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# Top of the Week

## THE NEW PRICE OF DOING CABLE BUSINESS

*Overlooked clause in Cable Act may force substantial repricing of cable tiers and could even encourage cable operators to keep broadcast signals*

By Geoffrey Foisie

**N**ow that the cable bill is the cable law, the two sections drawing most attention are must carry and retransmission. Another section, the regulation of basic cable rates, is seen as an important but less weighty and controversial provision whose impact will be limited mostly to a tier few subscribe to and whose authority will be exercised only when prudent rate increases are breached.

Look again. A seven-line paragraph in the basic-rate section appears to require the FCC to substantially lower the price of a broadcast-signal tier. By implication, cable operators would also have to substantially increase the price of tiers carrying basic cable networks. The repricing would put at least some pressure on the number of subscribers to basic cable network tiers, while adding force to the "buy-through" elsewhere in the cable act. In a worst-case scenario, it could even affect the MSO's bottom line.

The paragraph at issue is one among a list of factors that Congress has said the FCC must consider in determining whether a basic tier is correctly priced: "...only such portion of the joint and common costs (if any) of obtaining, transmitting, and otherwise providing such signals as is determined, in accordance with regulations prescribed by the Commission, to be reasonably and properly allocable to the basic service tier and changes in such costs."

In simpler language, the provision appears to require that operators allocate their costs, both building and operating, equitably between the basic tier (defined essentially as broadcast signals, educational, government and public access signals) and tiers con-

taining cable networks. This "joint and common costs" provision appears headed for a direct collision with operators' frequent practice of pricing tiers of broadcast signals relatively high, while charging subscribers only a few

dollars for dozens of cable networks.

Apparently there does not exist a survey of broadcast tier pricing in the cable industry. A quick random sampling by BROADCASTING of a dozen large systems around the country



### THE FCC'S CABLE FAST TRACK

This is the FCC's tentative schedule for implementing much of the new cable law. For more on the 1992 Cable Act's impact on the FCC, see page 12.

#### Must Carry/Retransmission Consent

- Oct. 29 Draft proposals distributed to commissioners
- Nov. 5 FCC meeting—notice of proposed rulemaking (NPRM) adopted
- Dec. 4 Release NPRM's for comments
- Jan. 19 Comments due
- Feb. 3 Reply comments due
- Mar. 18 Draft rules distributed to commissioners
- April 1 FCC meeting—adopt report & order

#### Program Access, Rate Regulation for Basic Tier, Public Interest Requirements of DBS; Banning Indecency on Public Access Channels

- Dec. 3 Draft proposals distributed to commissioners
- Dec. 10 FCC meeting—NPRM's adopted
- Dec. 24 Release NPRM's for comments
- Jan. 27 Comments due
- Feb. 11 Reply comments due
- Mar. 18 Draft rules distributed to commissioners
- April 1 FCC meeting—adopt report & order

#### Home Wiring, Sports Migration Report, Indecent Programing on Leased Access Channels

- Oct. 29 Draft proposals distributed to commissioners
- Nov. 5 FCC meeting—NPRM adopted
- Nov. 19 Release NPRM's for comments
- Dec. 9 Comments due
- Dec. 18 Reply comments due
- Jan. 19 Draft rules distributed to commissioners
- Feb. 2 FCC meeting—adopt report & order

found that most of them have a broadcast-only or equivalent tier, and of those, more than half priced the broadcast tier higher than a much greater number of basic cable networks.

A sales rep at the Daniels system in Carlsbad, Calif., for instance, said it charges \$18.74 for local TV stations and C-SPAN, but only \$4.21 more for 20 basic cable networks. The Viacom system in Everett, Wash., has a \$20 tier comprising broadcast signals, government access, the Weather Channel and Viacom-owned Nickelodeon and MTV. For only \$2.45 more per month, a subscriber gets an additional 21 cable networks and other "satellite" channels. Some operators charge far less for a broadcast tier—\$5, for instance—and may feel no effect from the joint and common costs provision.

How significant the "joint and common costs" provision will be for other operators will depend on the answer to several questions. One such question is whether the provision can be applied against existing rates, or whether it applies only to future tiering and rate increases. Some Washington-based legal experts on the cable act, including David Wittenstein of Dow Lohnes & Albertson, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, say there may be some ambiguity about whether the provision gives the FCC authority to roll back basic rates.

But John Windhausen, a Senate Commerce Committee staffer and the recognized congressional authority on the provision, told BROADCASTING that even though the authority is not "explicit...the Act makes the FCC responsible for insuring the rates are reasonable; that means the FCC can roll them back." Language from the conference report accompanying the law instructs the FCC at length in broad, unambiguous language, concluding: "The regulated, basic tier must not be permitted to serve as the base that allows for marginal pricing of unregulated services."

Another question to be determined, this by the FCC, is what exactly are "joint and common costs." A partial definition is provided in a House Energy and Commerce Committee report accompanying its earlier version of the cable bill: "...examples of such

Continues on page 14

# This Week

## CABLE LAW'S IMPACT / 3

A brief clause in the new cable law may give regulators a wider swath for controlling basic rates than many had anticipated.

## MIPCOM REPORT / 6

With at least half of sales now coming from international business, producers are having a tougher time living by one market alone.

## 'BATMAN' LIFTS FOX / 18

Fox Children's Network's two-hour programming block, anchored by *Batman: The Animated Series*, has unseated Buena Vista's *Disney Afternoon* as the top weekday afternoon block.

## LIFE AFTER REREGULATION / 24

Operators at the Atlantic Cable Show downplayed the deleterious effects of reregulation, emphasizing instead the business opportunities offered in growth areas not restricted under the new rules.

## CAMPAIGNS BUY RADIO / 26

Rep firms, stations and even radio networks say they have noticed more campaign dollars coming into radio than in past elections.



BROADCASTING Special Report looks at current issues affecting First Amendment protections (p. 44).

## DAB PROPOSAL AT FCC / 28

CD Radio Inc. may have fine-tuned the future of satellite-delivered digital audio broadcasting with its application to deliver compact-disc-quality sound to car-mounted receivers by 1996.

## THE FIGHT OVER 5% / 40

Broadcasters, telephone companies, cable companies and municipalities asked the FCC to reconsider its rules on video dialtone. Telcos say letting them acquire 5% equity in programming is an insufficient incentive, and the broadcast and cable industries warn that telcos will acquire monopoly power in the video marketplace.

## SPECIAL REPORT: FIRST AMENDMENT / 44

BROADCASTING examines interpretations of the

First Amendment in terms of political and creative expression, libel, access and commercial speech.

## MEMBER PUSH BY BCFM / 52

The Broadcast Cable Financial Management Association is looking for both new members and a new executive director.

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# MIPCOM LESSON: NO COUNTRY IS AN ISLAND



*Any port in a storm: buffeted by recession, U.S. distributors count on foreign sales at Cannes for balancing their domestic deficits.*

*Deals at annual program marketplace point up a new world order in which shows can no longer be produced with just a single market in mind*

**By Meredith Amdur**

**E**urope's territorial conquest of North America 500 years ago brought Western culture, wanted or not, into what was to become the world's most dynamic commercial marketplace. Today's reverse influx of TV culture from America continues to penetrate most corners of "old world" programming venues. But the days of domination by any single market may be numbered. Stronger domestic product in Europe is a reality, and the competition may be turning conquerors into international explorers again.

As program buyers and sellers made their annual pilgrimage to the French Riviera for the MIPCOM TV marketplace last week, the rush was clearly on to make year-end budgets under the now-familiar shadow of recession. Program dealing that reigned last week in Cannes was by no means one-sided. The interdependent TV marketplace confirms again that no producer can live by one market alone.

Europe, and increasingly Asia, form the bedrock of the production and distribution sector of almost all U.S. merchants. Most companies readily admit that at least half of their sales come from international business, and that percentage is likely to increase substantially before the end of the decade.

While political debate over the state

of the economy raged back home last week, TV program traders in Cannes claimed it was business as usual. The gradual maturation of the European commercial and pay TV marketplace as well as signs of a pending boom in the emerging Asian market were playing out on the MIPCOM sales floor.

Meanwhile, events in TV news in Europe highlighted the rapid evolution of the market. The announcement earlier this month that Europe's two pre-eminent pay TV providers, Rupert Murdoch's BSkyB in the U.K. and France's Canal+, will forge a joint effort to create new channels based on new digital technologies (BROADCASTING, Oct. 12) signals the dawning of a dramatic change of landscape that will increase program outlets with the help of compression technology. But the pact may put a lock on the young pay TV market in Europe, creating a powerful monopoly in the cable and satellite market. "It solidifies their hold on the market," said WIN's Larry Gershman, "and may present some real competition problems."

## **Recessionary woes**

As has been the case over the last several years, the most vexatious issue has been the slumping economy. For U.S. distributors, this has meant increased pressure to secure foreign sales to balance the domestic deficit. For Europe's producers and broadcasters, demand for indigenous prod-

uct may still be outweighed by budgetary limits and the need for guaranteed high ratings.

"Despite the effects of global recession, there's substantial growth ahead in the international market," said Jim Gianopoulos, president of international TV for Twentieth Television. With the U.S. syndication market critically ill, "U.S. network programmers look to international to fill the deficit and must think about international potential from the inception of the idea."

Steve Maier, an independent international consultant to both U.S. and European producers, said that many American companies simply come to markets and wait for the Europeans to write checks. "They're not willing to work hard enough to make relationships and co-production ventures work," Maier said. "European companies seem to be regarded as Trojan horses in America, but the links can be huge financial and creative assets."

## **Changing of the guard in the U.K.**

While the English-language alliance between the U.K. and U.S. remains muddled by a confused commercial setting as the ITV broadcast network continues its reformation, two of the network's newest broadcasters debuted in Cannes in anticipation of the launch of their franchises in January. Both Carlton TV and Meridian Broadcasting will be more or less "publi-

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**'Where in the World Is Carmen Sandiego?'** PBS/Disney joint venture, provides example of country-by-country, rather than pan-continental, sales strategy. From left, David Simon, Buena Vista Productions; Etienne deVilliers, Buena Vista International Television; Barry Cronin, WGBH Boston, and Jay Rayvid, show's senior executive producer.

sher/broadcasters" rather than broadcast-based in-house producers. This style may be the only viable financial option in the increasingly competitive U.K. TV industry.

"We knew the environment we were coming into," said Meridian's chief executive, Roger Laughton. "There is still a place for strong general entertainment ITV network with home-grown British product. There won't be a dramatic change overnight; first we'll focus on the domestic market, but there could be other alliances and partnerships in the future."

#### **Eastern Europe and thriving Asia**

Many dealers were looking farther afield at markets on which to plan future strategic growth. Although most agreed that Eastern Europe had to get its economic house in order before it was ripe for integration into the program buying mainstream, niche services are gaining a head start where they can.

According to Mark Rudolph, CNN International managing director: "If you're patient and have a long view, there's a lot you can do in Russia." Turner is currently involved in a joint venture bid for a Moscow-based commercial TV channel.

For those looking for the next TV boom market, however, the burgeoning Southeast Asian economies have some distributors salivating. According to Robert Alter, a senior adviser to the STARTV satellite pay service, the "new Asian mosaic" is a unified region already recognized by many multinational investors and marketing campaigns. With the population's surprisingly rapid elevation out of subsistence to middle-class material de-

mands, TV is one of the great untapped markets, Alter maintains.

#### **Programing melting pot?**

Yet the debate still rages over whether "global" or even pan-European programing is a viable aspiration. Co-production may be an economic necessity, but many distributors, particularly the large, mainline U.S. companies, seem to be retrenching and returning to their roots. Hollywood will sell, and strong product will always prevail.

But will increased demand and output of domestic product outpace and usurp the generally robust market for U.S. programs?

Paul Talbot, president of game show export specialist Fremantle International, remains undaunted by the specter of increased domestic product in foreign territories. Having sold both formats and series into Europe for a generation, Talbot believes that while most people prefer to see their own national shows, some American product defies local prejudice. "Hollywood is California, but viewers all over the world have been raised on it and relate to it as something of a dream world."

The major U.S. producers remain bullish about continued sales prospects in the face of change. While pay TV continues its expansive pace across Europe, distributors such as Talbot believe Europe's mainline commercial broadcasters will still be primary customers of U.S. product. Bruce Gordon, president of Paramount International Television, maintains that the traditional terrestrial broadcasters will continue to require product, and only time will tell whether

the newly born cablesat syndication market will tilt the balance of power. In the U.K., upheaval within the ITV network, coupled with dramatic advances in the pay TV market with the pending launch of UK Gold, the country's first "golden reruns" syndicated channel, has producers and broadcasters somewhat on edge. The venerable Granada Television, the ITV's leading supplier of network product and biggest distributor of British product into the U.S. market, claims it can keep its head above the storm. Program director Steve Morrison said that premium, high-production-value product will become more important as competition increases, particularly from import-driven satellite services. Morrison announced an ambitious program production agenda that will develop feature-length comedy shows. Their aim is toward general big British hits that will keep ITV at the viewing forefront. The trend, said the deputy director of programs, David Liddiment, is away from off-the-rack acquisitions to made-to-order product.

#### **Niche providers**

Some American programers have less trouble convincing foreign audiences of the global appeal of their product. Both Playboy and Disney are taking increasingly active roles in the European market as producers, distributors and, eventually, broadcasters. Both have the advantage of a known brand name, albeit on opposite ends of the viewing spectrum.

Walt Disney's growing presence internationally via Buena Vista Productions was heralded this MIPCOM by a PBS-Disney joint venture. Their vehicle for global programing is the successful PBS children's geography game show *Where in the World Is Carmen Sandiego?* Co-produced by WGBH(TV) Boston and WQED-TV Pittsburgh, BVI chose the show for international distribution and local customized version. BVI will retain production control and rights in all territories.

The sales strategy of the program reflects a continued belief among many U.S. distributors that program sales are a country-by-country project rather than pan-Asian or pan-European. "When you go multicultural, you lose something," said Etienne de Villiers, the project's managing director of international television. "Find me a pan-European and I'll make you a pan-European program." ■



## COLUMBIA, BVT BUOYED BY LATEST SYNDICATED RATINGS

Columbia Pictures Television last week received support from the Nielsen Syndication Service report numbers for its use of a cumulative national rating for double runs of all-barter *Designing Women*. The show scored a 13th-ranked 6.0 rating (NSS, Sept. 28-Oct. 4) in the gross aggregate average category. The NSS report had not yet processed the ratings for Viacom's *Roseanne*, so even with *Designing Women*'s slightly lower 5.4 aggregate average rating, it was still the highest rated rookie off-net sitcom in the report. Columbia's research department reported that *DW* scored a 6.1 cume rating in its trackings last week (NSI, Oct. 12-15), up 11% over the preceding week's 5.5 average. However, station executives were still going with primary run (11 a.m.-midnight) measurements in the metered markets, where *Designing Wom-*

*en* turned in a 3.9 rating/11 share average (NSI, Oct. 12-15), a share point behind its 4.8/12 lead-in average.

Good news for Buena Vista Television's Disney Afternoon *Goof Troop* came when the show averaged a top-ranked 6.8 rating in the coveted kids 2-11 demographic category (NSS, Sept. 28-Oct. 4), while the Fox Children's Network's new *Batman* cartoon series fell from its perch with a 6.1 rating (down 21% from its 7.7 rating among kids the week of Sept. 21).

It should be noted that Fox Children's Network ran two repeats of *Batman* that week to maintain a larger stock of original episodes for the November sweeps. Also, CBS's daytime airing of American League and National League baseball playoff games siphoned off some of FCN's and Disney Afternoon's kid and teen demos. —MF



Bush, Perot and Clinton take audience questions Oct. 15: critics liked the format; viewers tuned in in record numbers.



Verbal sparring between Quayle and Gore Oct. 13 drew 2 million more viewers than Quayle-Bentsen match of '88.

## VIEWERSHIP FOR DEBATES UP OVER '88

*Last Thursday's audience chat garners 60 share; CNN draws 4.7 million households*

By Sharon D. Moshavi

The audience-participation version of the presidential debates Thursday, Oct. 15, was not only a critical success but a ratings winner as well, according to returns from Nielsen's 25 metered markets.

More households watched the matchup than watched the first presidential debate Oct. 11: Thursday's debate racked up a 45.1 rating/64 share, reaching 19.4 million households in the metered markets on ABC, CBS, NBC and Fox, compared with a 38.4/51, or 16.5 million households, for the first debate on ABC, NBC and Fox (CBS aired baseball).

Nationally, Thursday's debate

scored a 40.9/60 and reached 38.1 million households, nearly 5 million more than tuned in in 1988. National numbers for the Oct. 11 debate were not available at press time.

Last week's vice presidential debate earned a 34.9/59 nationally, attracting 32.5 million households—about 2 million more than watched Dan Quayle and Lloyd Bentsen in 1988, but far fewer than the 37 million that watched the George Bush/Geraldine Ferraro debate in 1984.

These household numbers, however, do not include PBS, C-SPAN or CNN, the latter of which has experienced a debate-ratings boom since 1988. The network attracted 3.8 million households for the Oct. 11 debate

and 4.7 million homes Thursday night, up from 854,000 four years ago, and brought in 2.1 million households for the vice presidential debate, double the number in 1988.

CBS and NBC refused to have their reporters participate in the debates, since the campaigns have veto power over who can serve as panelists. The decision left ABC alone among the big three in the spotlight. "I understand CBS's and NBC's decisions," said Marvin Kalb, director of Harvard University's Joan Shorenstein Barone Center on the Press, Politics and Public Policy. "It would be healthier if the networks had sole responsibility for selecting journalists. It should be an editorial call, not a political call." ■

# FULL SPEED AHEAD FOR CABLE ACT

*The FCC is wasting no time in implementing new cable rules; it will launch four rulemakings on Nov. 5 and four more on Dec. 10; other proceedings on hold*

By Joe Flint

**T**he FCC is making the implementation of the Cable Act its top priority.

Moving fast to meet congressional deadlines, the FCC plans to launch four proceedings on Nov. 5 and four more on Dec. 10 (see chart, page 4). The first date includes rules for must carry and retransmission consent; the second, rules for program access and rate regulations.

To do the job, the FCC has diverted people and resources from other projects and accelerated the comment cycles.

The speed will exact a cost. Some 18 other major proceedings will be put on indefinite hold, said FCC Chairman Alfred Sikes.

Sikes would not get specific on what proceedings would be delayed, but proceedings of interest to broadcasters that could be hung up include reform of the prime time access rule, relaxation of the TV ownership restrictions and HDTV channel allocation.

Just how much latitude the commission has and will choose to exercise in implementing provisions of the law appears to be a mystery both within and outside the commission.

"Other than knowing the issues we've got to address and the timetable in which they must be addressed," said Sikes, "I am not in a position to say we should go off in this direction or that on program access or rate regulation."

"How in the world do we develop a formula for pricing?" asked Commissioner Andrew Barrett. "Do you go back to 1985 rates or 1990 rates, and when you decide to set a formula, what is the formula compared to?" the former Illinois state regulator asked. "Do you reduce prices or do you start out at the current prices and go forward? That is going to be interesting and rather difficult."

It's a whole new world for many FCC officials, Barrett said. "You have to allow a company reasonable return on their investment. Given the fact that we don't have a lot of people here

who have had experience with rate-of-return regulation, it's going to be very difficult unless we hire rate-of-return people."

Commissioner James Quello has long been a proponent of must carry and retransmission consent and is eager to get the rules set. "Everyone knows I am quite concerned about cable selling advertising against broadcasting when the programs they were getting for free delivered 65% of their audience," he said. "Something was wrong with that situation and it needs correcting."

But Quello said his support for must carry and retransmission will not necessarily translate into a hard line on other provisions.

"We are not in a position to micro-manage the cable industry," he said. "This commission, even those that favor the bill, is primarily a free-enterprise commission, and we don't believe in hamstringing business. We believe in reasonable profits and expansion." But, he added, "I think on the basic rate there has to be some correction and we'll have to hold the line."

Sikes wasn't the only commissioner worried about the rest of the FCC agenda. "Everything will be overtaken by what we have to do with the cable law unless it is an absolutely pressing matter," said Commissioner Sherrie Marshall.

"I would be very reluctant to have any other other heavy items on these agendas over the next few months," said Barrett. "PTAR [the prime time access rule] and the other stuff is not important in the scheme of things and given our resources."

Quello was not quite as pessimistic: "It all depends on whether you want to work to solve the problem or buck the problem. Some things may have to be delayed, some things could be handled on circulation," he said. "There is no doubt that cable will get some prime attention around here, but I don't think other factors can be neglected," Quello continued.

To carry out all the rulemakings—13 in all—and to meet its new obligation to regulate cable systems, the

## KING WORLD HAILS SUCCESS OF 'JOURNAL' SALES

**L**ess than two weeks after opening sales presentations in the major markets, King World Productions has proclaimed *American Journal*, a fall 1993 companion piece to *Inside Edition*, a firm go, with major station deals in at least 17 markets representing 32% U.S. coverage. By sealing deals with CBS O&O's WCBS-TV New York, WBBM-TV Chicago and WCAU-TV Philadelphia, the half-hour strip has now been cleared in six of the top-10 markets.

With the development season barely underway for 1993-94, KWP President Michael King claimed that the greenlight on production is the "fastest firm go in television history."

However, one New York rep source charged that incumbent stations carrying KWP's *The Oprah Winfrey Show* were being "threatened" with the possibility of not being able to renew if they did not take *American Journal*.

"The [cash and one-minute national barter] terms are not the problem. It's the real estate that they want to gobble up," said the rep source.

King rebutted that KWP "hasn't discussed *Oprah* renewals beyond the 1994-95 season, let alone mention it," and pointed out that the CBS O&O stations and KCAL(TV) Los Angeles have bought *American Journal* but are not *Oprah* client stations.



*'American Journal' anchor Nancy Glass*

—MF



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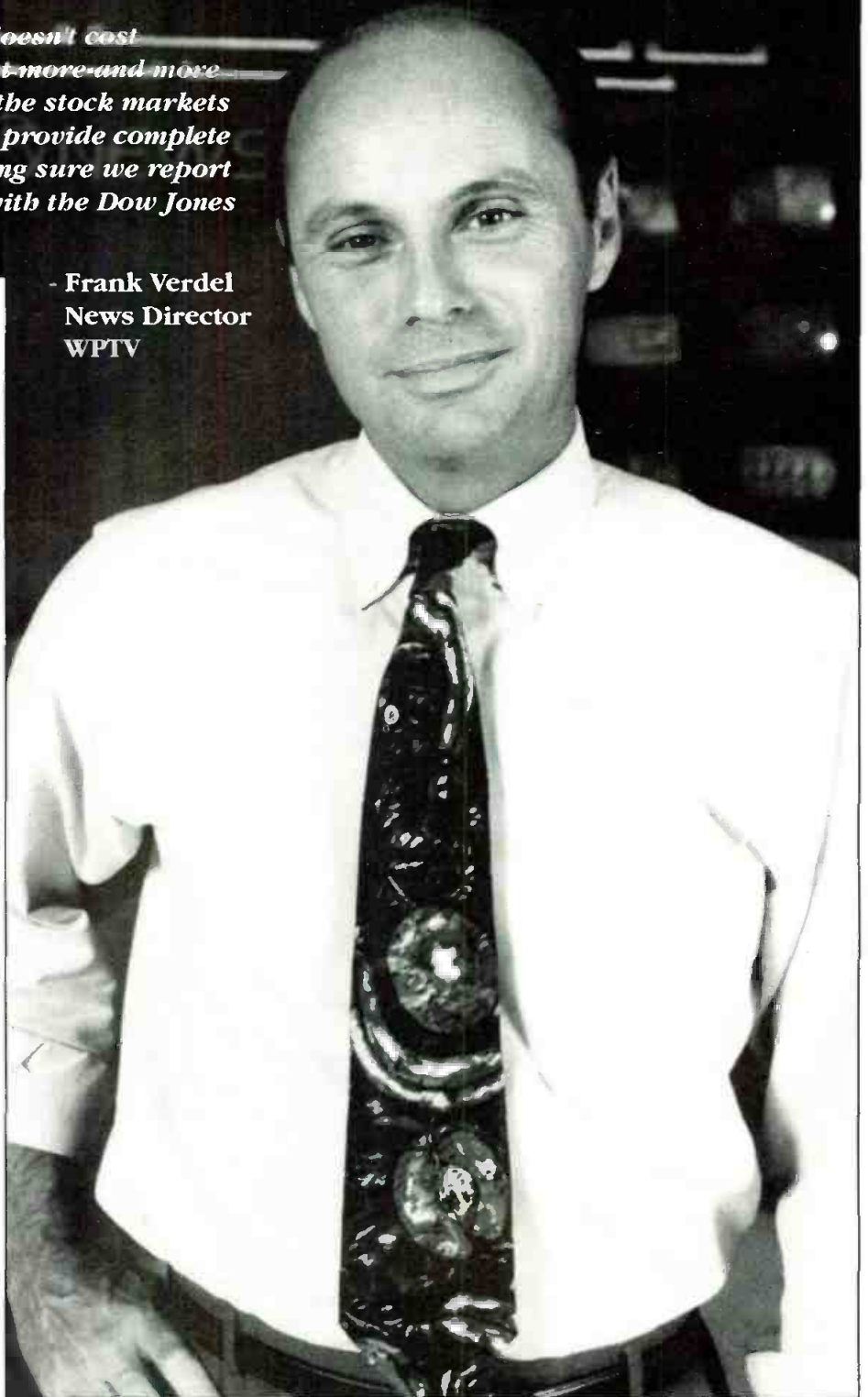
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- Frank Verdel  
News Director  
WPTV



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FCC and the Congressional Budget Office estimate the agency will need an extra \$20 million. The FCC's current budget is \$126 million.

House Energy and Commerce

Chairman John Dingell (D-Mich.) sent word to the FCC last week he would help obtain supplemental appropriation for the agency early next year.

Unfortunately, Sikes said, if the mon-

ey comes, it will come too late to do any immediate good. "There are two threats: We won't do as good a job as we should do and things will not get done that should get done." ■

## CABLE'S NEW PRICE

Continued from page 5

joint and common costs include system facilities, equipment, maintenance, labor and capital costs incurred by the cable operator in the operation of the system, among others." Other familiar ways of describing common costs include "fixed" expenses and "overhead" expenses. The commission already is familiar with the concept as it applies to regulating rates among different telephone services.

These "common," or shared, costs appear to represent a majority of the total system expenses. In a survey of suburban cable systems several years ago, cable consulting firm Malarkey-Taylor found that a third of total costs could be categorized as overhead, such as management salaries and insurance, while another 27% was attributable to engineering, electricity and other operating expenses. Thus, at least 60% of the costs, by

one rough approximation, might be said to be joint and common—of the remaining 40%, all but 7% in sales and marketing expenses were subscriber fees paid to cable networks.

Looked at another way, said Malarkey-Taylor President Robert Jones, about 56% of total cable costs, excluding that for pay services, were defined as fixed, with only 44% variable (meaning dependent on the number of cable subscribers). The Malarkey-Taylor study did not include one other significant common cost: capital spending for construction and replacement of plant. One estimate said the industry spent about \$2 billion on construction last year, or roughly \$33 for every cable subscriber.

A third important question is how many cable subscribers would respond to a significant drop in basic tier prices and a concomitant jump in cable-network tier prices. If there is no change, then the repricing or even rollback of tiers would mean little to an operator's bottom line.

Subscribers' sensitivity to the price

change will be increased by several other Cable Act provisions, including one that prohibits "unreasonable charges for changes in the subscriber's selection of services." Another provision gives the FCC authority to regulate installation charges, which in some cities are set much higher for a broadcast tier—in St. Paul, Minn., for instance, a customer service rep said the \$4.95 broadcast tier costs \$65 to hook up to, while a \$22.40 tier that also included cable networks was said to typically have an installation charge of \$5 or less. The cable act also requires operators to inform subscribers of the basic tier—only one of those operators with a broadcast tier informed BROADCASTING about it without prompting.

Also, the "buy-through" provision, in combination with the "joint and common costs" repricing, may change consumer habits. With the former allowing consumers to bypass the cable-network tier, the one-half of cable subscribers who currently receive no pay service may now have an incentive to do so. Instead of having a \$10 pay charge on top of a roughly \$20 basic charge, subscribers may now, after a relatively cheap basic charge, choose HBO or Showtime instead of what may be a similarly priced tier of basic cable networks.

The "joint and common costs" provision could even have as great an impact on whether cable operators carry broadcast signals as will retransmission consent. The smaller the number of signals the operator has on the mandatory basic tier, the greater the proportion of costs that will have to be borne by optional tiers carrying the basic cable networks. Thus it could be in the operator's interest, certainly in the basic cable networks' interest, to carry a large number of broadcast signals, as well as access and other channels some operators previously resisted. ■

## GAMMON GIVES UP ON MOVE-INS

Tom Gammon's foray into radio ownership ended last week when he filed with the FCC to transfer his control of WHMA-AM-FM Anniston, Ala., to investors, ending his three-year battle with the commission to move the station 80 miles east to the Atlanta market.

The transfer also includes KRWR(FM) Carson City, Nev., which serves Reno and which Gammon was trying to move to Sacramento, Calif. Both move-ins are awaiting reconsideration by the full commission after an initial denial by the Mass Media Bureau.

The bureau ruled that moving the station to Sandy Springs, Ga., outside Atlanta, would disrupt and abandon local service to 400,000 people in the Anniston market. Gammon contended that the Atlanta market is underserved relative to other markets of its size, and that the bureau's decision impeded healthy competition. Cox Enterprises and Summit Communications, both of which own Atlanta stations, had filed comments against the move-in (BROADCASTING, June 10, 1991).

Gammon, whose Americom Radio Brokerage in the 1980's did \$2 billion worth of deals in five years, was not as successful in the operations side of the business. "Owning a radio station is not like owning a building," he said. He spent \$660,000 to check more than 2,000 potential move-in sites around the country, and will personally lose more than \$1 million, he said, calling the situation "damned disappointing."

Gammon and his brother, Dan, re-formed Americom earlier this year, two years after financial differences and a resulting lawsuit among partners forced its breakup.

—JG

For More Late-Breaking  
News, See "In Brief,"  
Pages 72 and 73





## How a category 4 hurricane turned into category 5 spending.

In the coming months, residents of the Miami DMA will spend 30 billion dollars to get back to where they were before Hurricane Andrew hit. They'll be replacing everything from diapers to automobiles. Not to mention furniture, clothing, food, and health and beauty aids. So there's never been a better time to advertise your brand. There's never been a better time to introduce your new product.

There's never been a better time to be a part of South Florida's economic boom.

**WBFS WCIX WDZL WLTV WPLG WSCV WTVJ**  
UNIVISION

# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

## WASHINGTON

### HELPING HAND

The National Association of Broadcasters will host a Washington conference for broadcast group heads on Nov. 9 to explain the ramifications of the 1992 Cable Act. The meeting will feature FCC officials and media analysts, who will advise broadcasters on how to carry on retransmission-consent negotiations or make the decision to choose the act's must-carry provision—"not a simple subject," NAB President Eddie Fritts said. NAB will then take the presentation on the road for regional, general manager meetings in Washington (Nov. 12), St. Louis (Nov. 13) and San Francisco (Nov. 16).

### BUSY WIRES

Bell Atlantic will demonstrate more than delivery of a movie-on-demand over standard copper phone wires when it comes to the FCC's "Video Dialtone and the Consumer" day, Oct. 28. The Asynchronous Digital Subscriber Loop (ADSL) technology—comprising only a centralized encoder and consumer decoders—will simultaneously carry one-way video, two-way voice and two-way data. Though mum on marketing strategy, Bell Atlantic is working out a multimedia distance learning trial with Union City, N.J., as well as a field trial with its own Washington-area employees in mid-1993. It expects to commercialize ADSL by the end of next year.

## NEW YORK

### MORE MONTEL

Viacom is expected to announce in the next week or two that it is renewing *Montel Williams* for the 1993-94 season. The show, which launched in 1991, is currently cleared in 84% of the country. So far this season, *Montel* is averaging a respectable 3.4/10 (Nielsen), and holding its lead-

### FOX COURTS LETTERMAN

Although it has been reported that David Letterman can't negotiate with a competing network or syndicator until his contract with NBC expires in April, Fox Broadcasting officials appear undaunted. Several Fox affiliates contacted said FBC network executives have been canvassing affiliates—particularly those with 10-11 p.m. newscasts—to see how they would feel about a Letterman start at 10:30, 11 or 11:30 p.m., as a lead-in to an already slated fall 1993 late-night Chevy Chase vehicle. Officials at Twentieth Television, Fox's production arm responsible for the Chase project, say he has a contractual agreement not to air after 11:30 p.m. and would not accept a Letterman lead-out. FBC President Jamie Kellner appeared in conflict with Twentieth when he stated flatly to BROADCASTING: "There is no time period guarantee for any show on Fox." Kevin O'Brien, VP and general manager of KTVU(TV) San Francisco and Bob Leider, VP and general manager of WSVN-TV Miami, said they told FBC officials they were not eager to give up a half-hour of their 10-11 p.m. newscasts. Fox officials have held recent talks with Letterman's agents, but evidently so have CBS and ABC, as well as several syndicators.—MF

in, according to a Petry Television analysis of the numbers.

## LOS ANGELES

### FOX RE-UPS

Buoyed by the early ratings success of the Fox Children's Network (see story, page 12), FCN President Margaret Loesch told BROADCASTING that the kids programing cooperative has extended its agreement with principal supplier Warner Bros. Domestic Television Distribution through the 1997-98 season. And, says Loesch, she is "mapping out" development plans for beyond the year 2000.

### KINGS TAKE CHARGE

Since last July's departure from King World Production's *Inside Edition* of Executive Producer Av Westin (now in a news development position with Time Warner), Roger and Michael King have taken on more active roles in the show as executive producers. Now that KWP has proclaimed *Inside Edition*'s fall 1993 companion, *American Journal*, a firm go (see story, page 12), Michael King says they will likely take

on similar responsibilities with the new project. Michael also revealed that John Tomlin, co-executive producer, and Bob Young, producer, of *Inside Edition*, will be the "production team" on *American Journal*.

### GOOD NEIGHBORS FOR 'FENCES'

In an attempt to gain the show additional sampling, CBS will run the Halloween episode of *Picket Fences* (originally scheduled for Oct. 31) in *Northern Exposure*'s Monday, 10-11, time period on Oct. 26. The first-year show should benefit from the lead-in provided by CBS's comedy lineup at 8-10, which delivers *Northern Exposure* a 17 or 18 rating compared to the 9 or 10 *Fences* inherits on Friday at 10 p.m.

### GETTING INTO THE ACT

Geraldo Rivera was spotted taking a hiatus in Los Angeles to do a guest turn for an upcoming episode of NBC's *Empty Nest* sitcom. Rivera turned in a dramatic performance as a tell-all book author for a special *Perry Mason* movie presentation last season on NBC.



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# Monday Memo

We encourage "interaction between broadcast media and the historical profession."

Ken Burns is credited for having brought new life to American history on TV. We have often thought of historical documentary as a lifeless, unending litany of boring experts and grainy footage from the National Archives. But millions of Americans watching PBS's *The Civil War* found that historians can be engaging storytellers and that pictures can be woven together with letters and diaries in a moving, sometimes haunting, and evocative way.

But Burns did not invent historical documentary, and hundreds of institutional and independent producers before and since Burns's masterwork have devoted careers to portraying the past in ways that capture the viewer's imagination and excitement about America's legacy. The Center for History in the Media at The George Washington University is the only institution in the country devoted to encouraging this interaction between the broadcast media and the historical profession.

As Henry Hampton, executive producer of the PBS civil rights series *Eyes on the Prize*, said in the Center's 1990 inaugural address: "There is a great need to broaden the circle of producers qualified to present history on television." Since its inception, the Center has offered courses to teach broadcasters methods of historical inquiry and, conversely, to instruct historians in the art of television production. The past two years, the Center has sponsored an intensive summer institute in which participants from both academia and broadcasting produce a short historical documentary, studying the theory and practices of both disciplines. For summer 1993, we are planning special symposia intended to reach as many historical and broadcasting professionals as possible.

In addition to teaching the intersection of film and history, the Center

encourages new historical documentaries. We provide program development, research, scripting and production assistance to filmmakers, broadcasters and historians.

However, while many PBS stations and independent documentary-makers are excited by the kind of dialogue, assistance and education that the Center provides, commercial networks are more reticent about what they perceive as a "nonprofit, academic" exercise.

What they fail to realize, however, is that their impact on Americans' view of the past reaches far beyond long-form documentary. Nightly newscasts, news magazines and discussions on entertainment programs and public affairs shows all convey strong historical messages and frequently perpetuate stereotyped views of history.

But while the Center is interested in historical production, we are also concerned with the use of historical programming—primarily in classrooms. Not the least of our activities is a program designed to help history, social studies and civics teachers use the visual media in presenting American history and government in the classroom. We are planning a major initiative to combine historical documentary-makers with critical viewing experts and curriculum specialists to bring historical documentary past the "It's Friday afternoon and we'll watch a movie" point in U.S. secondary schools. We are working with educators and producers to teach teachers to use historical documentary as an integral part of classroom curricula.

The Center maintains a mailing list and serves as a clearinghouse for information and programs about historical documentary. Please call or write: The Center for History in the Media, The George Washington University, 503 Lisner Hall, Washington 20052; (202) 994-6787. ■



By Nina Seavey, director,  
Center for History in the Media

# Television

## CAPED CRUSADER HELPS FCN TO TOP

*Fox Children's Network has unseated BVT as top weekday afternoon block*

By Mike Freeman

The Fox Children's Network, now entering its third year, has had its share of growing pains. But two years after signing a long-term output agreement with Warner Bros. Domestic Television Distribution, the long-awaited infusion of high-budget animation like *Batman: The Animated Series* and *Tiny Toon Adventures*, has helped make the two-hour weekday afternoon block the top-rated venue for younger viewers.

The early across-the-board success of FCN's weekday and Saturday morning cartoon lineups was clearly the hope of Fox affiliates, but the speed with which the primarily Warner Bros.-supplied programming unseated Buena Vista Television's syndicated two-hour *Disney Afternoon* came as something of a surprise following a half-dozen years in which Disney-produced programming had developed a dominant position on independent TV stations, including many Fox affiliates.

### The Caped Crusader's coattails

In the three weeks since its debut, *Batman*, which anchors FCN's block at 4:30 p.m. in most markets, set the pace in the key kids 2-11 demo with a top-ranked 6.8 rating (NTI, NSS, Sept. 14-Oct. 2), as well as dominating the kids 6-11 (7.0 rating), teens 12-17 (5.1) and household (4.1) categories. And the *Tiny Toon Adventures* strip, which Warner Bros. removed from syndication after two seasons, has earned a top-ranked 7.1 rating among kids 6-11 and is one spot behind *Batman* with a 4.4 rating among teens and a 3.7 rating in the household measure.

"If anything, *Batman* has proven that you can take risks and widen the



FCN rides to first on bat's wings

opportunity to stretch the design and style of animated programming," Fox Children's Network President Margaret Loesch says. "It has been a tough two years for myself and [Warner Bros. Animation President] Jean MacCurdy in developing a dramatic action-adventure series that didn't alarm children, yet also appeals to teens and adults. We're not surprised with *Batman*, but we do feel validated in our belief that it would be a strong transitional lead-in to sitcoms or local news."

A comparative analysis of *The Disney Afternoon* reveals that newest spoke *Goof Troop*, which Buena Vista Television syndicates in 40 more markets than *Batman*'s 155 network affiliate clearances, is only 4% below the Caped Crusader's kids 2-11 average with a second-ranked 6.5 rating. However, *Goof Troop* is 29% lower than *Batman* among teens with a 3.6 rating and is down by smaller margins among kids 6-11 (6.8 rating) and household (3.5 rating) groups. DA's sophomore strip *Darkwing Duck* fol-

lows *Goof Troop* with fourth-ranked 5.1 and 3.0 ratings among the kids 2-11 and household categories, respectively.

Overall, FCN's 3-5 p.m. block (which includes Hanna-Barbera's *Tom & Jerry Kids* and Warner Bros.' *Merrie Melodies*) has turned in a season-to-date 5.3 rating average among the kids 2-11 demo group, 13% ahead of *The Disney Afternoon*'s similarly slotted block (including *Tale Spin* and *Chip 'n' Dale's Rescue Rangers*), averaging a 4.7 rating for its two-hour ration of daily cartoon programming.

One of the keys to the breakout ratings on weekdays, as well as on Saturday mornings, has been Fox's ability to do on-air cross-promotions of their respective programming blocks. The spillover and retention of many of those younger viewers has allowed FCN's four-hour Saturday lineup to achieve a 40% year-to-year gain and top ranking among kids 6-11 (5.2 rating), one-tenth of a point ahead of CBS's long-established lineup.

Although FCN's 5.0 rating with kids 2-11 is third-ranked, that number is up 40% over the comparable year-ago period and is within easy hailing distance of CBS (5.5 rating) and ABC (5.1 rating).

### The sign of the cross-promotion

Julie Friedlander, senior vice president/director of national broadcast negotiations, Ogilvy-Mather, says the New York ad agency typically buys all three programming blocks (weekday mornings [one hour], weekday afternoons and Saturdays) in a package for its major toy advertisers. Young & Rubicam's Gerri Donini, senior vice president/manager of national purchasing, says her agency's focus has shifted recently "toward buying a new national time period that had the kind



of ratings a kids broadcast network can be expected to achieve on a five-day-a-week basis."

While declining to identify rating guarantees FCN set for advertisers in the fourth-quarter upfront market, Loesch stated emphatically that Fox Broadcasting Co. is within "one percent" of its preliminary projections. Jon Nesvig, senior vice president of advertising sales for Fox Broadcasting Co., estimated that the Saturday national upfront inventory garnered \$105 million, the majority of which is rumored to go to Fox. (Typically, Fox is retaining three minutes of national ad time for each half-hour episode of the four-hour Saturday block, while returning a similar three minutes of time to affiliates for local spot sales.)

The three networks programing for kids have been estimated to gross over \$600 million in the fourth-quarter market alone, which Donini said on average translated into a 20% boost in billings over last year. Even with the sign-on earlier this month of Turner Broadcasting System's 24-hour cable Cartoon Network, in addition to Viacom's long-established Nickelodeon cable service, Loesch said FCN does not anticipate being "negatively impacted" in the future, since FCN has a "broadcast distribution system that far exceeds the reach and ratings that cable networks can achieve" in a multi-channel TV universe.

Fox Broadcasting Co. is not shut out of weekday revenues either; since it serves as a sales agent for Warner Bros., it recoups 15% in commissions from national barter ad sales.

### **Bread and butter for affiliates**

On top of the even barter splits with FBC on Saturdays, the addition of the weekday morning and afternoon blocks are the real bread-and-butter for Fox affiliates. Under the numerous conditions spelled out in Warner Bros.' original "secondary" contracts with Fox affiliates (BROADCASTING, Jan. 7, 1991), the stations typically retain more generous four-minute local barter splits, while giving up only two minutes of national ad time to Warner Bros. (except for *Batman*, for which WBTD takes two-and-a-half minutes of national ad time).

Michael Fisher, vice president and general manager, KTXL-TV Sacramento, while declining to specify how much additional revenue is coming in from increased local inventory and

higher ratings, put it this way: "My 3 to 5 p.m. ratings are up 30%." Fisher added: "I have more inventory to sell, so you could venture to guess that my bottom-line has increased by 30% or more. I don't hear any other Fox affiliates complaining, either."

Not only were the barter terms in favor of the Fox affiliates, the output deal with Warner Bros. was unprecedented in that Fox affiliates will receive a larger share of "participatory" revenues from overseas TV sales, foreign home video sales, Canadian network sales and foreign theatrical receipts. Also, as part of the agreement, which runs through the 1997-98 season, Warner Bros. retains all merchandising rights and income. For other non-Warner Bros.-produced series, Fisher said Fox affiliates will gain some ownership in the series, and possibly an additional back-end revenue stream if they are later syndicated.

### **Blocking the competition?**

Some independent producer-suppliers of animated programing have been openly critical of FCN's long-term deal with Warner Bros., charging that the alliance is effectively locking them out of similar deals or further decreasing the number of opportunities for a non-Fox, non-Disney distributor to

find quality early fringe time periods on independents.

Loesch countered that FCN is still going to license series from outside suppliers for weekdays (pointing to Hanna-Barbera's *Tom & Jerry Kids* as an example) and Saturdays, where she said only two of the eight Saturday series is from Warner Bros. "We would never have our programing supplied by one studio—clearly, that's not in our best interests," Loesch said.

Outside of Disney, Claster Television has been one of few major distributors to find opportunities in weekday morning and early fringe time periods through the traditional syndication route. The Timonium, Md.-based independent has cleared its debuting *Stunt Dawgs* strip in more than 100 markets, with over half of those stations being Fox affiliates. In the latest NSS report (Sept. 28-Oct. 2), *Stunt Dawgs* debuted to a 2.4 rating among kids 2-11.

"Fox does have an advantage because they have four-and-a-half hours [on Saturdays] to promote their weekday lineup," said Claster Television President John Claster. "But we still think there is room for new syndicated programing, and if it's good, the kids will find it." ■

## **ABC WINS WEEK, THANKS TO CBS BASEBALL BLUES**

**By Steve Coe**

**A**s anticipated, CBS's coverage of Major League Baseball dropped the network into second place for the week of Oct. 5-11 and allowed ABC to post a lopsided victory for the week, according to the Nielsen ratings. ABC averaged a 13.3 rating/22 share compared with CBS's 11.9/20, NBC's 11.2/19 and Fox's 7.9/13. NBC has four consecutive third-place finishes for the young season.

CBS's baseball coverage aired Tuesday through Sunday, with the ratings high point coming during Friday's contest, Game Three of the National League Championship series, which pulled in a 12.7/24. ABC won four nights of the week, including

Monday, Tuesday, Friday and Sunday.

NBC won the remaining three nights. ABC's win on Monday night came despite CBS airing its regular lineup. ABC pulled in a 22.3/36 for the *Monday Night Football* game between Philadelphia and Dallas on its way to winning every time period from 9-11 against CBS's comedies and *Northern Exposure*. The Monday night win for ABC came despite the 8.0/13 garnered by *The Young Indiana Jones* at 8-9 p.m. Some observers have speculated the network may move the drama to Saturday night, where *Covington Cross* and *Crossroads* have been floundering at 8-10.

ABC's Tuesday schedule, solid at 8-10 p.m., continues to see a major drop-off in the last hour with *Going to*

# Broadcasting's Ratings Week Oct 5-11

	<b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>18.2/28</b>	<b>16.9/26</b>	<b>13.0/20</b>	<b>NO PROGRAMING</b>
8:00	69. Young Indiana Jones Chronicles 8.0/13	9. Evening Shade 16.4/26	16. Fresh Prince 14.5/23	
8:30		7. Hearts Afire 16.6/26	19. Blossom 13.6/21	
9:00	2. NFL Monday Night Football—Dallas Cowboys vs. Philadelphia Eagles 22.3/36	3. Murphy Brown 19.9/29	27. NBC Monday Night Movies—Desperate Choices: To Save My Child 12.4/19	
9:30		14. Love and War 15.7/23		
10:00		11. Northern Exposure 16.3/26		
10:30				
<b>TUESDAY</b>	<b>16.6/27</b>	<b>12.6/21</b>	<b>10.9/18</b>	<b>NO PROGRAMING</b>
8:00	6. Full House 16.8/27	33. Perot Paid Ad 12.2/20	61. Quantum Leap 9.8/16	
8:30	9. Hangin w/Mr. C 16.4/26		49. Reasonable Doubts 10.6/16	
9:00	1. Roseanne 23.1/34	36. National League Championship Game 1—Pittsburgh Pirates vs. Atlanta Braves 12.0/21	27. Dateline NBC 12.4/22	
9:30	4. Coach 19.5/30			
10:00	36. Going to Extremes 12.0/20			
10:30				
<b>WEDNESDAY</b>	<b>11.6/19</b>	<b>10.3/17</b>	<b>13.4/22</b>	<b>8.2/13</b>
8:00	44. Wonder Years 10.9/18		15. Unsolved Mysteries 15.1/25	53. Beverly Hills 90210 10.5/17
8:30	57. Doogie Howser 10.3/16	41. American League Championship Game 1—Oakland A's vs. Toronto Blue Jays 11.0/19	33. Seinfeld 12.2/19	84. Melrose Place 5.9/9
9:00	5. Home Improvmt 18.4/28		33. Mad About You 12.2/19	
9:30	27. Laurie Hill 12.4/20		22. Law and Order 12.8/23	
10:00	66. Civil Wars 8.8/16			
10:30				
<b>THURSDAY</b>	<b>10.8/18</b>	<b>11.8/20</b>	<b>12.0/20</b>	<b>8.9/14</b>
8:00	63. Delta 9.6/16	49. Top Cops 10.6/18	58. A Diffmt World 10.2/17	36. Simpsons 12.0/20
8:30	58. Room For Two 10.2/17		65. Rhythm and Blues 9.2/15	41. Martin 11.0/18
9:00	61. Homefront 9.8/16	39. American League Championship Game 2—Oakland A's vs. Toronto Blue Jays 11.8/21	8. Cheers 16.5/26	73. The Edge 7.4/12
9:30			18. Wings 14.0/23	87. Flying Blind 5.0/8
10:00	24. Primetime Live 12.7/23		44. NBC News: Privacy and the Press 10.9/20	
10:30				
<b>FRIDAY</b>	<b>13.7/25</b>	<b>12.2/23</b>	<b>7.5/14</b>	<b>5.6/10</b>
8:00	27. Family Matters 12.4/23	47. Golden Palace 10.7/20	79. Final Appeal 6.6/12	84. America's Most Wanted 5.9/11
8:30	20. Step By Step 13.1/24		70. What Happened? 7.8/14	
9:00	41. Camp Wilder 11.0/20	24. National League Championship Game 3—Atlanta Braves vs. Pittsburgh Pirates 12.7/24	72. The Round Table 7.5/14	80. Sightings 6.3/11
9:30	66. Perot '92 9.1/17		71. I'll Fly Away 7.7/14	89. Likely Suspects 4.1/7
10:00	12. 20/20 15.9/30			
10:30				
<b>SATURDAY</b>	<b>7.8/15</b>	<b>9.7/18</b>	<b>10.3/19</b>	<b>7.8/14</b>
8:00	78. Covington Cross 6.9/13	81. Frannie's Turn 6.2/12	73. Here and Now 7.4/14	67. Cops 8.7/16
8:30			68. Out All Night 8.2/15	60. Cops 2 9.9/18
9:00	82. Crossroads 6.1/11	47. National League Championship Game 4—Atlanta Braves vs. Pittsburgh Pirates 10.7/20	32. Empty Nest 12.3/22	73. Code 3 7.4/13
9:30			27. Nurses 12.4/22	86. The Edge 5.3/9
10:00	54. The Commish 10.4/20		46. Sisters 10.8/20	
10:30				
<b>SUNDAY</b>	<b>14.6/23</b>	<b>10.7/17</b>	<b>12.5/20</b>	<b>8.7/14</b>
7:00	(NR) Presidential Candidates' Debate/Post Debate Analysis 18.4/28	67. American League Championship Game 4—Toronto Blue Jays vs. Oakland A's 8.7/13	(NR) Presidential Candidates' Debate/Post Debate Analysis 13.9/21	(NR) Presidential Candidates' Debate 4.6/7
7:30				54. In Living Color 10.4/15
8:00				21. Married w/Childn 12.9/19
8:30				64. Roc 9.3/14
9:00	17. ABC Sunday Night Movie—Overexposed 14.4/23	39. National League Championship Game 5—Atlanta Braves vs. Pittsburgh Pirates 11.8/20	24. NBC Sunday Night Movie—Jackie Collins' Lady Boss 12.7/20	82. Flying Blind 6.1/10
9:30				87. Woops! 5.0/9
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>13.3/22</b>	<b>11.9/20</b>	<b>11.2/19</b>	<b>7.9/13</b>
<b>SSN. TO DATE</b>	<b>12.2/21</b>	<b>12.9/22</b>	<b>11.1/19</b>	<b>7.7/13</b>

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



*Extremes*. The hour show from Joshua Brand and John Falsey lost 7.5 rating points from its *Couch* lead-in. The lone bright spot for NBC on the night was the performance of *Dateline NBC*, which pulled in the biggest ratings of its schedule with a 12.4/22 at 10-11.

Like *Going to Extremes*, another new ABC show losing a significant amount of its lead-in audience is *Laurie Hill* on Wednesday night. The show, which follows *Home Improvement*, lost 6 rating points from its lead-in in the 9:30-10 slot. At 10-11, *Civil Wars* managed only an 8.8/16.

NBC won the evening thanks to solid if unspectacular numbers from *Unsolved Mysteries* (15.1/25) at 8-9 and *Law & Order* (12.8/23) at 10-11. *Seinfeld* at 9 p.m. continues to finish in second place behind the more broadly popular *Home Improvement*. The good news for NBC is that the first-year *Mad About You* at 9:30 is holding all of its lead-in, unlike its ABC counterpart.

To illustrate just how much NBC's fortunes have changed, the network managed to win only one hour (9-10) of Thursday night, once their unchallenged territory. Fox took the first hour of the night, thanks to *The Simpsons* and *Martin*, and ABC won the final hour with *Primetime Live's* 12.7/23.

Friday saw ABC win the night despite losing the 9-10 hour (to Game 3 of the baseball playoffs) consisting of *Camp Wilder* and a half-hour Ross Perot paid political program. NBC's stumbling and soon-to-be-restructured lineup averaged only a 7.5/14 for the night.

NBC won Saturday night powered by the 9-10 comedy block of *Empty Nest* and *Nurses*. Fox's back-to-back episodes of *Cops* continue to rule the 8-9 hour. ABC's *Covington Cross* averaged only a 6.9/13 in the hour, while NBC's comedies *Here and Now* and *Out All Night* scored a 7.4/14 and 8.2/15.

With baseball on CBS and the presidential debates on the other three networks until 8:30 on Sunday, ABC won the night thanks to 14.4/23 garnered by its Sunday movie. *Overexposed*, produced by Oprah Winfrey's Harpo Productions, led all other programming at 9-11, including NBC's part one of *Lady Boss*, which was scheduled to counterprogram CBS's baseball. ■

## COMPRESSION IS KEY TO APTV'S INTERNATIONAL NEWS SERVICE

*In related news, ABC, CBS commit to seven-year hitches on Comsat's international digital bird*

By Steve McClellan

**D**igital compression technology may have immediate implications for news networks around the globe that expect to realize millions in cost savings from the ability to squeeze video feeds from the field through telephone circuits—at a fraction of the cost to send the same feeds over satellite television transponders.

Network news officials are hopeful that a major breakthrough in the field will occur within the next 12 months to two years.

Last week, ABC and CBS became the first to jump at Comsat's first international digital carrier offering, each committing to seven-year, trans-Atlantic, 36 mhz satellite leases aboard Intelsat 332.5, Comsat Corp.'s

World Systems announced at the MIP-COM International Film and Program Market in Cannes, France. As digital video compression technology advances, long-term Comsat digital service customers will be able to squeeze multiple signals into bandwidths from 11 khz to 72 mhz. But Comsat requires the minimum seven-year lease and includes deadlines for transitioning to digital.

New private international satellite operator Honolulu-based Columbia Communications is offering even more flexibility, allowing customers to not only shift to digital when they want, but to then lease back unneeded capacity. How much of a cost savings might be realized is unclear. But more optimistic news officials believe a network spending \$50 million or so on

### The University of Chicago announces the William Benton Fellowships in Broadcast Journalism for 1993-94

We'll pay you to think!

The William Benton Fellowships in Broadcast Journalism at the University of Chicago offer a *nine-month academic program* for mid-career radio and television journalists. The *stipend* is generally equivalent to full salary. The program is supported by Encyclopaedia Britannica, Inc.

*Fellows choose their own programs of study* at this world-renowned institution.

Nobel Prize winners and top international newsmakers and journalists lead *small seminars*. The year ends with an *international seminar*, which in past years has included trips to Russia, South Africa, and Hungary.

The *application deadline* is February 1, 1993. For more information, write to John D. Callaway, Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

satellite news feeds annually might reduce that by 75% or more.

"Everybody is kind of waiting to see what happens" on a number of fronts, says Dick Tauber, director of satellites and circuits at CNN. "You can look at it two ways: maximizing capacity or cost savings.

"During the Gulf War the U.S. networks used five and a half transponders [the half used for data]. You could have taken all those network signals and put them on two rather than five. Or, given the opportunity, [fed] more video in the same transponder bandwidth."

The startup of at least one planned new service—an international video news network from the Associated Press—is dependent upon advancements in the technology that will allow AP bureaus worldwide to feed video to New York over the wire services' existing global data circuit network. Officially, the service is still in the feasibility stage.

"When compression hits, it won't be who has the most satellite space but who has the most cameras in the field," says Mark Smith. AP's direc-

tor of international television. Smith heads the team that is putting together the new APTV international video service, which may launch in 1994.

Smith says the new AP service will focus on international news because internal surveys show "that is where the hole is, which we can fill very neatly."

In talking up its new service to prospective clients, AP officials stress that the wire service, with 90 foreign bureaus, is not burdened with the need of having a "domestic skew" like CNN and the three networks, or even Visnews, which has a strategic link to NBC. Per its cooperative charter, says Smith, AP is precluded from having any strategic ties to an end user.

AP plans to hire more than 100 new full-time TV staffers for the new video service, spread among foreign bureaus and New York, where the service would be based for distribution to clients. The network would use Betacam and Hi-8 equipment in the field.

Smith also says that compression would enable competing services to more easily generate original video. It's one thing for a government to cen-

sor feeds going out on a television satellite. The task of monitoring individual phone circuits would be next to impossible.

And according to Smith, many news organizations abroad complain that they receive the same footage from different news suppliers so that in effect they are paying twice or more for the same footage. "Clearly, one of our goals will be to shoot unilateral if not exclusive footage for our clients," he says.

The networks have sporadically tested rudimentary forms of compression over the past several years. ABC squeezed still footage into phone circuits that were transmitted from China during Tiananmen Square demonstrations several years back. "Technically, it's doable right now," says Mary Frost, vice president, telecommunications, broadcast operations and engineering, Capacities/ABC.

But, says Frost, questions of reliability, widespread availability, flexibility and cost remain. "If you ask a news person about acceptable quality, the response is likely to be: 'What can you give me?'" she says. ■

## NETWORK NOTES

### BELLISARIO LEAP

Don Bellisario, creator and executive producer of NBC's *Quantum Leap*, has left Universal TV after more than 12 years and signed with Paramount Network Television. The deal includes television projects and a first-look feature film consideration. The move has Bellisario working once again with Kerry McCluggage, president, Paramount TV Group, who previously oversaw all television activities at Universal.

### CANCELLATION CONSPIRACY

The Los Angeles Superior Court heard opening arguments last Monday in a case involving the cancellation of a television pilot at CBS and the alleged connection of the cancellation to the hiring of Jeff Sagansky in 1989. The lawsuit, filed by Philip DeGuere, alleges that CBS, Columbia Television and the legal firm of Ziffren, Brittenham & Branca conspired to cancel *Triangle*, DeGuere's pilot, as part of an overall plan to smooth the way

for Sagansky's hiring by CBS. At the time, Sagansky was president, Tri-Star Pictures, a sister company to Columbia Television.

### ROUND FILE FOR ROUND TABLE

NBC confirmed last week that *The Round Table*, the Friday night young-skewing drama from Aaron Spelling, has been canceled, with its final airing last Friday. The show joins *Final Appeal* and *What Happened?* as another Friday night series to get the early season hook. As a temporary replacement, the network will schedule a series of two-hour *Perry Mason* movies at 8 p.m. beginning Oct. 30, with *I'll Fly Away* remaining in the 10-11 hour. The interim schedule is expected to take the network through the November sweeps. On Oct. 23, NBC will air a one-hour special episode of *What Happened?* followed by a two-hour NBC News special. On Friday, Nov. 13, the network will interrupt the *Perry Mason* run to air the theatrical "The Hard Way," starring

Michael J. Fox. NBC, using a strategy tried several times last year, is double-airing the movie, with the first run scheduled for Sunday, Nov. 8.

### FOX ELECTS COMEDY

Fox will stack its Nov. 3 election-night programming with four of its most successful comedies. Fox, as an example of its increasing dedication to news, will present minute-long election updates every half-hour. Fox originally planned to have launched a regular Tuesday night schedule earlier this year, but has delayed its plans until December or January. The Nov. 3 lineup will consist of *The Simpsons*, *Martin*, *In Living Color* and *Herman's Head*.

### BACK END FOR BOB

CBS's *Bob* became the first of that network's new shows to receive a back-end season order last week. Produced by Paramount, the half-hour comedy starring Bob Newhart has helped CBS challenge ABC on Friday night.



## 'CRASH COURSE' LOOKS TO BREAK BARTER BARRIER

First Media revs up  
fall 'crash TV' entry

By Steve McClellan

**A** new crash-TV program is being developed for possible syndication next fall. It's called *Crash Course*, from Orlando-based First Media Entertainment, which Executive Producer Len DePanis says will combine "the hype of wrestling" with stock car racing.

The company's proposed marketing plan is somewhat controversial and may put the program on a collision course with possible station clients. The plan calls for stations to receive slightly less than half the total ad time in the one-hour program—seven of 14½ minutes. The producer would retain five minutes to sell to season-long sponsors, and the syndicator (as yet unnamed) would get 2½ minutes to sell in the barter market.

Typically, stations get no less than half the total time in weekly barter shows. And if the company sticks to those terms, many stations may be reluctant to accept the deal. "If those are the terms, I'd recommend stations pass on it," says Dick Kurlander, vice president and director of programming, Pety Television. "The absolute limit is an even barter split [on a weekly show]."

"There is no advantage to the station to accept more barter than that. In effect, it's already discounting its time by 50% on an even split."

But DePanis says the plan is simply designed "so that costs and profits are established going in, so we will not be dependent on the barter sales to cover the cost of the program."

Whether stations accept that rationale remains to be seen. A pilot is to be completed by Thanksgiving, and a syndicator is to be selected shortly thereafter. DePanis says that "three syndicators are interested in the show." The company has worked closely with Genesis Entertainment in the past, producing last summer's *Karaoke Showcase* and the current weekly show *Emergency Call*. Both shows were syndicated by Genesis. ■

## MULTIMEDIA TRYING TWO NEW HOURS

**M**ultimedia Entertainment is currently gauging interest in two new projects for next season. One is a one-hour daytime talk strip with Dana Fleming and Rob Weller designed to take advantage of NBC's decision to cancel *Santa Barbara* and give back time to affiliates. The other is a one-hour weekly prime time magazine that is being produced for the company by former *60 Minutes* producer Harry Moses, which will be hosted by Charlie Rose and Jane Wallace. According to Bob Turner, president, Multimedia Entertainment, the daytime show will be a combination talk and "how-to for better living" vehicle. "It will fall somewhere between *Regis and Kathie Lee* and *The Home Show*," he said.

Turner said stations carrying other Multimedia daytime shows (*Donahue*, *Sally Jessy Raphael* and *Jerry Springer*) would get first crack at the show "where appropriate," meaning some of those stations don't have room for the new entry. The magazine show is titled *I File*, and would be a *Top Cops*-type look at investigative journalists. The program would feature several investigative stories, each accompanied by a Rose or Wallace interview with the reporter on the story. Turner said the magazine would be offered for straight barter. No decision yet on the terms for the *Dana and Rob Show*.  
—MF

## NETWORKS POOL POLLING

November marks first time all will use same exit poll data

By Sharon D. Moshavi

**E**lection night on Nov. 3 will be the true test for the four-network-funded Voter Research & Surveys poll results.

That will mark the first time that VRS—which provides ABC, NBC, CBS and CNN with the same exit poll and winner projection information on national and statewide races—will be used in a presidential election. The networks have spent a total of \$12 million since VRS was first used in 1990, by some estimates reducing by more than two-thirds the cost to each network of getting the information individually, as they have in the past.

In exchange for the lower overhead, the networks have lost some element of the competition that had long characterized election-night coverage. The simultaneous delivery of the numbers means the networks' coverage will be separated only by their analysis.

VRS also sells its services to other print and broadcast news organizations, about 100 in total this year (up from 60 in 1990). Combined, those organizations pick up 15%-17% of the costs. VRS nearly had competition from the Roper Organization for those clients. But Roper has pulled the plug on plans for its own election night polling service. It had planned to roll out its service for TV and radio sta-

tions this year, after testing it in the Massachusetts primary in 1990. But "we needed a fairly sizable pool of customers, and we were not able to reach that level," says Edward Keller, executive vice president at Roper.

In its rollout in the 1990 election, VRS had some problems of its own. Some key data on congressional races was delayed as late as 11 p.m., two hours after it was supposed to come in. With this year's election focused on the presidential race, a delay like that could be a major problem for the networks. But they express confidence that no such problems will occur this time around. "We're confident they have overcome the problems they have had," says Bill Wheatley, NBC News political director.

The networks also have been using the service on a smaller scale during the primary season, and have had no problems, says Tom Hannon, CNN's political director. "There are still a few glitches, but nothing significant," he says.

VRS is headed by former CBS executive Warren Mitofsky and staffed with 60 people during this election year. That number turns to between 6,000 and 7,000 on election night to gather data on the presidential and congressional races, as well as some gubernatorial elections and ballot propositions. ■

# Cable

## DEFIANT CABLE INDUSTRY TALKS GROWTH

*Atlantic Cable show attendees told to get into telephony, new technologies*

By Rich Brown

**A**s the cable industry adjusts to life under reregulation, at least one common refrain among cable operators is the call for accelerated entry into telephony and other potential growth areas not restricted by the new rules.

It was a wounded but defiant industry that met last week at the annual Atlantic Cable Show in Atlantic City and discussed their plans for recovery in a newly reregulated business.

"I don't see any reason for us to hang our heads," said Paul Freas, president, New Jersey-based TKR Tri System. "Three years down the road, this will just look like a little bump."

The sentiment was echoed by other operators attending the convention. Adelphia Cable Chairman and COO John Rigas, a 40-year cable veteran, said cable companies are actually much better off under the current rules than they were under the regulatory constraints of the 1960's. Rigas and several of his colleagues called for the cable industry to take the offense and aggressively pursue telephony, compression, video-on-demand and other areas of potential growth allowed in the newly reregulated environment.

"It's going to accelerate us to get into those services," Rigas said of reregulation. "It's going to move that timetable much faster."

ATC's executive vice president, John Gault, speaking a day earlier at the CTAM Northeast Regional Cable Management Conference, also in Atlantic City, agreed there might be a silver lining to the reregulatory cloud. According to Gault, reregulation has made the cable industry more determined to develop technological innovations.

"It has opened our eyes to what we

really can do and what we can accomplish," said Gault. "This is no time to be downbeat and hang our heads."

Gault predicted that before decade's end, PCS (personal communications services), computers and smart TV's will be as much a part of the customer's life as microwave ovens.

Indeed, many of the larger MSO's are already structuring for PCS and other advances. Just as lawmakers in Washington earlier this month were changing reregulation from bill into law, executives at Cablevision Systems Corp. on Long Island, N.Y., were busy preparing a press release outlining its PCS plans.

"We need not be afraid that we're going to go down in flames," said

Steve Effros, president, Community Antenna Television Association. "We need to get a clearer definition of where we're going and what we're going to do with the technology we've already created."

Atlantic Show keynote speaker Dennis Patrick, Time Warner executive and former FCC chairman, suggested that the industry eliminate the word "cable" from its lexicon and call itself a "broadband network" to reflect its move into providing a broad range of telecommunications services. He also urged the cable industry to work more closely together in standardizing and jointly preparing for entry into the telephone business.

"The barriers facing our industry...are not as significant as those faced by the telcos as they lust after our video base," said Patrick.

Developing technology aside, CTAM President and COO Char Beales told CTAM attendees that cable operators in the upcoming weeks will have to work overtime to combat the growing confusion, anger and suspicion over cable service that have been instilled in consumers as a result of anti-cable lobbying.

Beales said cable could be vulnerable not only to the traditional competitors—out-of-home entertainment, broadcast television, home video and TVRO—but also such newcomers as SMATV, MMDS and DBS. She noted that SMATV is about to mark its entry into video dialtone in New York (BROADCASTING, Oct. 12); MMDS is becoming an increasingly aggressive marketer, and DBS broadcaster DirecTV is just 18 months away from its launch date.

"Eighteen months is just around the corner," warned Beales. "You are the established competitor, and everybody's going to nibble at you." ■



### GENII WINNERS

**T**he Southern California chapter of American Women in Radio and TV this month presented its 37th annual Genii Awards, honoring outstanding achievements and contributions of women to the broadcast industry, to Geraldine Laybourne (left), president of Nickelodeon/Nick at Nite, and actress Audrey Meadows. The ceremony was held at the Hollywood Roosevelt Hotel. ■





Larry King and President Bush, in an interview that pulled in a large audience without boosting CNN's ratings overall

## ELECTION YEAR NO BOON TO CNN RATINGS

By Sharon D. Moshavi

**L**arry King, in his new role as interviewer-to-the-candidates, has turned his show into CNN's most-watched program and has raised the network's profile. But what he has not done is help raise the rest of the network's ratings. And despite occasional audience boosters like the conventions and the debates, this election year has not helped CNN's average ratings rise.

The reason, advertisers say, is that 24 hours of news tends to attract the same core viewers. They tune in and out and don't watch all at once. To some advertisers those viewers are an exceptionally attractive, upscale audience. To others they resemble, as one put it, the *Murder, She Wrote* crowd.

In the third quarter, CNN averaged a 1.2 Nielsen rating (in its cable universe of 60 million) in prime time, up from a 1.0 last year. Take King out of the equation, though, and the rating drops back to 1.0. And for the 10-day period earlier this month in which King interviewed all three presidential candidates, the network's weekday prime time rating rose to 1.7 with King, 1.1 without, about even with October 1991. What all this means is that the additional viewers who are tuning in to King's show (whose interviews with the candidates scored ratings in the 3's and 4's) are not staying with the network.

"CNN does extremely well [in ratings] on crises, and where people want immediate knowledge. The election doesn't really lend itself to that," says Richard Kostyra, executive vice president of J. Walter Thompson. But CNN contends the election is starting to have an effect on ratings. "The last three or four weeks we've seen growth in a variety of dayparts," says Greg D'Alba, senior vice president, sales. He also points to the ratings rise the network saw last week in its pre- and post-debate coverage.

But despite little change in overall ratings—including third-quarter full-day numbers that have stayed close to flat compared with last year—advertisers say CNN has gotten double-digit increases in ad prices for a chunk of its third- and fourth-quarter inventory. The reasons seem to be twofold: the network has a strong image and brand name, perhaps even more so in this election year; and Turner's sales staff is said to be one of the most aggressive around, something not every media buyer likes.

Advertisers who want *Larry King* must also purchase less attractive spots. While such packaging is common among networks, advertisers say CNN takes it to an extreme. "If *Larry King* is the scotch, and the other shows are the water, you have to add an awful lot of water to get a mixed drink," says one media buyer, who asked not to be identified.

The advertising executive says CNN's cost-per-thousand prices are often on par with network news prices, despite a much smaller audience reach and the fact that they "skew ridiculously old, in the 50-plus range." Still, the value of the network as a brand with "positive baggage" makes CNN a place with which advertisers want to be associated. "People see Ted Turner on the cover of *Time* magazine, and to be associated with such a thing as CNN makes them feel good," says Tom Winner, executive vice president, Campbell-Mithun-Esty. To get value out of that association, advertisers say they need to make a heavy buy on the network; the high price does not make it worth it simply to buy a few spots on CNN.

CNN, like the network Sunday morning news shows, attracts a good proportion of corporate image advertising. CNN still would like to expand its roster of core viewers, and advertisers agree the best way to do that is with infotainment shows like *Larry King* and the new daytime *Living in the '90s* with *Christie Brinkley*.

But raising the ratings for straight news is difficult, advertisers contend, and they recognize, as does CNN, the danger of diluting the network's primary news programming. Says CNN's Ed Turner, vice president for news-gathering, "We have all the interview programming we can handle. We can only do just so much of that." ■

# Radio

## CAMPAIGN SPENDING RISES ON RADIO

*Clinton called most aggressive user of paid spots; Perot said to concentrate on Texas*

By Peter Viles

**T**he spirited three-way race for President appears to have pushed slightly more dollars into radio advertising than in the past, industry observers said last week.

Several observers said Democrat Bill Clinton appears to be making the most aggressive use of paid radio, while Ross Perot is concentrating heavily on Texas. After using radio sparingly for several weeks, President Bush's campaign reportedly made its first major national buys early last week.

"Compared to four years ago, and with three pretty intense weeks to go, I would have to say we've seen an in-

crease in spending," said Bonnie Press, senior vice president and general manager, sales, Katz Radio Group.

*"We may actually get some business this time, which would be a first."*

**Lou Severine**  
**ABC Radio Networks**

"And I think most people would attribute that to the race being closer this year than it was in '88."

She added, "Most of what we've seen to date is from Clinton."

The Clinton campaign has made extensive use of ads targeted to specific states or regions, especially in the upper Midwest, with most spots focusing on the economy—both at the national and at the state level. "We use radio extensively to target geographically and to target demographically," said Mandy Grunwald, director of advertising for the Clinton-Gore advertising team.

"They're spending a lot of money in Michigan," said Mike Fezzey, general sales manager, WJR-AM Detroit. "It's heavier spending than I can recall through the past three elections."

While the Bush campaign would not comment on its radio advertising strategy, several observers said the Republicans initially used radio sparingly, mainly in response to radio spots that Clinton ran in Michigan and Kentucky accusing Bush of ducking debates.

Perot, meanwhile, has flooded most Texas markets with commercials but has not used radio extensively elsewhere, according to Press.

Press said the campaigns appeared to be targeting older demographic groups, either 35-plus or 35-54. That translates into buys on country, adult contemporary, middle-of-the-road and news stations, she said. In addition, she said, Clinton has made some buys on urban and black-oriented stations.

While it is unusual for presidential campaigns to buy time on radio networks, both the Clinton and the Perot campaigns have approached some networks to ask about availabilities, according to Lou Severine, senior vice president, director of marketing and sales, ABC Radio Networks.

"We may actually get some business this time, which would be a first, because we've never really gotten any business from presidential campaigns," Severine said. ■

### ABC, DISNEY IN KIDS NETWORK TALKS

**A**BC Radio is talking with the Walt Disney Co. about developing an around-the-clock children's radio network that would offer programming for young children and their parents, an ABC executive said last week.

"We have been interested in children's programming, and we continue to look at it on an ongoing basis," said David Kantor, executive vice president, ABC Radio Networks. "We think it's potentially viable, but we're nowhere near launching anything."

Kantor said the network would likely consist of 24-hour programming, with each daypart targeting a different demographic group—some programs for young children, some for older children, some for children and parents, and some for parents only.

Because children under 12 are not included in Arbitron listenership surveys, the new network would probably require specialized research to measure its listeners, Kantor said.

The *New York Post* reported last week that the new network could launch as early as next spring, and that it would likely generate revenue from merchandising as well as advertising.

While radio programming aimed at children has dwindled in recent years, there are signs that the format is rebounding. On Oct. 1, Minneapolis-based Radio AAHS launched the Children's Satellite Network, a nationwide, 24-hour network.

Kantor stressed that ABC is looking at other programming options as well. "We're looking at every possible programming idea out there," he said. "While kids programming appears to be very viable, it's one of many options."

—PV



## SUMMER ARBITRON RATINGS, MARKETS 4-10

Station	Format	Spring Share (Rank)	Summer Share (Rank)	Station	Format	Spring Share (Rank)	Summer Share (Rank)
<b>San Francisco (4)</b>				<b>Dallas-Fort Worth (8)</b>			
KGO(AM)	News/Talk	7.7 (1)	7.2 (1)	WGAY(FM)	Light AC	5.4 (4)	4.3 (6)
KMEL(FM)	CHR	5.6 (2)	5.4 (2)	WMAL(AM)	News/Talk	4.3 (6)	4.3 (7)
KCBS(AM)	News	4.4 (4)	4.9 (3)	WWDC(FM)	AOR	3.6 (9)	4.1 (8)
KIOI(FM)	AC	3.5 (7)	4.2 (4)	WASH(FM)	AC	4.1 (7)	3.8 (9)
KFRC(AM)	Nostalgia	3.5 (8)	4.8 (5)	WHUR(FM)	Urban	3.8 (8)	3.8 (9)
KNBR(AM)	Talk	4.5 (3)	3.9 (6)	<b>Boston (9)</b>			
KKSF(FM)	New Age	2.7 (12)	3.5 (7)	KXKS(FM)	CHR	6.9 (1)	7.5 (1)
KSAN(FM)	Country	4.0 (5)	3.4 (8)	WRKO(AM)	News/Talk	5.5 (3)	6.7 (2)
KSOL(FM)	Urban	2.9 (11)	3.3 (9)	WBZ(AM)	News/Talk	6.3 (2)	6.6 (3)
KOIT(AM/FM)	Soft AC	3.8 (6)	3.0 (10)	WODS(FM)	Oldies	5.1 (6)	5.5 (4)
<b>Philadelphia (5)</b>				WBCN(FM)	AOR	5.3 (4)	5.4 (5)
KYW(AM)	News	6.6 (2)	7.2 (1)	WZOU(FM)	CHR	4.8 (8)	4.9 (6)
WYSP(FM)	Classic Rock	6.5 (3)	6.9 (2)	WMJX(FM)	AC	5.3 (4)	4.7 (7)
WUSL(FM)	Urban	6.9 (1)	6.0 (3)	WSSH(FM)	AC	5.0 (7)	4.0 (8)
WMMR(FM)	AOR	5.5 (5)	5.8 (4)	WBMX(FM)	Hot AC	3.5 (11)	3.6 (9)
WIOQ(FM)	CHR/Dance	4.3 (11)	5.3 (5)	WZLX(FM)	Classic Rock	4.6 (9)	3.2 (10)
WXTU(FM)	Country	4.9 (9)	5.0 (6)	<b>Houston-Galveston (10)</b>			
WYXR(FM)	AC	5.1 (7)	4.7 (7)	KILT(FM)	Country	8.1 (1)	8.5 (1)
WOGL(FM)	Oldies	5.1 (7)	4.7 (7)	KIKK(FM)	Country	7.5 (2)	7.7 (2)
WWDB(FM)	Talk	3.9 (13)	4.7 (7)	KLOL(FM)	AOR	6.8 (3)	6.3 (3)
WEGX(FM)	CHR	4.6 (10)	4.5 (10)	KBXX(FM)	CHR/Dance	4.6 (7)	5.1 (4)
<b>Detroit (6)</b>				KODA(FM)	AC	5.0 (5)	4.6 (5)
WJR(AM)	News/Talk/AC	8.8 (1)	7.2 (1)	KMJQ(FM)	Urban	4.7 (6)	4.6 (5)
WWWW(FM)	Country	6.3 (3)	7.1 (2)	KQUE(FM)	MOR	4.1 (9)	4.5 (7)
WJLB(FM)	Urban	6.8 (2)	6.2 (3)	KHMX(FM)	AC	4.6 (7)	4.2 (8)
WWJ(AM)	News	4.6 (5)	5.0 (4)	KTRH(AM)	News/Sports	4.1 (9)	4.2 (8)
WHYT(FM)	CHR	5.1 (4)	4.9 (5)	KRBE(FM)	CHR	5.1 (4)	4.1 (9)
WKQI(FM)	CHR	4.3 (6)	4.7 (6)	KZFX(FM)	Classic Rock	3.2 (13)	3.8 (10)
WLTI(FM)	Soft AC	4.0 (10)	4.3 (7)	<b>Washington (7)</b>			
WCSX(FM)	Classic Rock	3.2 (16)	4.3 (8)	WPGC(FM)	CHR	8.6 (1)	8.9 (1)
WOMC(FM)	Oldies	3.9 (12)	4.2 (9)	WKYS(FM)	Urban	5.7 (3)	5.9 (2)
WMXD(FM)	Urban	4.1 (8)	4.1 (10)	WMZQ(AM/FM)	Country	7.6 (2)	5.2 (3)
<b>Washington (7)</b>				WMMJ(FM)	AC	3.0 (12)	4.8 (4)
WPGC(FM)	CHR	8.6 (1)	8.9 (1)	WRQX(FM)	Hot Mix	4.4 (5)	4.6 (5)
WKYS(FM)	Urban	5.7 (3)	5.9 (2)				
WMZQ(AM/FM)	Country	7.6 (2)	5.2 (3)				
WMMJ(FM)	AC	3.0 (12)	4.8 (4)				
WRQX(FM)	Hot Mix	4.4 (5)	4.6 (5)				

Source: Arbitron summer survey; Total week. AQH. 12 plus; Copyright 1992. Note: New York, Los Angeles and Chicago ratings ran last week.

## WESTWOOD POSTS \$7.7 MILLION LOSS IN 3RD QUARTER

Westwood One reported a third-quarter loss of \$7.74 million last week, of which nearly \$6.7 million was attributed to Westwood's recent sale of WNEW(AM) New York.

Despite the industrywide slump in network radio revenues, Westwood reported third-quarter revenues of \$37.7 million, essentially even with 1991's pace. And for year-to-date, Westwood reported revenue of \$102.5 million, only slightly behind the 1991 pace of \$103.3 million.

The third-quarter loss translates into \$.52 per share, compared with a third-quarter loss in 1991 of \$2.2 million, or \$.15 per share. For year-to-date, Westwood reported losses of \$19.8 million, or \$1.33 per share, as compared with earnings of \$10.2 million or \$.69 per

share in 1991.

Westwood Chairman and Chief Executive Officer Norman Pattiz pointed out that the company significantly improved its cash flow before financing during the first nine months of this year. Pattiz said Westwood One is "aggressively working on numerous programs that will significantly reduce costs and expenses.

"Moreover, we continue to aggressively pursue various financing and restructuring alternatives to improve cash flow and liquidity, which has been adversely affected by the current recession," Pattiz said.

Westwood is taking a loss on WNEW, which, with Robert F.X. Sillerman, it purchased for \$22 million and recently sold for \$13 million.

-PV

# Technology

## FCC PUTS SATELLITE DAB PLAN UP FOR COMMENT

*Commission sets Nov. 13 comment deadline for proposal by CD Radio Inc.*

By Peter Lambert

**T**he future for satellite-delivered digital audio broadcasting in the United States got more specific last week, as the FCC accepted for filing Satellite CD Radio Inc.'s application to deliver CD-quality audio services to credit card-sized, automobile-mounted satellite receivers by 1996.

The National Association of Broadcasters said it will file a petition to deny Satellite CD Radio's application.

On Oct. 13, just one week after the commission proposed allocating 50 mhz of spectrum to satellite DAB (BROADCASTING, Oct. 12), it released the specific application for industry comments by Nov. 13, replies by Dec. 1 and responses by Dec. 15.

"It is premature to accept an individual company's application before you have a comprehensive policy on DAB in place," said NAB spokeswoman Lynn McReynolds. "To put satellite DAB ahead of terrestrial DAB—to give satellite a jump—creates a serious threat to localism."

In addition to planning the launch of two birds to deliver 30 channels of nonstop, commercial-free subscription and "pay-per-listen" music formats from two orbital slots, "on a non-common carrier, non-broadcasting basis," Satellite CD Radio also plans to implement an as yet unspecified number of terrestrial repeaters five years after the service is launched in 1996.

"For a subscription fee of about \$5-\$10 per month," the company says it will deliver "swing, children's entertainment and folk rock formats...rarely available in local radio markets."

At the same time, the FCC set a Dec. 15 deadline for other "concrete, comprehensive" proposals to operate similar systems via eight orbital positions in the S-band (2310-2360 mhz). ■

### IN SYNC

#### RBDS HOME STRETCH

The proposed Radio Broadcast Data System (RBDS) standard gained "overwhelming approval" on an initial ballot among National Radio Systems Committee (NRSC) members last Tuesday (Oct. 13), meaning a new generation of car and other AM-FM receivers with data displays could be in the consumer market by mid-1993. Made up of National Association of Broadcasters and Electronic Industries Association members, NRSC estimates a January release of the standard, which has been two years in the making.

RBDS will allow radios to receive text transmissions (such as station identifications and program information) and emergency alerts (overriding CD or cassette operation). RBDS also will allow consumers to scan the radio dial in search of a particular format, and it will support Emergency Broadcast System and paging technologies.

"We're pleased that NAB and EIA have cooperated to lead development of this new standard," said NAB Executive Vice President John Abel. "The application of RBDS to both the AM and FM bands has assured that all radio stations may participate."

### SATELLITE FOOTPRINTS

#### FCC TO LAUNCH CABLE ENCRYPTION INQUIRY

Titan Satellite Systems Corp. expects cable TV programmers and satellite equipment manufacturers and distributors will provide the FCC with "significant information regarding current market conditions and practices that have blocked competition" in the satellite descrambler market, says Titan Vice President Michael Meltzer—former executive for General Instrument, supplier of the industry's only descrambler, VideoCipher.

Within two weeks, the FCC is expected to issue a notice of inquiry into encryption technology for cable programming, with emphasis on the fact that General Instrument remains the only supplier of decoders.

The inquiry will focus on whether VideoCipher competitors ought to be

given access to GI's DBS authorization center. Titan co-owns VideoCipher-compatible patents and plans to sell its Linkabit descrambler for \$250, compared with GI's \$336. Meltzer says Titan, which now enters its fourth week of negotiations with cable satellite programmers, will test its own authorization center by December and go to market by February or March, with or without intervention from regulators.

Whether the FCC has the jurisdiction to take action—such as mandating access to GI's authorization center—will in fact be part of the inquiry. Jonathan Levy of the FCC's Office of Plans and Policy emphasized the inquiry proposes no rule changes, but said a report on the results will surely be passed on to Representatives Ed Markey (D-Mass.) and Tom McMillen (D-Md.), who requested the NOI be conducted. —PDL





Ralph Baruch  
 Edgar Bergen \*  
 Dick Clark  
 Bing Crosby \*  
 Jim Dowdle  
 John Gambling  
 Jackie Gleason \*  
 Gary David Goldberg

Peter Goldmark \*  
 Chet Huntley \*  
 Robert Hyland \*  
 H.V. Kaltenborn \*  
 Larry King  
 Michael King  
 Roger King  
 Kay Koplovitz

Gene Roddenberry \*  
 Rod Serling \*  
 Eric Sevareid \*  
 Frank Smith \*  
 Lesley Stahl

*Posthumous* \*

This is the BROADCASTING Magazine Hall of Fame, honoring excellence in the Fifth Estate.

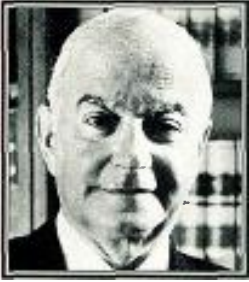
The following pages contain brief biographies of the 21 honorees who make up the Class of 1992. The Class Acts, as the editors put it. Each has made an indelible mark on the electronic nation, whether through radio, television, cable or one of their allied arts.

We know them well, if not all personally. The editors of BROADCASTING have chronicled the Fifth Estate since 1931. Theirs is a long tradition of recognizing greatness.

The Hall of Fame concept grew out of BROADCASTING's 60th anniversary in 1991. What better way to celebrate, we felt, than to establish an honor roll of those who have made the medium

marvelous, and who have been the stuff of our reporting. Symbolically, we chose one honoree for each year of our service to the industry. The 61st honoree came to be Sol Taishoff, a co-founder of BROADCASTING and its editor for half a century, whose name was nominated to us by readers and friends of the magazine.

And now there are 82. The editors have selected them from the present and the past, the living and the departed. One of this year's honorees—Eric Sevareid—lived to know of his award but, tragically, not long enough to receive it in person. Another—Robert Hyland—had been nominated too late for induction among the charter group. We are honored by their memories, as by their accomplishments.



## RALPH BARUCH

*"Communicators in America must be more concerned about Main Street and less concerned about Wall Street. We must realize that cable and broadcasting have to first please our viewers before we*

*try to please the bankers and the market makers...."*

Ralph Baruch took a CBS spin-off, CBS Enterprises, and made it a power in the Fifth Estate. As Viacom's first president and CEO (1971-83), he helped build an MSO and syndication company into a media conglomerate, adding TV, radio and cable networks. As chairman, until 1987, he also worked for passage of the Cable Act of 1984. Baruch, an immigrant to the United States from France, began his career in a recording studio soon after his arrival in his late teens. After engineering and sales jobs, he joined CBS in 1954 as an account executive with CBS Enterprises (formerly CBS Television Film Sales) and rose to become VP-GM. Baruch was also a co-founder of the National Academy of Cable Programming and in 1988 received that group's first Governor's Award.

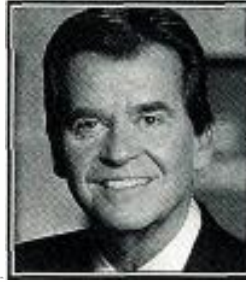


## EDGAR BERGEN

*"To me it's quite remarkable that this carved piece of wood...should be so important. He can be invited to the White House, received by the royalty of Europe...it's ridiculous, even, that my appearing any*

*place without Charlie is a complete failure. I do think it's a case of the tail wags the dog."*

That piece of wood, of course, was Charlie McCarthy, the most notable of ventriloquist Edgar Bergen's family of dummies. Bergen enjoyed a 30-year radio career, but it took some time and energy to get that career started. He and Charlie—whom Bergen had created in high school—tried for several years to break into radio, but were unsuccessful until hired to roast playwright Noel Coward at a party in 1936. It went so well that the duo got a guest stint on the *Rudy Vallee Show*. After three months guesting there, Bergen and Charlie got their own show on NBC, sponsored by Chase & Sanborn. It remained one of the most popular radio shows during its 20-year run. Then CBS Radio succeeded in luring away Bergen—who by then had added Mortimer Snerd and Effie Klinker to his repertoire of dummies—and he continued there for the next 10 years. Bergen successfully made the transition to TV, making many guest appearances on variety programs.



## DICK CLARK

*"I founded my own company in 1956 because being an on-air person they might have retired me, and I always wanted to be in the business I liked so much."*

The youngest looking hexagenarian in the business, Dick Clark is perhaps best known for *American Bandstand*, the long-running network and syndicated TV show that influenced pop music in the 1950's, '60s and '70s, much the way MTV does today. But people in the business also know him as a television producer of some force, producing everything from game shows (which he also hosts) to network specials and telefilms. Clark was bitten by the radio bug when he was 13. After breaking in as an announcer at WRUN(AM) Utica, N.Y., while attending Syracuse University, Clark moved to WFIL-AM-FM-TV Philadelphia, where *Bandstand* was born. In addition to the many network and syndicated programs Clark produces, he is also a partner in the Unistar radio network. In 1981 Clark became a founding partner of United Stations, a radio network specializing in long-form music programming. That network has now grown into the Unistar Radio Networks, long-form music programming, satellite-delivered 24-hour formats and network news to more than 2,000 stations.



## BING CROSBY

*"The things I have done are the things I have wanted to do. Doing them was no great sacrifice, and I have been heavily paid for having fun while I did them. So I don't know that my story contains*

*an inspirational point of view. However, it is certainly shot full of another American commodity—luck."*

As an entertainer, Bing Crosby's easy-going charm and smooth voice crooning Irving Berlin's "White Christmas" on countless Christmas specials has always ranked him as a hall of famer. Both as an entertainer and a businessman, Crosby was one of the handful of people who made radio and later TV broadcasting the most popular entertainment medium. CBS founder William Paley was said to have been impressed with Crosby as a singer for the Tommy Dorsey Orchestra and signed him to host a show in the early days of the network. For the next 20 years he was one of CBS's top stars, while also starring in dozens of Hollywood films, including the "Road" pictures with rival NBC star Bob Hope, and his Oscar-winning performance in "Going My Way." He turned his attention to television in 1951, where he made several highly rated variety specials and guest appearances. In search of a practical magnetic audio tape system to tape-delay his radio shows, Crosby was an early investor in Ampex Corp. in 1948. In 1956, Ampex came out with the first practical videotape recorder. He founded Bing Crosby



He wouldn't want us to make a big deal out of it, but we're tremendously proud of Jim Dowdle for making the Broadcasting Hall of Fame.



The Best Ideas In Broadcasting

WPIX-TV, New York • KTLA-TV, Los Angeles • WGN-TV, Chicago • WPHL-TV, Philadelphia • WGXX-TV, Atlanta • KWGN-TV, Denver • WGNO-TV, New Orleans  
WQCD FM, New York • WGN AM, Chicago • KCTC AM / KYMN FM, Sacramento • Tribune Entertainment • Tribune Radio Networks

Productions in the mid-1950's. Among the shows the company produced were *Ben Casey* (1961-66, ABC); *Hogan's Heroes* (1965-71, CBS), and his own *The Bing Crosby Show* (1964-65, ABC). He was awarded a special Peabody Award for "outstanding service to television" in 1969. He died nine years later.



## JIM DOWDLE

*"There's room for growth for those who want to grow. But it's going to take some dice rolling."*

Since taking charge in 1981, Jim Dowdle has built the Tribune

broadcast group into an independent broadcasting powerhouse by embracing the changes that rocked the business over the past decade. He acquired three additional major-market stations, most notably KTLA(TV) Los Angeles for a record \$510 million, and exploited synergies with a vigorous first-run syndication arm and cable. Syndication gave it programing; cable, extended reach. Thanks to cable, flagship WGN-TV Chicago now reaches 35 million cable homes across the country. Having struggled with his accounting courses at Notre Dame, Jim Dowdle didn't know what he wanted to do upon graduation in 1956, except, of course, avoid accounting. So after a three-year stint with the Marines, Dowdle was happy to sell time for the client stations of the pioneer Petry rep firm. That led to sales jobs at Katz, KWTW(TV) Oklahoma City and KSTP-TV Minneapolis. Dowdle finally got a shot at running his own station. Hubbard Broadcasting's WTOG(TV) Tampa-St. Petersburg, Fla. So when Tribune needed an executive to lead it into the future, Dowdle was ready.



## JOHN A. GAMBLING

*"I think it has continued so long because of the believability and the continuity. It's a comfortable thing, and there's the constant of a John Gambling."*

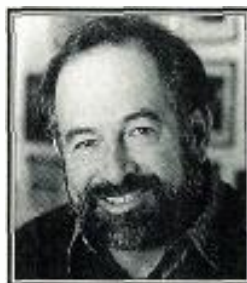
Since 1925, New Yorkers with an appetite for a reassuring blend of news, weather and breezy banter on the radio have been able to get it from one family: the Gamblings. In fact, the audience has been able to get it from three generations of men named John Gambling. The second generation, John A. Gambling, made his radio debut at the age of four, and began serving as a regular substitute host for his father, John B. Gambling, in 1951. He took over the *Rambling With Gambling* program on WOR(AM) in 1959 and carried on the family tradition for more than three decades, putting the program in the "Guinness Book of World Records" as the longest-running radio show in the world. On his own, he also started JAG Communications, which owned radio stations in several major markets. When John A. retired in 1990, he turned the show over to his son, John R., and turned thousands of New Yorkers over to a third generation of John Gamblings.



## JACKIE GLEASON

*"And away we go."*

Television's "Great One" will always be known best for the one-year run of *The Honeymooners*, which yielded 39 episodes of some of television's best comedic moments. The former vaudeville performer modeled many of the characters of *The Honeymooners* and other sketches he created after family members and other people he grew up with in Brooklyn. The 39 surviving episodes of *The Honeymooners* should have been double that amount, since Buick originally paid Gleason \$14 million for two seasons' worth. Gleason, however, didn't feel the writers could maintain the level of quality achieved in the first season, and he refused to do the series for the 1956-57 season. The idea for the series came from a skit in his CBS variety show, in which he had starred since 1952. It was in the variety form that he had his most lasting success. Gleason's variety shows remained a staple of CBS programming until 1970. In addition to his television work, Gleason garnered critical and popular success on the stage and on the big screen. It is ironic that Gleason, who died in 1987, received accolades from both the motion picture industry and Broadway but was never awarded an Emmy in the medium he influenced the most.



## GARY DAVID GOLDBERG

*"When we decided to do Brooklyn Bridge, I decided I didn't want to make any concessions to television, and I think it's the best work I've done."*

Gary David Goldberg began his career at MTM in the mid-1970's, considered the television writers' mecca at the time. He cut his teeth as a writer for the *Bob Newhart Show* before becoming story editor and eventually producer of the critically acclaimed *Lou Grant*, and, in 1980, before leaving MTM, he created and was executive producer for *The Last Resort*. Since 1981, Goldberg has run UBU Productions, which is aligned with Paramount Television. Under the UBU banner, Goldberg created and produced *Family Ties*, which had an eight-year run on NBC, and he currently oversees *Brooklyn Bridge* for CBS.



## PETER GOLDMARK

*"The NTSC didn't want to 'mess up' monochrome with color, so they proposed it be relegated to the UHF region. Some things haven't changed much in the last 10 years."*

In 1940, the story goes, CBS chief television engineer Peter Carl Goldmark saw "Gone with the Wind," asked "Why not



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Our dedicated team of over 20 full-time media specialists has global industry knowledge and expertise in all facets of finance, strategic advice and mergers and acquisitions. Whether working with a private company in a single industry or a public corporation that operates globally,

we provide ideas and superior execution which lead to success.

Since 1985, First Boston has advised its media industry clients on over \$75 billion of public and private financings and mergers and acquisitions. The 1992 transactions featured here exemplify the range of our expertise in different segments of the media industry.

## Media Group 1992 Transactions Through August 31

First Boston Client	Description of Transaction	Approximate Size of Transaction
<b>Broadcasting</b>		
Grupo Televisa S.A. de C.V. Tribune Broadcasting Partners	Co-Lead Manager of Global Depository Shares (Europe) Sale of Station; Recapitalization with investment by Tribune	\$ 250,000,000 62,400,000
<b>Cable</b>		
American Television & Communications Corp. Cablevision Industries Corporation 1st CableVision, Inc. The Providence Journal Company/Kelso TCL Central, Inc. Tele-Communications, Inc. Tele-Communications, Inc. Tele-Communications, Inc. Tele-Communications, Inc.	Fairness opinion with respect to offer by Time Warner Inc. for Remaining Interest 10% Senior Notes due 2002 Fairness opinion with respect to the acquisition of a cable television system Acquisition of King Broadcasting Company Senior Notes due 2002 9.80% Senior Notes due 2012 9.25% Senior Notes due 2002 10.125% Senior Notes due 2022 9.875% Senior Debentures due 2022	\$ 1,250,000,000 300,000,000 Not Disclosed Not Disclosed 150,000,000 600,000,000 200,000,000 150,000,000 100,000,000
<b>Cellular</b>		
Greek Government	Sale of two GSM cellular telephone licenses	\$ 850,000,000
<b>Entertainment</b>		
DEFA Studios Babelsberg GmbH Paramount Communications, Inc. Paramount Communications, Inc.	Sale to Compagnie General des Eaux 7½% Senior Notes due 2002 8¼% Senior Debentures due 2022	Not Disclosed \$ 250,000,000 250,000,000
<b>Printing</b>		
Arcata Corporation Quebecor Printing Inc. U.S. Banknote Corp. U.S. Banknote Corp.	Sale of San Jose, CA plant to Quebecor Printing Initial Public Offering (European co-manager) 10.375% Senior Notes due 2002 6,766,375 Common Stock Offering	Not Disclosed \$ 220,500,000 110,000,000 43,135,641
<b>Publishing</b>		
Enquirer/Star, Inc. Enquirer/Star Group, Inc. The E.W. Scripps Company The E.W. Scripps Company General Cinema Corporation General Cinema Corporation Graphic Management Associates, Inc. (GMA) Houghton Mifflin Company Oklahoma Publishing Company	10.375% Senior Subordinated Notes due 2002 135,000 Units consisting of Zero Coupon Senior Subordinated Notes due 1997 with Warrants Medium Term Note Program 1,000,000 Shares of Class A Common Stock 8¼% Senior Notes due 2002 8¾% Senior Debentures due 2022 Sale of the Company to Muller Martini Benefits Trust (Flexitrust) Block sale of 2,000,000 shares of Dow Jones & Company Common Stock	\$ 100,000,000 100,000,000 200,000,000 97,000,000 150,000,000 150,000,000 Not Disclosed 18,400,000 62,000,000
<b>Satellite</b>		
Communications Satellite Corporation INTELSAT Telesat Canada Telesat Canada	8¼% Debentures due 2004 7¾% Notes due 2002 10.75% Senior Notes due 2002 (Euro Medium Term Notes) 11.59% Senior Notes due 2001	\$ 160,000,000 200,000,000 170,000,000 82,000,000

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## First Ideas, Then Results.



### FIRST BOSTON

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color television?" and by the end of that day had devised a theory. Three short months later, CBS demonstrated his field sequential color TV transmission system over the air in New York. Yet Goldmark's sudden leap into a new era sparked massive competitive color research, and World War II would give major competitors, including RCA, time to come up with alternatives and industry allies compelling enough to block the FCC's 1950 adoption of Goldmark's standard. Taking his mind off prolonged court and internecine battles over his color system by inventing the 33 1/3 rpm long-playing phonograph record for CBS's Columbia Records in 1948, the accomplished cellist eventually relented in 1952: CBS joined industrywide development of a compatible color system along RCA's lines. Yet all who participated in and witnessed the birth of color TV remember Goldmark as the man who not only thought the unthinkable, but first made it real. He died in 1977 at 71.



### CHET HUNTLEY

*"I find that among our colleagues in the news business there is a brand or a degree of arrogance there that I think is most unbecoming to us. Newsmen are not privileged people. So I think*

*we might adopt a somewhat more humble and modest attitude."*

Chet Huntley, who made that statement two months before his death in 1974 at the age of 62, appears never to have lost touch with his "humble" roots in small-town Montana. Huntley, who along with David Brinkley established what remains the form for TV newscasts, co-anchored the *Huntley-Brinkley Report* from 1956 through Huntley's retirement in 1970. With Huntley based in New York and Brinkley in Washington, their newscast was the number-one news program for 12 of its 14 years. Huntley got his start in radio, first as a reporter for KCBC(AM) Seattle and later at CBS Radio. He joined ABC as a correspondent in 1951 and was hired away by NBC in 1955. After his retirement from NBC in 1970, Huntley remained active as chairman of Big Sky Resort in Montana.



### ROBERT HYLAND JR.

*"People wanted a voice in things that were going on in their world. They were asking more and more questions. We decided broadcasting could be a service to these people."*

A colleague once described Robert F. Hyland Jr. as "constantly brimming with ideas." This, together with Hyland's admitted "insatiable" thirst for knowledge and information, led to his invention of the talk-radio format in 1960. As general manager of KMOX(AM) St. Louis, he dropped all music shows from 3 to 7 p.m. weekdays and put in new "information programs" with audience participation. Advertisers were hesitant at first,

but 13 years later, KMOX was considered the profit center among the CBS-owned radio stations. His broadcasting career, which included everything from sweeping the station floor to senior VP of CBS Radio, showcased his creativity. In 1955, he worked out a system that allowed KMOX to carry St. Louis Cardinals baseball while retaining the full CBS Network program lineup. He used the Conelrad weather warning system, which was later adopted nationally by the United States Weather Bureau, and he incorporated "Call for Action," a local volunteer public service effort, into KMOX programming. Hyland turned down the presidency of CBS Radio to stay in his native St. Louis, where he was still GM of KMOX(AM)-KLOU(FM) when he died last March.



### H.V. KALTENBORN

*"I am a member of the radio committee of the Civil Liberties Union because I feel that the pressure is too much on the side of censorship and not enough on the side of freedom."*

We take for granted live broadcasts from battlefields and remote parts of the globe, but someone had to be first, to blaze the trail. H.V. Kaltenborn was such a pioneer. Born in 1878, he was an editor for the *Brooklyn Eagle* when he gave his first wireless talk in 1921. By 1923 he was a radio regular in New York. His precise, clipped delivery became familiar to listeners across the country on CBS and then NBC during the 1930's and '40s. He made broadcasting history in the summer of 1936 while covering the Spanish Civil War. He crouched in a bullet-pierced haystack between the two armies for nine hours waiting for word that connections had been made across the Atlantic. When that word came, he described the battle with the roar of guns in the background, the first time a live report was made from a war zone. Kaltenborn considered himself not just a reporter, but a commentator. "News interpretation can be more important than the news itself," he said in 1950. Indeed, his name was almost always preceded with the phrase, "dean of the radio news commentators." In 1942 he helped found the Radio Pioneers Club (now the Broadcast Pioneers). He also worked in TV late in his career. He died in 1965.




### LARRY KING

*"I have not asked all the questions and I haven't heard all the answers.... And if I ever get that way, I'll quit."*

After honing his skills for 20 years in the Miami radio market, Larry King has established himself as a nationwide household name and one of the most prolific interviewers of his time. His beginnings in broadcasting were inauspicious: he arrived in Miami from Brooklyn in 1957 as Larry Zeiger, and took the last name of King at the urging of a radio station general manager who told





**HE WAS  
PROFILED  
IN THE  
WALL STREET  
JOURNAL,  
NEW YORK TIMES  
& WASHINGTON  
POST.**

him Zeiger wasn't right for show business. His first radio interview show originated from a Miami Beach restaurant where he interviewed local celebrities and anyone else who walked through the door. It was in that environment that he developed his now-famous interviewing style: short on preparation and long on curiosity. Since then, he has interviewed an estimated 30,000 people. King now adds to that list twice a night—first on television as host of *Larry King Live* on CNN, then later via radio on Mutual Broadcasting's *The Larry King Show*. The mutual program, which began in 1978, made him the king of late-night radio.



## MICHAEL AND ROGER KING

*"We've raided every major company in the business—Paramount, 20th Century, Columbia. You name it: somebody in this company worked for them. And usually*

*it was one of the top people in the business that mattered. At this point, I think we have the finest distribution company in the U.S."*—Michael King

*"When you get into syndication, you have to have your thing all together. Nobody's giving an inch. You're down here in the Super Bowl every day. This is not once a year, we fight it out and that's the end of it. It's week after week, the ratings wars. You're dealing with millions of dollars."*

—Roger King



After taking over the reins of King World Productions in 1973, then a privately held company founded on the station sales of classic "Little Rascals" shorts, brothers Michael and Roger King went on to make their own indelible imprint on first-run syndication during the go-go 1980's. At a time when the major Hollywood studios dominated the syndication

market, the King brothers' runaway success with the game show strips *Wheel of Fortune* and *Jeopardy!* had something of the David vs. Goliath matchup about it. *Wheel* and *Jeopardy!* not only provided King World a solid hold on lucrative prime access time periods on 200-plus stations, the brothers used that success as a building block for the lucrative launches of *The Oprah Winfrey Show* in 1986 and *Inside Edition* in 1989. Since the 1983 first-run syndication launch of the Merv Griffin-produced *Wheel*, King World's annual revenue has grown from \$4.17 million in 1982 to \$419.6 million (for nine months ending May 31, 1992). King World was founded in 1964 by Charlie King, a one-time radio producer from Rahway, N.J., who had acquired the rights to "The Little Rascals." The elder King passed his sales acumen on to sons Roger and Michael, taking both on sales calls during their early years. Michael, 44, who as president oversees program development, acquisitions and advertising, joined King World after his father's death in 1973.

having worked two years previously as sales manager and part owner of WAAB(AM)-WAAF(FM) Worcester, Mass. Roger, 48, chairman, joined the family-run business in 1977. Credited with spearheading KWP's major sales efforts and promotion, Roger gained his sales education in a variety of radio and TV sales positions.

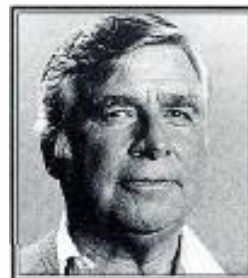


## KAY KOPLOVITZ

*"The future of the television business looks chaotic to many, but not to me. Change has always offered me a clarion call, a sense of adventure, risk assessing and the great potential for reward.*

*The horizon is infinite."*

Kay Koplovitz has a way of making into fact what appears to be science fiction. Back in the late 1970's, she saw potential in the nascent cable programming business and helped develop USA Network, the first ad-supported basic cable service in the country. Today, as naysayers dismiss the idea of starting new cable networks, she has managed to launch the Sci-Fi Channel in an estimated 10 million homes. It was more than 12 years ago that Koplovitz founded USA Network, the broad-based programming service that has grown to become the nation's highest-rated cable network. Her work on the channel actually dates back to the 1977 launch of Madison Square Garden Network, which later became USA. Prior to becoming president and CEO of USA, Koplovitz served as VP and executive director of UA-Columbia Satellite Services Inc. Over the years, her groundbreaking work in cable programming has included the first negotiations for national cable rights to a number of major league sports. USA has also been at the forefront of such cable programming innovations as the acquisition of top off-network series and high-profile theatrical movie packages on a pre-syndication basis as well as the development of original made-for-TV movies and exclusive series.



## GENE RODDENBERRY

*"The variety of subjects we've attacked on Star Trek really has been as close to a school of philosophy as I can think."*

Swashbuckling space captain James T. Kirk had nothing on his real-life creator, Gene Roddenberry, who at one time or another was a decorated bomber pilot, poet, magazine writer, policeman and ultimately creator/writer/producer of one of TV's most popular shows, *Star Trek*. Born in El Paso in 1921, Roddenberry grew up in Los Angeles with an interest in law and, later, aeronautical engineering. As a bomber pilot in World War II, he flew 89 missions and earned the Distinguished Flying Cross. After the war and stints in commercial aviation, he came to Hollywood to try scriptwriting—he had written freelance for aviation magazines and sold poetry to, among other places, *The New*



**HE CHANGED  
THE VIEWING  
HABITS  
OF AMERICA'S  
ADULTS.**



*York Times*. Finding TV writing jobs scarce, he became a Los Angeles policeman, then put that perspective to good use, eventually selling scripts to *Dragnet* and *Naked City*, and becoming head writer for *Have Gun Will Travel*. In 1966, *Star Trek* debuted on NBC, and has lived longer and prospered more in off-network and a first-run sequel, in theatricals and animated versions, in conventions and fan clubs, than even the visionary Gene Roddenberry could have imagined. He died last year.



## ROD SERLING

*"The half-hour form is a fact of life, and as long as we have to live with it, we might as well try and do something meaningful in it."*

A prolific and perhaps the best writer of television drama, Rod Serling and his distinctive voice introducing *The Twilight Zone* have left a lasting impression on American popular culture. Serling set the tone for the show with its fantasy plots and Cold War-era themes. He wrote 89 of the 151 *Twilight Zone* shows, which ran on CBS from 1959 to 1964 and won Emmys for "Outstanding Writing Achievement in Drama" in 1960 and 1961 for the show. Serling started out as a writer for radio and TV dramas in Cincinnati. In 1950 he sold his first television script to NBC for \$100. Serling would thrive during the era of live television drama. He wrote classic scripts including the Emmy-winning "Patterns" for NBC's *Kraft Television Theatre* (1955) and "Requiem for a Heavyweight" and "The Comedian" for CBS's *Playhouse 90* (1956 and 1957). (He also won a 1956 Peabody Award for "Requiem.") Another Emmy was awarded in 1964 for "It's Mental Work," on NBC's *Bob Hope Presents the Chrysler Theatre*. Before his death at age 50 in 1975 of a heart attack, he produced, wrote and hosted several shows including a game show, *Night Gallery* (1970-73, NBC) and another mystery anthology. He also lent his voice to narration of Jacques Cousteau specials.



## ERIC SEVAREID

*"I discovered a reporter must not only travel, study and risk his life to find the truth; he must also be a politician and a wire-puller before he is allowed to tell the truth."*

Eric Sevareid, celebrated journalist and commentator for close to 50 years, was one of the cadre of radio reporters who made up the CBS news team, led by Edward R. Murrow, which kept Americans riveted to their radio sets during World War II. After Sevareid's death this past July, former CBS President Frank Stanton described him as the best writer of his generation, bar none. Sevareid joined CBS in 1939 and is credited with breaking the story of France's surrender to Germany in 1940. He survived a month in a Burmese jungle, evading head-hunting natives and Japanese soldiers, after a plane crash in 1943. "Mr. Sevareid has emerged from his war experiences

deeply conscious of his responsibilities as a news reporter." BROADCASTING wrote in a profile in 1946. "But the man is too big, too sincere ever to become pompous or to lose his native wit." CBS News anchor Dan Rather wrote of Sevareid in the *Washington Post*: "I prefer to think of him as the Great Northern Star, constant and clear, the big, bright, quiet one."



## FRANK SMITH

*"We've never looked for bargains. We just looked for anything for sale for a price that was fair. But every buy we've made has turned out to be a bargain."*

Without Frank Smith, there might not have been a Tom Murphy or a Dan Burke or a Capital Cities/ABC. It was Smith who founded and built Capital Cities Broadcasting Corp. from a single UHF station in Albany, N.Y., to one of the country's largest group owners, taking the company public in 1965. That first purchase may best exemplify the aggressive approach that Smith and Capital Cities had and still have. Competing against a much stronger VHF in 1954, Smith went out and bought two more UHF stations to use as satellites, creating what was, in a sense, a little UHF network in and around Albany. Current Capital Cities/ABC Chairman Tom Murphy said of the venture in 1965: "Anyone with less guts would have folded his tent and quietly stolen away. What Smitty did was to compete with a V the way nobody else had tried before." Smith shunned the limelight, as does Capital Cities (and now ABC) today. In a 1965 profile, Smith was described as conservative and Capital Cities as compact, tough, tight-knit, aggressive, shrewd and efficient. He died in 1966 at age 56.



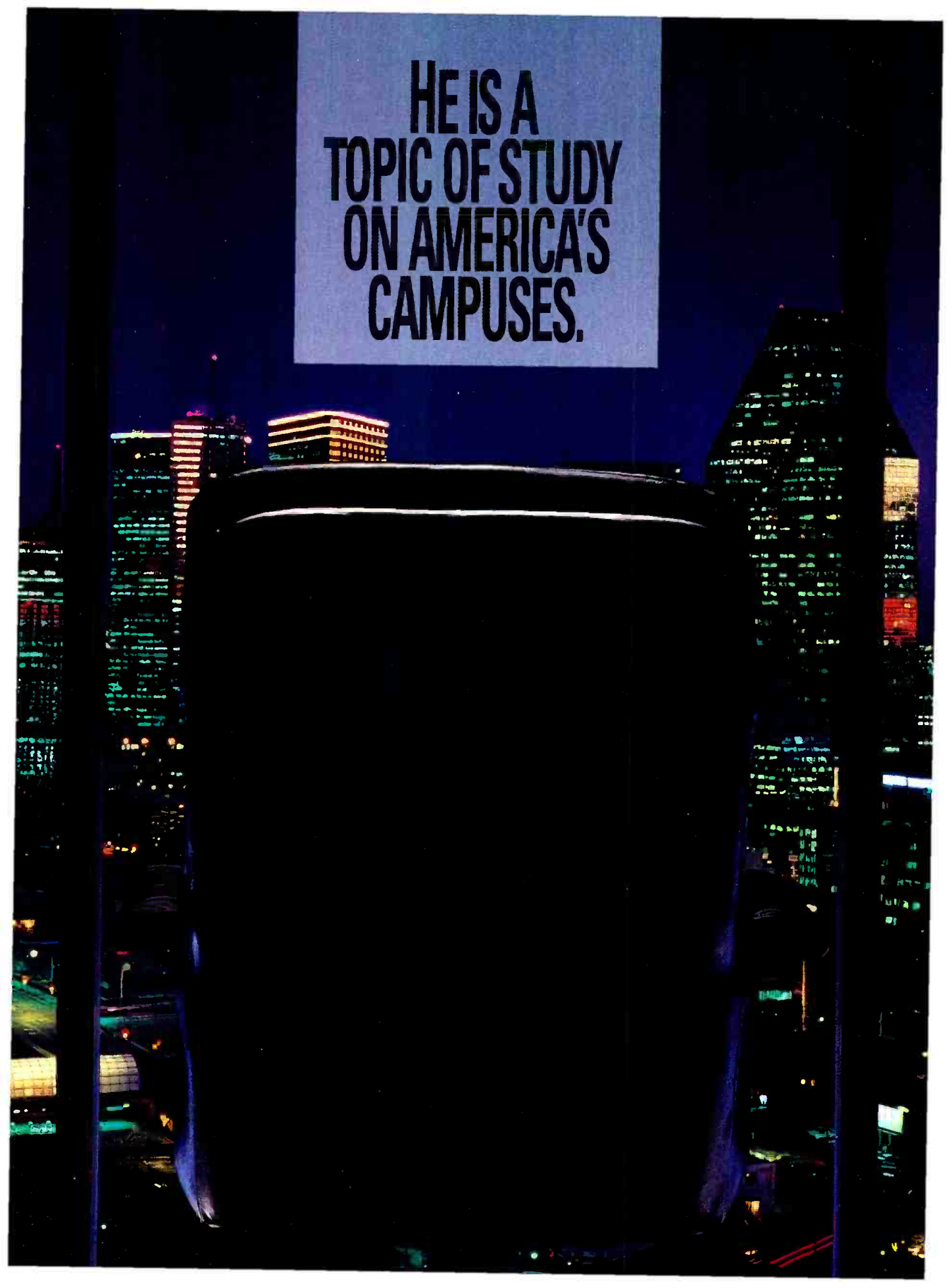
## LESLEY STAHL

*"The picture, if it's strong enough, will always drown out the word."*

Lesley Stahl's current assignment as a correspondent on CBS News's *60 Minutes* culminates a distinguished 20-year career at the network marked by her coverage of three Presidents. Stahl concedes that being a woman helped land her a reporter's job at CBS News in 1972 after a stint as speech writer for New York Mayor John Lindsay and a start in broadcast journalism at NBC News and WHDH-TV Boston. But her rise to network prominence was due to a widely recognized tenacity and hard work. Stahl "has developed into an admirably persistent questioner who doesn't mind being a touch offensive in the interests of dredging forth a comprehensible answer from a reluctant biggie," wrote the *New York Times* in commenting on her style on *Face the Nation*, which she hosted between 1983 and 1991. The Massachusetts native earned the White House beat in 1978 during the Carter administration. And she was there for most of the Reagan years and the first two of George Bush's. She is in her second season at *60 Minutes*.



**HE IS A  
TOPIC OF STUDY  
ON AMERICA'S  
CAMPUSES.**



# Washington

## PROGRAMING INTEREST FOR TELCOS UNDER FIRE

*Broadcasters say FCC plan to allow 5% equity goes too far; CATA, NCTA file court suit*

By Joe Flint

**D**id the commission go too far or not far enough when it adopted its video dialtone rules last July? It depends on whom you ask.

In asking the FCC to reconsider its rules, telephone companies argued the rules as now written will do little to spur cable competition as the FCC intended, while broadcasters and cable operators said the rules threaten to give telcos monopoly powers in the video marketplace.

Neither side was relying solely on the FCC for relief. The National Cable Television Association and the Com-

munity Antenna Television Association challenged the rules in the U.S. Court of Appeals in Washington, arguing the FCC overstepped its authority in tampering with the statutory ban against telcos owning cable systems in the same market.

Their petitions for review followed that of the United States Telephone Association, which contended the FCC should have gone further in loosening the restrictions.

Hoping to spur telcos to build broadband networks and bring competition to cable, the FCC relaxed the statutory cable-telco crossownership ban and granted telephone companies

new opportunities and incentives to become distributors of video programming to the home (BROADCASTING, July 20).

The new rules would permit telcos to distribute video for programmer-customers on a common-carrier basis without having to obtain a municipal cable franchise. They also permit the telcos to acquire up to a 5% ownership interest in programming services and lend money to them.

Although the NCTA did not oppose allowing telcos to invest and provide financing for programming, it said the FCC should set forth a more definitive regulatory framework for video dial-

## RURAL EXEMPTION INCREASE UNWARRANTED, NCTA ARGUES

**T**he National Cable Television Association last week urged the FCC not to permit telephone companies in rural communities with populations between 2,500 and 10,000 people to provide cable service, arguing that 99% of such small towns are already served by independent cable operators.

The 1984 Cable Act now exempts towns of fewer than 2,500 from its ban against telcos owning cable systems. The NCTA's comments were sparked by the FCC's proposal last July to expand the exemption to encompass communities of up to 10,000.

The cable association's opposition was seconded by the National Association of Broadcasters, which shares the NCTA's fear of telco entry into the TV business.

But the United States Telephone Association strongly supported the expanded exemption, calling it a "positive step" with "no downside."

An expansion of the exemption "would increase the number of communities in which exchange carriers could offer their skills and capabilities," the USTA said. "It would provide a substantial area in which competition could be promoted as the best vehicle to bring to consumers improvements in video programming and video programming delivery," it said. "The opportunity for new competitive entry in cable television itself can provide incentives to incumbents to deploy

newer technology, increase quality, add services and control rates better."

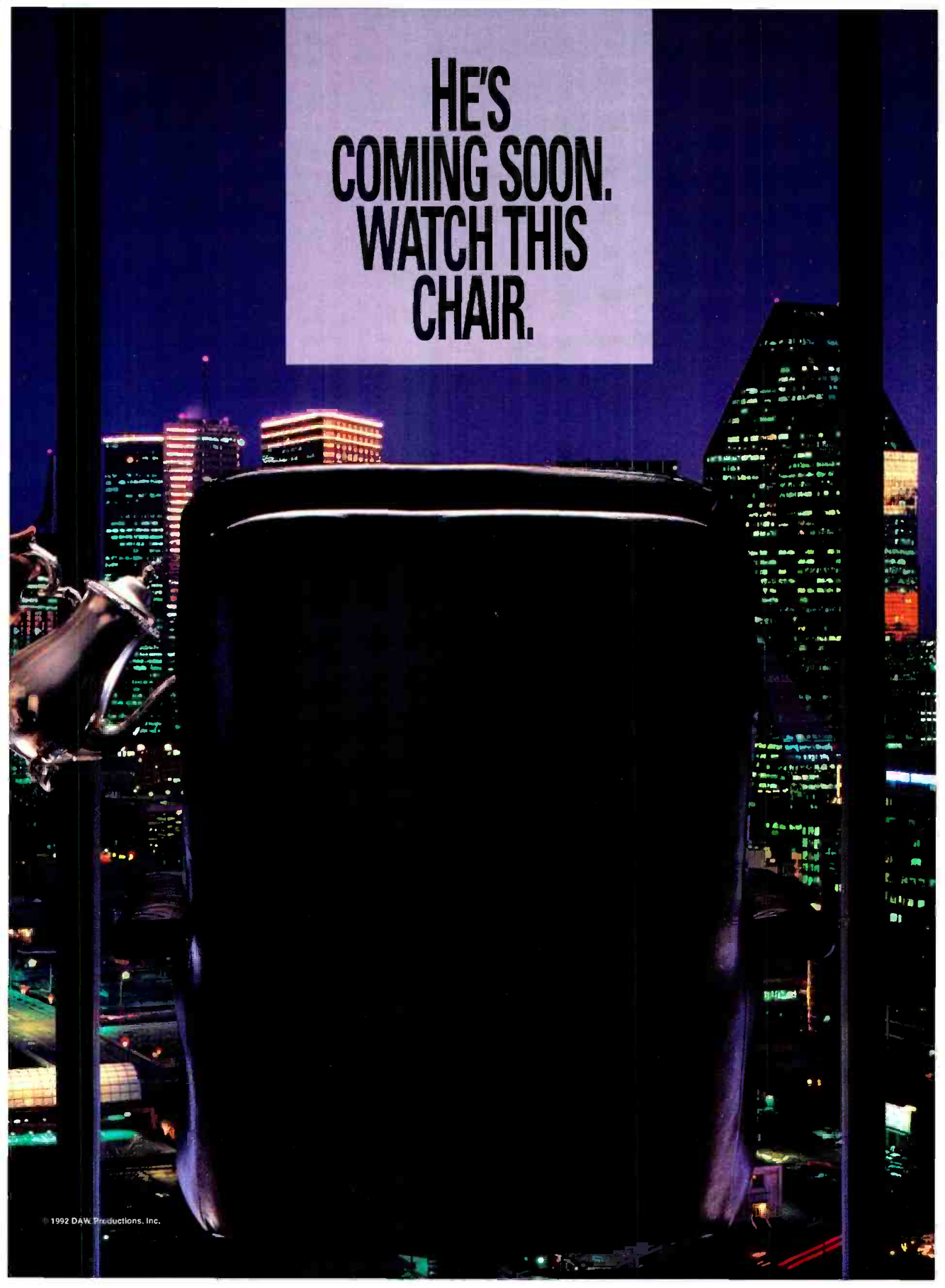
But the NCTA countered that the "purported intent" of the expanded exemption is not to increase competition but to insure all communities have cable service. And if that is the case, it said, the expanded exemption is "unwarranted." According to its study, only 63 out of the 4,856 communities with populations between 2,500 and 10,000—less than 2%—are "without cable service or in the process of obtaining cable services."

If the goal is to bring cable to all communities, the NCTA and the NAB said the best approach is to grant waivers of the crossownership ban on a case-by-case basis.

Since their comments were filed simultaneously, the USTA could not respond directly to the findings. However, it said, its research showed that many communities said to be receiving cable service are, in fact, unserved. The discrepancy is due to the fact that many operators simply do not serve all the homes within their franchise areas. It found 148 communities with fewer than 10,000 people where coverage was less than 50% and 455 where coverage was less than 75%. Since the FCC does not track how much of a franchise a cable operator actually services, the USTA said, "the problem may well be worse than" its data indicate. —HAJ



**HE'S  
COMING SOON.  
WATCH THIS  
CHAIR.**



tone, including a cost-allocation scheme and specific safeguards to prevent anticompetitive behavior by the telcos.

The NCTA alleged the FCC has created new incentives and opportunities for anticompetitive mischief by telcos without dealing "in advance with the complex regulatory framework that will be necessary to detect and prevent such mischief."

The telcos said the FCC regulatory grip was already too tight, arguing that the new construction application process was no longer needed. "The primary statutory purpose of Section 214 has been achieved through the rule-making decision that new video-facilities construction is required in the public interest," said GTE Service Corp.

The NAB said the FCC's 5% programming investment benchmark oversteps the bounds of the 1984 Cable Act and should be reconsidered.

"A 5% interest can be a 'controlling' interest when owned by an entity which also owns the distribution pipeline," said the NAB. "For example, the telco could own 4.99% of the programmer, finance 100% of the programmer's operation, enter into a management agreement with the programmer, and joint venture with the programmer in non-programming aspects of the video dialtone operation such as the manufacture and distribution of customer premises equipment."

The NAB also said it "supports no other relationship between telcos and

programmers except that of a common carrier," which only allows telcos to provide distribution lines for video programming.

Telcos such as Southwestern Bell Corp. argued that the FCC's video dialtone rules "will actually impede, rather than advance" the FCC's objectives.

"The major error in the commission's entire analysis is that it patently ignores that the local exchange carriers (LEC's) would be new entrants into the video service marketplace competing with several established firms with a monopoly, or near monopoly, in such markets," Southwestern Bell said.

The 5% limit on programming investments, said Southwestern Bell, Nynex and United Telephone companies, is not enough to give the LEC's a reasonable opportunity to cope with the risk of creating video dialtone.

According to its reading of the Cable Act prohibition, said Southwestern Bell, telcos are allowed to acquire up to a 50% ownership interest in programmers. "Thus, the FCC places greater ownership restrictions on the LEC's than are currently required by statute," Southwestern complained.

Pacific Bell argued that "when there is no possibility of control, any ownership interest should be permitted."

The city of New York shared the broadcasters' fear that even 5% leaves too much room for anticompetitive behavior. Twenty telcos, each with a 5%

ownership interest, could collectively own programming sources. "Each individual telco that has a 5% ownership interest in such programming sources might have an incentive to discriminate against non-affiliated programming sources seeking access to its video dialtone platform," the city said.

The telcos said that video dialtone will not go anywhere as long as they are prohibited from buying existing cable systems to use for providing service. "If the commission is truly intent on encouraging the LEC's to experiment in and participate in the provision of video dialtone, it should not limit their options by prohibiting them from selecting what may be the most economical and efficient means of doing so in their respective traditional telephone service areas," said Southwestern Bell Corp.

Absent that, the LEC said, some "may never find it feasible to even experiment in the provision of video dialtone...."

The NCTA agreed that the prohibition preventing telcos from buying existing cable systems should be repealed. Said the NCTA, "Given the anticompetitive risks inherent in the commission's approach, the FCC's ruling that telcos may not acquire and use existing cable facilities for the provision of video dialtone service is particularly unfair and ill-advised." In other words, it said, if video dialtone gives telcos an unfair advantage, cable operators should at least have a new buyer in the market for their systems. ■

## USTA CHALLENGES COX TELEPORT PURCHASE

*Says FCC lacked authority to allow cable company into local telephone service*

**By Randy Sukow**

**T**he United States Telephone Association pressed its bid to halt cable industry participation in the telephone business last week, filing a legal challenge to the FCC's decision to allow Cox Communications to acquire control of Teleport Communications-New York.

A cable company's ownership of the New York teleport "would violate the cross-ownership prohibition of the Cable Communications Act of 1984, and the commission lacked authority to give consent," USTA claimed in its notice of appeal to a federal appeals

court in Washington. The Staten Island-based teleport provides local telephone service to areas currently served by a Cox-owned cable system.

The appeals court filing provided no further rationale for the challenge (a "notice of appeal" is not required), and USTA President John Sodolski and Vice President and General Counsel Martin McCue declined to comment. "It was so plainly a silly position I was surprised USTA filed a notice of appeal. I don't know what purpose it would serve," said Cox attorney Werner Hartenberger, partner, Dow, Lohnes & Albertson, Washington, last week.

"The reality is that this will probably wind up being a waste of everyone's time," said Bob Atkinson, vice president, Teleport Communications.

Earlier, the commission voted 5-0 to approve Cox's acquisition of a 50.1% controlling interest in the teleport, concurrently denying USTA's petition to deny.

"Teleport is a common carrier, but a common carrier like cellular [radio], not a common carrier like a local exchange carrier," he said. Teleport does not control telephone poles or other essential phone-service conduits on the polls and cannot be considered a "bottleneck" operator, he said. ■



**House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has volunteered to help the FCC squeeze some extra dollars out of Congress to help the agency implement and administer the new cable act.** "In order to afford consumers the protections that Congress intended," Dingell says in an Oct. 9 letter to FCC Chairman Alfred Sikes, "it is essential that the commission have the resources necessary to implement the statute effectively." Not satisfactory is "robbing Peter to pay Paul by reallocating the commission's existing resources," he says. If the FCC helps him prepare a supplemental appropriations request, he says, he will take it to the appropriations committee early next year and work for its passage.

**FCC Chairman Al Sikes's top aide Terry Haines takes issue with NAB President Eddie Fritts's assertion in**

BROADCASTING (Oct. 12) that Sikes has been overstating the administrative burden that would befall the agency due to the new cable law. "As the NAB knows, it's not just the FCC that is predicting a large drain on agency resources," Haines says. "The Congressional Budget Office figures it will cost between \$20 million and \$25 million a year to undertake the tasks required by the bill—figures that are squarely in line with ours."

**Daniels Cablevision last week delivered on its promise,** following Turner Broadcasting System in challenging the constitutionality of the retransmission-consent and must-carry provisions of the new cable law in U.S. District Court in Washington. Like Turner two weeks ago, Daniels alleges the law violates its First Amendment rights. The law "purposefully restrict[s] Daniels Cablevision's capacity to communicate and conduct its press business," says the complaint.

**After just two years as the top staffer on the House Telecommunications Subcommittee,** Herb Brown last week said he would resign before the new Congress convenes next January to return to the private sector. Brown worked at Kirkpatrick & Lockhart prior to joining Edward Markey's (D-Mass.) subcommittee in 1990. Brown feels he is going out on top, given Congress's passage of the subcommittee's cable bill. "That was the jewel in the crown," he says. "This has been one of the most exciting and productive periods in the subcommittee's history."

**FCC Chairman Alfred Sikes has evaded questions** about how much longer he intends to stay at the commission, even if Bush pulls off a Harry Truman this November. But in a speech at the United States Telephone Association convention in New Orleans two weeks ago, he sounded as if he is getting out, regardless of who is in the White House. "Well, as I serve the final year of my term as a commissioner and perhaps my final months as the commission's chairman..." he said in concluding the speech. Sikes's term expires June 30, 1993.

**Credit FCC Commissioner James Quello** with the FCC's request for further comments on terrestrial DAB when it proposed two weeks ago allocating spectrum for satellite DAB. As the FCC pushes ahead with satellite DAB, said an aide to Quello, "we don't want to fall behind on terrestri-

al." Broadcasters are exploring various terrestrial DAB systems as a means of staying qualitatively competitive with other media.

**A challenge to the FCC's preference for minority in broadcast licensing fizzled** as the Supreme Court refused to hear the case. Justice had urged the court not to take it up.

The challenge had been mounted by Galaxy Communications Inc., locked in a three-way contest for a new FM license for Shelbyville, Del. The FCC had awarded the license to a competing applicant, Anchor Broadcasting Limited Partnership, partially because of the preference. After the U.S.

Court of Appeals rejected its argument that the preference was unconstitutional—a violation of the due process clause of the Fifth Amend-

ment—Galaxy asked for Supreme Court review.

In opposing review, Justice contended the appeal court was correct in faulting Galaxy for failing to raise the constitutional question at the FCC.

Also, it said, the Supreme Court by a 5-4 vote affirmed the preference in *Metro Broadcasting* two years ago and Galaxy presents no new arguments to merit a review.

Justice's opposition to review surprised some, since the preferences are counter to administrative policy and it had argued for eliminating them in *Metro*.

**The FCC last week boxed up and shipped off the entire record of its fin-syn rulemaking** to the U.S. Court of Appeals in Chicago at the request of the three-judge panel that is now considering appeals of the rules. The agency managed to pack the 23 volumes into seven Xerox paper boxes.

An attorney in the General Counsel's office said not to make too much of the request. The Chicago court "ordinarily" demands the entire record, she said. "There is less here than meets the eye."

The attorney didn't know quite what to make of a separate request for two reports from prominent economists supporting the networks' position that the rules should be repealed in their entirety. One was written by Alfred Kahn, the other by Harvard professor Lawrence Summers.

Others saw in the Kahn-Summers request the hand of Judge Richard Posner, who sharply questioned the proponents of the rules at the oral arguments in the case Oct. 2 and who most feel represents one vote for striking down the rules or sending them back to the FCC for a second look.

FCC officials expect a decision in two or three months.

**Capcities/ABC showed lobbying can be fun,** inviting about 40 of its favorite Capitol Hill staff to Washington's RFK Stadium for last week's *Monday Night Football* game. To the delight of most, the Redskins won handily, trouncing the Denver Broncos, 34-3.

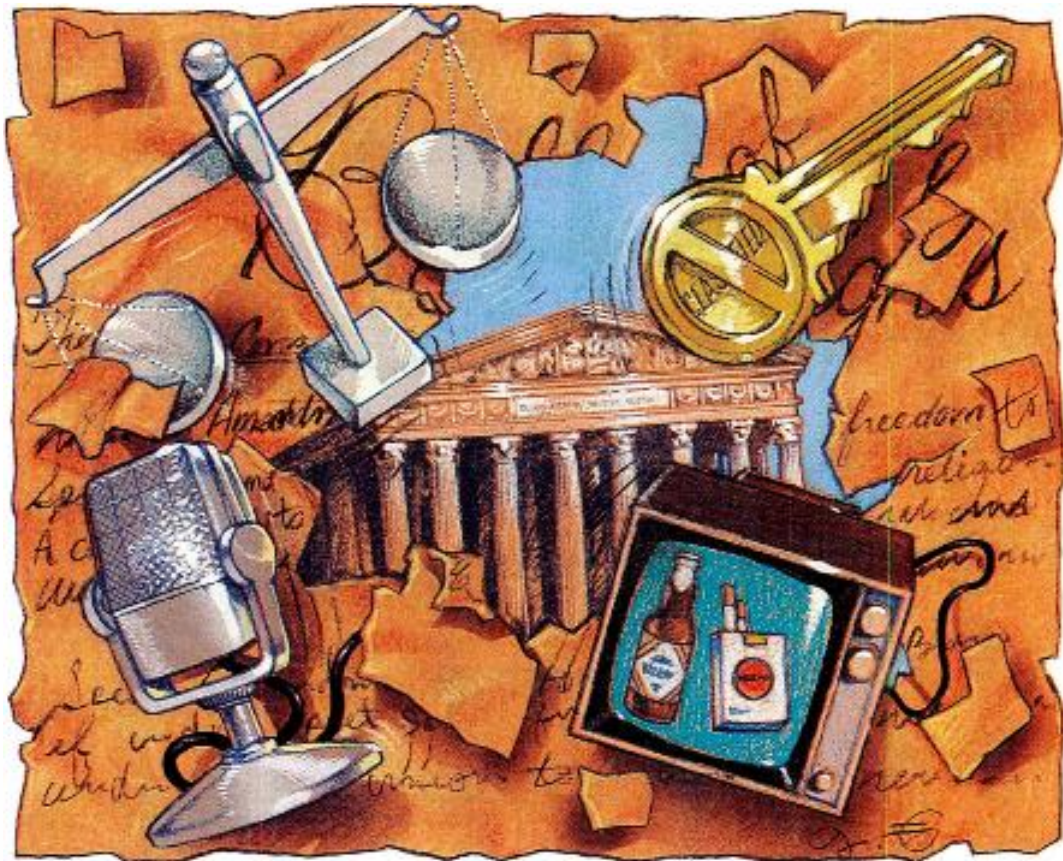
**Michele Farquhar, senior aide to FCC Commissioner Ervin Duggan,** is moving to the Cellular Telecommunications Industry Association as VP of law, regulatory policy. She starts Nov. 1. Last week she recused herself from cellular matters. CTIA is headed by Tom Wheeler, former NCTA president. ■



# Washington Watch

Edited By Harry A. Jessell

# THE STATE OF THE FIRST AMENDMENT



The wording of the First Amendment has not changed since it was first set down 200 years ago, yet its meaning and the protections and opportunities it affords the nation's electronic press change continually.

In an effort to capture its current meaning, **BROADCASTING** looked at four areas where the First Amendment affects broadcasting and cable daily: creative and political expression (page 46), libel (page 48), access or newsgathering (page 49) and advertising (page 50). It's the state of the art, and its practice.



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*Americans at their best.*

# ROARING IN THE FACE OF 'RED LION'

*Radio and TV have pushed limits even from second-class section assigned them by courts*

By Joe Flint and Harry A. Jessell

**Y**ou just have to turn on the TV or radio to know that freedom of expression has taken great strides forward over the past decade.

Programing has become more risqué; dialogue is laced with double entendres; sex among unmarried people—once taboo—is now commonplace; shock jocks like Howard Stern push the limits of indecency.

And, it's all happened while broadcasters' basic First Amendment rights remain about the same as they were in 1969 when the Supreme Court conferred second-class First Amendment status on the medium because of the "scarcity" of broadcast channels.

The FCC in 1987 did repeal its most notorious content regulation, the fairness doctrine, which required broadcasters to air all sides of public issues. But that action was more symbolic than substantive.

Give the Reagan administration credit for the new openness. In addition to striking down the fairness doctrine, the Reagan FCC, often citing the First Amendment, accelerated the deregulation of the broadcasting industry, took steps to increase the number of stations and—along with Congress—cleared the way for the cable industry to take off. TV and radio channels increased at a dizzying pace.

The proliferation of channels invited new networks and programs, each challenging the other to innovate and push the free-speech limits. Viewers became used to R-rated fare from the video store. Cable set new (some would say lower) standards. Fox, with racy shows like *Married ... with Children*, started to cut into the network's audience. The big three networks had little choice but to respond in kind.

By 1987, the Reagan administration was under pressure from religious and other conservative groups to stem the tide. The agency announced that it was stepping up enforcement of the broadcast indecency statute. But at first it did very little. Then-FCC Chairman Dennis

Patrick, a strong First Amendment proponent, fined just one TV station during his two-year tenure.

But after President Bush took office, the FCC got serious. Since the Bush-appointed FCC Chairman Alfred Sikes took office in August 1989, the FCC has fined 14 stations in amounts ranging from \$2,000 to \$20,000. In addition, the agency has actions pending against 19 other stations. Of those, 13 have received notices of inquiry and six have received tentative fines.

The U.S. Court of Appeals in Washington has repeatedly affirmed the FCC indecency enforcement, saying it may crack down on indecency, but only during hours when children are likely to be in the audience. In other words, the court has ruled, broadcasters must have times—a safe harbor—when children are scarce and it may air indecent programing with impunity.

Congress this year enacted legislation creating for most stations a midnight-to-6 a.m. safe harbor. After the broadcasters file their inevitable appeal, the courts will have to decide whether or not that safe harbor is too narrow.

A federal district court in Chicago is also braced to consider the indecency question. That's because one station—WLUP(AM) Chicago—has refused to pay its indecency fine and forced the Justice Department to sue to collect.

Some felt the FCC also did some First Amendment backsliding when it issued rules last May prohibiting broadcasters from knowingly broadcasting false information concerning either a crime or a catastrophe if it is foreseeable that broadcast of such information might cause substantial public harm and broadcast of the information does in fact directly cause such harm. While the rule has good intentions, lawyers and broadcasters fear the rule could have a chilling effect on speech.

The Public Broadcasting Service



also came under attack this year for the content of some of its programing. Conservative Republican senators led by Jesse Helms (R-N.C.) accused PBS of a liberal bias and of airing indecent and obscene programing and threatened funding cuts. Helms said one show, *Tongues Untied*, "blatantly promoted homosexuality as an acceptable lifestyle.... It shows homosexual men dancing around."

Congress eventually passed the PBS authorization bill, but the message undoubtedly got through.

The *Red Lion* decision still stands, limiting broadcasters' First Amendment rights and justifying all sorts of broadcast regulation—content and structural. Many First Amendment lawyers believe *Red Lion* could now be overturned and broadcasters could obtain rights near or equal to those of newspapers and magazines—if only the right case presents itself. It's hard to argue scarcity when most TV viewers have access to scores of channels, thanks to cable.

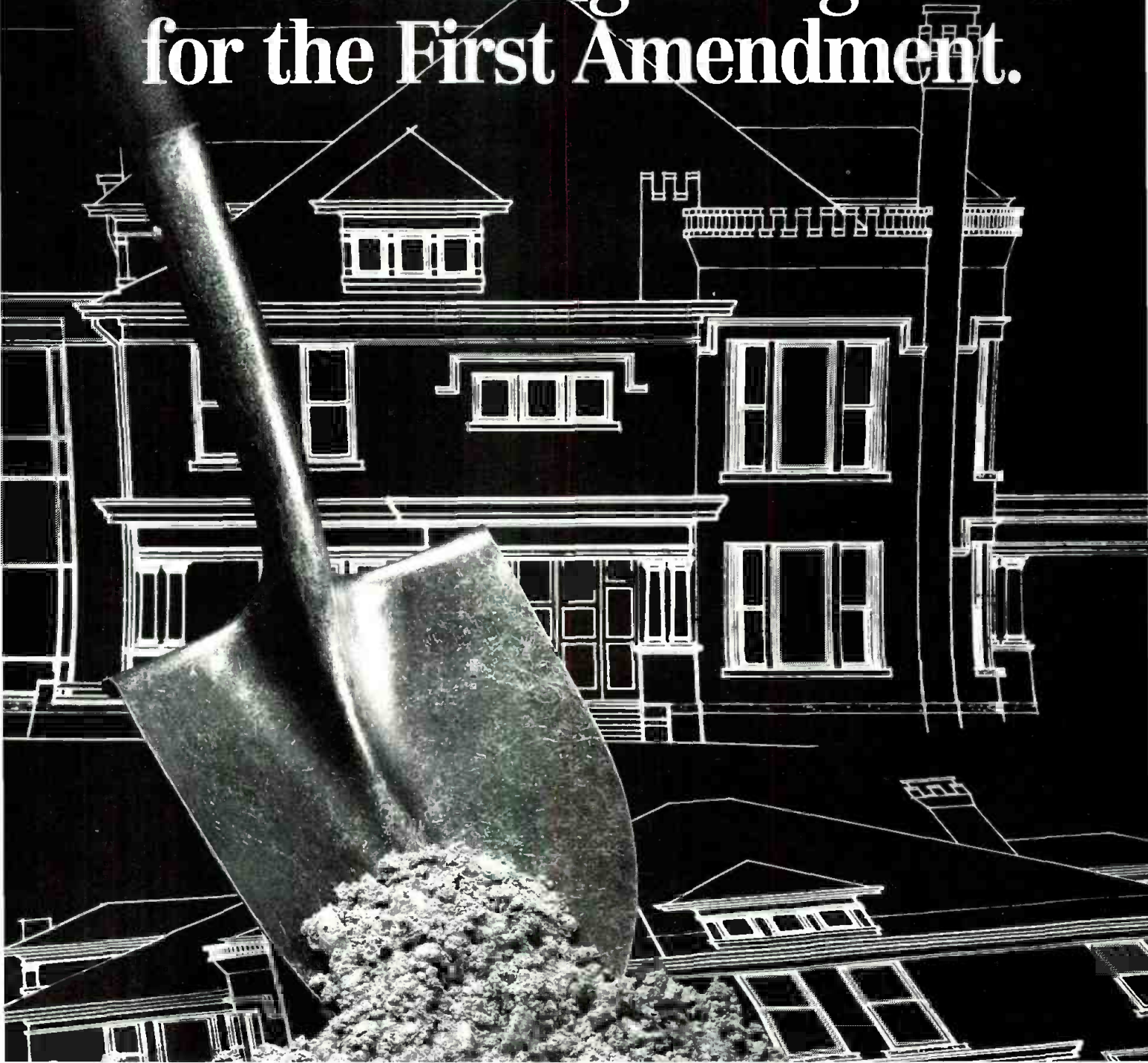
David Bartlett, president of the Radio-Television News Directors Association, believes that case may well be on its way.

If Clinton is elected, Bartlett says, the Democrats in Congress will likely bring back the fairness doctrine in law. Their past efforts have failed due to a veto or threat of veto by Reagan and Bush. But with Clinton in the White House, he said, that threat would likely be gone.

The good news is the fairness doctrine would constitute an ideal case to take to the Supreme Court, Bartlett said. "I see that as tremendous opportunity to re-argue *Red Lion* and win it," he said. "It also means you have to fight it, and that is time consuming and expensive and there is no guarantee you would prevail." ■



# We're breaking new ground for the First Amendment.



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The Freedom Forum has created the First Amendment Center at Vanderbilt University, forging a partnership between two great institutions, to foster appreciation for First Amendment values. Next year, the Center will move into a new building with the Vanderbilt Institute for Public Policy Studies.

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# LIBEL PLAINTIFFS FIND SYMPATHETIC JURORS

*Study finds juries more likely than judges to find against media defendants; damage awards larger; while initial judgments are often overturned, litigation costs are high*

By Randy Sukow

**B**roadcasters and other media organizations during the 1980's and early 1990's have had surprisingly poor records in libel litigation, and the unmistakable trend has been toward precipitously higher judgments against them in the initial hearing.

Perhaps the scariest part of the trend for the media is that it appears to be tied to a widespread public mistrust.

In most cases the media eventually win on appeal or win reductions in damages awarded by juries. But victory often comes after years of legal warfare costing hundreds of thousands—or sometimes millions—of dollars in legal fees.

Plaintiffs in civil cases have the right to choose whether their cases are heard by a jury or a judge alone in a bench trial. The Libel Defense Resource Center (LDRC), New York, tracked 254 libel cases tried during the 1980's and found that 93% of libel plaintiffs opted for juries and usually benefited from the decision.

Media defendants won only 26.3% of libel trials before juries, compared with a 52.6% win rate in bench trials, according to the LDRC survey. Juries handed down average judgments of nearly \$1.5 million, half a million more than the average bench judgments. Juries awarded total damages (before appeal) of \$231,868,978, while initial judgments by judges were slightly more than \$9 million.

LDRC's numbers for 35 trials over the first two years of the 1990's were even worse for the media. The average jury judgment skyrocketed to over \$9 million. By the end of the decade libel judgments could surpass \$1 billion, LDRC concludes.

"I think it does reflect a news media bias that is prevalent in society," says Bruce W. Sanford, partner in the Washington office of Baker & Hostetler, and author of the comprehen-

sive 700-page *Libel and Privacy: The Prevention and Defense of Litigation*. "A lot of people expect the news media to dispense truth, when they don't dispense truth at all. They dispense accurate information, or try to."

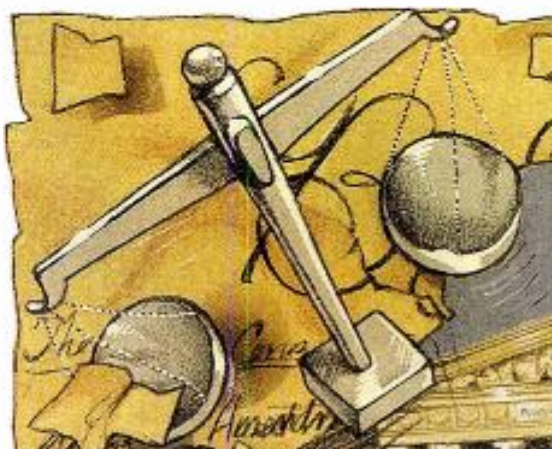
LDRC General Counsel Henry R. Kaufman downplays the significance of media bias. "I don't see it as an inherent bias against the media, but I think juries tend to be more sympathetic to an individual who claims to be injured than to a large corporation," he says.

Broadcasters won 41% (24 out of 59) of the libel suits tracked by LDRC, compared with 33% for newspapers, magazines, books and other print media. Only 11 radio libel suits were included in the report, but radio's win percentage (36%) was slightly worse than TV's (43%).

The irreverent and sometimes abrasive behavior of the "shock jocks" are the source of a big majority of radio libel cases, says Chad Milton, attorney for Media Professional Insurance, Kansas City, Mo. "As well as that works over the air, it does not work in the courtroom," Milton says.

Call-in shows are the next most common target. Radio stations are liable for defamatory statements by a call-in listener. "A guy like Larry King is so good because he can protect a station by creating an air of fairness, balance and being skeptical about the caller's statement and inviting calls from the other side. But it doesn't necessarily relieve the station from liability," Milton says.

Media organizations are also being affected by new precedents easing the burden of proof for plaintiffs. The modern era of U.S. libel law could be said to date back to the 1964 *New York Times v. Sullivan*, in which the Supreme Court ruled that public officials (broadened to all "public figures" in 1967) could not win libel damages without proving falsity or "actual



malice," which, in Sanford's words, is when "the publisher or broadcaster made the statement either knowing it was false or entertaining serious doubts as to its truth."

Some media lawyers point to recent decisions that will increase plaintiffs' odds, including:

- A case currently under review by the Louisiana Supreme Court that may reverse the traditional common law and allow relatives of a deceased person to sue for defamation. The family of a 1989 murder victim sued KTAL-TV Shreveport for reporting rumors "on the street" that the man "had gambling debts and ties to organized crime and that his murder is some sort of pay-back."

KTAL-TV's attorneys, Daniel M. Waggoner and R. Bruce Easler Jr. of Davis, Wright and Tremaine, Seattle, explain in an essay on the case that an appeals court ruled "common law reasoning was not binding on, and indeed was inappropriate for, a civil law state" such as Louisiana. Several national media organizations—including HBO, Turner Broadcasting and the National Association of Broadcasters—have written *amicus* briefs in support of KTAL-TV. Any ruling against the station would also apply to national media distributed in the state.

- A case in Ohio that some say will affect the definition of "actual malice." One of two sisters was quoted by a Harte-Hanks newspaper as claiming that a judge up for re-election had promised them both favors in return for damaging information against his opponent. The court found actual malice because the newspaper had not interviewed the second sister and had not listened to an important tape recording of the alleged incident.

Continued on page 51



# PRESS FACES CONTINUING STRUGGLE OVER ACCESS

*Reporters' requests for information, records run into opposition from citizen groups, government*

By Harry A. Jessell

The Supreme Court has been generally good to the press over the years, extending First Amendment protections that have helped shelter it from prior restraint, libel and content restrictions.

But it has given the press relatively little help when it comes to newsgathering, declining opportunities to ex-

executions were banned in 1936.

But since these are privileges and not rights, they can be taken away as readily as they are given. And they can be discriminatory, as long as the discrimination is not arbitrary. Courts, for instance, may permit print reporters with pen and pad, but not broadcast journalists with microphones and cameras.

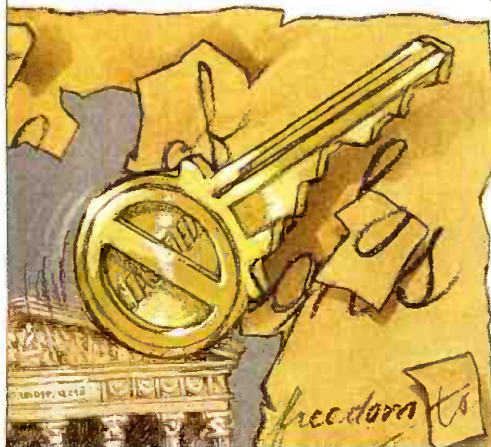
Broadcasters have had to fight a state-by-state battle to persuade legislatures and judicial committees to permit cameras in courtrooms. More than 46 states now permit cameras, but restrictions and exceptions abound. A just-passed Missouri law allows cameras, but also gives any witnesses the right to demand the cameras be turned off.

The state courts are more progressive than their federal counterparts. Except for an ongoing trial involving eight courts, now in the second of three years, the federal courts bar cameras. The experiment itself is limited to civil cases.

The Supreme Court shows no immediate signs of allowing cameras or microphones, despite (or perhaps because of) intense media and public interest in its oral arguments.

Congress regularly demonstrates its power over press access. It retains the right to bar reporters from committee meetings of its choosing, it controls the cameras that cover the floors of the House and Senate and, like many courts, it can make life tough for the cameras of others. C-SPAN, whose lifeblood is congressional proceedings, routinely asks for and is routinely denied access to certain committee hearings and markups.

Without any First Amendment standing, reporters are in danger of losing ground due to the increasingly aggressive right-to-privacy movement. Victims-rights groups and just plain citizens are upset over others prying into their private lives through computerized public records and are demanding restrictions on access to



tend to reporters—print and broadcast—a definitive First Amendment right of access to trials and government meetings, events and records.

For the most part, reporters have had to make due with whatever access legislatures and lower courts deem to grant the general public. Open record and meeting laws are now common.

The court, in its 1980 *Richmond Newspapers* ruling, recognized the First Amendment right of the public and the press to criminal trials, but stopped short of granting any special access to the press. What's more, it has specifically denied press special access in prisons.

Reporters do enjoy some special privileges the public does not. Government offices and courtrooms often provide facilities to accommodate their needs. At scenes of crimes and disasters, reporters are often allowed to go where the public may not. In times of war, they sometimes may accompany troops. And they may witness executions, even though public

Continues on page 51

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# COMMERCIAL SPEECH FACES SUPREME TEST

*Cincinnati case may help fine-tune mixed signals received from prior judicial decisions*

By Joe Flint

Commercial speech, often regarded by the courts as a second-class citizen not entitled to the constitutional protections granted political speech, will again be the subject of judicial scrutiny when the U.S. Supreme Court hears the case of *Cincinnati vs. Discovery Network* next month.

At issue is a decision by the city of Cincinnati to remove 62 news racks used to distribute free listings for adult education and real estate notices. Cincinnati had allowed newspaper publishers to put some 2,000 news racks on sidewalks, but the city—citing potential litter problems—wanted the 62 news racks used for advertising removed. The case went to the Federal Appeals Court, which ruled that the policy denies advertisers their First Amendment rights. If the Supreme Court agrees with the federal court, commercial speech advocates believe the decision will represent a huge step toward full First Amendment protection for commercial speech.

But the Supreme Court in the past has sent out mixed signals on commercial speech and the First Amendment, thereby making it difficult for observers to speculate where the next line will be drawn.

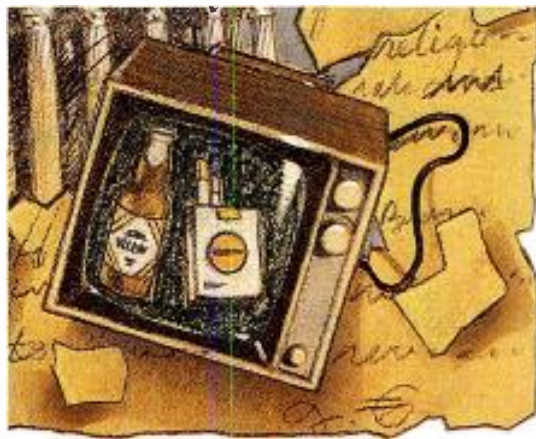
For example, in the 1976 case *Virginia State Board of Pharmacy vs. Virginia Citizens Consumer Council*, the Supreme Court declared a state prohibition against licensed pharmacists from advertising the price of prescription drugs unconstitutional on First Amendment grounds. But the ruling included a footnote saying commercial speech does not qualify for the same protection as political speech: "There are commonsense differences," the footnote said, "between speech that does no more than propose a commercial transaction and other varieties. Even if the differences do not justify the conclusion that commercial speech is valueless, and thus subject to complete suppression by the state, they nonetheless suggest that a differ-

ent degree of protection is necessary to insure that the flow of truthful and legitimate information is unimpaired." NBC News President Michael Gartner, who often writes about commercial speech, said of the decision: "This assertion of a 'commonsense difference' between commercial and political speech has been quoted for years—it has never been adequately explained."

In 1980, in a decision declaring unconstitutional a New York ban on utility companies promoting themselves, the court issued a litmus test for commercial speech. Justice Lewis Powell Jr. wrote that for commercial speech to be protected by the First Amendment, it "at least must concern lawful activity and not be misleading"; government interest in the ban "must be substantial" and "we must determine whether the regulation directly advances the governmental interest asserted, and whether it is not more extensive than necessary to serve that interest."

But in 1986 the court dealt commercial speech a setback when it said, in *Posadas de Puerto Rico Associates vs. Tourism Company of Puerto Rico*, that the state could ban advertising for legal casino gambling. The court said the ban was legal because gambling is not constitutionally protected and because the government could ban gambling if it chose to do so. Gartner called the court's decision "highly illogical." In a paper released in 1989, he wrote, "Since very few products or services are constitutionally protected, the court's decision essentially invests the government with the power to ban advertising for almost anything."

Other attacks on advertising include bills introduced in both the House and Senate that would require health warnings in beer and wine ads. Although the laws do not request a ban on beer and wine advertising, any warning would make traditional 15- and 30-second commercials virtually impossible and probably force brewers to abandon the Fifth Estate. Various public



citizens groups have also filed petitions at the Federal Trade Commission to restrict alcohol advertising.

It is the *Posadas* decision that the Center for Science in the Public Interest cited in its petition asking the Federal Trade Commission to "halt alcohol ads that appeal to youth and that link drinking to risky activities." The court, the center said, "affirmed that protecting the public health, safety and welfare constitutes a substantial government interest. The court also noted that because the government could enact a wholesale prohibition on products such as cigarettes and alcohol, it is permissible for the government to take the less intrusive step of allowing the sale of products but reducing the demand through restrictions on advertising."

Besides advertisers, the television and radio industries suffer when commercial speech is denied or restricted. Ads for hard liquor and cigarettes are banned on TV and radio but not in newspapers, but some First Amendment advocates are reluctant to cry foul—and the courts reluctant to offer protection—for the so-called sin products.

They are not the only types of commercial speech under fire. Children's advertising and pharmaceutical spots are currently under fire, and, in California, ads that state that a product is recyclable cannot be aired if there are counties in the state that do not offer recycling. Even if the ads are not shown in those markets, the spots cannot mention the recycling claim. "The environmental regulations are so restrictive," said Dan Jaffe, executive vice president, government relations, Association of National Advertisers, "it makes it hard to advertise truthfulness in products."

"This is an area where this Supreme Court and the next court is like-



ly to offer us a good deal of new learning," said First Amendment attorney Floyd Abrams. "We simply have not seen the end of the road yet in terms of First Amendment doctrine about commercial speech, and that is one of the reasons we have so many commercial speech cases coming up through the courts."

The problem, said Abrams, is that "many people don't take commercial speech seriously at all...and when people think something is bad for other people, they tend to try to keep other people from gathering information."

Another problem, according to Patrick Maines, president, the Media Institute, is a lack of support from those who currently have full First Amendment protection. Said Maines: "I characterize the erosion in the protection afforded commercial speech as coming about in part from neglect on the part of a lot of people who frankly never thought about it much. First Amendment advocates and journalists are part of that group." For the moment, though, Maines is encouraged. "I think a growing number of people and organizations are coming to realize that assaults on commercial speech

have reached a point in which some concerted campaign in advocacy for this kind of speech is required."

One reason that commercial speech suffers from its second-class status, according to Bob Peck, legislative counsel, American Civil Liberties Union, is that it is "hard for many in the First Amendment community to see this as a priority. We're talking about companies that can afford to lobby and have lawyers." The ACLU, he said, thinks "that if inroads are allowed in commercial speech, the same inroads will be made in free speech." ■

## **LIBEL AND THE FIRST AMENDMENT**

**Continued from page 48**

"It's still too early to say, but I think what the court is moving toward is to say we are not going to change the *New York Times* actual malice standard but we are going to let juries find actual malice and let it stand in situations where the plaintiff can prove by a bundle of circumstantial evidence that the journalist deliberately avoided learning the truth," says Lee Levine of Ross, Dixon & Masback, Washington, who argued the

case for Harte-Hanks before the Supreme Court in 1989.

There is a sense of pessimism among media lawyers seeking solutions. The National Association for Uniform State Laws has formed a drafting committee to write a workable libel tort code to present to the 50 state legislatures. Such a code could solve the national confusion that could arise out of cases like KTAL-TV's and put limits on the amount of damages to be placed on vague terms such as "harm to reputation" and "emotional distress." But lawyers point out that the attitudes of state legislators toward

the media tend to parallel those of the general public.

For the present, Sanford says, broadcasters and other media appear ready to work under the current rules and fight out long libel cases, such as the battle between NBC and entertainer Wayne Newton, which NBC successfully won in the Supreme Court last year, but only after 10 years of legal expenses.

"The networks, I say thankfully, have adopted long-range strategies. I think those are both economically sensible and correct for First Amendment considerations," Sanford says. ■

## **ACCESS AND THE FIRST AMENDMENT**

**Continued from page 49**

those records.

"I don't think it's an organized movement," says David Zweifel, editor of *The Capital Times* of Madison, Wis., and chairman of the American Society of Newspaper Editors Freedom of Information Committee. "They just don't want people nosing around in what they are up to."

The privacy backlash has been aimed primarily at marketers who use public records to identify prospects and build mailing lists. With information from various databases, searchers can produce fairly detailed profiles on people: age, physical characteristics, driving records, criminal records, how much they paid for their home and details of divorces and inheritances.

But the press is also culpable in the

eyes of the privacy proponents. According to Zweifel, the Wisconsin legislature just passed a law restricting access to the state job applications as a result of stories identifying applicants for the presidency and head football coach position at the University of Wisconsin-Madison.

Timothy Dyk, best known to broadcasters as the leader in their fight against indecency enforcement, argues in a recent *Stanford Law Review* article that the press is entitled to a presumptive constitutional right of access. The press serves "important interests" of obtaining and disseminating information that the public does not, he argues. Reporters can go to places where public access would be too disruptive. And they can sift information, withholding specific bits of confidential information if need be.

The courts cannot be expected to grant a blanket right, Dyk says. But they "should intervene when the po-

tential for government abuse is greatest: where government departs from the rules that government itself has established, when it discriminates in granting access, denies access that has traditionally been allowed, or, in some circumstances, where it grants access in an arbitrary and selective manner."

"If it is not overdrawn," says Larry Scharff, a First Amendment attorney for the Radio-Television News Directors Association, "some kind of special status for the press as a surrogate for the public is justified. That is an important First Amendment principle that should be considered if and when access by the press is being considered."

Dyk claims to have found sufficient precedent for an access right, but there is also precedent for denying it. As Dyk points out, tradition is not solidly behind such a right. The constitutional convention 200 years ago barred the press from its deliberations. ■

# Business

## BCFM PLANS FOR THE POST-RECESSION

*Industry association trying to take on more while staying on course*

By Geoffrey Foisie

**T**he Broadcast Cable Financial Management Association is planning for growth as it weathers the recession and passes the mantle of executive director. The Chicago-headquartered association intends to continue providing education on industry-specific topics and providing other services to industry executives, primarily those in corporate jobs. But it also hopes to encourage constituencies who have previously not been members, including legal and traffic, to join.

Last week BCFM announced that its executive director, Robert McAuliffe, is retiring after 20 years. McAuliffe said he will stay on as a consultant until the end of May, and help put together BCFM's annual meeting that month in Orlando, Fla., being organized by James Strawn, BCFM vice president and executive vice president of Summit Communications. BCFM has already hired an executive search firm specializing in media and entertainment, Brad Marks International, to find a new executive director.

BCFM President Larry Marcus, chief financial officer of River City



*Bi-monthly journal is one forum BCFM uses to update professionals on finance, personnel, tax and other topics applicable to industry.*

Broadcasting, told BROADCASTING the association is looking for someone with a knowledge of the industry, strong marketing, sales and communications skills and "general manager-like" experience in managing a staff and bottom line.

Perhaps the biggest task and oppor-

tunity facing the new executive director and BCFM's board of directors will be attracting more financial and other professionals from among cable system operators. Currently only about 10% of the association's membership is from cable, and most of those are cable programmers, who are well represented. Said Marcus: "I think the broadcast/cable stigma has prevented them from coming forward, and we can do a better job in serving them."

Other constituencies that BCFM hopes to attract include legal and traffic departments. Among the former, the organization does not intend to encroach on the turf of the Federal Communications Bar Association, but rather reach out, said Marcus, to those who "do such things as talent contracts, real estate and negotiate with unions."

Expanding membership would help the association continue its activities. Like many trade organizations, membership has declined slightly over the past few years, and for the recently ended fiscal year, BCFM recorded a deficit. Not too long ago staff was pared, in keeping with the business situation.

One of BCFM's greater successes has been the association's wholly owned subsidiary, the Broadcast Cable Credit Association. Perhaps because of the recession, BCCA's main function, providing a clearinghouse for credit information about those doing business with the industry, has been much in demand. Marcus noted that as many stations, cable systems and others have cut back, BCFM members have been able to help their companies save money: "I think we have done a fairly good job swimming upstream." ■

### COMPUTER RATINGS FOR LOCAL CABLE

**A**dvertising representative Cable Media Corp. and Foote, Cone & Belding's Spot Buying unit have created a computer system to tabulate local cable ratings. The Cable Media Analysis of Network Demographics (CMAND) PC-based system will calculate ratings by daypart for cable systems, interconnects or regional cable networks. It will provide demographic information and can measure audience levels in a DMA, county or combination of counties. The formula for tabulating ratings "uses stable numbers derived from large samples every step of the way," says Howard Nass, senior VP, director of spot broadcast, FCB. According to the developers, the CMAND system allows local cable systems and interconnects to have data comparable to broadcast stations and, therefore, compete on an equal basis for spot dollars.

—SDM



## TWENTY-SOMETHINGS TO THE RESCUE

Reasons for predicting an economic recovery have come and gone. But a new one, of particular interest to the media industry, has been put forth by Richard Hokenson, senior U.S. economist at Donaldson Lufkin & Jenrette. Hokenson noted that it is possible to estimate with a high degree of accuracy, the future growth in the number of people turning 25 years old.

The economist and demographer said in a recent report that tracking the number of 25-year-olds has been an "uncannily accurate predictor of consumer-related behavior."

Elaborating further, Hokenson told BROADCASTING that 25 is generally the age when "people begin making consumption decisions out of future income, not current income. They go out and seek housing and become first-time car buyers." Patterns during prior decades, he said, show that increases in the number of 25-year-olds have correlated positively with sales of

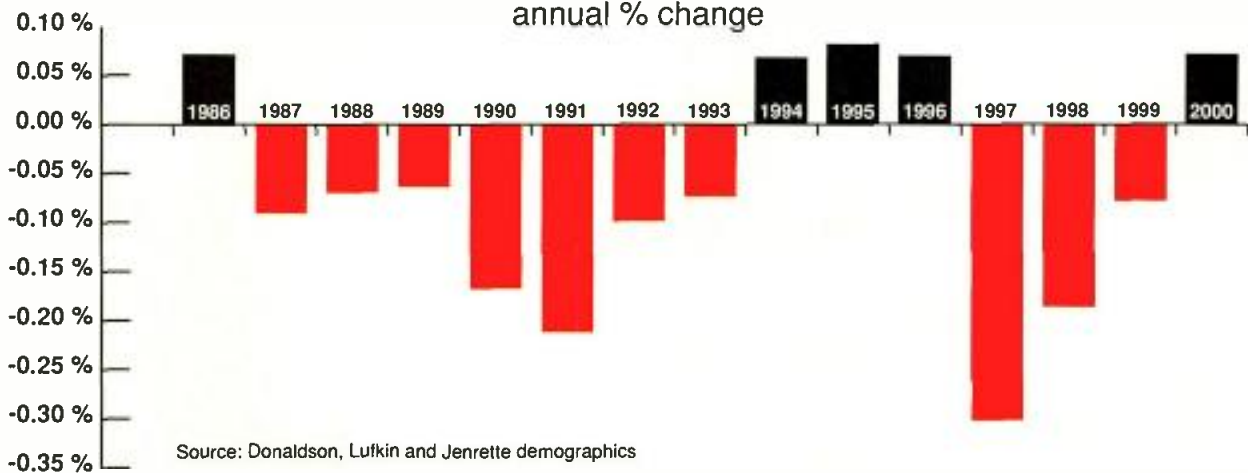
houses and automobiles, the latter category a major television advertiser.

Hokenson also noted that an increase in new household formation among young adults also leads to other consumer purchases, including first-time subscribers to cable television. The positive demographic trend may be offset somewhat by an increased tendency among young adults, particularly males, to remain at home with their parents.

The increase in those turning 25, according to DLJ calculations, should begin late next year and will last about three years (see chart). The DLJ economist cautioned "not to think that this is some permanent feature of the economic structure. But it does last long enough and is significant enough to get the economy rolling again." After that, the economy will need other engines to keep it moving since those turning 25 will decline noticeably. —GF

## PERSONS 25 YEARS OLD

annual % change



## MIXED THIRD-QUARTER RESULTS FOR CBS AND NBC

By Geoffrey Foisie

Two of the three network parent companies reported financial results for the third quarter last week. The results were not surprising, nor did they provide any clear signal the broadcasting economy has yet markedly improved.

The size of NBC's operating loss from the Olympics resulted in a loss for the entire General Electric subsidiary in what traditionally is a weak quarter. At CBS, the TV network posted a "slightly profitable level," which the company attributed partly to higher unit prices in prime time, day-

time and late-night time periods. The network had an unspecified revenue gain, compared with a 6% decline in the prior year's third quarter.

The network's profit picture also benefited from lower sports rights costs because CBS already provided against some of those costs in the prior year's quarter, when the company "wrote down" the value of its baseball and football contracts to the tune of \$322 million pre-tax.

Absent last year's write-off, costs were up 6.6% for the company as a whole for the just-completed quarter, while revenue was up 8%. Both gains mostly reflected the addition, during

the intervening year, of WCCO-TV Minneapolis and WFRV-TV Green Bay, Wis., purchased in February of 1992.

The purchase of those stations also contributed to the boost in revenue and earnings at the owned TV stations division. CBS also cited "substantially improved results" at WCAU-TV Philadelphia and WBBM-TV Chicago.

CBS Radio earnings and revenue were down, as in third quarter '91.

The company generated an amount almost equal to its \$38.6 million operating income from interest on its \$1 billion portfolio of cash and marketable securities, including some capital gains on the sale of some securities. ■

# Changing Hands

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

**KQXT(FM) San Antonio, Tex.** □ Sold by Group W Radio to Clear Channel Communications for approximately \$8 million. Seller is headed by Jim Thompson, and is licensee of WINS-(AM)-WNEW-FM New York, KFWB(AM)-KTWV(FM) Los Angeles, WMAQ(AM) Chicago, KYW(AM)-WMMR(FM) Philadelphia, WLLZ(FM) Detroit, WCPT(AM)-WCXR-FM Washington, WBZ(AM) Boston, KILT-AM-FM Houston, KDKA(AM) Pittsburgh and KFBK(AM)-KGBY(FM) Sacramento. Buyer is headed by Lowrey Mays, and is licensee of 11 AM's and 13 FM's, including WOAI(AM)-KAJA(FM) San Antonio. KQXT has AC format on 101.9 mhz with 100 kw and antenna 700 feet above average terrain.

**WADB(FM) Point Pleasant, N.J.** □ Sold by Pleasant Broadcasters Inc., to

## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$813,500 □ 2

FM's □ \$14,560,000 □ 8

AM-FM's □ \$4,685,000 □ 6

TV's □ \$275,000 □ 1

Total □ \$20,333,500 □ 17

1992 to Date:

AM's □ \$177,341,284 □ 183

FM's □ \$365,899,707 □ 216

AM-FM's □ \$247,039,846 □ 131

TV's □ \$1,386,212,087 □ 49

Total □ \$2,176,492,924 □ 579

For 1991 total see Jan. 27, 1992 BROADCASTING

**WGNE(AM)-WFSY(FM) Panama City, Fla.**, and **WXKO(AM)-WFXM-FM Macon-Fort Valley, Ga.** Buyer is headed by Selman Kremer and Edward L. Taylor III; Taylor owns 25% of licensee of KBIX-FM Wagoner, Okla. WIBB has urban contemporary format on 1280 khz with 5 kw day and 99 w night. WKXX has country format on 97.9 mhz with 3 kw and antenna 328 feet above average terrain.

**KJSK(AM)-KLIR(FM) Columbus, Neb.** □ Sold by Roger P. Anderson, et al., to Heartland Broadcasting for \$850,000. Seller also has interests in KRKS(AM) Denver and KFLA(AM)-KSKI(FM) Scott City, Kan. Buyer is headed by Timothy R. McMahon and Daniel Gardner, and has no other broadcast interests. KJSK has religious format on 900 khz with 1 kw day and 66 w night. KLIR has AC format on 101.1 mhz with 100 kw and antenna 760 feet above average terrain. *Brokers: Satterfield and Perry Inc. and Kepper, Tupper and Fugatt.*

**KIVA(AM)-KZRQ(FM) Corrales (Albuquerque), N.M.** □ Sold by Star Management of New Mexico Inc. to Progressive Broadcasting Inc. for \$850,000. Seller is headed by Carl C. Tutera, and has no other broadcast interests. Buyer is headed by Peter Baumann, and is licensee of KLSK(FM) Santa Fe, N.M. KIVA has Z-rock format on 1310 khz with 5 kw day and 500 w night. KZRQ has AC format on 105.1 mhz with 100 kw and antenna 1,937 feet above average terrain.

**WMTZ(FM) Martinez (Augusta), Ga.** □ CP sold by Columbia County Broadcasters Inc. to CSRA Broadcasters Inc. for \$810,000. Seller is headed by Randolph E. Watkins Jr., and has no other broadcast interests. Buyer is headed by Bradley C. Beasley, who recently purchased WSFL-AM-FM New Bern, N.C. He has interests in two FM's, and nonattributable interests in two AM's and seven FM's. His father, George Beasley, has interests in 5 AM's and 15 FM's. WMTZ has solid gold format on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WMAD-AM-FM Sun Prairie, Wis.** □

Seawood Broadcasters Inc. for \$4 million. Seller is headed by Adamant Brown, and has no other broadcast interests. Buyer is headed by Arthur Shadok, former radio group owner; he has no other broadcast interests. WADB has AC format on 95.9 mhz with 4 kw and antenna 240 feet above average terrain. *Broker: Gary Stevens & Co.*

**KEED(AM)-KSND(FM) Eugene, Ore.** □ Sold by Community Pacific Broadcasting Co. Ltd. to McKenzie River Broadcasting Co. Inc. for \$1.01 million. Seller is headed by David J. Benjamin III, and is licensee of KKSD(AM)-KASH-FM Anchorage and KFIV(AM)-KJSN(FM) Modesto, Calif. Buyer is headed by John Q. Tilson III, and is licensee of KKXO(AM)-KMGE(FM) Eugene, Ore. KEED has C&W format on 1600 khz with 5 kw day and 1 kw night. KSND has CHR format on 93.1 mhz with 100 kw and antenna 850 feet above average terrain.

**WIBB(AM)-WKXX(FM) Macon-Fort Valley, Ga.** □ Sold by Middle Georgia Broadcasting Inc. to Taylor Communications Corp. for \$1 million. Seller is headed by B. Ken Woodfin and Milton Hirsch, who have interests in WGSY(FM) Phenix City, Ala.;

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Sold by DPC Inc. to WMAD Inc. for \$650,000. **Seller** is headed by David Suchomel, and has no other broadcast interests. **Buyer** is headed by Allen B. Shaw, who has 30% interest in licensee of WRKU-FM Grove City, Pa. WMAD (AM) has MOR, news format on 1190 khz with 1 kw day. WMAD-FM has AOR format on 92.1 mhz with 1.75 kw and antenna 400 feet above average terrain. *Broker: Blackburn & Co. Inc.*

**KKPR-AM-FM Kearney, Neb.** □ Sold by Radio Ingstad Nebraska Inc. to Koehn Radio Inc. for \$600,000. **Seller** is headed by Robert E. Ingstad, and is licensee of 8 AM's and 10 FM's. **Buyer** is headed by Gene A. Koehn, and is licensee of KNEN(FM) Norfolk, Neb. KKPR(AM) has oldies format on 1460 khz with 5 kw day and 56 w night. KKPR-FM has CHR format on 98.9 mhz with 100 kw and antenna 700 feet above average terrain. *Broker: Chapin Enterprises.*

**WOMP-AM-FM Bellaire, Ohio** □ Sold by BTMI Inc., receiver, to WSTV Inc. for \$575,000. **Seller** is headed by Paul W. Robinson Jr., and is licensee of WIMX-AM-FM Rossville, Ga., and WMFX(FM) St. Andrews, S.C. **Buyer** is headed by Myles P. Berkman, and is licensee of WSTV(AM)-WRKY(FM) Steubenville, Ohio. WOMP(AM) has 1290 khz with 1 kw day and 33 w night. WOMP-FM has CHR format on 100.5 mhz with 48 kw and antenna 518 feet above average terrain.

**WBCB(AM) Levittown-Fairless Hills, Pa.** □ Sold by Bucks Broadcasting Co., debtor-in-possession, to Progressive Broadcasting Co. Inc. for \$550,000. **Seller** is headed by Edward George. General partner Joseph H. Weiss has interests in WQBK-AM-FM Rensselaer-Glenmont, N.Y. **Buyer** is headed by Pasquale T. Deon Sr., and has no other broadcast interests. WBCB is fulltimer with AC format on 1490 khz with 1 kw.

**WRCI(FM) Hillsboro, N.H.** □ Sold by Empire Radio Partners Ltd. to RadioWorks Inc. for \$550,000. Assignment includes WJYY(FM) Concord, N.H. **Seller** is headed by R. Andrew Brothers, and is licensee of WGY-AM-FM Schenectady, N.Y. Brothers has interests in WIPS(AM) Ticonderoga, N.Y. Great Northeast Communications, general partner of assignor, is licensee of one FM and two TV's. **Buyer** is headed by Lindsay M. Collins, and has no other broadcast inter-

ests. WRCI has AC format on 107.7 mhz with 3 kw and antenna 276 feet below average terrain. WJYY has AC format on 105.5 mhz with 1.55 kw and antenna 456 feet above average terrain.

**WRNO-FM New Orleans** □ Sold by Gulf South Broadcasters Inc. to Radio WRNO-FM Inc. for \$500,000. **Seller** is headed by Joseph M. Costello III, and has interests in KKAY-AM-FM White Castle-Donaldsonville and KXOR(FM) Thibodaux, both Louisiana. **Buyer** is headed by Thomas R. Gallo-way Sr., and has interests in licensees of four TV's, one AM and two FM's. WRNO-FM has rock format on 99.5 mhz with 100 kw and antenna 1,049 feet above average terrain.

**KKJZ(AM) Santa Barbara, Calif.** □ Sold by Cutler Productions Inc. to Seaview Broadcasting Inc. for \$450,000. **Seller** is headed by Ron Cutler, and has no other broadcast interests. **Buyer** is headed by Manuel A. Cabranes, who is 51% owner of KWNK(AM) Simi Valley, Calif. KKJZ has country format on 990 khz with 5 kw day and 500 w night. *Broker: Hogan & Feldman Inc.*

**KISK(FM) Lowell, Ark.** □ CP sold by Zenith Broadcasting Corp. to Noalmark Broadcasting Corp. for \$425,000. **Seller** is headed by Edwin B. Alderson Jr., who is 35% shareholder of assignee. **Buyer** is headed by William C. Nolan Jr., licensee of four AM's and five FM's. KISK is assigned to 101.9 mhz with 50 kw and antenna 492 feet above average terrain.

**KBCD(FM) Imperial, Calif.** □ Sold by Acacia Amusement Corp. to Brawley Broadcasting Co. for \$400,000. **Seller** is headed by Aaron Berger and Alfonso Pena, who have interests in KXLN-TV Rosenberg, Tex. **Buyer** is headed by Calvin J. and Lois A. Mandel, husband and wife, and is licensee of KWST(FM) Brawley and KAMP(AM) El Centro, both California. KBCD has AC format on 99.3 mhz with 3 kw and antenna 200 feet above average terrain.

**KZBB(FM) Poteau, Okla.** □ Sold by Arrow Communications Inc. to Arkla-homa Communications Co. for \$355,000. **Seller** is headed by William R. Rice, receiver, and is also receiver for WTNW(AM)-WFFX(FM) Tuscaloosa, Ala. ("Changing Hands," Sept. 28). It is also licensee of one AM and four FM's for which Rice is

# CLOSED!

**WSTM-TV (NBC),** Syracuse, New York from **SJL Broadcast Management Company,** George D. Lilly, President, to **Federal Broadcasting Company,** Dale E. Rands, Chairman/CEO and Peter Kizer, President/COO for \$20,715,000.

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also receiver. **Buyer** is headed by George Hochman, who is 14.3% shareholder of licensee of two AM's and three FM's. KZBB has CHR-AC format on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain.

**KKTZ(FM) Mountain Home, Ark.** □ Sold by Eustis-Wichert Communications Inc. to MAC Partners for \$300,000. **Seller** is headed by Bill R. Eustis, and has no other broadcast interests. **Buyer** is headed by J. Morgan Dowdy, who has interests in six AM's and eight FM's, including 50% interest in KPFM(FM) Mountain Home, Ark. KKTZ has AC, sports format on 107.5 mhz with 100 kw and antenna 761 feet above average terrain. **Broker:** Bill Cate.

**KSDI(TV) Clovis, Calif.** □ Sold by San Joaquin Television Improvement Corp. to Gary M. Cocola for \$275,000. Cocola is exercising option to buy license in order to construct station; he has interests in three LPTV's. KSDI is assigned to ch. 43.

**WHOF(AM) Wildwood, Fla.** □ Sold by Christian Radio Communications Inc. to Walker Heart of Florida Broadcasting Inc. for \$263,500. **Seller** is headed by Regina Wooley. **Buyer** is headed by Keith Walker. Wooley and Walker have interests in licensee of WWKO(AM) Cocoa, Fla. WHOF has gospel music format on 640 khz with 830 w day and 980 w night.

**WKQT(FM) Newport, N.C.** □ CP sold by Recycled Radio Co. Inc. to New East Communications Inc. for \$262,581. **Seller** is headed by Bruce R. Naegelen, and has interests in WBTB(AM) Beaufort, N.C. **Buyer** is headed by Henry W. Hinton Jr., and is licensee of WCZI(FM) Washington, N.C. WKQT has rock format on 103.3 mhz with 100 kw and antenna 600 feet above average terrain.

**WIXY(FM) Champaign, Ill.** □ CP sold by Holiday Broadcasting Inc. to Saga Communications of Illinois Inc. for \$250,000. **Seller** is headed by W. Russell Withers Jr., and is licensee of two AM's, three FM's and five TV's. **Buyer** is headed by Edward K. Christian, who is also purchasing WVEM(FM) Springfield, Ill. (see above). WIXY is assigned to 100.3 mhz with 12.9 kw and antenna 138 m.

For other proposed and approved sales see "For the Record," page 64.



MOST POLITICIANS  
STILL THINK  
WOMEN SHOULD BE SEEN  
AND NOT HEARD.

## GETTING OUT THE WOMEN'S VOTE

Advertisements designed to encourage women to vote are the product of a cooperative effort by a group of media companies. Among those providing free time for spots produced by The Deciding Vote, a nonprofit committee of media executives, were all three broadcast television networks, ABC radio network, CBS radio stations, MediaAmerica, Shadow Traffic, *The Deborah Norville Show*, and cable networks Arts & Entertainment, CNN, Discovery, Lifetime, TBS, Telemundo, TNT and USA.

The committee was chaired by Marcella Rosen, Ayer Inc. executive vice president/director of media services, worldwide. The script for the TV spot, in both 30-second and 60-second versions, portrays a woman with a sick baby in a hospital struggling to get help and urges women to use their own power by voting. Rosen said the ad portrayed "vulnerability." She said roughly 68% of women registered to vote in the last presidential election and 58% percent of those voted; both percentages are roughly two percentage points more than those for men. Rosen told BROADCASTING that Sally Jesse Raphael would be lending her name to the registration drive and that the committee's efforts might be written into an upcoming episode of *Designing Women*.

Other founding members of the committee include Kay Delaney, senior vice president, international, Turner Broadcasting; Betty Hudson, senior vice president, corporate communications, NBC; Patty Matson, vice president, corporate communications, Capital Cities/ABC; Doug McCormick, executive vice president, Lifetime Television; Lisa Rosen, marketing associate, and Diane Seaman, vice president of sales, Eastern, both Fox Broadcasting.

So far, Rosen said, roughly \$3 million-\$4 million worth of time has been donated, but the committee, through her office, will provide spots to cable systems, TV and radio stations willing to donate airtime. —GF

## 'ROLLING STONE' FOR THE MTV GENERATION

MTV and *Rolling Stone* magazine have sold out their cross-media venture, a co-production of "Rolling Stone 25: The MTV Special," to six sponsors. The advertisers—Duracell, Ford Motor Co., The Gap, Nike, RCA Consumer Electronics and Sega—have bought time in the 90-minute co-produced special and in other MTV programs, as well as ad pages in *Rolling Stone*. According to Doug Rohrer, vice president, ad sales, MTV, his network and *Rolling Stone* may do other joint ventures in the future, but "nothing specific is being looked at right now."

Honoring the magazine's 25th anniversary, "Rolling Stone 25: The MTV Special" premieres on the music channel on Nov. 18 and will be shown on the network an additional three times. It features interviews with musicians and celebrities the magazine has covered over the years, as well as writers, editors and photographers who have worked on the publication. —SDM



# Classifieds

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Cape Cod FM** offers career opportunity for experienced broadcast operations person. Must handle traffic and bookkeeping and set up computer systems. Disk automation, on-air, production and management skills helpful. Work in smoke-free environment. EOE. Reply to Box Q-17.

**General manager:** Seeking experienced sales oriented general manager. Must have sales management experience with a proven track record. Good leadership skills with a bottom line focus is a must. Send resume and salary history. EOE. Reply to Box Q-18.

**General manager and sales manager:** New South Communications, Inc. is expanding its operations in 4 mid-south states. Persons sought must possess people skills and sales experience. Management experience preferred. Exciting opportunities with commensurate pay await the right persons. Facilities include power formats and power signals. Send resume and references by mail to Clay Holladay, PO Box 5797, Meridian, MS 39302. EOE.

**Ocala, Florida's newest FM** wants the best people, now! GSM position open for top biller. Call owner, WGGO-FM, 904-622-9550 or fax resume 904-622-4449, or mail resume to GO 95 FM, 3343 E. Silver Springs Blvd., Ocala, FL 34470. EOE.

**The University of Florida, College of Journalism and Communications** seeks a general manager of two commercial radio stations. The general manager is responsible for the administration and overall management of WRUF AM/FM, self-supporting auxiliaries. Duties include development and execution of station policy; administration of annual budget; maintenance of revenues and station's competitive positions; and a commitment to involve students in daily operations. Salary range: \$45,000 to \$55,000. Salary may exceed range. commensurate with qualifications. Minimum qualifications: Master's degree and six years experience; or Bachelor's degree and eight years experience. Knowledge of FCC rules and regulations. Knowledge of promotion and advertising sales. Degree in business, communications or related field with extensive management experience is preferred. Send resume and cover letter to Kevin D. Robertson, University Personnel Services, 4th Floor Stadium, 99184R, Gainesville, FL 32611 by November 12, 1992. AA/EOE.

**General sales manager:** WHOM-FM, Northern New England's soft AC powerhouse seeks sales manager from the New England area. Applicants must have at least three years of successful sales management experience with exceptional selling and training skills. Plan to carry a quality list while managing seasoned pros and new recruits. Excellent compensation and benefits. Send your presentation with resume and income history in confidence to: Judy Glovsky-Sher, VP/GM, WHOM-FM, 477 Congress St., Portland, ME 04101. WHOM-FM is a Barnstable Broadcasting station and an equal opportunity employer. Women and minorities are encouraged to apply.

**GSM:** We currently have a 19 audience share with an urban format resulting in a 18 revenue share. Some GSMs would be happy with an 18 revenue share. I'm looking for the GSM candidate that has the expectation, experience and game plan to deliver a 20+ revenue share in 1993. Mid-size market in the South. EOE. Send resumes to Box Q-29.

**General manager:** Adult oriented FM, medium market Louisiana, seeks sales oriented manager. PO Box 5797, Meridian, MS 39302. EOE.

**General sales manager, WWWV-FM/AM Detroit:** Proven track record as a sales manager at a large or major market radio station or similar organization. Must possess excellent communication skills both written and verbal as well as good problem solving, organizational and administrative skills. Strong leadership ability, team building skills and a passion for excellence are essential. Submit resumes to: Philip C. Lamka, Vice President, General Manager, WWWV Radio, 2930 E. Jefferson, Detroit, MI 48207. Shamrock Broadcasting, Inc. is an equal opportunity employer.

**Sales manager:** Southern California suburban AM/FM combo looking for disciplined, aggressive winner who can teach others how to win and make our hot country/MOR combo #1. Long-term growth potential with first rate organization. Sales management experience preferred but not essential. Send resume and letter outlining experience and goals to Box Q-30. EOE/MF.

### HELP WANTED SALES

**Acct. exec., West Palm Beach, Florida:** Opportunity at a major AM/FM, excellent ratings — you must be experienced and good! Direct and agency Contact Sandra 407-965-9211. An equal opportunity employer.

**Sales manager:** KFYZ Radio, Bismarck, ND is seeking a creative sales oriented motivator with solid managerial experience, desiring an opportunity to lead a dynamic sales department. Vision and entrepreneurial attitude and a strong sales training background a must. Excellent company benefits including profit sharing, 401K and top dollars to the right person. Send resume to Dan Brannan, General Manager, KFYZ Radio, Box 1738, Bismarck, ND 58502. KFYZ Radio is an equal opportunity employer.

### HELP WANTED TECHNICAL

**Engineering assistant:** Paxson Broadcasting of Jacksonville has an opening for an assistant to the chief engineer of a multi-station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and be able to handle any emergency, from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please, send resumes to: Kyle D. Dickson, Chief Engineer, Paxson Broadcasting, 8386 Baymeadows Rd., Suite 107, Jacksonville, FL 32256. EOE.

**Long Island, New York,** chief engineer wanted for DA AM/Class A FM. Must have extensive RF maintenance skills including high power directional AM. Should be computer literate, and possess component level trouble shooting skills. Minimum five years experience required. SBE certification a plus. This is a hands-on position. Women and minorities encouraged to apply. Send resume and salary requirements to: Jane Bartsch, General Manager, WHLI/WKJY, 1055 Franklin Avenue, Garden City, NY 11530. EOE.

**RF/sales engineer:** Extensive hi-power AM experience, construction. BSEE, PE desired. Available international travel. Resume to President, LBA, Box 8026, Greenville, NC 27835. EOE.

### HELP WANTED NEWS

**Radio reporter, WOSU Stations,** the Ohio State University: WOSU Stations of the Ohio State University is seeking a radio reporter to interview newsmakers and observe news events. This individual will also prepare stories for broadcast; prepare and announce newscasts; operate AM and production consoles and news audio recording equipment; operate recording equipment; assist with fundraising activities. Candidates must have a Bachelor's degree in Journalism, Communications or related field or an equivalent combination of education and experience. Broadcast journalism experience desired. Starting salary: \$17,760-\$20,160. To assure consideration materials must be received by November 2, 1992. Send a cover letter and two (2) resumes to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. The Ohio State University is an equal opportunity, affirmative action employer. Qualified women, minorities, Vietnam-era veterans, disabled veterans and individuals with disabilities are encouraged to apply.

**Wanted: News animal.** NewsTalk station in dynamic Midwest radio market looking for reporter to shake things up. Wimps need not apply. EOE. Resume to Box Q-31

**Standard News** is looking for a sports anchor. Minimum three years major market experience on-air. Excellent writing skills. Require a seasoned radio "sports journalist" ... not just a "voice"! Send tape and resume to: Bob Melvin, Sports Director, 2111 National Press Building, Washington, DC 20045. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Standard News** is looking for a sports producer. Minimum three years major market production experience. Excellent editing skills, solid writing ability, and reliable scheduling capabilities with stringers. Must work well under hourly deadline pressure. Send resume, tape and references to: Bob Melvin, Sports Director, Standard News Network, 2111 National Press Building, Washington, DC 20045. EOE.

**Heritage full-service AM** located in eastern PA looking for a program director with a proven track record in news/talk and sports radio. The right candidate has at least 8 years experience and is not afraid to be a hands-on PD. Send resume and references to Box Q-32. We are an EOE.

### HELP WANTED ANNOUNCER

**Wanted: Radio announcer** with at least 10 years experience for R&B AM stereo station. We program to adults 25+. If the beautiful white beaches and warm weather sound good, give us a call at 904-934-0998. EOE.

### HELP WANTED PERSONALITY/TALENT

**Seasoned and experienced morning personality/program director** for permanent position at southern Ohio powerhouse 25,000 watt AC ratings leader. No experience... mature personality and pleasant voice a must! Phone 614-844-6111 to arrange first telephone interview. EOE.

## SITUATIONS WANTED MANAGEMENT

**Young, "obsessed with success"** currently employed CRMC GSM with proven performance record and references seeks GM or GSM position in one of the following areas: Philly, Trenton, Baltimore, Pittsburgh, Harrisburg or Washington, DC. Equity position preferred but all considered. I'm a team player and a team builder. Working knowledge of all training methods, Jennings, Lontos, Pollack etc. Reply to Box P-43.

**Seeking small market combo, Midwest or West.** Turnarounds excepted. Programing, sales and management expr. Will lower overhead, increase profit. Reply PO 275, Comstock Park, MI 49321-0275 or 616-361-7074.

**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.

**GM/GSM results:** Proven results with record setting sales increases. Strong motivator, leadership and administrative skills with programing experience. The product of strong training and discipline from the ground up. Not afraid to share specific accomplishments. We make money. Young and energetic with fourteen (14) years experience. Prefer Southwest. Reply to Box Q-33.

**Aggressive, bottom line pro seeks permanent general manager/general sales manager position** in small or medium sized market. Prefer turn around position in West or Northwest. Reply to Box Q-43.

## SITUATIONS WANTED ANNOUNCERS

**Genuine entertainer:** Experienced, pleasant, knowledgeable personality... Diversified on-air background... Interesting musicologist or conservative, thought-provoking talk host with humorous flair... Call Mark Pritchard 407-340-4040.

## 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.

**Knowledgeable sportscaster:** 4 years experience radio/TV, USA Today, SportsPhone. Seeks brighter opportunities as announcer, writer, reporter, production assistant, etc. Willing to relocate. Jeff 516-826-4240.

**Award-winning, experienced, aggressive, major market newsradio anchor** seeks change, new challenges. Solid background in broadcast journalism at quality stations. Reply to Box Q-21.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Former GM:** Strong sales/programing credentials. Wanting PD position... and to work with your SM for a change. Reply to Box Q-34.

**Program director** looking for small market. Network and major market pro tired of city rat race. Looking for long term PD position. Make your small town station sound big market. 316-722-1499.

## TELEVISION

### HELP WANTED MANAGEMENT

**Promotion manager:** Highly desirable, large market, growing affiliate seeks aggressive, energetic, competitive, experienced, hands-on individual, to direct this "state-of-the-art," award winning creative services department. Inquiries strictly confidential! EOE. Reply to Box Q-35.

**Promotion manager:** WSTM-TV is seeking a creative and high energy individual to design, implement and oversee the stations marketing and promotion efforts. Candidates should have complete knowledge and post-production and work well under deadlines. Previous TV promotion experience a must. Send resume (no phone calls) to Jim Kizer, General Manager, WSTM-TV, 1030 James Street, Syracuse, NY 13203. EOE.

**Manager of on-air fundraising/executive producer:** Responsible for strategically planning and executing all aspects of on-air fundraising and membership promotion. Must have at least three years of increasingly responsible experience in producing and/or directing and a degree or equivalent experience in broadcasting or related field. Must be able to think strategically, analyze results, be a self-starter, a team player, and have a sense of humor. Must have shown ability to write for radio and/or television, preferably both; have extensive experience in all aspects of production: Studio, remote, post and directing on-air talent. Do not send samples of your work until requested. No phone calls please. Send resume, references and salary requirements to: Pledge Search, OPB Foundation, PO Box 69485, Portland, OR 97201. Application deadline, October 30, 1992. EOE.

**CBS affiliate in top 50 market seeks GSM/NSM** to lead the sales department. Candidates must possess strong national sales background along with strong leadership, communication, training and people skills. Prior sales management experience required. If the preceding describes you, send resume to: WHP-TV, 3300 N. Sixth St., Harrisburg, PA 17110. Attn: David Ritter, General Manager. No phone calls. EOE.

**General manager** for WNDU-TV, AM & FM, and Golden Dome Productions, South Bend, Indiana. Opportunity for long term relationship for person with minimum five years experience as TV station manager or higher. High prestige broadcast/television production division. Current president will concentrate on corporate growth until retirement. Send resume to: Baz O'Hagan, President, The WNDU Stations, PO Box 11297, South Bend, IN 46634. EOE.

**President/GM/CEO wanted:** South Florida Public Telecommunications, Inc. (SFPT, Inc.), with offices in a handsome new facility in Boynton Beach, Florida, is seeking candidates for the position of president/GM/CEO. This 50 to 60 employee company owns and operates joint Community Public Broadcasting licensees WXEL-FM 90.7 and WXEL-TV 42, which serve the community broadcasting needs of the Palm Beaches, Martin, and Broward Counties, Florida, the nation's 46th largest broadcast market. The successful candidate for this position will demonstrate to the Board of Trustees, the stations' staff, and the community that she/he has the capability to lead a committed staff, expand community support, and develop a corporate infrastructure which will assure our ability to identify and meet community broadcasting needs into the next century. The successful candidate must be accomplished at consensus-oriented management, and be effective under a high degree of public scrutiny. Salary and benefits are competitive. Candidates for this position preferably should have: A Bachelor's degree and eight (8) years successful senior broadcast management experience, or ten (10) years of successful experience in broadcast management, preferably in public broadcasting; overall knowledge of and appropriate expertise in programing, fundraising, grant application, development, underwriting, budgeting, fiscal management, short and long-term planning and recruitment; must have effective written and verbal interpersonal communications skills, including on-air. Applications will be received until November 20, 1992 in the form of a letter and complete resume, including salary expectations. SFPT is an equal opportunity/affirmative action employer, and encourages minority and female applicants to apply. We expect to select the successful candidate by mid-December, 1992. Applicants should send these materials to our mailing address as follows: J.B. Armour, Board Search Committee, c/o WXEL, 4780 Brighton Lakes Blvd., Boynton Beach, FL 33436.

**Assistant director operations/engineering:** Major market Northeast TV station with heavy production, requires strong technical and supervisory skills. Salary in sixties. Send resume for interview to Box Q-22. EOE.

### HELP WANTED SALES

**Local sales manager:** WLFI-TV, CBS affiliate in Lafayette, IN is seeking a local sales manager. Candidate must have a strong local sales background in sales promotion, new business development and training. Must be a team player, a positive motivator and possess good people skills. Send resume and references to Tom Combs, WLFI-TV, PO Box 2618, West Lafayette, IN 47906. EOE.

**Account executive:** WSYX-TV is looking for an enthusiastic, highly motivated sales professional to handle an entry level, active account list. Qualified candidate will have an applicable college degree and a minimum of 2 years sales experience. This is a great opportunity for the right person who can join this outstanding sales organization immediately. Send resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Account Executive. No phone calls please. WSYX-TV is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

**Salesperson:** Time sales to local retail accounts and advertising agencies. Requires 1-3 years experience in media sales/marketing (broadcasting preferred), verbal and written communications skills, statistical aptitude, and be college graduate. Resumes and cover letter to: Harvey Adelberg, Local Sales Manager, WTNH-TV, 8 Elm Street, New Haven, CT 06510. EOE.

**Seasoned account executive** for CBS affiliate in top 25 market. Minimum 3 years TV sales or rep experience required. Reply to Box Q-36. EOE.

**Account executive:** KMBC-TV, Kansas City's #1 television station, is looking for a strong experienced account executive. Prefer no less than 2 years local broadcast sales experience. Must be able to demonstrate strong skills in business development, marketing and knowledge of rating services. Please send resumes to: Bob Brandt, Local Sales Manager, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. Women and minorities are encouraged to apply. EEO.

### HELP WANTED TECHNICAL

**Chief engineer:** Texas market - successful UHF network affiliate. Well equipped station with translators is seeking a professional with proven hands-on technical, leadership, and organizational skills to direct engineering department. The ideal candidate should have a strong RF background as well as working knowledge of studio equipment. SBE certification and E.E. degree desired. Reply to Box Q-37. EOE.

**Chief engineer** for Fox KJTV34, Lubbock, Texas. Mature Fox affiliate with excellent facilities and studio is looking for a chief engineer to supervise our engineering department. Future projects include rebuilding our transmission plant and we need a talented leader to direct the rebuild. Please send resumes to: Brad Moran, PO Box 3757, Lubbock, TX 79452. EOE.

**TV maintenance engineer:** Needed for Central New York NBC affiliate. Must have both studio and transmitter experience. Prefer someone familiar with low band transmitters to work on RCA TTFL-30 and associated equipment. Experience with ACR-25's, MII, 1" and 3/4" equipment a real plus. SBE certification or FCC General Class license and an ASEE or equivalent required. Send resume to Lisa Beyrau, WSTM-TV, 1030 James Street, Syracuse, NY 13203 (no phone calls). WSTM-TV is an equal opportunity employer.



**South Texas** educational station has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

**TV broadcast engineer:** National cable TV network with the highest quality standards needs broadcast engineer with minimum five years exp. for staff engineering position. Experience with Grass Valley and Sony equipment a must. Good working conditions and benefits. Send resume and work history to PO Box 100321, Irondale, AL 35210. 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 Allen Teague, Hawthorne Communications, Inc., 300 N. 16th Street, Fairfield, IA 52556. EOE.

**Maintenance engineer:** FCC General Class license required. Must have 3 years experience trouble-shooting to component level in RF, video and audio TV equipment. Experience in maintaining digital and microprocessor based equipment required. SBE certification desirable. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, PO Box 25, Evansville, IN 47701. Fax 502-826-6823. EOE, M/F.

**Chief engineer:** For UHF station WEHT in Evansville, Indiana. Must have thorough background in analog and digital electronics; five years experience in television broadcast equipment; knowledge of all formats of video recording, switching, digital effects and storage, ENG equipment, and editing. This is a "hands-on" position requiring troubleshooting ability to the component level. High power TV RF system experience is required. Some administrative ability and FCC General Class license necessary. SBE certification a plus. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, PO Box 25, Evansville, IN 47701. Fax 502-826-6823. EOE, M/F.

**Transmitter maintenance engineer** with a minimum of three years experience working on Harris VHF transmitters. FCC or SBE Certification required. Self motivated and willing to work on tower. Send resume and salary requirements to WCBD-TV, Personnel Dept. #671, PO Box 879, Charleston, SC 29402. EOE, M/F, applicants drug screened.

## HELP WANTED NEWS

**Sportscaster:** Weekend anchoring and weeknight sports reporting, 2 years experience required. Must be energetic and hard working. **Video-grapher:** News and sports shooter. 2 years experience with 3/4" field and editing gear. Needs to be a quick thinker with a sharp eye. Non-returnable tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE M/F.

**WVIT-TV 30, Connecticut's NBC station,** 1422 New Britain Avenue, West Hartford, CT 06110 has the following positions open - no phone calls, please send resumes to Steve Schwaid (include non-returnable 3/4 inch tape for reporter and anchor positions), associate director resumes to Bill Mendoza. WVIT, a Viacom Broadcasting Station, is an equal opportunity employer: **General assignment reporter** - 2 positions. Must have TV experience, live reporting. Good packaging is a must. **Weekend sports anchor** - good reporting and live field anchoring skills. Able to edit 3/4, Beta and produce sportscasts. **Assignment editor/producer** - must have desk experience or an understanding. Ability to write and produce newscasts. **Associate director** - must have experience in switching live newscasts and computerized editing skills.

**Anchor reporter:** Top-40 East Coast CBS affiliate looking for 11 pm weeknight anchor/reporter. Minorities are encouraged to apply. Send 3/4 to Assistant News Director, WTKR Television, 720 Boush Street, Norfolk, VA 23510. EOE.

**Enthusiastic and creative** video news editor/soundtech wanted by small foreign news bureau. We are based in New York City, and cover breaking news, trends, features and sports throughout the United States. Job will include editing of daily news packages, travel, field sound, maintaining video archives and assisting in the upkeep of technical equipment. Road experience, proficiency on Betacam SP edit systems and front-line news editing skills required. **Knowledge of German language a major plus**, but professional standards and a positive attitude count most of all. Please contact: J. Calnan, RTL Plus, Suite 6360, 524 West 57th St., New York, NY 10019. EOE.

**#1 station in Columbus,** WCMH, is looking for an aggressive reporter/anchor with 2+ years experience. Send non-returnable tape and resume to: Tom Burke, News Director, WCMH, 3165 Olentangy River Road, Columbus, OH 43202. Recent applicants need not apply. No phone call. EEO.

**Medium sized midwest affiliate** seeking an aggressive, organized news director with good people skills to manage staff of 25. Send resume & references to Box Q-38. EOE.

**Assistant news director:** Responsible for managing the day-to-day operations of news department, special projects, and the daily production of all newscasts. Immediate opening. Contact: Paul Dughi, KHQ-TV Spokane, WA. 509-448-4601. EOE.

**Photographer needed** at dominant news station. We want someone who's aggressive, seeks quality, and loves to shoot. Send non-returnable 3/4" tape and resume to Pete Michenfelder, News Director, WJBF-TV, 1001 Reynolds Street, Augusta, GA 30903. EOE.

**News producer:** KCRA-TV News seeks highly qualified applicant who possesses outstanding news judgment, strong writing skills, and leadership abilities. NewStar computer skills very helpful. Send non-returnable tape (no Beta) and resume to: Jim Stimson, Executive News Producer, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls! Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F/ADA.

**Technician:** Northeast major market television station seeks a television technician with a minimum of 10 years experience in all phases of television broadcasting operations. Must possess a "General Class" FCC license, and have a formal technical education. All inquiries should be addressed (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. EOE.

**News producer:** Seeking an experienced news producer to produce, write and coordinate newscast. Must have strong organizational, writing and coordinating skills, and the ability to direct reporters and photographers. Must have good and compatible news judgment. Must possess college degree in Journalism or Communications or equivalent experience with a minimum of two years producing at a commercial television station. Provide 3/4" nonreturnable tape and resume to: News Director, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. EOE.

**KTVN has an opening for reporter:** At least two years experience in television news preferred. Ability to use editing equipment required. Send resume and non-returnable tape to Steve Kremer, News Director, 4925 Energy Way, Reno, NV 89502. KTVN-TV is an equal opportunity employer.

**Executive producer** wanted to produce daily newscast and lead line producers with great writing and teasing and first-class newscast construction. Great opportunity. Tapes and resumes only. Phone calls will disqualify you. Send to Bob Yuna, KSNW-TV, PO Box 333, Wichita, KS 67201. EOE.

**Reporter:** Top 50 East Coast ABC affiliate needs a top-flight reporter: Aggressive, polished and quick with solid live skills. You'll work a beat and set up some of your own stories. No beginners please. Send resume to Box Q-40. EOE.

**Producer** wanted to build aggressive daily newscasts for NBC affiliate. Excellent writing and teasing skills must. Tapes and resumes only. Phone calls will disqualify you. Send to Bob Yuna, KSNW-TV, PO Box 333, Wichita, KS 67201. EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Art director:** Multi-talented, highly creative, aggressive artist to take a leadership role with all our graphic needs. Electronic paint system and print experience necessary. Send your resume, dazzling reel and print samples to Personnel Department, WJKS-TV, PO Box 17000, Jacksonville, FL 32245. EOE M/F, drug testing.

**Small market network affiliate** in the Northeast, seeks promotion director with strong production skills. Experience preferred. Resume and salary history to: Box Q-24. EOE.

**Chicago's #1 station WLS-TV** has immediate opening for a supervising producer for its weekly prime-access magazine show. Minimum three years major market experience. Strong creative and supervisory skills a must. EOE. Send non-returnable demo tape and resume to Sherry Burns, Program Director, WLS-TV, 190 North State Street, Chicago, IL 60601.

**Program coordinator:** KTUL Tulsa seeks motivated individual with great organizational skills to handle syndication and ABC, Arbitron research, coordinate internal information, generate usage, FCC and program status reports. Works closely with GM, sales & traffic planning program purchases. Broadcast experience. Lotus 123 and Word Perfect a must. No phone calls. Send resume to: Bobbi Prager, PO Box 8, Tulsa, OK 74101. EEO/M-F/Affirmative Action Employer.

**Producer/director:** KSMQ Public TV seeks an energetic, creative, producer/director for development and programing duties. Will be responsible for yearly auction and on-air pledge drives, as well as a weekly health and medical call-in show, and other programs as assigned. Must have 5 years experience with some on-camera experience. This is an excellent opportunity to work in a top notch 1"-Beta SP facility with ADO-Chyron Super Scribe, GVG 141 and more. No phone calls or demo reels. Send resume to KSMQ-TV, Box 8, 2000 8th Avenue NW, Austin, MN 55912. Equal employment opportunity (M/F/Affirmative Action Employer).

**Copywriter:** A major sports & entertainment company is seeking experienced free-lance copywriters to help develop and create public service announcements for national broadcast. Send resume, book, and 3/4" demo reel to PO Box 3367, Secaucus, NJ 07094-3367. EOE.

**Promotion & marketing manager:** Strong, southwest, VHF independent is seeking a candidate with broad experience in news and entertainment campaign development, media planning and co-op management, and sales promotion. No phone calls, please send resume and non-returnable tape to Program Manager, KPHO TV, 4016 North Black Canyon, Phoenix, AZ 85017. EOE.

**Videographer/editor:** NAB has immediate opening for a strong shooter with at least three years hands-on experience in computerized editing, preferably using Sony 910 system. Qualified candidates should send resume and tape to: NAB Television Department, 1771 N Street, NW, Washington, DC 20036. EOE.

**Station manager** for Midwestern small market. Must have top people skills and know production, news, engineering, and programing. Predecessor left last month to become a general manager. Send resume to Box Q-39. EOE.

**Country's cool and CMT**, Country Music Television needs a writer/producer to be a part of the creative team at this fast growing cable network!! You will be responsible for creating, planning and developing on-air promotions for CMT. If you have a minimum of one year experience in writing and producing on-air promotions, send us your tape!! Send tape and resume to: Peggy Slater, Gaylord Entertainment Company, 2806 Opryland Drive, Nashville, TN 37214. EOE.

**A major sports & entertainment company** is seeking a producer/editor to write, edit, and produce video news releases and corporate/sales videos. Must have hands-on experience with off-line editing, excellent writing skills, and extensive experience in both field and post production. An equal opportunity employer. Send resume and 3/4" demo tape to: PO Box 3367, Secaucus, NJ 07094-3367. EOE.

### SITUATIONS WANTED MANAGEMENT

**Former general manager** of successful station that has been sold looking for a position in sales or management. Prefer under performing stations where creativity is required. Reply to Box Q-26.

### SITUATIONS WANTED TECHNICAL

**Mobile EIC video/transmission maintenance engineer**, based in New York area. 20 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

### MISCELLANEOUS

**Jobs nationwide!** Hundreds of listings. Television, radio, corporate communications. Broadcasting's biggest full-service consultant. Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

### ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Telecommunications:** The University of Georgia seeks applicants for two positions. Position one: This position is designed for a person with a special interest in broadcast news but applicants with other areas of interest are also encouraged to apply. Rank: Assistant professor. Position two: This position requires a scholar with special interest in electronic media studies (history, aesthetics, criticism, cultural studies, etc.). Rank: Assistant or beginning associate professor. Both positions require a Doctorate in Telecommunications or a related field and will offer opportunities for involvement in graduate education. Applicants with teaching and research experience or potential will be preferred. Salaries will be competitive. The Department of Telecommunications is part of the Grady College of Journalism and Mass Communication and has approximately 175 undergraduate and 15 graduate students. Applications received by January 4, 1993 are assured of consideration. Candidates should submit a letter of application specifying which position they are interested in, a vita and the names and addresses of four people who may be contacted for letters of reference. Send all applications and nominations to Dr. Joseph Dominick, Graduate Studies Office, College of Journalism and Mass Communication, University of Georgia, Athens, GA 30602. The University of Georgia is an affirmative action, equal opportunity employer and invites and encourages applications from women and minorities.

**Graduate assistant** to study for M.A. or Ph.D. in Mass Communication. Start fall 1993. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques, or do research. Broadcasters with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Graduate Record Examination required. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084. AA/EEO.

### EMPLOYMENT SERVICES

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

### EDUCATIONAL SERVICES

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

### WANTED TO BUY EQUIPMENT

**Used videotape**— cash for 3/4" SP, M2-90's, Beta-cam SP's. Call Carpel Video 301-694-3500.

### FOR SALE EQUIPMENT

**AM and FM transmitter**, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**Lease-purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

**For sale:** One RCA TT5 A Channel 3 transmitter for parts with side band filter and hybrid diplexer. One ITA 10,000 C for parts. One Phelps Dodge F.M. C.P. 6 bag 3KW antenna and Kintronics Isocoupler on 100.3 MHz. **Wanted:** Two GHZ micro wave transmitter/receiver at or close to 2042-2059 MHz. William Burckhard, 406-652-4743.

**Used/new TV transmitters**, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems 602-582-6550.

### CABLE

#### HELP WANTED SALES

**National sales manager:** Medium Central New York market seeks an experienced broadcast salesperson, for a tremendous opportunity. Successful candidate must have strong sales and marketing skills, good people skills and a strong track record of business development. Send resume to: Attn: Manager, PO Box 345, N. Syracuse, NY 13212. EOE.

### RADIO

#### BUSINESS OPPORTUNITY

**6KW CLASS A INTERESTED IN POSSIBLE BROKERAGE OF OUR AIR TIME. COVERAGE OF ECONOMIC HUB OF LOWER EASTERN SHORE (INCLUDING SALISBURY, MARYLAND MARKET) TO EXPAND YOUR MARKET. REPLY TO BOX Q-42**

### HELP WANTED NEWS

## RADIO WRITER/ANCHOR

CNBC Radio, a national business and financial news network, is looking for a Writer/Anchor to produce hourly newscasts. Five years of on air experience in commercial and/or network radio news required. A working knowledge of business and financial news is a plus.

Please send your resume, cassette, and salary requirements to: **Personnel Manager, CNBC 2200 Fletcher Avenue, Fort Lee, NJ 07024.** Equal Opportunity Employer.



### PUBLIC NOTICE

#### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, October 29, beginning at 12:30 pm in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairs's Report, President's Report and Committee Reports. The Committees will meet on Thursday, October 29, beginning at 1:00 pm in the same location.

### TELEVISION

#### BUSINESS OPPORTUNITY

Existing 465' television tower and 10 acre site FOR SALE and lease back to station and others. Located central Ohio in vicinity of intersections I-70 and state highway. \$500,000 cash. Qualifications with letter to Box Q-28.

### HELP WANTED MANAGEMENT

### TV STATION



Spanish Language Station in Los Angeles

**STATION MANAGER** - New executive position requiring management and broadcast experience. Responsible for programming, sales, operations and overall performance. Salary open.

**PROGRAM DIRECTOR** - New executive position requiring experience in buying and scheduling Spanish-language television programming, primarily Mexican feature films, tele-novelas, sports, and variety shows. Salary open.

Send resumes to:

**Richard Jolliffe, GM**  
KWHY-TV

5545 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 466-5441

KWHY-TV is an Equal Opportunity Employer



HELP WANTED SALES

# Account Executives

Atlanta, Chicago, Dallas, Los Angeles, New York

Arbitron has openings for five Account Executives starting January with our TV Station Services group.

We are seeking individuals with a minimum two years experience at a station and/or in a broadcast sales environment. Hands-on experience with Arbitron research data and PC knowledge a plus. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer a competitive salary/incentive program, with a comprehensive benefit package. We provide a professional atmosphere for the career-minded individual. To explore this opportunity further, send resume with salary history in confidence to:

Roberta DePolo  
The Arbitron Company  
142 West 57th Street  
New York, New York 10019



An Affirmative Action Employer

CABLE

HELP WANTED PROGRAMING PROMOTION & OTHERS



## ON-AIR PROMOTIONS PRODUCER

The nation's premiere news network is seeking a top-of-the-line promotions producer with fresh ideas! Strong background in film, tape and graphic production with solid writing skills a must. Two years experience in major market on-air promotions gets you consideration.

Resumes & 3/4" Tape to:  
Randall Tatum

Manager News Promotions  
One CNN Center  
4th Floor, North Tower  
Box 105366  
Atlanta, GA 30348-5366  
Equal Opportunity Employer

HELP WANTED SALES/RESEARCH

### SALES RESEARCH DIRECTOR

TOP 5 MARKET AFFILIATED STATION. QUALIFICATIONS INCLUDE FAMILIARITY WITH NSI, ARB, JEFFERSON PILOT, LEIGH STOWELL/MARSHALL MARKETING, TAPSCAN, SCARBOROUGH, ETC. CANDIDATE SHOULD HAVE THE ABILITY TO INTERPRET DATA IN AN EFFECTIVE, COMPETITIVE MANNER. POSITION REQUIRES A SELF-STARTER WHO POSSESSES STRONG MARKETING AND SALES CLIENT PRESENTATION SKILLS. RESEARCH DIRECTOR WILL WORK CLOSELY WITH GSM AND MUST INTERACT WITH THE LOCAL AND NATIONAL SALES STAFF. SALARY COMMENSURATE WITH EXPERIENCE. EOE. SEND LETTER WITH RESUME AND SALARY REQUIREMENTS. **REPLY TO BOX Q-41.**

### PROGRAMING SERVICES

#### NATIONAL WEATHER NETWORK NWN TV...

"THE COMPLETE WEATHER PACKAGE"  
CUSTOMIZED AND LOCALIZED TV WEATHER VIA SATELLITE INCLUDING THE ON AIR METEOROLOGIST. LOW CASH/BARTER  
CALL TODAY: EDWARD ST. PE' ...  
601-352-6673

### FINANCIAL SERVICES

## FINANCING ON ALL

IMMEDIATE

### BROADCASTING EQUIPMENT

- Easy to qualify
- Fixed-rate, long-term leases
- Any new or used equipment & computers
- 100% financing, no down payment
- No financials required under \$50,000
- References available

Call Mark Wilson  
(800) 275-0185



EXCHANGE NATIONAL FUNDING

Use Our Experience For Your Business



### ALLIED FIELDS

#### HELP WANTED TECHNICAL

United Nations



Nations Unies

### UNITED NATIONS SECRETARIAT

Located in New York is inviting applications for two positions  
**ELECTRONICS ENGINEER, CHIEF OF UNIT (P-4)**  
**ELECTRONICS ENGINEER, (P-3)**

**Requirements:** Advanced university degree in electrical engineering. Ten years and six years of professional experience, respectively. Fluency in English, working knowledge of French or Spanish desirable.

**Remuneration:** Depending on background and experience, annual net salary (tax free) from US\$ 48,179 to US\$ 61,406 plus corresponding entitlements. Closing date for receipt of applications: 23 November 1992.

**Qualified women are encouraged to apply.** Applications with curriculum vitae, including salary history, birth date and nationality, should be sent to: **Mr. Valeri Evatigneev, Room S-2535, Recruitment and Placement Division, United Nations, New York, NY 10017, USA. Fax: (212) 963-3134.**

## EMPLOYMENT SERVICES

**1-900-40-RTNDA** Radio and Television  
News Jobs

### RTNDA Job Service

75 cents a minute. Job openings listed free.  
Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 615  
Washington, D.C. 20036

### California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

## JOBPHONE

Inside Job Openings, Nationwide

- Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions

**1-900-726-JOBS**

\$1.99 Per Minute

(8627)

### GOT THE 900 NUMBER BLUES? TRY MEDIALINE

TV's Job Listing Leader Since 1986  
NO OUTLANDISH PHONE CHARGES  
NO STALE, DEAD END LEADS  
JUST LOTS MORE REAL JOBS FOR  
LOTS LESS MONEY

To subscribe call 800-237-8073 California 408-648-5200



THE BEST JOBS ARE ON THE LINE  
P.O. Box 51909, Pacific Grove, CA 93950

### FOR SALE EQUIPMENT

### SAVE OUR PLANET, SAVE YOUR MONEY.

Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order:  
**(800)238-4300**

**CARPEL**  
VIDEO

### FOR SALE

GRASS VALLEY KALEIDOSCOPE DPM-1

\$79,000.00

CONTACT: DIANE STAFFORD  
GREENE, CROWE & COMPANY  
**(818) 841-7821**

## WANTED TO BUY STATIONS

**WANT TO BUY FMs  
Commercial/NCE  
Also CPs  
Send Particulars  
Write Box Q-14**

### FOR SALE STATIONS

AM/FM *Florida*

**HADDEN** and Associates  
Orlando  
**407-365-7832**

**HOLT** APPRAISALS **HOLT**  
Independent Appraisals  
Asset Value - Fair Market Value  
Professionalism Since 1967  
215 - 821 - 9085  
**BROKERAGE**

**FOR SALE 50KW AM AND CLASS  
C FM IN FAST GROWING SOUTH-  
WESTERN TOP 50 MARKET CITY.  
SERIOUS BUYERS ONLY.**

P.O. BOX 25670,  
HONOLULU, HAWAII 96825.

### FLORIDA LAND TRADE

for FM or TV. Land just appraised  
at \$2.5 million, by the new beautiful  
national golf PGA Tours.

407/654-0002.

### FLORIDA

- \* Major urban contemporary AM
- \* Panhandle AM-FM combo
- \* Major, daytime opportunity AM
- \* Panhandle, CP UHF TV
- \* Small market AM

**BECKERMAN ASSOCIATES**

Box 82784  
Tampa, FL 33682  
813-971-2061

## EARLY DEADLINE NOTICE

**Due to the Thanksgiving  
Holiday, the deadline for  
the November 30th issue  
will be Wednesday,  
November 18th at noon.**

## BROADCASTING'S CLASSIFIED RATES

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

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

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

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

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

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

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**For subscription information  
call 1-800-323-4345.**



# DateBook

Highlighted listings indicate major meetings.

## OCTOBER

**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. 19**—*Women in Cable, Washington, D.C. chapter*, annual benefit gala honoring Geraldine Laybourne, president, Nickelodeon. Omni Shoreham, Washington. Information: Lynn Levine, (202) 872-9200, or Jeanine Taylor, (703) 378-3430.

**Oct. 19**—*Lifetime Television* screening "Majority Rule." Marquis Ballroom, Marriott Marquis Hotel, New York. Information: (212) 679-0898.

**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. 21**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Ed Frazier, president and CEO, Prime Network. Copacabana, New York. Information: (212) 768-7050.

**Oct. 22**—*International Radio and Television Society* under 30's seminar "Entertainment Panel and Showcase." Limelight, New York. Information: (212) 867-6650.

**Oct. 22**—15th annual CEBA Awards ceremony sponsored by *The World Institute of Black Communications, Inc.* New York Hilton Hotel, New York. Information: (212) 260-1070 or (212) 714-1508.

**Oct. 27**—*International Radio and Television Society*, sports division, seminar "Radio: The Conscience of Baseball." Time Life Building, New York. Information: Julie Furman, (212) 867-6650.

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

**Oct. 28**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Bridget Potter, senior vice president, original programming, Home Box Office. Copacabana, New York. Information: (212) 768-7050.

**Oct. 28-29**—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 228-4052.

## NOVEMBER

**Nov. 4**—*National Academy of Television Arts and Sciences*, New York, chapter, drop-in luncheon. Speaker: Steve Cohen, chairman and CEO, American Transportation Network. Co-

pacabana, New York. Information: (212) 768-7050.

**Nov. 4-8**—*National Black Media Coalition* 19th annual media conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

**Nov. 7**—*NAB Radio Manager's Roundtable* for small and medium markets, including Q&A with FCC Mass Media Bureau Chief Roy Stewart. Holiday Inn Palo Verde, Tucson, Ariz. Information: (202) 429-5402.

**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: Susan Davis, (310) 453-4440.

**Nov. 10-12**—*National Catholic Association of Broadcasters* annual convention and Gabriel Awards banquet. St. Louis. Information: (513) 429-2663.

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

**Nov. 11**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Kicha Ganapathy, AT&T Laboratories. Copacabana, New York. Information: (212) 768-7050.

**Nov. 12-14**—Special Interest Video Association convention. Greenwich Hyatt Regency, Greenwich, Conn. Information: (201) 697-7776.

**Nov. 15**—*Radio Hall of Fame* black-tie gala sponsored by *Museum of Broadcast Communications*. Program will be fed live via satellite, free of charge to radio stations. Chicago. Information: (312) 629-6015.

**Nov. 15**—Deadline for entries for *Pope Foundation Journalism Awards*. Three \$15,000 awards will be made to mid-career print, and television journalists who have written or produced investigative pieces within the last three years. Information: Catherine Pope, (212) 399-9069.

**Nov. 19**—*International Radio and Television Society* newsmaker luncheon. Speaker: Phil Donahue. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

**Nov. 19-22**—*National Association of College Broadcasters* national conference. Providence, R.I. Information: (401) 863-2225.

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

## DECEMBER

**Dec. 1**—*Cable Television Administration and Marketing Society* fourth annual western regional pay-per-view conference. Hyatt Regency Alicante, Anaheim, Calif. Information: Kirsten McConnell, (703) 549-4200.

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

**Dec. 3**—*Ohio Association of Broadcasters* sales workshop. Embassy Suites Hotel, Columbus, Ohio. Information: (614) 228-4052.

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

## JANUARY-APRIL 1993

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

**Jan. 19**—*Nebraska Broadcasters Association* winter meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

**Jan. 24-28**—*NATPE International/Association of Independent Television Stations*. NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orfanopoulos, for NATPE, (310) 453-4440, and Angela Giroux, for INTV, (202) 997-1970.

**Jan. 26-27**—*International Sports Summit*. Beverly Hilton, Beverly Hills, Calif. Information: Peter Cantor, (301) 986-7800.

**Feb. 2-3**—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

**Feb. 3**—*Ohio Association of Broadcasters* sales workshop. Holiday Inn, North and State Route 23, North Columbus, Ohio. Information: (614) 228-4052.

**Feb. 4-7**—*Radio Advertising Bureau* managing sales conference. Loews Anatole Hotel, Dallas. Information: Gail Steffens, (800) 722-7355.

**Feb. 5-6**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

**Feb. 24-26**—*Texas Cable Show* sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

**March 3-6**—24th Country Radio seminar sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

**April 16-21**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

**April 19-22**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

# For the Record

As compiled by BROADCASTING from October 5 through October 9 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **KISK(FM) Lowell, AR** (BAPH920917GN; 101.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of CP from Zenith Broadcasting Corp. to Noalmark Broadcasting Corp. for \$425,000. **Seller** is headed by Edwin B. Alderson Jr., who is 35% shareholder of assignee. **Buyer** is headed by William C. Nolan Jr., licensee of four AM's and five FM's. Filed Sept. 17.

■ **KKTZ(FM) Mountain Home, AR** (BALH920924GN; 107.5 mhz; 100 kw; ant. 761 ft.)—Seeks assignment of license from Eustis-Wichert Communications Inc. to MAC Partners for \$300,000. **Seller** is headed by Bill R. Eustis, and has no other broadcast interests. **Buyer** is headed by J. Morgan Dowdy, who has interests in 10 AM's and 12 FM's. Filed Sept. 24.

■ **KSDI(TV) Clovis, CA** (BALCT921002KG; ch. 43)—Seeks assignment of license from San Joaquin Television Improvement Corp. to Gary M. Cocola for \$275,000; Cocola is exercising option to buy license in order to construct station. Cocola has interests in three LPTV's. Filed Oct. 2.

■ **KBGD(FM) Imperial, CA** (BALH920917GQ; 99.3 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Acacia Amusement Corp. to Brawley Broadcasting Co. for \$400,000. **Seller** is headed by Aaron Berger and Alfonso Pena, who have interests in KXLN-TV Rosenberg, TX. **Buyer** is headed by Calvin J. and Lois A. Mandel, husband and wife, and is licensee of KWST(FM) Brawley and KAMP (AM) El Centro, both California. Filed Sept. 17.

■ **WZNZ(AM) Jacksonville, FL** (BAL920918EC; 1460 khz; 5 kw-U)—Seeks assignment of license from Metroplex Communications Inc. to Paxson Enterprises Inc. for \$5.6 million. Assignment includes WPRD(AM)-WMGF(FM) Jacksonville, FL (see "For the Record," Oct. 12). **Seller** is headed by Norman Wain, and is also licensee of WMTX-AM-FM Clearwater-Pinellas Park, FL; WERE(AM)-WNCX(FM) Cleveland and WXB(X)-WUFX(FM) Buffalo, NY.

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.

**Buyer** is headed by Lowell Paxson, who recently sold WHVE(FM) Cocoa Beach, FL, and is purchasing five stations in Florida ("Changing Hands," July 6). Paxson has interests in five AM's and eight FM's. Filed Sept. 18.

■ **WHOF(AM) Wildwood, FL** (BAL920921EA; 640 khz; 830 w-D, 980 w-N)—Seeks assignment of license from Christian Radio Communications Inc. to Walker Heart of Florida Broadcasting Inc. for \$263,500. **Seller** is headed by Regina Wooley. **Buyer** is headed by Keith Walker. Wooley and Walker have interests in licensee of WWKO(AM) Cocoa, FL. Filed Sept. 21.

■ **WIBB(AM)-WKXK(FM) Macon-Fort Valley, GA** (AM: BAL920924GY; 1280 khz; 5 kw-D, 99 w-N; FM: BAPLH920924GZ; 97.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Middle Georgia Broadcasting Inc. to Taylor Communications Corp. for \$1 million. **Seller** is headed by B. Ken Woodfin and Milton Hirsch, who have interests in two AM's and three FM's. **Buyer** is headed by Selman Kremer and Edward L. Taylor III; Taylor owns 25% of licensee of KBIX-FM Wagoner, OK. Filed Sept. 24.

■ **WMTZ(FM) Martinez, GA** (BAPLH920925GX; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Columbia County Broadcasters Inc. to CSRA Broadcasters Inc. for \$810,000. **Seller** is headed by Randolph E. Watkins Jr., and has no other broadcast interests. **Buyer** is headed by

Bradley C. Beasley, who recently purchased WSFL-AM-FM New Bern, NC. He has interests in two FM's, and nonattributable interests in two AM's and seven FM's. His father, George Beasley, has interests in 5 AM's and 15 FM's. Filed Sept. 25.

■ **WRNO-FM New Orleans** (BALH920911GR; 99.5 mhz; 100 kw; ant. 1,049 ft.)—Seeks assignment of license from Gulf South Broadcasters Inc. to Radio WRNO-FM Inc. for \$500,000. **Seller** is headed by Joseph M. Costello III, and has interests in KKAY-AM-FM White Castle-Donaldsonville and KXOR(FM) Thibodaux, both Louisiana. **Buyer** is headed by Thomas R. Galloway Sr., and has interests in licensees of four TV's, one AM and two FM's. Filed Sept. 11.

■ **KJSK(AM)-KLIR(FM) Columbus, NE** (AM: BTC920914E1; 900 khz; 1 kw-D, 66 w-N; FM: BTCH920914EJ; 101.1 mhz; 100 kw; ant. 760 ft.)—Seek transfer of control from Roger P. Anderson, et al., to Heartland Broadcasting for \$850,000. **Seller** also has interests in KRKS(AM) Denver and KFLA(AM)-KSKI(FM) Scott City, KS. **Buyer** is headed by Timothy R. McMahon and Daniel Gardner, and has no other broadcast interests. Filed Sept. 14.

■ **KKPR-AM-FM Kearney, NE** (AM: BAL920928ED; 1460 khz; 5 kw-D, 56 w-N; FM: BALH920928EE; 98.9 mhz; 100 kw; ant. 700 ft.)—Seeks assignment of license from Radio Ingstad Nebraska Inc. to Koehn Radio Inc. for \$600,000. **Seller** is headed by Robert E. Ingstad, and is licensee of 8 AM's and 10 FM's. **Buyer** is headed by Gene A. Koehn, and is licensee of KNEN(FM) Norfolk, NE. Filed Sept. 28.

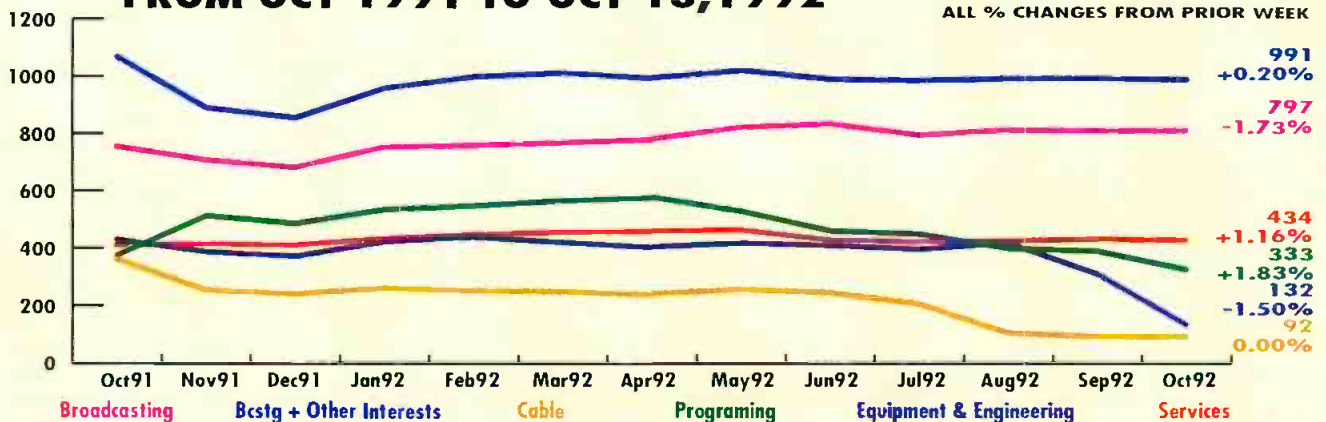
■ **WJYY(FM) Concord, NH** (BALH921002GX; 105.5 mhz; 1.55 kw; ant. 456 ft.)—Seeks assignment of license from Empire Radio Partners Ltd. to RadioWorks Inc. for \$550,000 (see WRCI(FM) Hillsboro, NH, below). Filed Oct. 2.

■ **WRCI(FM) Hillsboro, NH** (BALH921002GW; 107.7 mhz; 3 kw; ant. -276 ft.)—Seeks assignment of license from Empire Radio Partners Ltd. to RadioWorks Inc. for \$550,000. Assignment includes WJYY(FM) Concord, NH (see above). **Seller** is headed by R. Andrew Brothers, and is licensee of WGY-AM-FM Schenectady, NY. Brothers has interests in WIPS(AM) Ticonderoga, NY. Great Northeast Communications, general partner of assignor, is licensee of one FM and two TV's. **Buyer** is headed by Lindsay M. Collins, and has no other broadcast interests. Filed Oct. 2.

## STOCK MARKET PERFORMANCE AVERAGES FROM OCT 1991 TO OCT 13, 1992

NASDAQ: 576.44 (+1.03%)  
S&P Ind.: 479.05 (+0.42%)

ALL % CHANGES FROM PRIOR WEEK





■ **WOMP-AM-FM** Bellaire, OH (AM: BAL920921HM; 1290 khz; 1 kw-D, 33 w-N; FM: BALH920921HN; 100.5 mhz; 48 kw; ant. 518 ft.)—Seeks assignment of license from BTMI Inc., receiver, to WSTV Inc. for \$575,000. Seller is headed by Paul W. Robinson Jr., and is licensee of WMX-AM-FM Rossville, GA, and WMFX(FM) St. Andrews, SC. Buyer is headed by Myles P. Berkman, and is licensee of WSTV(AM)-WRKY(FM) Steubenville, OH. Filed Sept. 21.

■ **KEED(AM)-KSNF(AM)** Eugene, OR (AM: BAL920928EB; 1600 khz; 5 kw-D, 1 kw-N; FM: BALH920928EC; 93.1 mhz; 100 kw; ant. 850 ft.)—Seeks assignment of license from Community Pacific Broadcasting Co. Ltd. to McKenzie River Broadcasting Co. Inc. for \$1.01 million. Seller is headed by David J. Benjamin III, and is licensee of KKSD(AM)-KASH-FM Anchorage and KFIV(AM)-KJSN(FM) Modesto, CA. Buyer is headed by John Q. Tilson III, and is licensee of KKXO(AM)-KMGE(FM) Eugene, OR. Filed Sept. 28.

■ **WBCB(AM)** Levittown-Fairless Hills, PA (BAL920929EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Bucks Broadcasting Co., debtor-in-possession, to Progressive Broadcasting Co. Inc. for \$550,000. Seller is headed by Edward George. General partner Joseph H. Weiss has interests in WQBK-AM-FM Rensselaer-Glenmont, NY. Buyer is headed by Pasquale T. Deon Sr., and has no other broadcast interests. Filed Sept. 29.

■ **WMAD-AM-FM** Sun Prairie, WI (AM: BAL920925HP; 1190 khz; 1 kw-D; FM: BALH920925HQ; 92.1 mhz; 1.75 kw; ant. 400 ft.)—Seeks assignment of license from DPC Inc. to WMAD Inc. for \$650,000. Seller is headed by David Suchomel, and has no other broadcast interests.

Buyer is headed by Allen B. Shaw, who has 30% interest in licensee of WRKU-FM Grove City, PA. Filed Sept. 25.

#### Actions

■ **WEYY-FM Talladega, AL** (BALH920803HK; 92.7 mhz; 250 w; ant. 870 ft.)—Granted assignment of license from Radio Talladega Inc. to James H. and Laura A. Jacobs, husband and wife, for \$570,000. Seller is headed by Jimmy E. Woodard, who also has interests in two AM's. James Jacobs is general manager of WSYA-AM-FM Montgomery, AL. Action Sept. 16.

■ **KPPL(FM) Colusa, CA** (BALH920709GX; 107.5 mhz; 28 kw; ant. 600 ft.)—Granted assignment of license from Park Lane Colusa Partners Ltd. to The Park Lane Group for \$2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is licensee of KVOY(AM)-KTPH Tehachapi, CA (see below). Action Sept. 4.

■ **KKAM(AM)-KBOS(FM) Fresno-Tulare, CA** (AM: BAL920619EA; 1340 khz; 1 kw-U; FM: BALH920619EB; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Granted assignment of license from Richard C. Phalen Jr., receiver, to CenCal Broadcasting Inc. for \$1.4 million ("In Brief," June 22). Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, CA. Buyer is headed by Stephen D. Miller, former general manager of stations. Action Sept. 16.

■ **WRZK(FM) Tallahassee, FL** (BAPH920622GO; 106.1 mhz)—Granted assignment of CP from John S. Matthews Jr. to Southeast Broadcasters Inc.; John S. Matthews Sr. and John C. Vogt Jr. will be

acquiring their respective interests in licensee from John S. Matthews Jr., in return providing pro rata share of operating costs of station. Corporation will also assume certain liabilities incurred by John S. Matthews Jr. during construction of station. Action Sept. 16.

■ **WQTX(FM) Roanoke, IN** (BAPH920728GZ; 105.1 mhz; 2.2 kw; ant. 385 ft.)—Granted assignment of CP from Roanoke Broadcasting Inc. to Frank S. Kovas for \$100,000. Seller is headed by Judith A. Selby, and has no other broadcast interests. Buyer has interests in 2 AM's. Action Sept. 14.

■ **WRO(FM) Rochester, IN** (BALH920716HR; 92.1 mhz; 4.3 kw; ant. 240 ft.)—Granted assignment of license from Manitou Broadcasting Corporation to Bair Communications Inc. for \$250,000. Seller is headed by James W. Zimmerman, and has no other broadcast interests. Buyer is headed by Thomas J. Bair, and has no other broadcast interests. Action Sept. 9.

■ **WDKA(TV) Paducah, KY** (BTCCT910827KE; ch. 49; 3,373 kw-V; 337 kw-A; ant. 1,169 ft.)—Granted transfer of control of CP from MacPherson Broadcasting of Kentucky Inc. to Robert W. Sudbrink for \$200. Seller is headed by Alexander E. MacPherson, and has no other broadcast interests. Buyer is headed by Robert W. Sudbrink (51%) and Marion Sudbrink (49%), husband and wife. Robert W. Sudbrink has interests in WTLK(TV) Rome, GA (pending FCC approval); WCEE(TV) Mt. Vernon, IL; WXTL(AM) Jacksonville, FL. Action Sept. 4.

■ **KLCL(AM)-KHLA(FM) Lake Charles, LA** (AM: BAL920727EB; 1470 khz; 5 kw-D, 500 w-N; FM: BALH920727EC; 99.5 mhz; 100 kw; ant. 400 ft.)—Granted assignment of license from Gary Stevens, receiver for GMX Corp., to Broadcasters & Publishers Inc. for \$1.2 million (see WNAU(AM)-WWKZ(FM) New Albany, MI, below). Action Sept. 15.

■ **WNAU(AM)-WWKZ(FM) New Albany, MS** (AM: BAL920727GX; 1470 khz; 500 w-U; FM: BALH920727GY; 103.5 mhz; 100 kw; ant. 1,004 ft.)—Granted assignment of license from Gary Stevens, receiver for GMX Corp., to Broadcasters & Publishers Inc. for \$1.2 million ("Changing Hands," July 13). Sale includes KLCL(AM)-KHLA(FM) Lake Charles, LA (see above). Seller is media broker, who also recently sold WHNK(AM)-WRLT-FM Nashville ("Changing Hands," July 13). Buyer is headed by Houston L. Pearce, licensee of WMOX(AM)-WJDQ(FM) Meridian, MS. Pearce is also licensee of 3 AM's and 3 FM's. Action Sept. 15.

■ **KECD(FM) Elk City, OK** (BALH920724GM; 96.5 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Ronca Broadcasting Co. to Paragon Broadcasting Inc. for \$260,000. Seller is headed by Ron Sewell, and has no other broadcast interests. Buyer is headed by Cletis Killian. Principal Brooks Brewer is director of licensee of KOKL(AM) Okmulgee, OK. Action Sept. 16.

■ **WAIM(AM) Anderson, SC** (BAL920729EC; 1230 khz; 1 kw-U)—Granted assignment of license from ABS Greenville Partners Ltd. to Palmetto Broadcasting Co. Inc. for \$80,000. Seller is headed by Kenneth A. Brown and Jon Sinton, and is also licensee of WROQ(FM) Anderson, SC. Brown and Sinton also have interests in two FM's. Buyer is headed by Brenda Woodson, and has no other broadcast interests. Action Sept. 15.

■ **WHPB(AM) Belton, SC** (BAL920803EE; 1390 khz; 1 kw-D)—Granted assignment of license from B & J Broadcasting Inc. to CG & B Broadcasting Inc. for \$166,000. Seller is headed by Yvonne B. Fleming, and has no other broadcast interests. Buyer is headed by Cecil V. Clement, and has no other broadcast interests. Action Sept. 15.

■ **KIXZ(AM)-KMML(FM) Amarillo, TX** (AM: BAL920708EE; 940 khz; 5 kw-D, 1 kw-N; FM: BALH920708EF; 98.7 mhz; 100 kw ant. 480 ft.)—Granted assignment of license from MST Communications Inc. to Catalyst Radio Ltd. for assumption of note in principal balance of \$2.45 million. Seller is headed by Sally A. Haines, and has no other broadcast interests. Buyer is headed by Daryl Hays, and has no other broadcast interests.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
<b>Total Radio</b>	<b>11,275</b>	<b>1,410</b>	<b>12,685</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
<b>Total TV</b>	<b>1,505</b>	<b>183</b>	<b>1,688</b>
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
<b>Total LPTV</b>	<b>1,291</b>	<b>1,061</b>	<b>2,352</b>
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

### 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.

<sup>1</sup> Construction permit.

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

Action Sept. 15.

■ **KIKM-FM Sherman, TX** (BALH920803HO; 96.7 mhz; 3 kw; ant. 265 ft.)—Granted assignment of license from Hawthorne Broadcasting Corp. to Hunt Broadcasting Inc. for \$500,000. Seller is headed by Steve Kahn, and has no other broadcast interests. Buyer is headed by James G. Hunt, and has no other broadcast interests. Action Sept. 15.

■ **WGLB-AM-FM Port Washington, WI** (AM: BTC920722GE; 1560 khz; 250 w-D; FM: BTCH920722GF; 100.1 mhz; 3 kw; ant. 180 ft.)—Granted transfer of control from WGLB Inc. to Wisconsin Great Lakes Broadcasting Inc. for \$300,000. Seller is headed by Howard J. Fuys, and has no other broadcast interests. Buyer is headed by Mark Heller, and has interests in WTRW(AM) Two Rivers, WI. Action Sept. 15.

## NEW STATIONS

### Applications

■ **Hardy, AR** (BPH920923MB)—John W. Shields seeks 104.7 mhz; 6 kw; ant. 76 m. Address: P.O. Box 480, Hardy, AR 72542. Applicant owns 25% of licensee of KSRB(AM) Hardy, AR. Filed Sept. 23.

■ **St. Augustin Beach, FL** (BPH920911MD)—C & S Broadcasting seeks 105.5 mhz; 3 kw; ant. 100 m. Address: 240 N. Patterson, Waylan, MI 49348. Applicant is headed by John Seymour, and has no other broadcast interests. Filed Sept. 11.

■ **Loogootee, IN** (BPED920930MB)—Community Education & Religion Broadcasting Inc. seeks 88.7 mhz; 1.60 kw-V; ant. 125 m. Address: 205 West Main, Loogootee, IN 47553. Applicant is headed by Michelle K. Harris, and has no other broadcast

interests. Filed Sept. 30.

■ **Water Valley, MS** (BPH920928MN)—Bobby B. Anderson seeks 105.5 mhz; 6 kw; ant. 75.3 m. Address: P.O. Box 9, Charleston, MS 38921. Applicant has interests in WKXT(AM)-WTGY(FM) Sardis-Charleston, MS. Filed Sept. 28.

■ **Calverton-Roanoke, NY** (BPH920928MH)—Cynthia L. Mack seeks 105.3 mhz; 6 kw. Address: P.O. Box 1117, East Hampton, NY 11937. Applicant has no other broadcast interests. Filed Sept. 28.

■ **Southampton, NY** (BPED920928MG)—Sabath Inc. seeks 92.9 mhz; 1 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Sept. 28.

■ **Westhampton, NY** (BPED920928MO)—H.I.S. Network Inc. seeks 98.5 mhz; 6 kw; ant. 76 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr., who has interests in three LPTV's. Filed Sept. 28.

■ **Branchville, SC** (BPH920925MD)—Eagle of Orangeburg Inc. seeks 105.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1546, Orangeburg, SC 29115. Applicant is headed by Tommie R. Love, and has interests in one AM and four FM's. Filed Sept. 25.

■ **Ladson, SC** (BPH920929MD)—Ladson Star Radio seeks 106.3 mhz; 2.5 kw; ant. 136 m. Address: 1729 Heritage Park Road, Charleston, SC 29407. Applicant is headed by general partners Irma Greene, Carlton Byrd and Elizabeth Fitch, and has no other broadcast interests. Filed Sept. 29.

■ **Ladson, SC** (BPH920928MJ)—Thomas R. Cole seeks 106.3 mhz; 3 kw; ant. 100 m. Address: 21 Overview Drive, Brunswick, ME 04011. Applicant has no other broadcast interests. Filed Sept. 28.

### Actions

■ **Redding, CA** (BPED880610ML)—Granted app. of University Foundation, California State University, Chico, for 88.9 mhz; 1.3 kw; ant. 457 m. Address: First and Normal, Chico, CA 95929. Applicant is headed by Jack Brown, and has no other broadcast interests. Action Sept. 29.

■ **Sault Ste. Marie, MI** (BPED911024MF)—Granted app. of Lake Superior State University for 90.1 mhz; .1 kw; ant. 30 m. Address: 1000 College Dr., Sault Ste. Marie, MI 49783. Applicant is headed by Todd Gray, and has no other broadcast interests. Action Sept. 18.

■ **Missoula, MT** (BPET920219KF)—Granted app. of University of Montana for ch. 11; 280 kw; ant. 645 m. Address: Telecommunications Center, PARTV 180, Missoula, MT 59812. Applicant is headed by David M. Wilson and George Dennison, and is licensee of KUFM(FM) Missoula, MT. Action Sept. 25.

■ **Lincoln, NE** (BPED910319MA)—Granted app. of Community Family Broadcasting Inc. for 88.5 mhz; 4.7 kw-V; ant. 119 m. Address: 10841 E. 28th St., Independence, MO 64052. Applicant is headed by Richard P. Bott, and has interests in four AM's and one FM. Action Sept. 23.

■ **Manchester, NH** (BPED910313MB)—Granted app. of Knowledge For Life for 90.7 mhz; .015 kw; ant. 270 m. Address: 134 Hollis Rd., Amherst, NH 03031. Applicant is headed by Ronald A. Tannariello, and has no other broadcast interests. Action Sept. 20.

■ **Twisp, WA** (BPH910904MC)—Granted app. of Methow Radio for 106.3 mhz; .22 kw; ant. 498 m. Address: P.O. Box 626, Winthrop, WA 98862. Applicant is headed by Debra Featherston, and has no other broadcast interests. Action Sept. 28.

## SERVICES

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# Fates Fortunes

## TELEVISION

**Fredric Weissman**, manager, media services, NBC, Burbank, joins Columbia Pictures Television, Los Angeles, as director, publicity.

**Brock Kruzic**, Midwest region manager, Group W Productions, Chicago, named Western region manager, Group W Productions, Los Angeles.

**Jeff Rosser**, president, CEO, KDFW-TV Dallas, named chairman,

**Lucy Cavallo**, casting director, Stephen J. Cannell Productions Inc., Hollywood, named director of casting.

**Douglas Rossi**, news-political unit producer, WJAR-TV Providence, R.I., joins WTIC-TV Hartford, Conn., as executive producer.

**Cheryl Burton**, anchor, talk show host, *Viewpoint*, KWCH-TV Wichita, Kan., joins WLS-TV Chicago as weekend anchor, reporter.

**Phil Allen**, anchor, KPNX-TV Phoenix, Ariz., leaves to devote time to his

producer/director.

Appointments at WGNT-TV Portsmouth, Va.: **John Rezaback** and **Fred France**, account executives, named local sales and national sales managers, respectively; **Harry Doggett**, operations assistant, named broadcast coordinator.

**Mel House**, program director, WLFL-TV Raleigh, N.C., joins KRRT-TV San Antonio, Tex., as director of programing, operations.

**Mark Foreman**, director, advertising and promotion, WCCO(AM) Minne-



**Fredric Weissman**  
Columbia Pictures



**Brock Kruzic**  
Group W



**Robert Fleming**  
Twentieth Television



**Bill Clark**  
Shamrock



**Martin Loughman**  
Shamrock

Times Mirror Broadcast Management Committee there.

Appointments at CBS Entertainment, Los Angeles: **Michael Healy**, VP, movies for television and miniseries, Reeves Entertainment, there, and **Ruthe Benton**, VP, Avnet-Kerner, there, named directors, motion pictures for television.

Appointments at Warner Bros. Domestic Television Distribution, Burbank, Calif.: **Veronica Koss**, manager, finance, named director; **Andrea Goodlerner**, manager, costs and budgets, named director.

**Phillip Gonzales**, manager, publicity, Fox Broadcasting, Beverly Hills, joins Lorimar Television, Burbank, as senior publicist.

**Tom Thayer**, president, Universal Television, Universal City, Calif., named honorary chairman, educational programs and Services Committee, Academy of Television Arts and Sciences, North Hollywood, Calif.

company, Allen Announcing, there.

**Bob Huber**, manager, prime time casting, East Coast, Capital Cities/ABC Inc., New York, joins Fox Broadcasting Co., Beverly Hills, Calif., as director, casting.

**Robert Fleming**, senior VP, finance and administration, domestic and international distribution, Twentieth Television, Beverly Hills, Calif., named senior VP, finance and administration.

Appointments at WKRC-TV Cincinnati: **Chuck DeVandra**, general sales manager, and **Steve Miniui**, news director, named VP's, sales and news, respectively.

**John Kasden**, GM, KCOS-TV El Paso, named outreach executive director, Public Television Outreach Alliance, Washington.

Appointments, WBAL-TV Baltimore: **Carol Costello**, co-anchor, WNBS-TV Columbus, Ohio, joins in same capacity; **Jay Francis**, director, WGAL-TV Lancaster, Pa., joins as

apolis, joins WCCO-TV there as promotion writer/producer.

**Kevin Kalwary**, investigative reporter, WTSP-TV Tampa, Fla., joins WTVT-TV there in same capacity.

**Bob Yuna**, news director, KOVR-TV Sacramento, Calif., joins KSNW-TV and the Kansas State Network, both Wichita, Kan., in same capacity.

**Josie Goytisolo**, former news and program director, KWEX-TV San Antonio, Tex., joins Telemundo Station Group, Hialeah, Fla., as news director.

**Sarah Kreuzkamp**, director, development, Edgar J. Scherick Associates, Los Angeles, joins Leonard Hill Films there as director, development, telefilms and miniseries.

**Lea Thompson**, investigative/consumer reporter, WRC-TV Washington, joins NBC News Dateline NBC there as correspondent.

**Judith Bernat**, sales manager, Target Marketing, New York, joins McM Entertainment, Los Angeles,



as senior VP, sales manager.

**Kent Cushenberry**, head, Cushenberry Group, Washington, joins Executive Television Workshop there as associate.

## RADIO

Appointments at Shamrock Broadcasting, Inc., Burbank, Calif.: **Bill Clark**, president and chief executive, named chairman and chief executive; **Martin Loughman**, owner-operator, KOOL Communications Inc., Denver, joins as president and chief operating officer.

**Christopher Karb**, former GM, WSBM(AM) WQLT-FM Florence, Ala., joins WLAC(AM)-FM Nashville as VP/GM.

**Rich Bonn**, program manager, WTEM(AM) Rockville, Md., named program director.

**Alan Leinwand**, general sales manager, WMAL(AM) Washington, joins WJFK-FM there in same capacity.

**Steve Elliot**, program director, WAVH-FM Mobile, Ala., joins KVMY-FM Mesa, Ariz., in same capacity.

**Chet Redpath**, president/GM, WTMX-FM Chicago, retires.

**Rosemary Rossi**, account executive, WRKO(AM) WBMX-FM Boston, joins WCDJ-FM there in same capacity.

**Mary Griswold**, research director, KRLA(AM) KLSX-FM Los Angeles, joins KFVB(AM) KTWV-FM there as re-

marketing, SportsChannel America, Woodbury, N.Y., joins National Cable Advertising, New York, as VP, affiliate relations.

Appointments at Mind Extension University, Englewood, Colo.: **Char Lefholz**, marketing coordinator, named account executive, affiliate relations; **Barb Phillips**, graphic designer, marketing services, Jones Interchange, there, joins as graphics manager; **Tamara Bennett**, freelance writer, Denver, joins as communications manager.

**Amy Powell**, anchor/reporter, KARE-TV Minneapolis, joins E! Entertainment Television, Los Angeles, as producer/reporter, E! News Daily.

New officers, Southern Cable Television Association, Atlanta: **H.W.**



**Jack Cahill**  
WLTW-FM

**Jack Cahill**, local sales manager, WLTW-FM New York, named sales manager.

**Ken Williams**, managing director, Western region, MediaAmerica, Los Angeles, named VP, managing director, Western region.

**Kevin Mashek**, VP/GM, KWFM-FM Tucson, Ariz., joins WYMG-FM Springfield, Ill., in same capacity.

**William Birchfield**, board member, WJCT Jacksonville, Fla., elected chairman.

Appointments at Sports Entertainment Network, Las Vegas: **Jack Hayes**, director, network programming, assumes additional responsibilities as director, network operations; **Tom Page**, former director, affiliate relations, Unistar, Los Angeles, joins in same capacity; **Jerry Heckerman**, contract engineer, Minneapolis, joins as chief engineer.

**Larry Ross**, weekend air personality, WTNV-FM Watertown, N.Y., named promotion director.



**Jerry Heckerman**  
Sports Entertainment



**Mary Griswold**  
KFVB(AM)-KTWV-FM

search manager.

**John Silliman Dodge**, radio consultant, Boston, joins WCRB-FM there as program director.

**Ellen Silva**, producer, *Fresh Air*, WHYY-FM Philadelphia, joins WAMU-FM Washington as producer, *The Derek McGinty Show*.

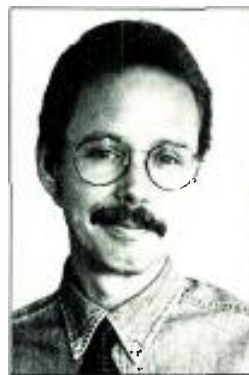
## CABLE

**Richard Glover**, former senior VP, Titan Sports, Stamford, Conn., joins ESPN, Bristol, Conn., as senior VP, ESPN Enterprises.

Appointments at Comedy Central, New York: **Joe Poletto**, director, advertising sales, named VP; **Barbara Krakower**, marketing, advertising consultant, New York, joins as director, marketing.

**J.C. Sparkman**, executive VP, executive officer, TCI, Denver, elected chairman, Cable in the Classroom, Alexandria, Va.

**Sharon Portin**, VP, affiliate sales,

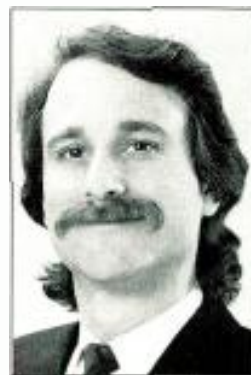


**John Dodge**  
WCRB-FM

**Goodall**, Continental Television, Richmond, Va., president; **Michael D'Ambra**, ATC Birmingham Division, Birmingham, Ala., VP; **Ray Clemons**, Post-Newsweek Cable, Gulfport, Miss., secretary; **Harris Bagely**, Cable Management Group, Atlanta, treasurer.

Appointments at Time Warner Cable of New York: **Kathy Scopp**, general counsel, Brooklyn-Queens division, Time Warner New York City Cable Group, named general counsel; **Sandy Colony**, VP, corporate communications, Manhattan Cable, joins as VP, public affairs; **Barbara Kelly**, VP, sales, Brooklyn-Queens division, Time Warner New York City Cable, named VP, sales. **Ken Fluger**, director, sales, Paragon Cable, Manhattan, joins in same capacity.

**Frank Iacona**, director, advertising sales, Greater Boston Division, Warner Cable Communications, Boston, joins Group W Satellite Communications, Stamford, Conn., as manager, local ad sales.



**Richard Glover**  
ESPN Enterprises



## FULL 'PLATE' FOR CBS, MCDONALD'S

**C**BS, McDonald's Corp. and the Society for Nutrition Education unveiled a series of public service announcements for children about nutrition and good eating habits with a press conference and screening on Capitol Hill. *What's on Your Plate?*, a series of 12 PSA's, airs on CBS, Saturdays at 9:59 a.m., reaching close to 3 million children ages 2-11 each week. The 55-second spots feature a clay-animated host, Willie Munchright. Pictured, l-r: Representative Ron Wyden, (D-Ore.); Linda Kravitz, assistant vice president, marketing, McDonald's; Beth Waxman Bressan, vice president and assistant to the president, CBS/Broadcast Group, and Darlene Lansing, executive director, Society for Nutrition Education.

## ADVERTISING

**Myer Berlow**, partner, Beber Silverstein & Partners, New York, joins Griffin Bacal Inc. there as executive VP, director, business development.

## TECHNOLOGY

**Glenn Higgins**, president, Comtech Antenna Systems, St. Cloud, Fla., named VP, Comtech Telecommunications Corp. there.

## WASHINGTON

Appointments at Fletcher, Heald & Hildreth: **Kathleen Victory**, associate, Haley, Bader Potts, Washington, and **Paul Feldman**, associate, Arent, Fox, Washington, join in same capacity; **M. Veronica Pastor**, legal intern, office of the chairman, FCC, joins as associate; **Edward Caine**, former president, COO, Potomac Capital Investment Corp., and former chairman, CEO, Potomac Capital Leasing Group, Washington, joins as counsel.

**Arianna Licet Ariza**, press assistant, National Cable Television Association, Washington, named assistant director, press relations.

**Martin Casey**, former Washington correspondent, *Dallas Morning News*, joins The Washington Journalism Center as director.

## DEATHS

**Alvin Rosenfeld**, 73, retired journalist, died Oct. 12 of cancer at Georgetown University Hospital, Washington. During his career, Ro-

senfeld worked for United Press, NBC News, and *The Washington Post*. He covered the Mideast for NBC News in 1967. While covering the civil war on Cyprus, he received a bullet wound that left him blind in one eye and deaf in one ear. He served as bureau chief for the network in Madrid and Jerusalem during the 1967 Arab-Israeli War. He returned to Washington as NBC's State Department correspondent in 1971 and left two years later. He joined the *Post* in 1973 as special correspondent covering the 1973 Arab-Israeli War. In 1977 he joined the New York daily *The Trib*, which folded later that year. Survivors include his wife, Judith, a daughter and two sons.



**Rudd**

**Hughes Rudd**, 71, former CBS correspondent, died Oct. 12 of an aortic aneurysm from heart surgery at a hospital in Toulouse, France. He had lived in Valence D'Albi, a small village in southern France, since 1986. After three years at the University of Missouri, Rudd quit to become an Army Piper Cub pilot in World War II. Following stints at various newspapers, Rudd's broadcasting career began with CBS as a news writer in 1959. He held various foreign writing/reporting posts, including Moscow, Germany, the Middle East and Vietnam. He anchored the *CBS Morning News* from 1973-77. His writing and reporting for the show earned him a Peabody Award in 1976 (BROADCASTING, May 9, 1977.) He joined ABC in

1979, where, as a contributing correspondent, his reports aired on *World News Tonight* and *20/20*. He also hosted a daily show, *A Rudd Awakening*, on ABC Radio. He retired in 1986. Survivors include his wife, Ann, and one son. Burial will be in Arlington Cemetery.

**Steven Temmer**, 64, broadcast pioneer, died Oct. 8 of AIDS in New York. Temmer served as studio engineer for ABC during the late 1940's, where he oversaw broadcast of some of the first taped radio programming from New York, with such stars as Groucho Marx, Bing Crosby, Milton Berle and Jerry Lewis. He later served as a technical consultant to Watergate prosecutors studying tape recordings of President Nixon's White House conversations. Temmer was the founder and president of Gotham Recording and Gotham Audio, importers and exporters of recording and broadcasting equipment.

**Francis Arvold**, 71, makeup artist for CBS for 40 years, died Oct. 8 in Fargo, N.D. Arvold worked on such people as Ed Sullivan, Edward R. Murrow, Walter Cronkite and Dan Rather. She also worked on the Kennedy-Nixon debates, the first presidential television debates in 1960. She retired two years ago.

**John Hancock**, character actor who portrayed the acerbic bartender, Ike Johnson, on CBS comedy *Love and War*, died Oct. 12 of a massive heart attack at home in Los Angeles. He was probably best known for his role as a no-nonsense judge on NBC's *L.A. Law*. He also co-starred in *Houston Knights*, and appeared in *Scrupes and Roots: The Next Generation*. Hancock, who was in his early 50's, is survived by his parents.



# Fifth Estater

## TIMOTHY ALVIN BOGGS

**O**n the morning after Congress passed the cable bill two weeks ago, Time Warner's Washington representative Tim Boggs had every reason to be down. He had fought long and hard alongside other cable, Hollywood and White House lobbyists to derail the legislation and had come up just a senator or two short.

But he was as upbeat as ever. Rather than dwelling on what might have been, he was looking ahead to ways of mitigating the law's impact on Time Warner through FCC rulemakings and possibly legal action. "This too can be overcome," he says.

That is not to say Boggs is cavalier about the law. Anything but. "I hate to lose," he says. "We will argue the case strongly at the commission. This is a very serious piece of legislation, and it is going to require great care in figuring out how to live under it."

Boggs's paper-strewn office (then in process of disassembly for a cross-town move) celebrates the vertically integrated diversity of Time Warner—film, records, magazines, books and cable. Hanging on the walls are a four-foot cutout of Bugs Bunny; a gold record (Paul Simon's *Graceland*, a token of Boggs's effort on behalf of a Simon fundraiser tour to combat hunger); a "JFK" movie poster, and a huge black-and-white closeup of Lawrence Olivier and Marilyn Monroe from *The Prince and The Showgirl*. Spread out on the coffee table: *Sports Illustrated*, *People* and *Entertainment Weekly*.

Boggs's career has taken a conventional route—college, Capitol Hill, lobbyist. The college was the University of Wisconsin, Madison. While there, he plunged into the 1972 presidential campaign as McGovern's national youth coordinator and a McGovern delegate to the convention.

He parlayed a summer internship in the office of Madison's Democratic congressman Robert Kastenmeier into a permanent post-graduation position with the House Copyright Subcommittee, which Kastenmeier chaired.

That first year in Washington was made more exciting by a matter that



preoccupied Kastenmeier and other members of the Judiciary Committee: the impeachment of President Nixon.

Among Boggs's early assignments was crafting and guiding to final passage the Copyright Act of 1976, which affirmed the right of cable systems to carry broadcast signals from other markets and set up a compensation system for those signals. Sixteen years later, it remains the bedrock of the cable-broadcast relationship.

Kastenmeier, now head of the National Commission on Judicial Discipline and Removal, remembers Boggs as an "invaluable" aide or industry advocate "because he works constructively to an end without engendering antagonisms and conflicts."

In 1982, Boggs stepped into the private sector, joining Jay Berman in Warner Communications' Washington office as director of legislative affairs. He took over the office when Berman left in 1986 to head the Recording Industry Association.

Time and Warner merged in 1989, but their Washington offices didn't. It wasn't until early this year that the Time office was shut down and Boggs given sole responsibility for the corporation's public policy interests.

Boggs doesn't do it alone. Carol Melton has primary responsibility for the FCC, Art Sackler watches out for the corporation's publishing interests and Ted Jaffe covers recording issues.

Boggs's approach to lobbying is personal. "The key to being a successful advocate in this town is to recognize that decisions are made by individuals," he says, and not "by parties or by agencies or by committees." He not only doesn't burn bridges, he acts quickly to reinforce them. Following passage of the cable act, he sent congressional staffers with whom relations may have been strained, fruit baskets with an attached message emphasizing "no sour grapes."

And he brings plenty of energy to his work. "He has a very low BS factor," says Turner lobbyist Bert Carp. "If he says he's going to do something, he'll do it."

Boggs shares his homes in Washington and Blue Hill, Maine, with James Schwartz, a former Washington Post editor, now a freelance writer.

When in Maine and the winds are right, Boggs will take out his small racing sloop. Sailing has been a passion since his youth. When in Washington, he scratches the itch by joining crews out of Annapolis, Md.

Boggs also applies his political skills on behalf of the AIDS Action Foundation, of which he is chairman. It is now working to insure full funding of

the Ryan White Act and that federal research dollars are well spent.

Look for Boggs and Melton to be major players at the FCC as it grapples with implementing the cable act. But don't expect their arguments to be colored by doom and gloom. Says Boggs: "There is a real genuine confidence here that we are going we on on a business course here with a product and team that is going to succeed." ■

Vice president, public affairs, Time Warner Inc., Washington; b: June 23, 1950, Eau Claire, Wis.; BA, University of Wisconsin-Madison, 1974; legislative assistant, Representative Robert Kastenmeier (D-Wis.); professional staff member, House Copyright Subcommittee (Judiciary Committee), 1975-82; director, legislative affairs, Warner Communications Inc., 1982-86; vice president, public affairs, Warner Communications, 1986-89; present position since March 1989.

# In Brief

**National Nielsen ratings for CBS's coverage of the Major League Baseball playoffs were off 8% this year, averaging an 11.0/21.** In the wake of that performance, the network replaced Rick LaCivita as coordinating producer for baseball with Bob Dekas. The reported rating average includes 11 of 12 games—last Monday's (Oct. 12) daytime American League playoff rating wasn't available last week, but CBS officials don't expect the overall average to change dramatically. Last year, 12 playoff games averaged an 11.9/23, and in 1990 the comparable average was 11.6/24. Separately, CBS has filed a complaint with the National League, for what it claimed was highly improper conduct on the part of Atlanta Braves player Deion Sanders, who doused CBS announcer Tim McCarver three times with ice water following the Braves victory last Wednesday. CBS said Sanders's action was in "retaliation" for comments McCarver made on-air concerning him.

**Mutual Broadcasting is readying plans to shift Larry King's overnight radio talk show to mid-day,** a network source said last week. The source said the specific hours have not been set yet, but that it is likely that some portion of King's show will come up against Rush Limbaugh's mid-day show. In an unrelated development, Mutual is also trying to schedule several mid-day broadcasts of King's show featuring the presidential candidates.

Hughes Communications direct broadcast satellite subsidiary **DirecTV reached a \$50 million agreement with Sony Corp. of America,** which will engineer and integrate serial digital equipment (including more than 300 VTR's, routing, signal processing and automation software) for DirecTV's broadcast cen-

**NSS POCKETPIECE**

(Nielsen's top ranked syndicated shows for the week ending Oct. 4. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek.....	13.8/245/99
2. Wheel Of Fortune.....	12.7/220/98
3. Jeopardy!.....	10.8/211/98
4. Oprah Winfrey Show.....	9.2/235/99
5. Entertainment Tonight.....	8.1/177/94
6. Current Affair.....	7.3/177/95
7. Inside Edition.....	6.8/165/93
8. Married...With Children.....	6.7/182/95
9. Nat'l Geographic-Assign.....	6.4/172/96
10. Wheel Of Fortune-wknd.....	6.1/180/73
11. Tri-Star Showcase III.....	6.0/186/97
12. Designing Women.....	5.4/209/98
13. Donahue.....	5.4/218/99
14. Portfolio XV.....	5.4/185/96
15. Cosby Show.....	5.1/196/96

ter in Castle Rock, Colo. "Together we will build one of the most technologically advanced operating systems in the world," said David Baylor, VP of operations for DirecTV.

**Joe Peyronnin,** VP and assistant to the president of CBS News, will replace the departing David Corvo as VP, prime time, with responsibility for the three prime time magazines, as well as CBS News Productions. He'll retain his assistant to the president (Eric Ober) role as well. **Linda Mason,** who oversaw *CBS Sunday*

**INTERFACE AND HALL OF FAME SET**

**O**n Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

*Morning* and the weekend newscasts, becomes VP in charge of the next prime time hour (to be hosted by Connie Chung), documentaries and other prime time specials. Her old duties are being taken over by **Missie Rennie. Lane Venardos,** executive producer and director of special events, becomes a VP, adding responsibility for hard news broadcasts, all bureaus and CBS Radio.

**CBS-TV will have to wait** another week or two to see its next-generation satellite, **Galaxy VII,** launched aboard an Arianespace booster. The scheduled Oct. 15 launch from Kourou, French Guiana, was postponed to allow Hughes Communications to replace a telemetry unit aboard the bird, the largest ever built (24 C-band and 24 Ku transponders).

**The FCC last week cleared 24 of the 28 stations audited last June** for compliance with the political broadcasting rules, but said it was continuing to review the audit reports on four other stations and two cable systems for possible violations. The rules are aimed at insuring candidates' spots at stations' lowest commercial rates. The June audit focused on stations' obligation to disclose information candidates need to determine whether they are getting the best rates. Although the audit showed "substantial compliance," the FCC also released clarifications of disclosure obligations.

At a Federal Communications Bar Association panel last week, FCC Audio Services Assistant Chief Stuart Bedell said **the FCC has so far received 40 applications filed as a result of the new duopoly rules.** The NAB's Barry Umansky attested that because of the lack of available financing, a lot of small-market stations, which need the most help, will





Today (Oct. 19) marks the launch of Country Music Television's new channel, CMT Europe. CMT, a 24-hour country music video network, is owned by Baylord Entertainment Co. and Group W Satellite Communications. CMT Europe will be a 24-hour-per-day music video service "playing a carefully managed mix of contemporary American and European artists [such as Mary-Chapin Carpenter, above] with some occasional long-form programming. It targets a young, broad-based demographic." The company is in final negotiations with United Artists Entertainment Programming to be the new channel's European representative. Day-to-day management will be handled by David Hall, CMT president, and Lloyd Werner, senior VP, sales and marketing, Group W Satellite Communications.

not benefit from the new rules. From the audience, an attorney from Arbitron said the company would supply law firms with market data, now required with each application, at a discounted rate of \$125.

**CBS's Frannie's Turn is the second of the network's new series to be canceled.** The show is part of CBS's Saturday night lineup, which the network dubbed a failure and vowed to restructure after the World Series. CBS decided two weeks ago not to give *Angel Street* a second-half season pickup, and the only series on the night expected to survive the restructuring is Gary David Goldberg's *Brooklyn Bridge*.

**Joan Lunden**, co-host of ABC's *Good Morning America*, will produce and host three prime time specials for the network as part of an agreement signed last week. The first special will air this season, and all will be produced by Lunden's New Life Entertainment.



The National Academy of Television Arts and Sciences presented 13 Technological Achievement and Scientific Development Emmy Awards for 1991-92 during a black-tie ceremony in New York presided over by NATAS President John Cannon (center). Four recipients enjoying the heft of their new Emmys were (l-r) Tsuzo Murase, executive VP of Matsushita Electric Industrial (subsidiary Panasonic Broadcast and Television Systems Co. won two awards, for development of digital processing cameras and of the D-3 digital VTR); Edward Grebow, senior VP of operations and administration, and Joseph Flaherty, senior VP of technology, both for CBS Laboratories (winner of two Emmys for electronic character generator and triax camera development), and Francis Hericourt, chairman-CEO of Thomson Broadcast (recognized for developing a motion vector compensated standards converter).

Other winners were AB Dick/VideoJet Systems International (electronic character generator); AMS Industries (digital audio workstation for TV); Chyron Corp. (electronic character generator); New England Digital (digital audio workstation for TV); NHK (D-3 VTR); Philips Broadcast (triax camera); Hubert Schlafly (broadband multichannel cable TV technology), and Vistek/Digital Visions (motion compensated standards converter).

**ABC will air a two-hour special based on the archives of the Museum of Television & Radio.** *Great Moments: What We Watched* will air Thursday, Nov. 19, at 8-10 p.m.

In what could be a precedent-setting case, a **U.S. District Court in California has ruled in favor of McGraw-Hill Broadcasting's KERO-TV Bakersfield** in a lawsuit filed by former station sportscaster Bill Manders. Manders, who worked at the station in 1984-89, sued the station for overtime pay he claimed was owed him for duties performed while sports director. The judge ruled that sports directors and some other on-air talent are "legally exempt employees and thus can be paid a fixed salary with no overtime."

**Former FCC Commissioner Stephen Sharp, 44, was sentenced to 10 years in jail** last week for sexually assaulting three youths. Sharp was convicted last month of sexual assault and sodomy of one boy and subsequently pleaded guilty to sodomizing two other boys.

Satellite TV programmer **TVN Entertainment Corp.** and pay-per-view

provider **Cable Video Store** are offering operators a **10-channel PPV multiplex service**, which the companies have billed as the first of its kind. CVS will continue to provide its hit movies via single-channel PPV to those operators who wish one channel. As part of the deal, TVN will also begin transmitting CVS's PPV service as part of its 10-channel DBS multiplex.

**Madison Square Garden Network has entered into a long-term agreement with Prime Network** that will expand the regional cable network into a 24-hour service beginning on Dec. 1. MSG Network reaches more than 4.8 million subscribers in New York, New Jersey, Connecticut and Pennsylvania.

A spokesman for **Black Entertainment Television** refused to confirm or deny reports that former chief financial officer **Antonia Duncan** is the subject of an internal investigation tied to the alleged embezzlement of as much as \$2 million from the cable network. Duncan was replaced last month following 12 years with the company.

# Editorials

## HANGING TOGETHER

**T**he S. 12 battleground, still smoldering from the contentious fight between broadcast and cable interests, may seem an odd place to stake a claim on the united Fifth Estate that has long been a dream of this page, but the retransmission-consent portion of the new cable regulations provides a potential foundation for that union.

The bulwark of our hope for that outcome is the conviction that the two media are inextricably linked, angry rhetoric from some on both sides notwithstanding. The majority of television viewing of broadcast programming is now, paradoxically, not via broadcasting but over wires; the majority of cable viewing is not to programming originated for cable, but to broadcast stations and networks. The symbiosis could not be more apparent. The establishment of retransmission consent officially recognizes the value of the broadcast signal to the cable industry and codifies the de facto interdependence of the industries.

It may be a marriage of convenience, but both bring significant dowries. Cable banishes the rabbit ears to the attic and offers a smorgasbord of channels. Broadcasters bring an established local and national news and programming pipeline that is hugely popular and cheap at the pennies they will cost cable to retransmit, not to mention essential to any fundamental mass medium.

In a future of interactive computer entertainment, "television" and more, all competing for the viewer's time and attention, a polarized broadcasting/cable industry will be a potentially crippling anachronism. (Just last week, a group of computer hardware and software companies, telephone and electronics firms announced a joint initiative, First Cities, to map the information highway for a future committed to TV-computer-telecommunications interoperability.)

In Washington this week, broadcasters and cable executives, policymakers and futurists are gathering for the sixth annual Broadcasting/Cable Interface to talk of their own "Blueprint for the Future." It is in the best interests of both that it not be a blueprint for a house divided.

## BAGGING A LION

**T**he state of the First Amendment as it applies to the Fifth Estate, the subject of a special report in this week's issue, continues to be compromised. To make matters worse, the conventional wisdom has it that if the Democrats win the White House, the unconstitutional fairness doctrine could once again become the law of the land, at least temporarily. If so, RTNDA President David Bartlett believes the silver lining to that cloud

would be a likely court test of the *Red Lion* decision.

We would oppose nothing more strongly than a reimposition of the fairness doctrine, but if it were reinstated, we would support nothing more vigorously than a *Red Lion* test. Scarcity, which was always a myth, is now a joke. But it is a bad joke that mocks the Constitution as it continues to deny *full* First Amendment freedom—yes, the freedom to be wrong and irresponsible and grating and offensive as well—to the nation's most powerful and pervasive press. It's past time to take the teeth out of *Red Lion*.

## BUMMER, MAN!

**L**eo Chaloukian, president of the Academy of Television Arts & Sciences, talked a couple of weeks back about changes to be made to the Emmy awards process for next year. He appeared to be speaking primarily about ways to pep up the awards show telecast itself—which was something of a disappointment for Fox this year—but we will lobby for at least one substantive category change while they're at it. As the Fox half-hour sitcom, *The Simpsons*, continues to collect rave reviews from major critics, and rightly so, as one of the funniest and best-written series on television, the error of its exclusion from the best writing and best comedy series categories (because it is animated) gets increasingly more glaring. (As we recall, the academy didn't withhold a portion of the 1969 best comedy series Emmy it gave to *My World and Welcome to It* because the show was a mix of live action and animation.)

It's time to mend the process and end the animation discrimination.



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