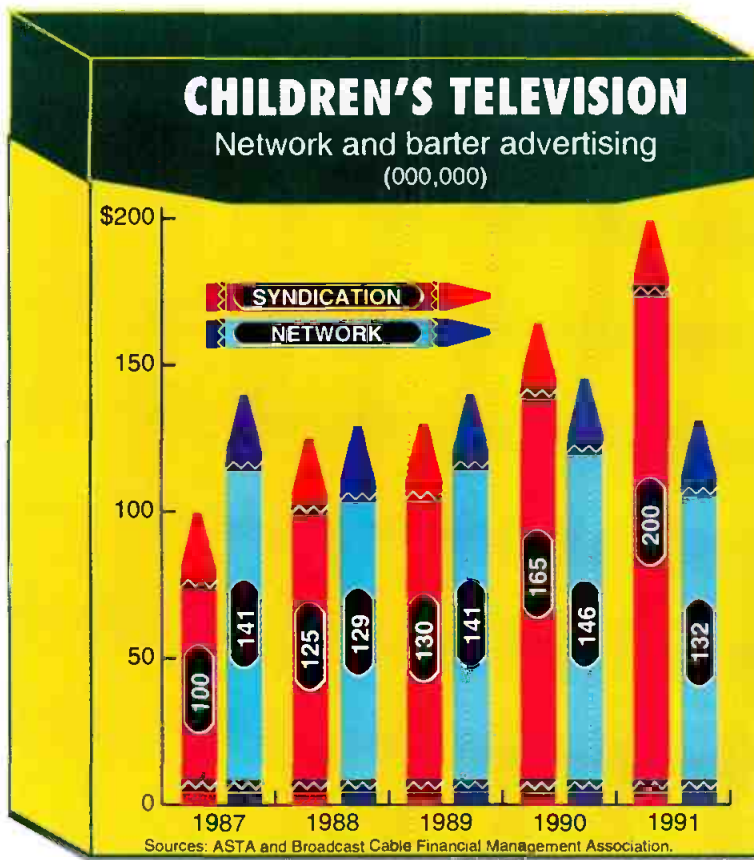
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*Source: NIELSEN, NSS, ALL BARBER ANIMATION, 8/27/90-9/8/91; 8/26/91-6/14/92.
Based on GAA percentage for households and children 2-11.

TURNER
PROGRAM SERVICES



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presence in syndicated kids fare via parent Turner Entertainment Co.'s acquisition of Hanna-Barbera Productions (including library series staples like *Yogi Bear*, *The Flintstones* and *The Jetsons*) and its longtime ownership of MGM's former library (which includes classic pre-1950 Warner Bros. cartoons). While it is expected that much of that library product will be exploited on Turner's 24-hour cable Cartoon Network, TPS syndication president Russ Barry says he and H-B President David Kirchner are conducting creative planning meetings for the 1993-94 season to "explore" opportunities to develop animated series based

on characters from the library.

Next month, TPS will also re-launch the two-hour *Funtastic World of Hanna-Barbera* weekday morning block, which will feature new episodes of *Robin Hood* (from Cinar Productions of Canada) and H-B's *Pirates of Blackwater*, in addition to existing episodes of *Yo, Yogi* and *Don Coyote*.

Independent suppliers chase new opportunities

Although other independent suppliers have publicly expressed concern that Fox Children's Network would be a closed shop (in light of Warner Bros.' output deal), Saban Entertainment and

DIC Enterprises, two of the more established independent cartoon producers, have series cleared on FCN's Saturday morning schedule. "There are deals that can be struck with Fox and Turner, but with the majors chewing up time slots, it has forced us and other independents to be more innovative in our deal-making," said Haim Saban, chairman and CEO of Saban Entertainment.

Outside distribution deals have also been successfully mounted by Saban and DIC. Both animators have signed domestic distribution deals with Bohbot Communications: Saban, with *Around The World in 80 Dreams* for weekly syndication next season, and DIC, with *Sonic the Hedgehog*—based on the Sega video game—being readied for stripping in 1993-94.

Cluster Television, sticking to its traditional ties to the syndication marketplace, is distributing *Stunt Dawgs*, which is being produced by DIC's Rain Forest production division, for stripping beginning this September. Company President John Cluster estimated that 22 of the 83 stations (81% of the U.S.) clearing the animated half-hour are non-Fox affiliates, a possible sign that network affiliates in the medium to smaller markets are becoming increasingly interested in counterprogramming adult early fringe programming on affiliates.

"I think the coming season could be a watershed year for kids programmers," Cluster said. "The kids upfront [national advertising sales] market was very strong, so affiliates will be taking a good hard look at the revenue and rating returns to see if there is a continuing growth curve."

Cluster will also be introducing a new weekly cartoon, *Conan: The Adventurer*, from Sunbow Productions, which has been sold in 103 markets.

And Gunther-Wahl Productions, an emerging independent founded by veteran animators Lee Gunther and Michael Wahl, is co-producing a new fall 1992 syndicated strip, *The Adventures of T-Rex*. Wahl, president of the Los Angeles-based animation house, says Creativite Et Developpement of France and Kitty Films of Japan are co-venture producers of the series. All American Communications has been retained as domestic distributor.

G-W is also producing (with King World Productions) the Saturday morning series *The C.O.W.-Boys of Moo Mesa* for ABC this fall. ■

DIC TARGETS TWEENS AND TEENS

DIC Enterprises, traditionally known as a producer of children's programming, is looking to branch out into the teen and adult viewing markets. DIC president and founder Andy Heyward says he is working with Guess Jeans founder George Marciano on an early fringe "infotainment" magazine strip geared to kids and teens—or what he calls the "tween" and "90210" audience—for the 1993-94 season. The strip will be produced by DIC's Rain Forest Productions division, which is headed by President Kevin O'Donnell. Heyward identified Western International Syndication as domestic distributor (and equity partner) on *Guess*.

Rain Forest is also developing a series of quarterly sports interview specials (possibly starting in the first quarter of 1993) to be hosted by NBC Sports commentator Marv Albert, who is the play-by-play voice of the New York Knicks and New York Rangers. Turner Program Services will serve as domestic distributor.

—MF



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 ** NTI Average Audience estimates 4/7/77 - 2/8/92 for Warner Bros. specials vs. usual programming.
 *** Nielsen Homevideo Index, second quarter 1992.
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NETWORKS MAKE BIG PLAY FOR LITTLE VIEWERS

Children's TV is at its most tumultuous and competitive in recent memory as networks and Fox vie for little pitchers with big wallets

By Steve Coe

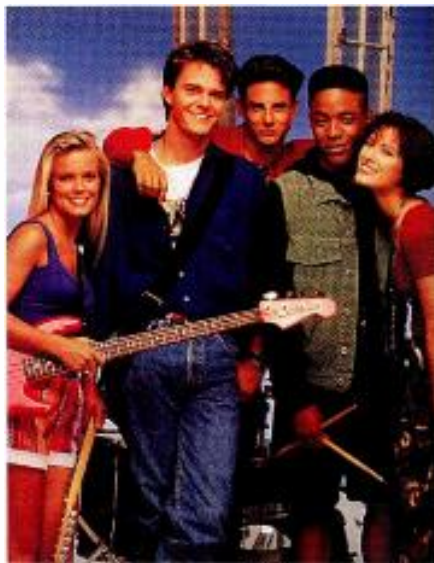
This is arguably the most tumultuous period for children's programming in the broadcast networks' history. The big three and now Fox are competing for younger viewers in the most competitive environment in memory, with the continued growth of cable and the lock that syndicated fare holds on weekday schedules.

Add the impact of children's home videos, and the problems the networks are facing on Saturday morning closely parallel the headaches they have been experiencing in prime time with viewer erosion due to younger, more aggressive players. Not only are the broadcast outlets being buffeted by an expanding number of competing entities, the networks are experiencing sea changes in how they compete among themselves.

Live action for NBC

Posing the biggest disruption in the Saturday morning arena is NBC's decision this season to effectively abandon the traditional 2-11-year-old viewer and target the older kids and teens with live-action programming. The decision was one that had been rumored about since the early 1980's but was delayed unexpectedly by the network's five-year success with *The Smurfs*, the top-ranked Saturday morning series for three years. NBC's decision leaves ABC, CBS and Fox to divvy up the 2-11 audience, to which nearly all advertising on Saturday morning is geared.

NBC's move away from the traditional Saturday morning audience has a twofold benefit for the network. Not only is their lineup of live-action programming less expensive than a full slate of animation, but it also positions NBC as the only network targeting an older audience in that daypart. NBC says the strategy is bringing in new advertisers. "We're very happy with the reaction from advertisers to our new schedule," says Linda Mancuso, vice president, children's and family programs, NBC Entertainment. "Kids and teens has been a strong market this year. In the past, advertisers never



NBC finds reality in 'California Dreams'

played to 12-17-year-olds. Now we'll give them that opportunity," she says. Clothing retailers, hair-care products and personal-product advertisers are among the new advertisers pitching on the network schedule, according to Mancuso.

The advertising environment on Saturday morning overall has never been healthier, according to many observers. One network source said although the number of kids advertising spots overall in the daypart has decreased—due to the FCC's ad limits and NBC's removal of two hours to make room for *Saturday Today*—advertising spending as a whole has increased. Not only are the traditional advertisers spending more, but new advertisers are coming to the daypart with the realization that kids have more spending power as well influence over their parents' spending habits. Fast-food advertisers, for example, increased their spending approximately 64% in this year's upfront versus last year, for a total of \$40 million. New advertisers in that category include Pizza Hut and Little Caesars.

In addition to the new target audience, which NBC has been cultivating for the past few years with its highly successful live-action *Saved by the Bell*, the network has shaved two hours off its Saturday schedule to program *Saturday Today*. The debut of



Intrepid terrapins return for CBS

the weekend version of *The Today Show* on Aug. 1 averaged a 2.9 rating and 15 share, making NBC number one from 8-10 a.m. However, since then the show has taken a steady, downward turn, scoring a 2.7/13 and 1.9/10 in its two airings following the debut.

Mancuso says that when the network began discussing scheduling the two-hour *Saturday Today*, "it was disappointing because you always want to come up with a winning schedule. But it was a logical decision." The move away from 2-11-year-olds also made sense she says. "Only the *Saved by the Bell* block worked for us last year," says Mancuso. "When you look at all the animation available to kids, it didn't make sense for us to continue to go after that audience but rather go after our strength, which is live action."

Mancuso acknowledges this year's schedule is a "leap of faith" in that NBC is going from an almost equal mix of animation and live-action last season to this year's slate consisting entirely of live-action programming. "But," she says, "when you look at *Saved by the Bell*'s numbers it shows it's not cooling off." NBC is so confident of the continued popularity of the four-year show it has scheduled *California Dreams* from Peter Engel Productions, which produces *Saved*, as the lead-out to the first half-hour of

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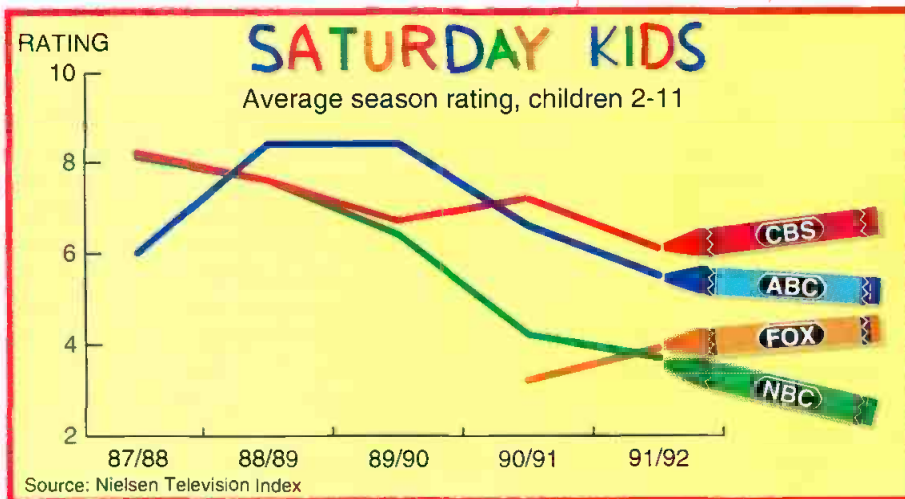
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Saved. In addition, the network has developed and will air a two-hour prime time movie based on *Saved by the Bell*, scheduled to air on Nov. 15.

The animated bunch

While NBC repositions itself, Fox executives are contending that the emergence of the fourth network as a player in kids programming will make it exceedingly more difficult for ABC and CBS. Fox not only competes directly with the networks on Saturday morning but also has a Monday-through-Friday morning and afternoon block that the network uses to promote its Saturday lineup. "I'm able to put a non-presold idea on Saturday morning and promote it Monday through Friday, generate excitement for it and reach more of an audience than the

networks can in a month," says Margaret Loesch, president, Fox Children's Network.

"They do have an advantage," admits Jennie Trias, vice president, children's programs, ABC Entertainment, referring to Fox's promotional abilities. "Monday through Friday they can promote the heck out of their Saturday schedule and we beg like heck to get a spot in prime time." CBS's Judy Price, vice president, children's programming and daytime specials, CBS Entertainment, concurs, calling Fox's cross-promotion capability "a tremendous advantage." Price also notes another advantage: "They don't have to carry those big sports packages that cause so many pre-emptions in our schedule. We have baseball now, which pre-empts about half of

our Saturday morning programming on the West Coast. We have to be stronger in our schedule to overcome that."

Fox is not entering the fray tepidly, earmarking more than \$30 million for the soon-to-debut *Batman: The Animated Series*, which airs at 4:30 p.m. Monday through Friday. "Batman will be the single most expensive 65-episode order of an animation series ever," says Loesch. "All of the money will be going on the screen. If it doesn't succeed we'll have the most expensive bomb," she adds.

Loesch also believes that if the series does succeed the programming on the other networks will be affected. "I think you'll see a little swing of the pendulum if we're successful. In recent years, with the exception of *Ninja Turtles*, shows have tended to be comedies," she says. "If *Batman* is as successful as we think, you'll see more action/adventure to balance other networks' schedules."

Fox is confident enough in the success of the show that several *Batman* specials will be scheduled in the fall on Saturday morning to give that lineup some additional sampling. However, even with the expected draw of a *Batman* cartoon and their ability to cross-promote, Loesch says there is still cause for concern. "We'll be going up against some powerhouses. ABC has *The Addams Family* and *Goof Troop*, which Disney can cross-promote in syndication. And CBS's *Ninja Turtles* is back for another year. Even with our six-day-a-week schedule, a lot of kids still don't look to Fox stations for kids programming."

ABC and CBS, neck-and-neck in the race for number one on Saturday morning, both contend they remain committed to the 2-11 viewer. "Corporately, we've said ABC has no intention of getting out of the kids business," says ABC's Trias. "I would imagine, however, that both ABC and CBS will be keeping a close eye on NBC, especially if they attract viewers and advertisers with their news," she says. While acknowledging ABC has several projects in development that will cater to older kids—including a live-action, older-skewing project being developed by Henson Productions—Trias insists the focus will remain on 2-11 and 6-11. "All of our advertisers are geared to those groups, so that's who we program for. We're not going to turn our schedule completely over to an older audience." ■

PBS EYES SATURDAY MORNING

Sometimes lost in the fray of children's programming is PBS, which currently does not provide kids programming on Saturday morning. However, with NBC's decision to relinquish younger viewers, some PBS stations have expressed a desire to add Saturday morning to their Monday-through-Friday and Sunday lineups, according to Kathy Quattrone, PBS vice president, programming. For now, however, Quattrone says PBS will continue to focus on Monday through Friday and its target audience of preschoolers. To that end, Quattrone said, 18 months ago PBS began a renewed campaign to attract preschool-age viewers: "The effort has already begun to pay off, with preschool targeted programming showing a 25% increase over last year. We brought in new programming to complement what we had, and that helped." Last year, PBS commissioned three new series aimed at younger viewers, hoping to renew one or two of the projects. *Shining Time Station*, *Lamb Chop's Play Along* and *Barney and Friends* were rotated in the same time period, and Quattrone said viewers called in after each series' run had ended and asked that it return.

The development and funding for programming aimed at preschool-age viewers have not slowed. Just two weeks ago, the Corporation for Public Broadcasting agreed to commit up to \$4.5 million to fund the first season of *The Puzzle Factory*, produced by Lancit Media Productions. —SC

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WHERE DO YOU FIT INTO THE PUZZLE?

CABLE EAGER TO ATTRACT SMALL AUDIENCES

Wired world looks to tap into \$70 million in advertising to children

By Rich Brown

Cable programmers can't seem to get enough kids programming these days. Many of the established cable networks are trying to boost their kids offerings in prime time and elsewhere, while some of the newcomer networks—such as Sci-Fi Channel and The Cartoon Network—are looking to do the same.

At this point, more than 70% of all TV programming created for kids appears on cable TV, according to the National Cable Television Association. In the national marketplace, a sizable 52% of the total gross rating points for kids programming comes from cable, says Jon Mandel, senior vice president, Grey Advertising. According to Mandel, advertising revenue for kids programming on cable will total about \$70 million this year and should grow to about \$115 million next year.

"Finally, Madison Avenue has woken up to the fact that kids influence \$160 billion a year of purchases and spend \$10 billion a year on their own," says Geraldine Laybourne, president, Nickelodeon, among the cable networks that have known the strength of children's programming for several years. "Kids are deciding where they are going to take their vacation. Their parents are overworked. The kids have more economic power than ever before."

That has translated into a boost in ad spending on Nickelodeon by sponsors representing everything from pet food to fast food. Nickelodeon now regularly features ads from Burger King, Wendy's, Pizza Hut and McDonald's, a far cry from the days when McDonald's was the only fast-food sponsor on the network.

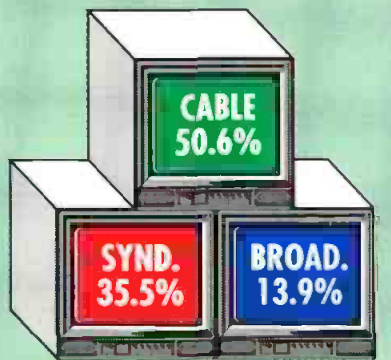
It was not all that long ago that 60% of all children's viewing went to broadcast network TV, says Laybourne. Due in part to the growing strength of cable and syndication, she says, the three broadcast networks now attract only about 14% of all kids' viewing, while cable is attracting about 60% of the pie.

Nickelodeon

Nickelodeon, which initially targeted

KIDS AND CABLE

Total viewing of children ages 2-11 for second quarter 92



Source: A.C. Nielsen

children ages 2-5, is expanding its base to include ages up to 15-year-olds. The "tweens" are among those being addressed with Nickelodeon's recently launched SNICK, a heavily promoted two-hour block of shows designed to target what the network's executives describe as an underserved young audience on Saturday nights. Featured in the prime time block are returning series *Clarissa Explains It All* and the animated *The Ren & Stimpy Show* as well as newcomers *Roundhouse*, a variety show, and *Are You Afraid of the Dark?*, a horror/suspense anthology series from the Cinar Group of Montreal.

The new shows are among more than a half-dozen other new series coming to Nickelodeon in upcoming

months (BROADCASTING, Aug. 17).

The Cartoon Network

Prime time will also be a key target for Turner Broadcasting's upcoming Cartoon Network, the 24-hour cartoon channel set to debut Oct. 1. Cartoon Network executives are quick to point out that although Nielsen figures show that the highest levels of People Using Television for kids ages 2-11 are between 8 p.m. and 11 p.m., there currently is no regularly scheduled cartoon programming available during that time.

The Cartoon Network will target both baby boomers and kids with a prime time block featuring *The Flintstones*, *The Jetsons* and classic Warner Bros. cartoons. As it will be doing with most of its programming during the day, The Cartoon Network will strip the shows to help younger viewers develop a familiarity with the many classic cartoon characters in its library.

"We feel we are introducing kids to a lot of the characters for the first time," says Betty Cohen, executive vice president, The Cartoon Network.

TNT and WTBS

Among the cable networks competing with The Cartoon Network for young viewers will be Turner-owned networks TNT and superstation WTBS-TV Atlanta, which both use cartoons to attract kids. TNT provides morning and afternoon cartoon blocks includ-

NEW LIFE FOR SOME FAMILIAR FACES?

The Hearst Corp.'s long-ago purchase of the King Features Syndicate, with its library of *Popeye* and other cartoon shorts, has its Hearst Entertainment syndication and production division pondering a number of ways to exploit its stable of marquee cartoon characters. Bill Kunkel, senior vice president and general manager of Hearst Entertainment Distribution, says the company is mulling the development of animated series based on its newspaper comic strip characters Betty Boop, Beetle Bailey, the Phantom and Hagar, all of which have not been animated before. "We would have to put a contemporary spin on some of the older characters to make them play today," Kunkel says. "Betty Boop could be a Madonna and Beetle Bailey could be a hero from Desert Storm...something like that." Kunkel says the company may forgo the syndication route for a cable licensing deal. Such a deal could be in the offing for the 320 episodes of *Popeye* shorts with Turner, which also owns some *Popeye* cartoons from its purchase of the MGM library in 1986. —MF

ing *Bugs Bunny* and *Popeye*; TBS offerings include *Tom & Jerry* and *The Flintstones* in the morning and afternoon, as well as Sunday runs of Turner's original animated series, *Captain Planet*. Premiering this fall on TBS will be a new series, *News for Kids*, which will borrow from Turner's news resources to create a weekly half-hour news show aimed at kids ages 9-13.

The Family Channel

The Family Channel this fall plans to expand its animated offerings by five hours per week to accommodate the growing kids business. Among the channel's kids offerings, its Saturday morning *Funtown* animated block has seen its ratings double to a 1.2 among kids 2-11 since its debut in late 1990. Original production aimed at kids on Family includes the prime time animated series *The Legend of Prince Valiant*, from Hearst Entertainment Distribution, which has received an order of 39 additional half-hours for the upcoming season.

"Ad budgets in the kids category have almost doubled over the last two

years," says Paul Krimsier, Family programming vice president. At least one factor contributing to cable's growth in the category is the loss of kids programming on NBC on Saturday mornings, he says.

USA Network

USA Network, which currently provides its *Cartoon Express* block of programming weekdays (7-10 a.m. and 6-7 p.m.) and Sunday mornings, will add *The Real Ghostbusters* and *G.I. Joe* to its animation lineup this fall. USA plans to further tap into the burgeoning children's market by producing its own first-run animated product, possibly as early as fall 1993. The network this fall will be introducing new cartoon characters interstitially during its animation blocks in hopes of developing some of those characters into original series.

"We're very enthusiastic about the category," says USA's David Kenin, executive vice president, programming, whose experience in programming for kids should prove helpful in attracting younger audiences to the company's new Sci-Fi Channel. Among kids

shows on the new network will be sci-fi cartoon blocks on weekdays (7-9 a.m.) and Sundays (8-10 a.m.).

Virtually all of the cable networks offer some kind of children's programming, as outlined in a new guide to the genre, *Kids and Cable*, just issued by the NCTA. Discovery Networks' The Discovery Channel and The Learning Channel, for example, will look to further tap into the kids category with specially designed programming blocks beginning early next year.

Pay programming

Among the pay TV services, The Disney Channel dedicates its mornings and afternoons to children, with such series as *Mickey Mouse Club* and *Kids Incorporated* as well as such mini-series as *Heidi*, produced by Harmony Gold. Showtime offers more than 15 hours of family programming each week, including regular series *Shelly Duvall's Bedtime Stories* and *We All Have Tales*. HBO presents an hour of children's programming every morning at 8 a.m. ET and a variety of regularly scheduled series including *Pinocchio* and *The Adventures of Tintin*. ■

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RADIO

HELP WANTED MANAGEMENT

General manager: Granum Communications needs a proven leader for WBOS-FM, Boston. New facility and great staff. We are looking for an organized, experienced motivator to put us on top. Send resume and references to: Peter Ferrara, Granum Communications, 666 Fifth Avenue, 33rd Floor, New York, NY 10103. Granum Communications is an equal opportunity employer. M/F/H/V/E.

Northern New England combo looking for general manager, sales manager, sales people and on-air talent. EOE. Send resume to Box N-37.

Radio news director: Experienced radio news director needed at major-market network affiliate. Candidates require proven writing, on-air and management abilities as well as thorough knowledge of all facets of a major radio news operation. The successful candidate must be a frontrunner in the industry with the ability to anticipate future trends. Send resume and tape to KOMO Radio, Human Resource Department, 100 Fourth Ave. North, Seattle, WA 98109. No phone calls, please. EOE.

New start-up 25kw FM in central VA seeks sales oriented manager to direct sales and assist in management of new station. Must have strong sales background and references. Excellent new facility. Send resume to: WFXQ, PO Box 305, Chase City, VA 23924; 804-372-3996. EOE.

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

KJMJ/KHVN Dallas seeking GSM to supervise local sales staff and coordinate local & nat'l sales efforts. Min. 5 yrs local radio sales exper req. with mgmt exper preferred. Preferential treatment for UC exper. Must deliver non CPP revenue. Send resume to: Howard Toole, VP/GM, 545 E. John Carpenter Frwy, Ste 1700, Irving, TX 75062. EOE.

Sales manager, Northern New Jersey, 3+ years management experience with strong direct new business achievement needed here. If you understand the paradigm shift that's occurred in radio sales and know the importance of an accountability-driven system send your resume to: Michael T. Whalen, General Manager, WMTR/WDHA Radio, 55 Horsehill Road, Cedar Knolls, NJ 07927. EEOC.

General manager: Quad Cities WPXR/WKBF. CHR powerhouse. If you're a motivator who is sales driven, and self disciplined, rush your resume to Peter Crawford, Exec. Vice President, Roth Communications, 3 Woodland Rd, Stoneham, MA 02180. EOE.

GM/GSM: Cape Cod FM seeks experienced result-getter for career opportunity. Send resume, references, recent photo. EOE. Box N-48.

General manager: Midwest AOR. We offer a great staff, a marvelous facility and an excellent quality of life environment. If this interests you and you are a motivator, leader, organizer and you are bright, disciplined, goal oriented and an outright winner, we need to hear from you. We promise complete confidentiality and the opportunity to join a great group. This is the perfect opportunity for a general manager or sales manager on the way up. Please respond to: Charles Stone, Broadcast Services, 1650 Tysons Boulevard, Suite 790, McLean, VA 22101. EOE.

HELP WANTED SALES

Advertising sales: WQRC-FM, Cape Cod's perennial market leader, is looking to fill an opening on its sales staff. Professional environment, excellent training. Account list available. Send letter and resume to Steve Colella, WQRC-FM, 737 West Main Street, Hyannis, MA 02601. EOE M/F.

Radio sales position: Immediate opening, broadcasting's oldest media merchandising/sales promotion firm (38 years). Radio sales experience required — full-time travel (Monday-Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

NH/Vermont FM-FM-AM needs sales experience eager to work up into management. Rob Wolf, WMXR, Route 4, Taftsville, VT 05073. EOE.

NY based FM, multicultural radio station is looking for a few good advertising salespeople. Must be ambitious, energetic and very detail oriented. Background should include, at least, 1 to 2 years of advertising sales experience to the ethnic community. Call 212-966-1059. Ask for Otto Miller, GSM. EOE.

HELP WANTED NEWS

News director/anchor, for all news station. Must have minimum 5-years experience, ability to handle department, and build news operation. Send resume, salary requirements to Box N-31. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Radio program director: WHEN, Syracuse Adult Contemporary/full service facility with wide area coverage of Central NY seeks experienced on-air familiar with power play or selector. Will direct experienced staff, coordinate network sports and create promotions. Must have strong leadership qualities. Send resume, tape and salary history to Dick Carr, General Manager, WHEN, Box 6975, Syracuse, NY 13217. EOE.

PD for Florida AM-stereo that's been kicking the big boys in their backyard. Must be a winner with mature voice and able to program to adults 25-54+. If you like white sand call the General Manager at 904-934-0998. Salary negotiable. EOE.

SITUATIONS WANTED MANAGEMENT

General manager / general sales manager: Twelve years of radio management experience in both small and medium markets. Proven track record. Looking for a challenge that has realistic goals. Reply to Box N-17.

Gunslinger for hire: Will come to your town, shoot the bad guys and ride off into the sunset or stay and sheriff. Medium/major market experience. Not the Messiah but close. 209-869-0978. Brent Paris.

Retired radio group VP seeking temporary management assignment or special project anywhere. Diversified background includes regional networks. Best references. 919-787-7850.

GM — 24 years experience in Christian radio. Sales, promotions, sports, singings used to promote the station. Will relocate. Reply to Box N-49.

Broadcasting professional seeking radio station for lease w/option to buy. Interested in the Southwest area, please call Tim @ 714-593-9800.

SITUATIONS WANTED TECHNICAL

Free lance engineer: Any job, anywhere. Great references. Expert with audio, RF, automation, transmitters, antennas, station construction. Domestic/international. 813-849-3477.

SITUATIONS WANTED NEWS

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

After 5 years in own business professional seeks re-entry to broadcasting. Can do pro. 714-534-4179 or 714-892-6122.

MISCELLANEOUS

Wanted: Air time lease AM or FM metro NY area. Required signal coverage 25-30 mile radius from Central Manhattan. Tel: 818-246-5832; Fax: 818-246-5029.

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What is being said about your station? Find out. SRG, Box 35201, Greensboro, NC 27425. References. CEO's only need respond.

Ron Balonis' broadcast engineer's computer toolbox? Write: COMPUTER TOOLBOX, 118 Rice Street, Trucksville, PA 18708. Or, call it up: 1-717-696-1490.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager, River City Broadcasting: KDNL Fox 30 in St. Louis seeking an aggressive, organized, creative individual to lead local sales force. Fox/Independent background preferred. Management experience and/or local sales promotion excellence a plus! Send resume to: Tom Ehlmann, General Sales Manager, KDNL Fox 30, 1215 Cole Street, St. Louis, MO 63106. EOE.

WSLS-TV seeks seasoned local sales manager. Must have ability to motivate staff and direct new business development. Send resume to James DeSchepper, General Manager, WSLS-TV, PO Box 2161, Roanoke, VA 24009. EEO M/F.

National sales manager for CBS owned station in Green Bay, Wisconsin. Three years experience with regional/national sales. Send resume to R. Perry Kidder, Director of Sales, CBS/WFRV-TV, PO Box 19055, Green Bay, WI 54307-9055. We are an equal opportunity employer.

News director: We are seeking a highly motivated individual to run a news department in the 137th market. A good chance for an assistant news director, producer or assignment editor to run your own shop. Send resume to J.D. Wallis, KCAU-TV, 7th & Douglas, Sioux City, IA 51101. EOE.

HELP WANTED SALES

Sales research/marketing: One of America's highest rated affiliated stations (CBS) seeks the right person to help take our sales efforts to the next level. Ideal candidate will have minimum one (1) year direct or comparable experience, and will be versed in use of ARB/NSI RTGS and research material. Excellent writing skills a must. Computer knowledge essential. Sales promotion, vendor, co-op a plus. Letter and resume to: Director of Sales/Marketing, WCTV, PO Box 3048, Tallahassee, FL 32315. Fax: 904-893-5193. No phone calls, please. WCTV and John H. Phipps, Inc. are equal opportunity employers.

KXAN-TV, the NBC affiliate in Austin, TX has an opening for a senior account executive. This position requires a minimum of 4 years of television sales experience. You must be able to demonstrate solid sales and negotiating skills. Preference will be given to candidates who also have marketing or vendor/co-op experience. Please include 3 business references. Resumes should be sent to Gwen Kinsey, Sales and Marketing Manager, KXAN-TV, PO Box 490, Austin, TX 78767. No phone calls please. EOE M/F.

Account executive: Be a part of a great team working for a growing station in beautiful New England. Fox affiliate in Providence, Rhode Island has an immediate opening for an account executive to take over senior list. If you have solid broadcast sales experience, send a resume to General Sales Manager, FOX 64, 33 Pine Street, Rehoboth, MA 02769. EOE.

TV sales position: Immediate opening, broadcasting's oldest media merchandising/sales promotion firm (38 years). TV sales experience required — full-time travel (Monday-Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

Sr. account exec: Top 50 market in Southeast seeking Sr. acct. exec. to be groomed as local sales mgr. 5 yrs. experience in media sales or media-oriented business; management experience; product knowledge of rating services and heavy emphasis on training and sales promotions is required. Qualified applicants submit resume to Personnel, PO Box 11847, Winston-Salem, NC 27106. EOE, M/F.

Account executive: #4 market — WGBS-TV has immediate opening for aggressive, energetic AE to handle established list. Candidates must be proficient with ratings book and sales tools. Must be able to sell concepts, promotions and new advertisers. Minimum 3 years television experience. Send resume to: Rich Hammond, WGBS-TV, 420 N. 20th St., Philadelphia, PA 19130. Fax: 215-563-4846. EOE M/F.

Minnesota-based outdoor television show seeks self-motivated sales person to sell media to national accounts. Minimum of two years experience in media sales required. Marketing degree a plus. Draw against commission with guarantee. Send resume to Box 407, Brainerd, MN 56401. EOE.

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

HELP WANTED TECHNICAL

Maintenance engineer wanted to service VHF TV transmitter and studio equipment. Minimum 4 years experience servicing analog, digital and RF equipment. Require 1st phone license and 2 years technical school or military electronic training. Application deadline is 9/11/92. Send letter of application and resume to KOLN/KGIN-TV, Personnel Coordinator, PO Box 30350, Lincoln, NE 68503. EOE.

Director of engineering: Eastern region UHF broadcaster seeks professional for administrative oversight of multi-site operation. Extensive RF systems experience required. Resumes to Personnel, PO Box 7180, Newark, NJ 07107. EOE.

Television studio engineer: Hands-on position requires maintenance of combo station. (AM/FM/TV) TV production, studio cameras, lighting equipment, ENR equipment and basic audio systems experience. FCC certification required. Send resume and references to Tom Blaz, Station Manager, KUAM, PO Box 368, Agana, Guam 96910. EOE.

Video engineer experienced in installation, maintenance and repair of complete studio and post production facilities with Beta, 3/4", 1" and digital equipment is needed. We are a fast paced, state-of-the-art ad agency producing commercials for Fortune 500 clients, located in a friendly family oriented community. Please send resume to Box N-51. EOE.

Maintenance engineer: KOTV is seeking a maintenance engineer with at least (5) years experience maintaining satellite, microwave and all studio equipment including Grass Valley, Sony Beta, cameras, paint systems etc. Transmitter and computer experience helpful. Salary based on experience. Send resume to make application to Don Stafford, KOTV, 302 S. Frankfort, Tulsa, OK 74120. EOE M/F.

Trade magazine video editor: Excellent opportunity for television/video expert to work on top technical publications in broadcast & video field. Will write articles on technical aspects of television, edit materials from outside contributors & offer technical assistance & expertise to other publications within electronics group. Must have extensive experience & knowledge of broadcasting, video engineering and computers. Technical degree preferred. Send resume with salary requirements to: HR Coord., Dept. TE, Intertec Publishing Corp., 9800 Metcalf, Overland Park, KS 66212-2215. EEO M/F/D.

HELP WANTED NEWS

National motorsports program producer seeks writer/reporter. Applicants must have deadline TV sportswriting experience. Send resume to: Patterson International, 6101 Idlewild Rd., Suite 110, Charlotte, NC 28212. EOE.

News director: Aggressive news leader to develop a talented staff of young journalists in a smaller but highly competitive market. Must possess strong assignment skills and be able to motivate people. Send resume and news philosophy to Box N-42. EOE.

Sports anchor/reporter: Must shoot/edit/produce/anchor. International market, sports dept. on location in Seoul '88, Barcelona '92, headed to Tahiti and Atlanta next. Send resume and non-returnable tape to Tom Blaz, Station Manager, KUAM, PO Box 368, Agana, Guam 96910. EOE.

Producer/assignments editor: Intense hard-news market. Computerized shop with state-of-the-art production backup. Solid organizational and leadership skills. Sharp writer who can edit fast if called upon. Rare opportunity for serious pro looking for overseas experience. Excellent retirement and profit-sharing benefits package. Interviewing in September. Rush via Priority Mail your resume, non-ret. show tape, references and Fax number to Ken Booth, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910 or Fax: 671-477-7847. EOE.

Assistant news director: #1 CBS affiliate needs #2 person. Resume and letter to Steve Tuttle, News Director, KWCH-TV, PO Box 12, Wichita, KS 67201. No telephone calls. EOE.

Producer/writer: Major market East Coast station seeks experienced news producer/writer. Ideal candidate is an excellent writer and self-starter who has produced daily newscasts and worked on special projects. Familiarity with NewStar computer system a plus. Will play a major role in our number one news operation. Send resumes and tapes to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

News writer: Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Familiarity with NewStar computer system a plus. Send resume and writing samples to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

Aggressive reporter for dominant NBC affiliate in beautiful Salinas-Monterey market. Need a solid journalist with lots of initiative, excellent writing skills, and strong live reporting ability. Minimum one year on-air experience required. Spanish speaking ability a plus. Send non-returnable tape to Maria Barrs, KSBW TV, PO Box 81651, Salinas, CA 93912. No phone calls please. EOE.

Health/medical reporter: KRON-TV in San Francisco has an immediate opening for a health/medical reporter. Successful applicant should have at least 3-5 years television reporting experience in medical field; degree or higher education in medical field preferred. Strong interviewing, writing and packaging skills a must. Degree in communications or related field preferred. Please send resume in confidence to: Jan van der Voort, Vice President, Human Resources, KRON-TV, PO Box 3412, San Francisco, CA 94119. EOE.

Producer: Creative, good writer, work under pressure for dominant TV in market. Need minimum three years news experience, two as producer. Need resume, references and tape. Dale Cerbin, WTVM-TV, PO Box 1848, Columbus, GA 31994. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic designer: Do you live to do great design? Do you love a creative challenge? New England television station looking for an on-air graphic designer. Paintbox experience necessary. Send resume and cover letter to Box N-52. EOE.

Houston Public Television senior artist: Houston Public Television is seeking a senior artist to work in graphic design. The senior artist is a well experienced print and video designer who produces such designs for KUHT projects. This position reports to the art director in the Channel 8 art department. Qualifications should include the following: 1. Bachelor's degree from an accredited university or professional art school with a major in graphic design; 2. 3-5 years experience in graphic design for video and print; 3. 1-2 years in a broadcast environment desirable; 4. Experience in video graphics, 3D design and animation with DOS based (Truevision) systems; 5. Knowledge of Topas, RIO, Vista TIPS, and Ron Scott's QFX; 6. Knowledge of basic design for print media and Corel Draw experience desirable; and 7. Professional portfolio and/or tape required. This is a full time position with a good benefits package which will have a starting salary of \$25,400 plus excellent benefits. Interested candidates should send a letter of application, including resume and three professional references to: Ms. Laura Gonzales, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004 postmarked by September 18, 1992. The University of Houston is an equal opportunity employer.

Promotion manager: Dominant NBC affiliate in "top 110" market seeks creative, experienced promo producer or manager with a killer reel to refocus and retain the marketing momentum of 4 top daily newscasts and market's #1 syndicated programs. Non-returnable resumes to Box N-53. EOE.

TV production operations manager: WNYC-TV is currently seeking an experienced production manager to supervise the daily activities of the department. Responsibilities include supervising technical staff both in studio and on location, scheduling of all production technicians, technical facilities and equipment as needed by the programing & other related departments. Requirements include 4-5 years supervisory experience in a TV station or network production facility and a BA or BS degree in Communications with related course work or satisfactory equivalent. Strong interpersonal skills are a must as well as excellent organizational skills and working knowledge of state-of-the-art TV production techniques & equipment. Send resume and salary requirements to WNYC-Personnel, 13P, 1 Centre Street, New York, NY 10007. Only those under further consideration will be contacted. No phone calls! EOE.

Editor: Mid-Atlantic's leading component/digital production house seeks innovative editor with 5-7 years extensive experience in spot and programing editing. Immediate opening. Send resume: Mike Bruchas c/o Roland House, 2020 N. 14th Street, Suite 600, Arlington, VA 22201. EOE.

SITUATIONS WANTED MANAGEMENT

Young experienced 90's style manager seeking opportunity as OM/SM/PE or GM. Currently GM at small station. 10 years management including news, production, programing & local program development, broadcast & cable sales management, station start ups. Excellent people skills, effective trainer. Reply to Box N-28.

Former general manager of successful station that has been sold looking for a position in sales or management. Prefer under-performing station where creativity is required. Reply to Box N-44.

SITUATIONS WANTED TECHNICAL

Experienced and employed chief engineer, highly experienced, studio & transmitter. Need not be a chief position, all markets considered. Reply to Box N-54.

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Outstanding sportscaster (also knowledgeable newsperson) looking for a good station in which to work. Call Ed, 216-929-0131.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent MA grad looking for entry-level syndication sales position; smart, aggressive with understanding of industry. 617-933-4910, Kevin.

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CABLE

HELP WANTED TECHNICAL

Engineer: Supervisor of video services needed for cable uplink facility. Hands-on maintenance of Sony VTR's (3/4", 1"), Beta equipment, Odetics T2000, and Videotek post-production editor. Must have General Class FCC license. Thorough knowledge of Varian transmitters and S.A. exciters required. Will have supervisory responsibility for uplink control operators. Send resume and salary requirements to: Director of Operations, StarNet, 1332 Enterprise Dr., Suite 200, West Chester, PA 19380. No phone calls, please. Equal opportunity employer. M/F/H/V.

TELEVISION

HELP WANTED MANAGEMENT

CONTROLLER/MANAGER

Provide senior staff with timely and accurate financial reports/analyses. Develop strategic financial plan required to support rapid growth of revenue and profits. Lead, train and develop staff of 2+ accounting professionals.

BA plus 5 years public or private accounting experience required; CPA preferred. Working knowledge of computerized accounting systems is essential.

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KICU TELEVISION

P.O. Box 36, San Jose, CA 95109
Attn: V. Serrano
EOE. No walk-ins or calls please.

HELP WANTED MANAGEMENT CONTINUED

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One of America's highest rated Affiliated Stations (CBS) seeks a dynamic individual with at least two (2) years experience in station/rep national sales to join our winning team. Great station, great market, expanding group. Letter and resume to: **Director of Sales & Marketing, WCTV, P.O. Box 3048, Tallahassee, FL 32315. Fax: (904) 893-5193. No phone calls, please. WCTV and John H. Phipps, Inc. are equal opportunity employers.**

HELP WANTED TECHNICAL



TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with **broadcast maintenance** experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. These positions are in Los Angeles and Atlanta. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

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Atlanta, Georgia 30348-5366
(404) 827-1638

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Buy or lease failing radio stations and make them low overhead satellites of your \$UPER \$TATION. Call Dan Rau at Marti for details on Plan A. (817) 645-9163.

CABLE

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Date Book

Highlighted listings indicate major meetings

SEPTEMBER

Sept. 2—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Sarah Levinson, executive vice president, MTV. Copacabana, New York. Information: (212) 768-7050.

Sept. 9—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards. Plaza, New York. Awards information: Trudy Wilson; Media information: Robert Blake or Robert Christie, (212) 586-8424.

Sept. 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Betty Cohen, executive vice president, The Cartoon Network. Copacabana, New York. Information: (212) 768-7050.

Sept. 9-11—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 9-12—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans Convention Center, New Orleans. Information: (202) 429-5300.

Sept. 9-12—*National Association of Telecommunications Officers and Advisors* 12th annual conference. Omni Mandalay at Las Colinas, Irving, Tex. Information: Renee Winsky, (202) 626-3160.

Sept. 12-14—*National Association of Broadcasters* 100-plus exchange. New Orleans. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 13-16—Advertising Issues Forum, sponsored by *Association of National Advertisers*. Speakers include Brandon Tartikoff, chairman, Paramount Pictures Corp., and Burt Manning, chairman and CEO, J. Walter Thompson. Ritz-Carlton, San Francisco. Information: (202) 785-1525.

Sept. 14—"All You Ever Wanted (Needed) to Know About Political Broadcasting," tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Todd Barasch, (310) 453-4440.

Sept. 15-17—*Great Lakes Cable Expo* regional trade show. Cleveland Convention Center. Information: Kimberly Maki, (517) 482-9350.

Sept. 16—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-Astoria, New York. Information: Maria De Leon, (212) 867-6650.

Sept. 17-18—42nd annual Broadcast Symposium, sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Hotel Washington, Washington, D.C. Information: (703) 591-0110.

Sept. 17-19—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island, Neb. Information: Richard Palmquist, (402) 333-3034.

Sept. 17-20—*Viewers for Quality Television* sixth annual convention. Beverly Garland Hotel, Los Angeles. Information: (703) 425-0075.

Sept. 22—*National Academy of Cable Programming* seventh annual fall forum luncheon, "Cable's Coverage of the Election." New York Hilton. Information: Jay Galvan, (202) 775-3611.

Information: Jay Galvan, (202) 775-3611.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*; Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes*; Arthur Miller, Harvard Law professor; Terry Anderson, former chief Middle East correspondent, Associated Press; Ted Turner, chairman, Turner Broadcasting System; Paul Harvey, veteran radio newsmag and commentator. San Antonio, Tex. Information: (202) 659-6510.

Sept. 24-25—*National Association of Minorities in Cable and National Cable Television Association* sixth annual urban markets seminar. New York. Information: (202) 775-3669.

Sept. 25-27—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

Sept. 30—Deadline for entries in *The Ohio State Awards*. Any independent producers, cable outlets or broadcast organizations that produced and broadcast a radio or television program that aired between July 1, 1991, and June 30, 1992, are eligible. Information: Phyllis Madry, (614) 292-0185.

OCTOBER-JANUARY 1993

Oct. 1—*International Radio and Television Foundation* dinner. Moderator: John McLaughlin, NBC's The McLaughlin Group. Panel: Barbara Walters, ABC News. Additional panelists to be announced. Plaza, New York. Information: Maria De Leon, (212) 867-6650.

Oct. 1-4—*Women in Communications* national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

Oct. 4-6—*Minnesota Cable Communications Association* annual meeting. St. Paul Hotel, St. Paul. Information: (612) 641-0268.

Oct. 6-8—*Mid-America Cable TV Association* 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

Oct. 7-10—*National Broadcast Association for Community Affairs* annual convention. Loews L'Enfant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

Oct. 8-10—*Minnesota Broadcasters Association* 43rd annual convention. Radisson Arrowwood Resort, Alexandria, Minn. Information: (612) 926-8123.

Oct. 9-11—*Oregon Association of Broadcasters* annual convention. The Riverhouse, Bend, Ore. Information: (503) 257-3041.

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

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

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

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

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

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

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

Oct. 16-17—*Missouri Broadcasters Association* fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

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

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

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

Nov. 9—"Where Are the Ratings Systems Headed?" tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Todd Barasch, (310) 453-4440.

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

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

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

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

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

Jan. 24-30—*NATPE International/Association of Independent Television Stations* annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

Open Mike

FOREIGN POLICY

EDITOR: It's a good thing Unistar's chairman, Nick Verbitsky, is looking to European markets for future growth ("Unified Unistar Looks Ahead, Abroad," Aug. 3). With Verbitsky seeking to increase Unistar's full-time format rates for small market stations from \$500 per month to "at least \$2,000...and perhaps as much as \$8,000," he needs to not only look to a foreign market—he needs to move there.

Perhaps Verbitsky was launched aboard one of his precious satellites and needs to return to planet Earth. Here on the home planet, he'll find the majority of radio stations losing money, facing increasing competition from all ends of the media spectrum, and basically struggling to stay alive. If I'm going to spend \$8,000 a month on programing, do you think I'll also surrender two minutes of

commercial airtime every hour of every day to Unistar? Hell, for a lot less than \$8,000 a month I can hire an entire air staff and *keep* the inventory. Maybe Verbitsky has forgotten why stations go to satellite programing in the first place.

Verbitsky's attitude toward affiliates is even more succinctly expressed when responding to the question: "What if a small-market station doesn't want to pay more?" He says he'd be "happy to see the station take its business to Satellite Music Network."

I'm sure they'll be happy to take the business.—*Hal Bundrick, president/GM, KZBL(FM) Natchitoches, La.*

KEEP PHONE USERS IN MIND

EDITOR: The FCC's relaxation of the cable-telco crossownership ban fails to address the very real possi-

bility of cross-subsidization. Most certainly the public interest is not served if telephone ratepayers are burdened with the costs of an activity other than the service for which the regulated common carrier entity was granted a monopoly franchise. It behooves Congress in the exercise of its oversight responsibility to insure that telephone ratepayers pay no more than just and reasonable rates for telephone service and for that service alone.—*Reuben Lozner, Chevy Chase, Md.*

"It behooves Congress to insure that telephone ratepayers pay no more than just and reasonable rates for telephone service and that service alone."

Reuben Lozner

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| <input type="checkbox"/> General Sales Manager | |
| <input type="checkbox"/> Station Manager | |

RECORD STRAIGHTENER

EDITOR: I have been a reader of BROADCASTING for many years and have generally admired the accuracy of its reporters and editors. I noted, however, in the July 27 issue, an "In Brief" that indicates that certain results could flow from the guilty plea and fine paid by GE on a fraud and felony charge and will "likely give challengers of the licenses of GE incentive to move forward." The story indicates that someone may become involved in some kind of action against GE, but raised the question as to whether the recent results would have any impact.

Since NCCI has filed an application for ch. 4 in Washington, now licensed to a GE subsidiary, I was somewhat bemused that this apparently was not known to, or recognized by, BROADCASTING.—*Benito Ga-guine, attorney, Washington.*

For the Record

As compiled by BROADCASTING from August 17 through August 21 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WIDO(FM) Eutaw, AL** (BALH920812HA; 104.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Grantell Broadcasting Co. to Jim Lawson Communications Inc. for \$160,000. **Seller** is headed by William B. Grant, who also has interests in WYLS(AM)-WSLY(FM) York, AL. **Buyer** has no other broadcast interests. Filed Aug. 12.

■ **KHIL(AM)-KWGX(FM) Wilcox, AZ** (BAL920806EG; 1250 khz; 5 kw-D, 196 w-N; FM: BALH920806EH; 98.3 mhz; 3 kw ant. 57 ft.)—Seeks assignment of license from Media Venture Management Inc., receiver for JJN Enterprises Inc., to William Konopnicki for \$32,500. **Seller** is headed by Randolph E. George, and recently acted as receiver for KCKK(FM) Kanab, UT (see "Actions," below). He is also selling KLVJ-AM-FM Mountain Home, ID, to same buyer (see below). **Buyer** has no other broadcast interests. Filed Aug. 6.

■ **KSES(AM) Yucca Valley, CA** (BAL920810EA; 1420 khz; 1 kw-D, 49 w-N)—Seeks assignment of license from Craig Broadcasting Corp. to 142U Inc. for \$65,000. **Seller** is headed by Richard C. Blum, and has no other broadcast interests. **Buyer** is headed by Steven Fuss, and has no other broadcast interests. Filed Aug. 10.

■ **WXPQ(AM) Babson Park, FL** (BAL920805EA; 1530 khz; 500 w-D)—Seeks assignment of license from Webber College Inc. to William M. Histed for \$3,000 (equipment only). **Seller** is headed by Rex R. Yentes, and is also licensee of WAUC(AM) Wauchula, FL. **Buyer** is licensee of WSIR(AM) Winter Haven, FL. Filed Aug. 5.

■ **WUVU(FM) St. Augustine, FL** (BTCH920806GG; 97.7 mhz; 3 kw ant. 200 ft.)—Seeks transfer of control from Todd Communications Inc. to Devon W. Paxson for \$50,000. **Seller** is headed by Lowell W. Paxson, father of assignee and his emergency temporary guardian; he recently purchased WLVE(FM) Miami Beach ("Changing

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.

Hands," Aug. 17). Paxson is licensee of five AM's and nine FM's. Filed Aug. 6.

■ **KYAA(FM) Ketchum, ID** (BAPH920807GF; 104.7 mhz; 155 w; ant. 1,922 ft.)—Seeks assignment of CP from Jim Kincer to Idaho Broadcasting Consortium Inc. for \$7,500. **Seller** has interests in WFIA(AM)-WZKS(FM) Louisville, KY. **Buyer** is headed by Frederic W. Constant, and has no other broadcast interests. Filed Aug. 7.

■ **KLVJ-AM-FM Mountain Home, ID** (BAL920806EE; 1240 khz; 1 kw-U; FM: BALH920806EF; 99.1 mhz; 100 kw; ant. 1,400 ft.)—Seeks assignment of license from Media Venture Management Inc., receiver for JJN Enterprises Inc., to William Konopnicki for \$78,000 (see KHIL[AM]-KWGX[FM] Wilcox, AZ, above). Filed Aug. 6.

■ **KOAM-TV Pittsburg, KS** (BALCT920813KU; ch. 7; 316 kw-V; 63.1 kw-A; ant. 1,090 ft.)—Seeks assignment of license from KOAM License Partnership to Scarecrow Inc. for no cash consideration. Assignee is subsidiary of Chemical Bank, which made loan in principal amount of \$13 million to assignor; parties have agreed to resolve defaults on that loan by having bank temporarily acquire assets of station until buyer is found. **Seller** is headed by Stephen F. Gormley. **Buyer** is headed by William C. Langley Jr., who is principal in company that owns 54.45% interest in cable company with systems in four states. Filed Aug. 13.

■ **WSAR(AM) Fall River, MA** (BAL920807EB; 1480 khz; 5 kw-U)—Seeks assignment of license

from Quality Radio Corp. to Bristol County Broadcasting Inc. for \$440,000. **Seller** is headed by Norman Knight, who is also licensee of two AM's and four FM's. **Buyer** is headed by Robert S. Karam, and is principal in licensee of WHTB(AM) Fall River, MA. Filed Aug. 7.

■ **WMPX(AM)-WMRX-FM Midland-Beaverton, MI** (BTC920807GP; 1490 khz; 1 kw-U; FM: 97.7 mhz; BTCH920807GQ; 3 kw; ant. 300 ft.)—Seeks transfer of control of Maines Broadcasting Inc. for \$75,000. **Sellers** are Ronald W. and Maria Maines, husband and wife, and George and Virginia Ulmer, husband and wife, selling their combined 62.1% interest to Myron P. Patten Revocable Living Trust, headed by Thomas and Beverly Steel, husband and wife. Patten owns stock of licensee of WJXQ(FM) Jackson, MI. Action Aug. 7.

■ **KVNW(FM) Duluth, MN** (BAPH920807GL; 101.7 mhz; 3 kw ant. 328 ft.)—Seeks assignment of CP from AABG Inc. to Segue Communications Corp. for \$40,000. **Seller** is headed by Robert Schroeder, and has no other broadcast interests. **Buyer** is headed by Paul B. Steigerwald, and is licensee of WQPM-AM-FM Princeton, MN. Filed Aug. 7.

■ **WHLE(FM) Byhalla, MS** (BAPH920812GY; 94.9 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of CP from Lois B. Crain to former husband Albert M. Crain for no cash consideration as part of divorce settlement. Assignment includes KGRW(FM) Friona, TX (see below). Albert Crain owns one AM and two FM CP's. Filed Aug. 12.

■ **WNTZ(TV) Natchez, MS** (BALCT920811KE; ch. 48; 1,186 kw-V; ant. 843 ft.)—Seeks assignment of license from Ozone General Partnership to Delta Management Corp. for \$100,000. **Seller** is headed by Alan N. Perkins, and has no other broadcast interests. **Buyer** is headed by Charles H. Chatelain, and is licensee of KADN(TV) Lafayette and permittee of LPTV K47DW Alexandria, both Louisiana. Filed Aug. 11.

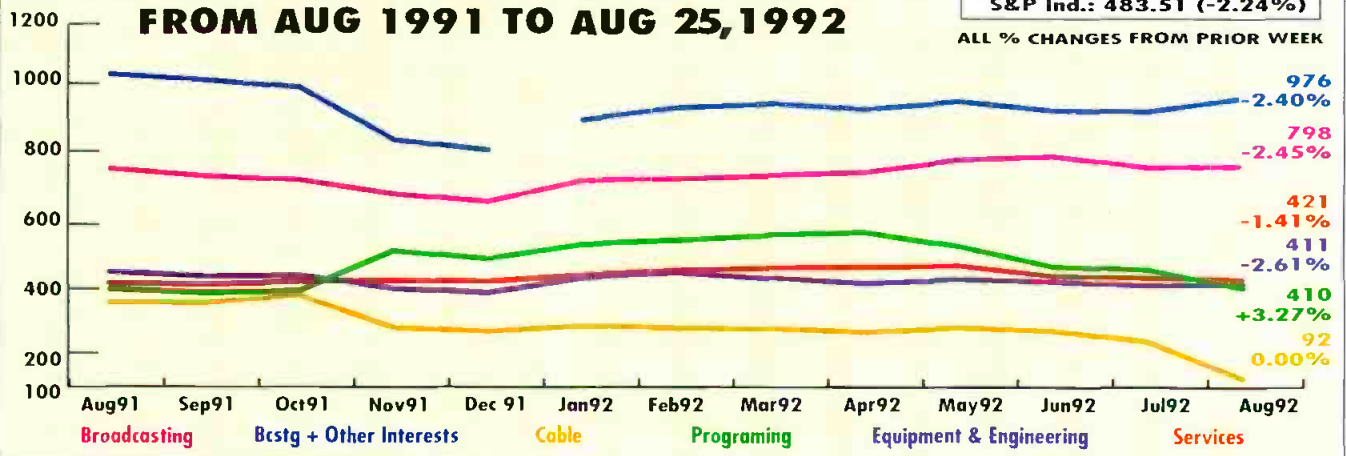
■ **KCFX(FM) Harrisonville, MO** (BALH920807KJ; 100.7 mhz; 100 kw; ant. 834 ft.)—Seeks assignment of license from James M. Hoak, chairman of Heritage Media Corp., to shareholders of Heritage Media Corp. (see WOFX[FM] Fairfield, OH, below). Filed Aug. 7.

■ **KSTL(AM) St. Louis** (BTC920810EB; 690 khz; 1 kw-D)—Seeks transfer of control from Estate of William K. Haverstick (deceased) to Corinne F. Haverstick for no cash consideration; transfer will distribute assets held in accordance with will executed May 25, 1984. Filed Aug. 10.

STOCK MARKET PERFORMANCE AVERAGES FROM AUG 1991 TO AUG 25, 1992

NASDAQ: 554.22 (-2.92%)
S&P Ind.: 483.51 (-2.24%)

ALL % CHANGES FROM PRIOR WEEK



■ **WVWJ(AM) Oakland, NJ** (BAP920807EA; 1160 khz; 10 kw-D, 2.5 kw-N)—Seeks assignment of CP from Rama Communications Group Inc. to Bursam Communications Corp. for \$350,000. Seller is headed by Salvatore L. Borrelli, and has no other broadcast interests. Buyer is headed by Howard Warshaw (25%) and Marvin B. Kosofsky (50%), and is licensee of four AM's and three FM's. Kosofsky also has interests in Jacor Communications, licensee of six AM's and five FM's. Filed Aug. 7.

■ **WWAY(TV) Wilmington, NC** (BALCT920812KE; ch. 3; 64.57 kw-V; 6.46 kw-A; ant. 1,953 ft.)—Seeks assignment of license from Sterling TV of Wilmington Inc. to CLG Media of Wilmington Inc. for assumption of liabilities, arising from series of loan restructurings of CLG parent company Chrysler Capital. Seller is headed by Robert J. Hildreth, and is owned by Stephen Adams, head of Adams Communications Corp., licensee of seven AM's, eight FM's and two TV's. Buyer is headed by William S. Bishop, and has no other broadcast interests. Filed Aug. 12.

■ **WOFX(FM) Fairfield (Cincinnati), OH** (BALH920807KI; 94.9 mhz; 27 kw ant. 650 ft.)—Seeks assignment of license from James M. Hoak, chairman of Heritage Media Corp., to shareholders of Heritage Media Corp. and includes KCFX(FM) Harrisonville, MO (see above). Stations have been previously applied for from Hoker Broadcasting ("For the Record," March 30); application is procedural action arising from changes in company stock structure and will not change ownership interest of principals of company. Heritage is also licensee of KULL(AM)-KRPM-FM Seattle-Tacoma, WA. Filed Aug. 7.

■ **KFX(AM)-KGO(AM) Portland, OR** (BAL920804EA; 1520 khz; 50 kw-D, 10 kw-N; FM: BALH920804EB; 92.3 mhz; 100 kw; ant. 920 ft.)—Seeks assignment of license from Ackerley Communications Inc. to Apogee Radio Ltd. for \$5.5 million ("Changing Hands," June 15). Seller is headed by Barry Ackerley, and owns one AM, two FM's and five TV's. Buyer is headed by Roy P. Disney, great nephew of Walt Disney, and is 12% shareholder in Shamrock Broadcasting Inc., which owns five AM's, nine FM's and two TV's. Filed Aug. 4.

■ **KGRW(FM) Friona, TX** (BAPH920812GZ; 95.1 mhz; 3 kw; ant. 285 ft.)—Seeks assignment of CP from Lois B. Crain to Albert M. Crain (see WHILE(FM) Byhalia, MS, above). Filed Aug. 12.

■ **KKFX(AM) Seattle** (BAL920807EC; 1250 khz; 5 kw-U)—Seeks assignment of license from Radio Holdings Inc. to CMN Inc. for \$700,000 ("Changing Hands," Aug. 17). Seller is headed by Robert R. Bingham, who also heads licensee of KCWT(TV) Wenatchee, WA. Buyer is headed by Robert Day, and has no other broadcast interests. Filed Aug. 7.

Actions

■ **WASG(AM)-WYDH(FM) Atmore, AL** (AM: BAL920701EF; 550 khz; 5 kw-D, 144 w-N; FM: BALH920701EG; 105.9 mhz; 3.7 kw; ant. 446 ft.)—Granted assignment of license from Alabama Native American Broadcasting Co. to P.C.I. Communications Inc. for \$26,673. Seller is headed by Randy D. Gehman, et al., and has no other broadcast interests. Buyer is backed by C.I.E. Corp., headed by J. Nathan Martin, and has no other broadcast interests. Action Aug. 14.

■ **WAG(FM) Dothan, AL** (BAL920612EB; 1320 khz; 1 kw-U)—Granted assignment of license from Dothan Broadcasting Co. Inc. to James R. Wilson III for \$60,000. Seller is headed by B.C. Eddins, and has no other broadcast interests. Buyer is permittee of WJJN(FM) Dothan, AL. Action Aug. 13.

■ **WTMP(AM) Temple Terrace, FL** (BAL920622EB; 1150 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Westerville Broadcasting of Florida Inc. to Broadcast of Florida Inc. for \$670,000. Assets were offered for public sale to highest bidder; Broadcast plans to sell station shortly. Seller is headed by Paul Major, and has no other broadcast interests. Buyer is headed by Raymond W. Suarez, and has no other broadcast interests. Action Aug. 14.

■ **WVKX(FM) Irwinton, GA** (BAPH920514HA; 103.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Estate of Frank Jennings to Wilkinson Broadcast for \$60,000. Seller is headed by Rita J. Cawthon. Buyer is headed by general partners Larry S. Nixon and Stan H. Carter. Carter owns WBKZ(AM) Jefferson, GA. Action Aug. 10.

■ **KEGS(FM) Emporia, KS** (BALH920619GH; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Communications Group Inc. to Lesso Inc. for \$230,844. Seller is headed by Gregory R. Steckline, and has no other broadcast interests. Buyer is headed by Lawrence Steckline, father of Gregory, and is licensee of 3 AM's and 6 FM's. Action Aug. 10.

■ **KAGY(AM) Port Sulpher, LA** (BAL920622EC; 1510 khz; 1 kw-D)—Granted assignment of license from Keylo Inc. to Miracle Assembly of God Inc. as donation. Assignor is headed by Mary F. Gilbert, and has no other broadcast interests. Assignee is headed by Maxwell E. Latham, and has no other broadcast interests. Action Aug. 11.

■ **WZON(AM) Bangor, ME** (BAL920603EA; 620 khz; 5 kw-U)—Granted assignment of license from John E. Tozer to Nancy Boyd for \$170,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 10.

■ **WASA(AM) Havre de Grace, MD** (BAL920701EA; 1330 khz; 5 kw-D, 500 w-N)—Granted assignment of license from Chesapeake Broadcasting Corporation to KME Broadcasting Corporation for \$150,000. Seller is headed by Virginia P. Wetter, and has no other broadcast interests. Buyer is headed by Kurt M. Elsasavage, and has no other broadcast interests. Action Aug. 14.

■ **KKWQ(FM) Warroad, MN** (BTCH920622HZ; 92.5 mhz; 100 kw; ant. 472 ft.)—Granted transfer of control of licensee DeMolee Communications in stock transfer. Transferors are Daniel A. and Laurel J. DeMolee, husband and wife. Transferor is Frederic E. DeMolee, brother of Daniel. Principals have no other broadcast interests. Action June 22.

■ **KLAV(AM) Las Vegas** (BTC920702EA; 1230 khz; 1 kw-U)—Granted transfer of control from Wagenvoort Advertising Group Inc. to Lola Wagenvoort; David Wagenvoort is transferring 50% of his interest, pursuant to divorce decree, to his ex-wife as part of property settlement. Licensee also owns KNRY(AM) Monterey, CA. Action Aug. 14.

■ **WBZA(AM)-WAYI-FM Glens Falls, NY** (AM: BAL920522EA; 1230 khz; 1 kw-U; FM: BALH920522EB; 107.1 mhz; 280 w; ant. 844 ft.)—Dismissed app. of assignment of license from Northway Broadcasting Inc. to Hometown Broadcasting of Glens Falls Inc. for \$500,000. Seller is headed by David G. Mitchell, who also has interests in licensees of WMXW(FM) Vestal, NY, and WKMC(AM) Roaring Spring, PA. Vice president Joseph A. Reilly also has interests in assignee. Buyer is headed by Matthew H. Mataraso, and is 25% shareholder of licensee of WIZR(AM)-WSRD(FM) Johnstown, NY. Action Aug. 14.

■ **WSTM-TV Syracuse, NY** (BALCT920521KF; ch. 3; 100 kw; ant. 1,000 ft.)—Granted assignment of license from WSTM-TV Ltd. to Federal Broadcasting Co. for \$19.2 million ("Changing Hands," June 1). Seller is subsidiary of SJL Broadcast Management Corp., headed by George Lilly, who also owns KSNQ(TV) Garden City, KSNC(TV) Great Bend, KSNT(TV) Topeka and KSNW(TV) Wichita, all Kansas; WJRT-TV Flint, MI; KTVQ(TV) Billings, MO, and KSNK(TV) McCook, NE. Buyer is headed by Dale G. Rands and Peter Kizer, and owns WCFT-TV Tuscaloosa, AL; WTOM-TV Cheboygan, WLUC-TV Marquette and WPBN-TV Traverse City, all Michigan; WDAM-TV Laurel (Hattiesburg), MS, and KTVQ(TV) Kirksville, MO (Ottumwa, IA). Action Aug. 12.

■ **WPIE(AM) Trumansburg, NY** (BAPL920603EB; 1160 khz; 990 w-D, 220 w-N)—Granted assignment of CP from Joel R. Clawson to WPIE Broadcasting Inc. for no cash consideration; Joel R. Clawson is contributing WPIE license and authorization to WPIE Broadcasting Inc. as capital contribution to corporation. Principals have no other broadcast in-

terests. Action Aug. 12.

■ **KRPT-AM-FM Anadarko, OK** (AM: 850 kw; 500 w-D; FM: 103.7 mhz; 86 kw; ant. 987 ft.)—Granted transfer of control from Allan Page Trust and Howard M. McBee to Anadarko Broadcasting Company Inc. for \$100,000. Sellers are each selling their one-third interest. Buyer is headed by G. Harold Wright Jr., who currently owns one-third interest in licensee. Wright also owns 80% of KWEY-AM-FM Weatherford, OK. Action Aug. 12.

■ **WMGL(FM) Ravenel (Charleston), SC** (BAPLH920424HS; 101.7 mhz; 3 kw; ant. 482 ft.)—Granted assignment of CP from Milcom Inc. to Southwind Communications Inc. for \$400,000. Seller is headed by Don A. Monteith, and has no other broadcast interests. Buyer is headed by William E. Lucas, who has interests in WTMA(AM) Charleston, SC. Action Aug. 13.

■ **KCKK(FM) Kanab, UT** (BALH920623GP; 101.1 mhz; 99 kw; ant. 786 ft.)—Granted assignment of license from Media Venture Management Inc. to Red Rock Broadcasting Inc. for \$100,000. Seller is headed by Randolph E. George, who is receiver for three AM's and three FM's which have been filed for ownership assignments and are all off-air; George is also receiver for KRTY(FM) Los Gatos and KKIS-AM-FM Pittsburg, both California. He is also receiver for KHIL(AM)-KWCC(FM) Wilcox, AZ (see "Applications," above). Buyer is headed by Harold R. Hickman, and has no other broadcast interests. Action Aug. 13.

■ **WFNR(AM) Blacksburg, VA** (BAL920617EB; 710 khz; 10 kw-D)—Granted assignment of license from New River Broadcasting Corp. to Travis Broadcasting Corp. for \$100,000. Seller is headed by Robert T.S. Colby. Buyer is headed by Robert Travis, and has no other broadcast interests. Action Aug. 11.

■ **WKMM(FM) Kingwood, WV** (BTCH920623GN; 96.7 mhz; 3 kw; ant. 797 ft.)—Granted transfer of control of Buckwheat Broadcasting Inc. for no cash consideration. Transferor is Sandy S. Garlitz, deceased, wife of transferee Max E. Garlitz. Principals have no other broadcast interests. Action Aug. 11.

■ **WXGZ-TV Appleton (Green Bay), WI** (BALCT920526KG; ch. 32; 1,070 kw-V, 107 kw-A; ant. 1,220 ft.)—Granted assignment of license from Appleton Midwestern Television, Ltd. to Ace TV Inc. for \$505,000 plus 85% of the accounts receivable. Station is being sold out of bankruptcy. Seller is headed by Richard D. Ellenberg, bankruptcy trustee. Buyer is headed by Carl J. Martin, and controls licensee of WGBA(TV) Green Bay, WLAX(TV) La Crosse and WEUX(TV) Chippewa Falls, all Wisconsin. Action Aug. 3.

■ **KKTY-AM-FM Douglas, WY** (AM: BAL920625EA; 1470 khz; 1 kw-D, 500 w-N; FM: BALH920625HS; 99.3 mhz; 813 w; ant. 530 ft.)—Granted assignment of license from Fireside Broadcasting Co. to Lonnie M. Horton for \$50,000. Buyer has no other broadcast interests. Action Aug. 10.

NEW STATIONS

Applications

■ **Ottawa, FL** (BPED920814MB)—Comerstone Community Radio Inc. seeks 88.9 mhz; 3 kw; ant. 140 m. Address: 2596 State Road 44, New Smyrna Beach, FL 32168. Applicant is headed by Richard Van Zandt, and is licensee of one AM and two FM's. Filed Aug. 14.

■ **Maroa, IL** (BPH920805MB)—Mark L. Rollings seeks 107.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 882, Chesterfield, MO 63006. Applicant is licensee of WUFI(AM)-WZNF(FM) Rantoul, IL, and permittee of two FM's. Filed Aug. 5.

■ **Maroa, IL** (BPH920806ME)—The Cromwell Group Inc. of Illinois seeks 107.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 150846, Nashville, TN 37215. Applicant is headed by Bayard H. Walters, and heads licensees of four AM's and six FM's, and individual licensee of one AM. Filed Aug. 6.

■ **Edinburgh, IN** (BPH920806MF)—Marion R. Wil-

liams seeks 102.9 mhz; 3.7 kw; ant. 124 m. Address: 7606 Harold Avenue, Gary, IN 46403. Applicant is permittee of WSMK(FM) Buchanan, MI. Filed Aug. 6.

■ **Edinburg, IN** (BPH920806MD)—McLean County Broadcasters Inc. seeks 102.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1970, Martinsville, IN 46151. Applicant is headed by David Keister, and is licensee of WRXZ(FM) LeRoy, IL. Keister also has interests in two AM's and three FM's. Filed Aug. 6.

■ **Los Alamos, NM** (BPH920813MC)—La Voz Broadcasting Co. Inc. seeks 107.5 mhz; 100 kw; ant. 320 m. Address: 2636 Ash, Santa Fe, NM 87504. Applicant is headed by Celina V. Gonzales, and is licensee of KSWV(AM) Santa Fe, NM. Filed Aug. 13.

■ **Williamston, SC** (BPED920811MA)—Nazareth Communications Inc. seeks 88.5 mhz; 50 kw; ant. 91 m. Address: P.O. Box 17843, Greenville, SC 29606. Applicant is headed by B.H. Bridges Jr., and has no other broadcast interests. Filed Aug. 11.

■ **Crossville, TN** (BPED920810MA)—The Moody Bible Institute of Chicago seeks 89.3 mhz; .5 w-v; ant. 425.2 m. (see Murfreesboro, TN, below). Filed Aug. 10.

■ **Murfreesboro, TN** (BPED920811MB)—The Moody Bible Institute of Chicago seeks 91.7 mhz; 1 kw; ant. 275 m. Address: 820 N. LaSalle Drive, Chicago, IL 60610. Applicant is headed by Joseph M. Stowell, and also seeks FM at Crossville, TN (see above). It is licensee of 5 AM's and 11 FM's. Filed Aug. 11.

Actions

■ **Flagstaff, AZ** (BPED910102MB)—Granted app.

of Joy Public Bcg. Corp. for 89.9 mhz. Address: 5712 Mass. Ave., Bethesda, MD 20816. Applicant has no other broadcast interests. Action Aug. 13.

■ **Wickenburg, AZ** (BPH911218MA)—Granted app. of Circle S Broadcasting Co. Inc. for 93.7 mhz; 1.4 kw; ant. 201 m. Address: 1201 North Tegner, Wickenburg, AZ 85385. Applicant is headed by Harold R. Shumway, and is licensee of KTIM(AM) Wickenburg, AZ. Action Aug. 6.

■ **New London, NH** (BPH911121MD)—Granted app. of Koor Communications Inc. for 99.7 mhz; .84 kw; ant. 187 m. Address: RR1 Box 249, Newport Rd., P.O. Box 2295, New London, NH 03257. Applicant is headed by Robert L. Vinikoor, and is licensee of WNTK(AM) Newport, NH. Action Aug. 12.

■ **New London, NH** (BPH911121ME)—Dismissed app. of Sunapee Lake Broadcasting for 99.7 mhz; 3 kw; ant. 100 m. Address: P.O. Box 69, Dover, NH 03820. Applicant is headed by Kolleen Dodge, and has no other broadcast interests. Action Aug. 12.

FACILITIES CHANGES

Actions

FM's

■ **Anchorage, AK** KASH-FM 107.5 mhz—Forfeited and cancelled app. of Community Pacific BCom Co. Ltd. (BPH-870227ND) for CP to change TL: near Meadow Creek and Chugach State Park, Anchorage; change ERP: 100 kw H&V; ant.: 309 m. and make changes in antenna system: 61 21 10 - 149 30 46. Action Aug. 3.

■ **Anchorage, AK** KGOT(FM) 101.3 mhz—Forfeited and cancelled app. of Louis Dearias, receiver (BPH-870227NK) for CP TO change TL: 2 mi. NE of Eagle River, AK, change ERP: 100 kw H&V; ant.: 310 m. and make changes in antenna system 61 20 10 - 149 30 46. Action Aug. 3.

■ **Lonoke, AR** KMZX(FM) 106.3 mhz—Granted app. of Lonoke Broadcasting Inc. (BPH-920210IE) for CP to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: 2.25 km ESE of Blake-more, off State Route 232, Lonoke County, AR; change class to C2 (per MM docket #90-105). Action July 30.

■ **Atherton, CA** KCEA(FM) 89.1 mhz—Granted app. of Menlo-Atherton High School (BPED-890130MF) for CP to make changes; change ant.: 1.53 m.; TL: Bear Gulch Reservoir; pet. for recon. filed 6-19-90. Action July 22.

■ **Eureka, CA** KFMI(FM) 96.3 mhz—Forfeited and cancelled app. of Merit Broadcasting (BPH-870302NJ) for CP to change ERP: 100 kw H&V. Action July 31.

■ **Lenwood, CA** KIQQ-FM 104.9 mhz—Granted app. of Enaida Orchard (BMPH-910301IE) for mod. of CP (BPH-880714NP-new station) to make changes to ERP: 1.078 kw H&V; ant. 142 m.; 34 51 20 - 117 02 57. Action July 23.

■ **Mount Shasta, CA** KEDY(FM) 95.3 mhz—Forfeited and cancelled app. of Shasta Cascade Broadcasting Corp. (BPH-860826LJ) for CP to make changes; change TL: 2.1 km SW from top of Everitt Hill, near Mt. Shasta; change ant.: 48 m. 41 17 20 - 122 14 25. Action Aug. 3.

■ **Pacific Grove, CA** KAZU(FM) 90.3 mhz—Forfeited and cancelled app. of Monterey Bay Public B/C Foundation Inc. (BPED-880208IF) for CP to make changes; ERP: 3.7 kw (H&V); change ant.: 159 m. Action Aug. 3.

■ **San Diego** KSON-FM 97.3 mhz—Forfeited and cancelled app. of Jefferson-Pilot Broadcasting Company (BPH-861201ID) for CP to make changes; change TL: Cowles Mountain, San Diego; change ERP: 7.4 kw (H&V); change ant.: 1,074 ft. 32 48 45 - 117 01 52. Action Aug. 3.

■ **Avon, CO** KZYR(FM) 103.1 mhz—Granted app. of Gardiner Broadcast Partners Ltd. (BPH-911126ID) for CP to change class from class A to class C-2 (per docket #88-253). Action July 23.

■ **Oak Creek, CO** KFMU-FM 103.9 mhz—Granted app. of KFMU Ltd. (BPH-920610IG) for CP to make changes; change ERP: 2.28 kw (H&V); ant.: 327 m.; change frequency to 104.1 mhz; change class to C3 (per MM docket #92-5). Action July 31.

■ **Trinidad, CO** KCRF-FM 92.7 mhz—Forfeited and cancelled app. of International State Bank (BPH-850726ID) for CP to make changes; change frequency: 92.5 mhz; change TL: .5 mi W of I-25 and 5 mi. N of center of Trinidad Division; change ERP: 91.2 kw (H&V); change ant.: 1,033 ft.; 37 14 21 - 104 30 52. Action Aug. 3.

■ **Selbyville, DE** WSBL(FM) 97.9 mhz—Granted app. of Anchor Broadcasting Ltd. (BMPH-920513IC) for mod. of CP (BPH-860917MD) to make changes; change TL: 38 25 20 - 75 08 23. Action July 24.

■ **Homestead, FL** WXDJ(FM) 95.7 mhz—Forfeited and cancelled app. of New Age Broadcasting Inc. (BPH-890627ID) for CP to make changes; change ERP: 23.4 kw H&V, ant.: 513 m.; informal objection denied 1-11-90. Action Aug. 3.

■ **Miami** WMCU(FM) 89.7 mhz—Granted app. of Miami Christian College Inc. (BPED-900802IA) for CP to make changes; change ant.: 458 m., change class from C1 to C. Action July 24.

■ **Port St. Joe, FL** WMTO(FM) 93.5 mhz—Granted app. of Claycomb Communications Inc. (BPH-920327IC) for CP to make changes; change ERP: 14.5 kw (H&V); ant.: 204 m.; change to class C2 (per MM docket #91-231). Action July 29.

■ **Vero Beach, FL** WSCF-FM 91.9 mhz—Granted app. of Central Educational BCasting Inc. (BPED-910620MA) for CP to make changes; change ERP: 15.3 kw (H&V); change to class C3, DA pattern.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
Total Radio	11,233	1,420	12,653
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	1,500	191	1,691
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
Total LPTV	1,284	972	2,256
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

CABLE

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

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.

¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

Action July 28.

■ **Wrightsville, GA** WDBN(FM) 107.5 mhz—Dismissed app. of Johnson County Broadcasters Inc. (BPH-920318IC) for CP to make changes; change ERP: 6 kw H&V; ant. 100 m.; TL: 1.4 mi. (.25 km) south of Lovett, GA, at intersection of Lovett-Brewton Rd and Bumba Rd. Action July 28.

■ **Mountain Home, ID** KLVJ-FM 99.3 mhz—Forfeited and cancelled app. of Media Venture Management Inc., receiver (BPH-880912IF), for CP to make changes: change frequency to 99.1 mhz; change ERP: 100 kw H&V; change ant.: 114 m. (per docket #87-507). Action Aug. 3.

■ **Rexburg, ID** KRIC(FM) 100.5 mhz—Forfeited and cancelled app. of Ricks College Corporation (BPED-791219AG) for CP to increase ERP: 209 W, ant.: 80 ft., to make changes in antenna system. Action Aug. 3.

■ **Alton, IL** KATZ-FM 100.3 mhz—Forfeited and cancelled app. of Inter Urban BCing of St. Louis, D.I.P. (BPH-881202IE), for CP to make changes; change ant.: 147 m.; replace antenna system. Action Aug. 3.

■ **Bay Minette, IL** WFMI(FM) 106.5 mhz—Granted app. of Baldwin Broadcasting Company (BMPH-920629IC) for mod. of CP (BPH-880805MW) to make changes; change ERP: 9.41 kw (H&V) ant.: 162 m.; TL: Baldwin County, AL, approx. 6 km southwest of Stapleton; former antenna tower of WKRG-TV; change class to C3 (per MM docket #91-246). Action July 23.

■ **Peoria, IL** WBGE(FM) 92.3 mhz—Granted app. of B&G Broadcasting Ltd. (BMPH-920219IT) for mod. of CP (BPH-880421ML) to make changes; change ERP: 6 kw H&V; ant.: 45 m.; TL: 500 West Main St., Peoria. Action July 21.

■ **Indianapolis** WEDM(FM) 91.1 mhz—Granted app. of Metropolitan Sch. Dist. of Warren (BPED-920423IF) for CP to make changes; change ERP: .18 (V) Action July 24.

■ **Estherville, IA** KILR-FM 95.9 mhz—Forfeited and cancelled app. of Jacobson Broadcasting Company Inc. (BPH-890110IC) for CP to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: Co. Rd. 17, N. of Judicial Ditch No. 8, 8.5 km WSW of Jackson, Jackson Co., MN; change to class C2 (per MM docket #88-45). Action Aug. 3.

■ **Sheldon, IA** KIWA-FM 105.3 mhz—Granted app. of Sheldon Broadcasting Company Inc. (BPH-920415IC) for CP to make changes; change ERP: 50 kw (H&V); ant.: 89 m.; change freq. from 105.5 to 105.3; change to class C2 (per MM docket #90-532). Action July 29.

■ **Independence, KS** KIND-FM 101.7 mhz—Forfeited and cancelled app. of Central Broadcasting Inc. (BPH-830801AD) for CP to change TL: Table Mound, Independence, KS, change ERP: 3 kw H&V; ant.: 226 ft., make changes in antenna system 37 13 07 - 95 45 59. Action Aug. 3.

■ **Lawrence, KS** KANU(FM) 91.5 mhz—Forfeited and cancelled app. of University of Kansas (BPED-891027IA) for CP to make changes; change ERP: 100 kw (H&V); ant.: 213 m.; TL: 16th and Iowa Streets; Lawrence, KS; change to class C1. Action Aug. 3.

■ **Ottawa, KS** KZTO(FM) 95.7 mhz—Forfeited and cancelled Shaffer Broadcasting Systems Inc. (BPH-890523IB) for CP to make changes; change ERP: 98.6 kw H&V; ant.: 301 m.; TL: 9.28 km SE of Lawrence, KS. Action July 31.

■ **Manchester, KY** WWXL-FM 103.1 mhz—Forfeited and cancelled app. of Wildemess Hills Inc. (BPH-881206IE) for CP to make changes; change ERP: 2.64 kw H&V; ant.: 103 m., change antenna supporting-structure height; correct site coordinates: 37 09 13 - 83 46 26. Action Aug. 3.

■ **Arcadia, LA** KWQN(FM) 92.5 mhz—Forfeited and cancelled app. of Reid Broadcasting Inc. (BPH-891115MB); ERP 3 kw H&V; ant. 100 m. 32 30 49 - 92 59 00; call sign deleted 6-12-92; pet. for recon. filed. Action July 20.

■ **Lafayette, LA** KSJY(FM) 90.9 mhz—Granted app. of Lafayette Educl BCg Foundation Inc. (BPED-910422MC) for CP to make changes-ERP: 6 kw H&V, ant.: 145 m. and class: C3. Action July 27.

■ **Muskegon, MI** WSNX-FM 104.5 mhz—Forfeited and cancelled app. of Goodrich Broadcasting Inc. (BPH-820910AD) for CP to correct geographic coordinates: 43 12 16 - 86 01 44. Action July 31.

■ **Pentwater, MI** WSAB(FM) 94.1 mhz—Returned and cancelled app. of C&S Broadcasting Inc. (BMPH-920626ID) for mod. of CP (BPH-890511ML) to make changes; change ERP: 25 kw (H&V); ant.: 100 m.;

TL: 700 ft. NNE of intersection of Hancock and Wythe Streets, Pentwater; change class to C3 (per MM docket #91-77; returned per fee section 7-27-92). Action July 27.

■ **Winona, MN** KSMR(FM) 92.5 mhz—Granted app. of Saint Mary's College of Minnesota (BPED-910805IH) for CP to make changes: change ERP: .004 kw H&V; ant. -43 m. TL: Saint Mary's College, Terrace Heights, WINONA. Action July 30.

■ **Superior, NE** KRFS-FM 103.9 mhz—Returned app. of Superior Broadcasting Incorporated (BMPH-920723ID) for mod. of CP (BPH-910703IF) to make changes; change ERP: 8.9 kw (H&V); change class to C3 (per MM docket #91-108); returned per fee section 7-28-92. Action July 28.

■ **Newark, NJ** New FM 105.9 mhz—Granted app. of MULTICULTURAL BROADCASTING Inc. (BPH-920723IB) for CP to make changes; change ERP: 2.47 kw (H&V); ant.: 220 m.; TL: Chanin Building, 122 East 42nd St., New York. Action July 30.

■ **Lordsburg, NM** KXXX(FM) 97.7 mhz—Forfeited and cancelled app. of Interstate Ten Broadcasting of NM (BPH-860530ID) for CP to make changes; frequency: 97.9 mhz (per docket #84-460); change TL: 4 mi. NW of White Signal, NM; ERP: 94 kw (H&V); change ant.: 612 m.; 32 34 57 - 108 25 29. Action Aug. 3.

■ **Henderson, NY** WLKC(FM) 100.7 mhz—Granted app. of Jefferson Broadcasting Inc. (BPH-911001IE) for CP to change ERP: 6 kw (H&V). Action August 3.

■ **Schoharie, NY** WMY(FM) 97.3 mhz—Granted app. of Capital Media Corporation (BPH-920331IE) for CP to make changes; change ERP 1.98 kw H&V; ant. 176 m.; TL: 300 m. NE of intersection of Gage Road and Middle Road, Knox Town, Albany County, NY. Action July 23.

■ **Utica, NY** WEIF(FM) 100.7 mhz—Granted app. of Crocco-Soggs Broadcasting Inc. (BMPH-900627ID) for CP (BPH-860203MY) to make changes; change ERP: 1.16 kw (H&V); ant.: 168 m.; TL: .25 km SE of Hill Rd. on Grace Rd., Oneida County, NY. Action AUGUST 3.

■ **Columbia, NC** WRSF(FM) 105.7 mhz—Forfeited and cancelled app. of Jones, Eastern of Outer Banks Inc. (BPH-870302DE) for CP to change ant.: 301 m. Action July 29.

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Fates & Fortunes

TELEVISION

Appointments at Children's Television Workshop, New York: **Amy Rowland**, director, development, named assistant VP, development; **Iris Sroka**, research director, 3-2-1 Contact, named director, research, community education services; **Sarah Albee**, assistant director, named senior editor, product group; **Deborah November**, editorial assistant, named editorial director.

Joann Alfano, director, prime time series, NBC Media Relations, Burbank, Calif., named director, current comedy programs, NBC Entertainment, there.

Theresa Soulliere, manager, on-air promotion, Warner Bros. Domestic Television Distribution, Burbank, Calif., named director, video services, Warner Bros. corporate marketing, advertising.

Suena Williams, coordinator, promotion, publicity, Television Program Enterprises, New York, joins Mul-

las, as sales executive.

Carla Lewis, sales executive, Goodman Entertainment, New York, joins Katz Continental Television, New York, as sales executive, east central group.

Susan Marks, former feature film unit publicist, Buena Vista Television, Burbank, joins CBS Entertainment, Los Angeles, as publicist.

Steve Atkinson, sports director, KPOM-TV Fort Smith, Ark., joins KVUE-TV Austin, Tex., as sports anchor.



Richard Glosser



Kathy Lingg



Joann Alfano



Karyn Bolger



George Riddell

James Terrell, executive, VP, Gaylord Entertainment Co., and president, Gaylord Broadcasting Co., Nashville, retires.

Richard Glosser, assistant to the chairman, Columbia Pictures Television, Los Angeles, named VP, operations.

Kathy Lingg, senior VP, production, TriStar Pictures, Los Angeles, joins Paramount Pictures, Hollywood, as senior VP, long-form programming, network television division.

Tim Ricketts, financial controller, MTM Enterprises, Inc., Studio City, Calif., named VP, finance.

Tony Intelisano, executive VP, marketing, research, LBS Communications, New York, named executive VP, distribution, marketing.

John Sanders, VP, management information services, Metro-Goldwyn-Mayer Inc., Culver City, Calif., named senior VP.

timedia Entertainment there as manager, sales promotion.

Joel Feld, producer, sports, ABC Sports, New York, named coordinating producer, 1994 World Cup Soccer Tournament.

Susan Minas, development executive, Alliance Communications, Paris, named director, development, Europe.

Karyn Bolger, promotion coordinator, Group W Productions, Los Angeles, named manager, client relations.

Deborah Collura, assistant news director, KCRA-TV Sacramento, Calif., joins KSTP-TV Minneapolis as news director.

Brenda Warren, national sales manager, KFVS-TV Cape Girardeau, Mo., joins Katz Continental Television, St. Louis, as sales executive.

David Bird, account executive, WWMT-TV Kalamazoo, Mich., joins Katz Continental Television, Dal-

las, as sales executive.

Larry Dickerson, deputy director, Wisconsin Educational Communications Board, Madison, Wis., named acting director.

Bob Lissit, former producer, ABC News *Health Show*, Washington, joins S.I. Newhouse School of Public Communication, Syracuse University, Syracuse, N. Y., as journalism professor.

Brink Chipman, VP, news, public affairs, KVOA-TV Tucson, Ariz., joins KGW-TV Portland, Ore., as news director.

Appointments at WPEC-TV West Palm Beach, Fla.: **John Russell**, president, Russell Communications, Wellington, Fla., joins as account executive; **Katherine Kreh**, account executive, WPTV-TV there, joins in same capacity.

Dinah Huff, programing assistant, Central Educational Network, Des Plaines, Ill., named operations manager.

Dan Springer, reporter, KSBW-TV Salinas, Calif., joins WXYZ-TV Detroit in same capacity.

George Riddell, director, creative services, KMPH-TV Fresno, Calif., joins KWGN-TV Denver in same capacity.

Tamara Iwerks, reporter, KTWO-TV Casper, Wyo., joins WCTV-TV Tallahassee, Fla., in same capacity.

Robert Torres, general manager, KWEX-TV San Antonio, Tex., joins KDTV San Francisco as station manager.

Walter DeHaven, VP, general manager, KRRT-TV San Antonio, Tex., joins KTXA-TV Arlington, Tex., in same capacity.

David Roberts, associate news director, WBAL-TV Baltimore, named

news director.

Chris Ackerman, VP, general manager, WVRI-FM Orlando, Fla., joins Coleman Research, Research Triangle Park, N.C., as VP.

Appointments at Group W Radio, Los Angeles: **Christopher Claus**, VP, general manager, KFBW(AM) Los Angeles, assumes additional responsibilities as VP, general manager, KTWV-FM Los Angeles; **Jack Hutchison**, general sales manager, KFBW(AM) Los Angeles, named VP, sales, marketing, KFVB(AM) KTWV-FM Los Angeles; **Bonny Chick**, marketing, promotion manager, KTWV-FM Los Angeles, assumes additional responsibilities as marketing, promotion manager, KFVB(AM) Los Angeles; **Richard Rudman**, engineering manager, KFVB(AM) Los Angeles,

account executive, Katz Radio, Philadelphia, all named senior account executives; **Dave Weinand**, sales representative, Imaging Companies, Phoenix, Ariz., joins as account executive, Katz Radio, Atlanta.

Ann Musselman, account executive, EZ Communications, Charlotte, N.C., rejoins Banner Radio, Dallas, in same capacity.

Jolie de Sedas, account executive, KKBT-FM Los Angeles, joins Eastman Radio there in same capacity.

John Keefer, sales manager, Christal Radio, San Francisco, named VP, sales manager.

Kathleen Houlihan, sales manager, Christal Radio, Chicago, named VP, sales manager.

Synthia Bryant, afternoon news



George Wolfson



Chris Ackerman



Christopher Claus



Roger Nelson



Steve Yanovsky

news director.

Graham Robertson, news director, WTVH-TV Syracuse, N.Y., joins KPHO-TV Phoenix, Ariz., in same capacity.

Sandra McPhee, special projects producer, WDIV-TV Detroit, joins WXYZ-TV Detroit in same capacity.

Ken Jones, reporter, KHTV-TV Houston, joins KSDK-TV St. Louis in same capacity.

Tony Dale, anchor/reporter, KLST-TV San Antonio, Tex., joins WSPA-TV Spartanburg, S.C., as weather anchor.

Bob Mihalic, sports reporter, WPDE-TV Florence, S.C., named sports anchor.

RADIO

George Wolfson, general manager, WLTW-FM New York, assumes additional responsibilities as senior VP, operations, Viacom radio divi-

assumes additional responsibilities as engineering manager, KTWV-FM Los Angeles.

Appointments at KMOX(AM) St. Louis: **Tom Langmyer**, operations manager, WSYR(AM)-WYYY-FM Syracuse, N.Y., joins as program director; **Ken Giola**, VP, sales manager, Eastman Radio, St. Louis, joins as national sales manager.

Jennifer Guleff, sales coordinator, CBS Radio Representatives, Detroit, joins Eastman Radio there as account executive.

Appointments at Katz Communications Inc., New York: **Ken Ossen**, municipal mutual fund/bond evaluator, Muller Data Corp., there, joins Katz Radio, there, as account executive; **Robert (Ted) Haller**, manager, agri-marketing services, Katz Radio Group, Atlanta, named VP, manager; **Mark Erwin**, account executive, Katz Radio, Chicago, **Karen Hecht**, account executive, Katz Radio, New York, and **Peter Kleiner**,

anchor, WWJ(AM) Southfield, Mich., named community relations director, WWJ(AM)-WJOL-FM Southfield, Mich.

Appointments at Unistar Radio Networks, Washington: **Richard Johnson**, news correspondent, named White House correspondent; **John Stempin**, part-time sports reporter/producer, named sports correspondent.

Roger Nelson, news anchor/reporter, KOMO(AM)-TV, Seattle, joins KXRO(AM)-KDUX-FM Aberdeen, Wash., as general manager.

Appointments at KOY-FM Phoenix, Ariz.: **Steve Douglas**, air personality, assumes additional responsibilities as music director; **Bo Reynolds**, air personality, WRBQ-FM Tampa, Fla., joins in same capacity.

Appointments at Metro Traffic Control, Houston: **David Rosenberg**, announcer, producer, Metro Traffic Control, New York, named director, operations; **Jerry Dennis**, promo-

tions, productions director, WPCV-FM Orlando, Fla., joins as director, operations, Metro Traffic Control, Tampa, Fla.

Larry Sharp, program director, KZOK-FM Seattle, joins KUFM-FM Seattle in same capacity.

Lesley Engles Bowers, local sales manager, WSOC-FM Charlotte, N.C., joins WEAZ AM-FM Philadelphia as national sales manager.

Craig Williams, afternoon air personality, WHVE-FM Orlando, Fla., joins WAIA-FM Jacksonville, Fla., as program director.

CABLE

Steve Yanovsky, VP, business development, Lintas, New York, joins Group W Satellite Communications there as VP, marketing services.

Scott McElhone, director, credit collections, Home Box Office, New York, named VP, assistant controller, cash, revenue operations.

Appointments at USA Network, New York: **Cynthia Wurtz**, regional manager, western region and **Antoinette Cosenza**, manager, affiliate relations, named senior managers, affiliate relations, western region; **Lynn Dee Johnson**, southwest regional manager, The Weather Channel, Atlanta, joins as regional manager for Texas, New Mexico; **Steve Israelsky**, manager, affiliate sales, The Monitor Channel, Boston, joins as regional manager, Rocky Mountain states, Alaska, Oregon; **Nancy Isaacs**, sales assistant, KCOP-TV Los Angeles, joins as affiliate coordinator; **Steve Hitchcock**, assistant, affiliate sales, Prime Ticket, Los Angeles, joins as affiliate secretary.

Appointments at Superstar Connection, Tulsa, Okla.: **Janet Ferrill**, account manager, named manager, national accounts; **Stephanie Schmidt**, affiliate sales representative, named promotions coordinator, national accounts.

J. Steven Main, general manager, TCI East, Cumberland, Md., named division government affairs director, TCI East, Bethesda, Md.

Appointments at WTBS Atlanta, Network Earth: **Teya Ryan**, senior producer, named executive producer; **Chet Burgess**, weekend supervi-

ing producer, CNN, Atlanta, named senior executive producer; **Craig Duff**, coordinating producer, named senior producer.

ADVERTISING

Appointments at PorterNovelli, Washington: **Louisa Hart**, VP, named senior VP; **Lynne Doner**, associate director, research, named VP.

Appointments at DDB Needham Worldwide, Chicago: **Joe Belmonte**, account supervisor, named VP; **Heather Knotts**, media planner, named media supervisor.

John McInerney, print sales manager, Pennysaver Group, New York, joins Seltel there as account executive.

Stu Kauder, account executive, Harrington, Richter and Parsons, Inc., New York, named sales manager.

WASHINGTON

Alden Abbott, counselor to the general counsel, Department of Commerce, named chief counsel, National Telecommunications and Information Administration.

Kevin Close, assistant editor, former Moscow bureau chief, *The Washington Post*, joins Radio Free Europe as director, Radio Liberty, Munich.

Michael Schoenfeld, executive assistant to the director, Voice of America, named director, program development, Worldnet.

Appointments at Roberts & Eckard: **James Blitz**, former senior associate, Arent, Fox, Kintner, Plotkin & Kahn, Washington, joins as stockholder; **Mary Plantamura**, former associate attorney, Mullin, Rhyne, Emmons & Topel, Washington, joins in same capacity.

Phillip Spector, former White House aide and partner, Goldberg & Spector, Washington, joins Paul, Weiss, Rifkind, Wharton & Garrison there as partner.

TECHNOLOGY

Jeffery Stanfield, president, Burst Communications, Denver, joins POA Products Group, Palmer Lake,

Colo., as director, products group.

Thorsteinn Thorsteinsson, sales engineer, Studer Revox America, New York, named eastern regional manager.

DEATHS

Alan Burke, 69, host of *The Alan Burke Show* that aired on WNEW-TV New York (now WNYW-TV) in 1966-69, died Aug. 25, after long a illness, at Boca Raton Community Hospital, Boca Raton, Fla. Burke began his broadcasting career in Petersburg, Va., as a radio sportscaster. Survivors include his wife, Claire, two sons and two stepchildren.

Francis X. Brady Sr., 74, retired advertising and marketing executive, died Aug. 6 of heart failure at his home in Port Chester, N.Y. Brady's advertising and marketing career spanned 50 years. He retired in 1986. Brady was a former adjunct professor at St. John's University (1977-91), where he taught a seminar in communications research. Survivors include a son, Francis Jr., and a daughter.

A. Anthony Kelsey, 45, VP, general counsel, Micro Meter Technologies, San Francisco, died July 30, of unspecified natural causes, at his home in Mamaroneck, N.Y. From December 1978 to September 1986, and again from December 1988 to December 1990, he served as VP, general counsel, of The Arbitron Co., New York. Survivors include his wife, Mary Anne and a daughter.

Gilles R. Champagne, 56, senior VP, E.W. Scripps Cable Television, Cincinnati, died Aug. 25 of a massive heart attack while attending the Cable Television Administration and Marketing Society's annual conference in San Francisco. Champagne joined the E.W. Scripps Co. in 1963 as a salesman for the Knoxville (Tenn.) News-Sentinel Co. He moved through the ranks, serving as general advertising manager, advertising director and assistant business manager. In 1985 he became VP, corporate development, for E.W. Scripps Co. and a year later was named senior VP, corporate development. In 1990 he was named senior vice president for cable television. Survivors include his wife, Magella, and five children.

MARY FROST

Her FAA pilot's license fell into disuse a decade ago, but Mary Frost remains at the controls of one of television's jumbo jets. The 43-year-old vice president of broadcast operations and engineering for Capital Cities/ABC may be said to have taken the cockpit just in time for broadcast TV's longest journey through heavy weather in 40 years.

Turned down for fighter pilot training in the early 1970's, she relishes the challenge. "Where the networks are reminds me of encountering a great big thunderstorm," she says. "And guess what? We're certainly not going to die. We may well divert resources, create new ones, find new destinations, but we're adapting" to crosscurrents stirred up by cable, syndicated fare, video rental and the rest.

Partial to playing test, rather than automatic, pilot, Frost has kept one eye on new technologies, from implementing satellite newsgathering in the 1980's through the first network digitally compressed, two-for-one video backhaul during the Republican National Convention two weeks ago.

Viewing delivery of broadcast programming as "a public trust," she describes herself as "absolutely smug about my economic contribution to this network. I'm going to save \$5 million just this year, doing things in the most effective way, maximizing resources, whether people or equipment."

Slow to discuss her youth, Frost acknowledges that the death of her college sweetheart and husband when their daughter was only 22 months old forged in her both a resilience and a deeper appreciation of opportunity and people.

"Corny as it sounds, I love the satellite community and this job," she says. "And because I've had enough adversity in my life to appreciate it, I really appreciate it. If you face death at a young age, as I did, you always have your priorities straight. You don't get besieged by the little things. And I think that opens you to enormous satisfaction when you do find a situation such as I did."



Raised in Arkansas farm country, where equal-opportunity tractor driving was the norm, Frost bridles at the notion that men and women bring generically different virtues to the business. Describing CapCities as "particularly sensitive to women and minorities," she nonetheless concludes, "I would never say there is a feminine or masculine perspective. I think there's an individual perspective. I'd prefer to think it's individual characteristics, rather than a stereotype gender" that explain her contributions to the trade.

That perspective is broad. In the mid-1970's, the 22-year-old widowed mother, armed with degrees in English, education and information and library science; a medical photography portfolio, and the ability to fly a twin-engine Navajo, left Arkansas for Hauppauge, N.Y., to build and operate a high school TV studio. Soon she moved from production to delivery at noncommercial WNET(TV) in New York, where she developed for-profit

systems, including an international teleconferencing system.

She also developed a knack for balancing risk and realism, efficiency and stinginess, qualities celebrated by Julius Barnathan, ABC's emeritus engineering maven. "She takes chances because she wants to move ahead, and she's a very effective leader of people," he says.

Indeed, while organizing the 1988 Moscow summit network pool, Frost arranged, at little expense, the first digitally compressed return video feed, allowing crews there to no longer operate blind. Such trailblazing has continued through ABC's landmark digital backhaul from Houston two weeks ago. "She has a special strategic grasp of how satellites and new technologies affect business," says ABC BO&E President Robert Seigenthaler, who spotted her in News and moved her into his shop in 1989.

And, he adds, her "campaign on tariffs" as chair of the International Satellite Organization Group has rallied broadcasters around the world to greatly expand satellite newsgathering flexibility at lower and more uniform costs—to the benefit of all the satellite users, he notes.

Perhaps above all, she believes individuals make teams, and teams get things done. "We're constantly being asked to do even more with even less and to stretch the margins of risk. When you need change and flexibility, that's people; they are always going to be your greatest resource. Everyone who works here exceeds my standards more times than I can sometimes believe. I never saw a computer that wanted to do a job better." ■

Vice president, broadcast operations and engineering, Capital Cities/ABC; b. Sept. 7, 1949, Fayetteville, Ark.; M.S., Information and Library Science, Long Island (N.Y.) University, 1973; M.A., English literature, Mississippi University for Women, 1972; B.S., education, University of Arkansas, 1971; media specialist, Hauppauge High School, Hauppauge, N.Y., 1976-79; coordinator, instructional TV development, 1979-80, WNET-TV New York; director, new technologies project, 1980-81, manager, systems research, 1981-82, and director, videoconferencing, 1982-83; manager, satellite desk, ABC News, 1983-85, director, satellite operations, 1985-89; director, telecommunications, Broadcast Operations and Engineering, Capital Cities/ABC, New York, 1989-91; present position since June 1991; m. Kenneth Distler, May 22, 1976; child: Angela, 22.

In Brief

A group of New York-based unions is funding an economic impact study they hope will demonstrate to the administration of Mayor David Dinkins the importance of the film and broadcast industries to New York. The unions also hope to show that the city may not be doing enough to keep the industries from departing for more economic- and user-friendly sites. The unions have charged that the city has failed to give Hollywood producers the kind of direction, support and incentives they need to produce major projects in New York. The Directors Guild of America persuaded the Writers Guild, Screen Actors Guild

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 16. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.3/228/98
2. Jeopardy	9.9/217/98
3. Oprah Winfrey Show	9.1/231/99
4. Star Trek	8.2/239/98
5. Married...With Children	7.3/178/93
6. Entertainment Tonight	6.9/191/96
7. Current Affair	6.6/184/95
8. Cosby Show	6.1/197/97
8. Inside Edition	6.1/147/90
10. Wheel Of Fortune-wknd	6.0/185/81
11. Donahue	5.8/228/99
12. WKRP In Cincinnati	5.4/229/98
13. Baywatch	5.2/157/90
14. Sally Jessy Raphael	5.1/214/98
15. Hard Copy	4.8/177/92

KATZ TO TAP PUBLIC DEBT MARKET

Katz Communications has a profit margin of more than 20%, according to documents filed last week with the Securities and Exchange Commission. The industry's largest, and previously private, rep firm made the filing as part of a proposed \$100 million debt offering. Net proceeds from the offering, to be underwritten by Merrill Lynch and Citicorp, will be used to repay existing indebtedness. Along with a renegotiated bank credit agreement, interest rate savings should be roughly \$5 million-\$6 million, pre-tax, according to Arnold Sheiffer, Katz executive VP-COO.

In last week's filing, Katz said it has 1,600 radio clients with a combined total of \$500 million in billings, or about 45% of the industry total. Its TV station clients number 300, with billings of \$1.2 billion, or roughly 25% of the industry total. The SEC filing said that Katz believes additional consolidation in the rep business will continue, and Sheiffer told BROADCASTING the offering and financial restructuring will provide Katz with "walking-around money," should it seek additional acquisitions.

Operating results for 1991 were hurt by the recession and Gulf war. Revenue delined 5.9%, to \$117.5 million, even with the addition of some major TV and radio clients. But an "aggressive" cost control strategy helped keep cash flow almost even, at \$26.5 million. Those cost controls helped cash flow jump for the first six months of 1992, 41.1% to \$13.7 million, on a net revenue increase of 14%, to \$64.7 million. Revenue in the second half of the year is also expected to increase, especially from TV billings.

According to the filing, James Greenwald, Katz chairman, president and CEO, received cash compensation of \$1.2 million in 1991, excluding a bonus of \$365,000, which has been deferred until this year. The president of the TV group, Peter Goulazian, received \$412,000, excluding a deferred \$261,200 bonus, and Kenneth J. Swetz, former president of the radio group, received \$367,000, excluding a deferred \$251,000 bonus.

-GF

and the American Federation of Television and Radio Artists to help fund the study.

Fairmont Communications filed a Chapter 11 petition for reorganization last Friday (Aug. 28). A Fairmont spokesperson said the privately held owner of nine radio stations listed about \$180 million in liabilities. Major creditors include Marine Midland Bank, the agent for the company's senior lenders, Prudential and Price Communications. The company said its financial problems were largely due to its inability to obtain permanent financing and to its creditors' inability to reach a consensus on restructuring outside of bankruptcy court.

Tele-Communications Inc. Senior VP Robert M. Thomson on Friday sent a letter to Senator Conrad Burns offering a point by point rebuttal to allegations that the company or its executive officers had any illegal involvement with BCCI. Senator Burns suggested the letter would be "helpful" in light of upcoming debate on cable reregulation.

National Hockey League and ESPN appear close to a new television rights agreement. Reports last week said talks centered on a five-year deal at between \$12 million and \$15 million a year, with ESPN having the right to sell some playoff contests to co-owned ABC.

Press Broadcasting Co., licensee of WKCF-TV Orlando, Fla., last week asked the FCC to permit broadcasters to use advanced TV channels for multichannel broadcasting to "serve as a transitional device between conventional NTSC operation and [HDTV] operation."

House Commerce Committee Chairman **John Dingell** and Telecommunications Subcommittee Chairman **Ed Markey** are launching investigation into the U.S. Commerce



Among the media notables at a Hearst Corp. reception during the Republican convention in Houston were (l-r): Mutual and CNN talk show host Larry King, Hearst President-CEO Frank Bennack and TV host John McLaughlin.

Department's alleged use of NCTA data in a letter to members of Congress arguing against cable reregulation. Dingell, in a letter to the Commerce Dept., said there is concern that the NCTA represented its own statistical data as that of the Commerce Dept. and that information may not have been analyzed by the National Telecommunications and Information Administration.

National Public Radio correspondent **Nina Totenberg is joining NBC News** as a contributing correspondent. Totenberg will retain her NPR duties.

Jack Petrik, corporate VP of Turner Broadcasting System and chairman of Turner Program Services, **retired** last week. His duties are being divvied up among existing executives, with Scott Sassa, head of the three core entertainment networks, adding responsibilities for home video, licensing and merchandising, theatrical film, Hanna-Barbera and publishing. William Grumbles, president, Turner International, adds domestic syndication to his plate, with TPS President Russ Barry reporting to him. Engineering head Gene Wright will now report to William Shaw, VP, administration. Petrik, 62, will serve as a consultant.

Fifteen Florida TV stations, one in Alabama and ESPN combined to raise \$2.2 million in a prime time, Aug. 27 telethon for the Hurricane Andrew Dade County Relief Effort. ESPN ran the toll-free phone number. President Bush called in a pledge.

Viacom's Edward Horowitz, American TV & Communications' Walt Ciora and PBS's Jim Kutzner are



Columbia and Learning Channel executives gathered on the set of Beakman's World last week to celebrate the cable channel's licensing of the first-run children's show (see page 17). L-r: Scott Slegler, president, Columbia Pictures Television; Mark Waxman, executive producer, Beakman's World; John Ford, senior VP, programming, The Learning Channel, and Barry Thurston, president, Columbia Pictures Television Distribution.



The National Academy of Television Arts & Sciences presented its annual community service and public service announcement Emmy Awards last Wednesday in New York. L-r: Rick Felty, creative services manager, WGN-TV Chicago (local PSA winner); Roger Lyons, local advertising and promotion director, WGBH-TV Boston (national community service); John Cannon, NATAS president; Michael Collyer, NATAS chairman; Dr. Kervin Winkler, chairman, American Chiropractic Association (national PSA), and Irv Davis, American Chiropractic Association.

among the panelists to be featured during the **Electronic Industries Association's Fourth Annual Digital Video Communications Workshop**, Sept. 30-Oct. 2, at Boston's Omni Parker House hotel. To register: (617) 227-8600.

GTE ImagiTrek, Philips Interactive Media Systems, The Discovery Channel and World Book Inc. have begun a six-month fiber test in Cerritos, Calif., merging transmitted Discovery programming with interactive, disc-stored information.

Editorials

DAY IN COURT

The Justice Department, as expected, has filed suit against WLUP(AM) Chicago for failing to pay its \$6,000 indecency fine. The courts are crowded enough without adding this kind of case to the dockets, but the station had no other recourse if it wanted to challenge the fine and the misguided judicial interpretation that is at the root of the indecency thicket.

We want to emphasize that this is not an editorial in support of indecency or some of the crude language or ugly ideas that find their way onto the nation's airwaves, much of which this page finds offensive. Nor is it an indictment of the sitting FCC, all of whom have shown themselves to be capable and caring public servants (with whom we do not always agree). The commission has enough to do in this time of industry sea change without having to oversee program content as well. Besides, if we were going to point fingers, it was after all the Supreme Court that deduced the FCC this particular content regulation territory in the Red Lion decision, and it is the Congress that keeps the commission's feet to the fire with fulminations about the cleanliness, or lack thereof, of the nation's airways.

What we defend, and will continue to defend, is the media's freedom to be offensive—or what would be their freedom if the Constitution were being honored in the observance rather than the breach. What we oppose is the government's intrusion beyond the Miller test for obscenity into a gray area of indecency that chills content and makes a censor out of the FCC to the detriment of the First Amendment.

WLUP has 30 days to respond to the suit with its position on the issue, a position that has already been made clear by station Vice President and General Manager Larry Wert: "Clearly, this is not an issue of forfeiture. To us it is about inconsistent and arbitrary censorship, and we think that is wrong."

So do we.

THE EYE (AND EAR) OF THE HURRICANE

The media, which has been blamed for many of the nation's ills of late, came to its aid in the days before and after Hurricane Andrew. TV helped get the word out on the severity and likely landfall of the storm, warning those in its path of the possible danger that proved a devastating reality. TV also brought home to a nation—as much as anything could—the enormity of the damage. And in the aftermath of the storm, with power out to

hundreds of thousands of people whose need for information—where to find food, water, shelter—was likely greater than it has ever been, radio stepped in with its own reporting as well as broadcasting TV news to make sure the message got through.

If true friends reveal themselves in a crisis, the media did so, while making their strongest case for the value of localism.

AIRING DIRTY LAUNDRY

The definition of "chutzpah" is a boy who kills both his parents then throws himself on the mercy of the court because he's an orphan. It took similar chutzpah for Woody Allen and Mia Farrow to try and block television access to their custody trial using the argument that they did not want it played out in the media. Both parties have used the media by revealing details of their respective charges. The full-blown media circus it has become cannot now be somehow undone, and has made the case of wide—if not entirely scholarly—interest. A Manhattan judge has closed the pretrial hearing to TV cameras, but has not yet decided whether the trial will be similarly sequestered.

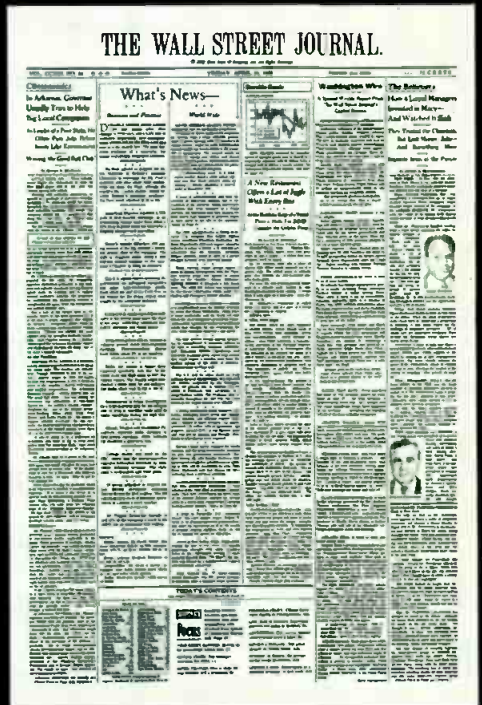
We're not going to suggest that the audience interest in access to the trial is restricted to the study of custody case procedures. There is obviously a healthy (make that unhealthy) amount of rubbernecking at the crack-up of a high-profile relationship. Let's face it, this case has everything: stars, sex, scandal. And trials are supposed to be public, even messy trials involving famous people who, having leveled charges and countercharges in the press and whose lawyers have been allowed to ride the talk show circuit, try to stuff the genie back into the bottle. This case isn't pretty, but it could hardly get more public. It may yet be settled out of court—but if it is not, we say: Let 'em in.



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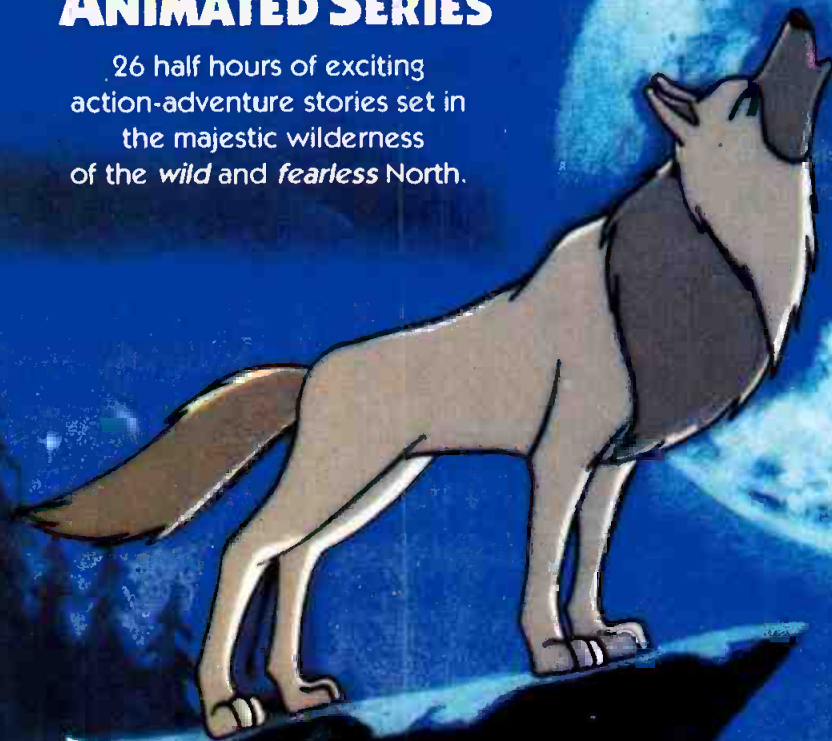
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