

62nd YEAR

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- TCI ANNOUNCES MAJOR ROLLOUT OF COMPRESSION ACROSS COUNTRY BY 1994 / 4
- HOME IMPROVEMENT GETS THREE-YEAR COMMITMENT FROM ABC / 30
- KING WORLD EARNS GOOD WALL STREET RATINGS / 41



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**HERE COMES COMPRESSION**  
Vol. 122 No. 50

# NO HYPE. NO JUST THE HON

## FACT: BATMAN IS #1 WITH KIDS 2-11.

	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	SEASON TO DATE
<b>BATMAN</b>	<b>6.4</b>	<b>6.8</b>	<b>7.7</b>	<b>6.1</b>	<b>5.7</b>	<b>5.9</b>	<b>6.4</b>	<b>6.0</b>	<b>7.6</b>	<b>6.5</b>
Goof Troop	6.3	6.1	6.8	6.8	6.6	5.7	5.9	5.9	7.3	6.4
Tiny Toon Adventures	—	6.4	7.0	5.7	5.6	5.6	6.1	5.5	6.4	6.0
Darkwing Duck	5.5	5.0	4.9	5.2	4.8	4.4	4.4	4.7	5.8	5.0
Tom & Jerry Kids	3.6	4.7	5.7	4.8	4.3	4.4	5.0	4.2	5.4	4.7
Tale Spin	4.3	4.2	3.7	3.9	4.1	3.6	3.5	4.0	4.5	4.0
Merrie Melodies	—	2.9	3.4	3.3	3.1	3.3	3.4	3.2	3.5	3.3
Chip 'N' Dale	3.3	2.9	2.8	2.8	3.2	3.4	3.0	3.3	3.8	3.2

## FACT: BATMAN IS #1 IN HOMES.

	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	SEASON TO DATE
<b>BATMAN</b>	<b>4.0</b>	<b>4.2</b>	<b>4.4</b>	<b>4.0</b>	<b>3.9</b>	<b>4.1</b>	<b>4.1</b>	<b>3.9</b>	<b>4.6</b>	<b>4.1</b>
Tiny Toon Adventures	—	3.7	3.9	3.3	3.5	3.6	3.7	3.3	3.8	3.6
Goof Troop	3.6	3.3	3.6	3.4	3.5	3.4	3.5	3.3	3.7	3.5
Darkwing Duck	3.2	3.1	2.8	2.9	2.8	2.9	2.8	2.6	3.3	2.9
Tom & Jerry Kids	2.3	2.5	3.2	2.7	2.8	2.9	3.0	2.6	3.1	2.8
Tale Spin	2.7	2.5	2.3	2.4	2.5	2.4	2.4	2.5	2.9	2.5
Merrie Melodies	—	2.1	2.5	2.2	2.4	2.5	2.4	2.3	2.8	2.4
Chip 'N' Dale	2.2	1.9	1.9	1.9	2.1	2.1	2.0	2.1	2.5	2.1

**F**orget all the hype and creative ways of spinning the ratings, the fact is, "Batman: The Animated Series" is #1 in Kids 2-11, Teens and Households. And, Batman is #1 where it counts. Not in isolated situations and specially selected markets, but nationally. With all markets, large and small, taken into consideration. Anyone can find a way of looking at the numbers to make it look like they are #1. But, take a look at the raw numbers for yourself. There can only be one #1. And it's the Fox Kids Network stations that have "Batman: The Animated Series" on their side.



# SUPERLATIVES. BEST NUMBERS.

## FACT: BATMAN IS #1 WITH TEENS.

	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	SEASON TO DATE
<b>BATMAN</b>	<b>4.8</b>	<b>5.2</b>	<b>5.0</b>	<b>5.3</b>	<b>4.5</b>	<b>4.8</b>	<b>4.6</b>	<b>4.7</b>	<b>5.8</b>	<b>5.0</b>
Tiny Toon Adventures	—	4.1	4.8	4.3	4.2	4.5	4.2	4.0	4.5	4.3
Goof Troop	3.5	3.7	3.7	3.6	3.4	3.6	3.7	3.3	3.7	3.6
Darkwing Duck	3.6	3.5	3.2	3.5	2.9	3.6	2.9	2.7	3.3	3.2
Tale Spin	3.1	2.9	2.5	2.7	2.5	2.6	2.8	3.0	2.4	2.7
Tom & Jerry Kids	2.7	2.4	3.5	2.6	2.7	2.8	2.5	2.5	2.6	2.7
Merrie Melodies	—	2.0	2.7	2.0	2.2	2.3	2.1	2.3	2.6	2.3
Chip 'N' Dale	1.9	1.9	1.7	1.9	2.0	1.7	1.6	2.3	1.6	1.9

## FACT: THE FOX KIDS NETWORK IS #1 ACROSS THE BOARD.

	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	SEASON TO DATE
<b>KIDS 2-11</b>										
<b>FOX AFTERNOON</b>	<b>5.2</b>	<b>5.2</b>	<b>6.0</b>	<b>5.0</b>	<b>4.7</b>	<b>4.8</b>	<b>5.2</b>	<b>4.7</b>	<b>5.7</b>	<b>5.2</b>
Disney Afternoon	4.9	4.5	4.5	4.7	4.7	4.3	4.2	4.5	5.4	4.6
<b>TEENS</b>										
<b>FOX AFTERNOON</b>	<b>3.9</b>	<b>3.4</b>	<b>4.0</b>	<b>3.5</b>	<b>3.4</b>	<b>3.6</b>	<b>3.3</b>	<b>3.4</b>	<b>3.9</b>	<b>3.6</b>
Disney Afternoon	3.0	3.0	2.8	2.9	2.7	2.9	2.8	2.8	2.7	2.9
<b>HOUSEHOLDS</b>										
<b>FOX AFTERNOON</b>	<b>3.2</b>	<b>3.1</b>	<b>3.5</b>	<b>3.0</b>	<b>3.1</b>	<b>3.3</b>	<b>3.3</b>	<b>3.1</b>	<b>3.6</b>	<b>3.2</b>
Disney Afternoon	2.9	2.7	2.7	2.6	2.7	2.7	2.7	2.6	3.1	2.7



# BATMAN

*The Animated Series*



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION  
A Time Warner Entertainment Company



# Top of the Week

## TCI: \$200 MILLION FOR CHANNEL EXPLOSION

*HBO to launch four new digital pay services on satellite Jan. 1; TCI, 50-60 channels to cable set-top by 1994; cable executives are cautious about niche prospects but confident in worldwide, computer-compatible GI/AT&T and S-A technology*

By Peter Lambert

**T**ele-Communications Inc. gave cable television's channel-expansion dreams a \$200 million shot in the arm at last week's Western Cable Show in Anaheim, Calif., by committing to purchase the technology to launch 50 to 60 digital television services over the next two years.

Home Box Office also gave the dream speed: on Jan. 1, 1993, the pay service will launch four digital satellite signals—three HBO and one Cinemax—via Galaxy I. The signals are already being fed to test affiliates aboard Telstar 302.

"Anyone launching any new service from this point forward will launch digital," said Robert Zitter, senior vice president, technology and operations, HBO, which he said is also close to implementing digital compression of HBO Olé in Latin America.

The key to the TCI and HBO commitments is the digital video compression technology developed by Gener-

al Instrument and AT&T. The purchase plans pave the way for a de facto compression standard in the U.S. and, perhaps, across the computer, telecommunications and TV industries worldwide.



TCI's John Malone talks compression with BROADCASTING editor Harry Jessell.

TCI President and Chief Executive Officer John Malone believes the technology will "bring a substantial expansion in programing appetite" by early 1994. "Within TCI we have been busily stimulating the programing community to think in terms of a large array of à la carte services, interactive programing guides, narrow niche services," as well as "50 channels on Saturday afternoon with college sports" or 50 PPV channels, which TCI and Fox-controlled Request TV plan to launch in early 1994.

Malone told BROADCASTING the digital package will be offered to consumers for "a buck or two" a month, for which subscribers will receive "a package of additional programing and access to all the other à la carte niche services."

Some programers say any services other than PPV will be slow to come (see page 5), but Malone insists digitization will help consumers navigate

Continues on page 15



# PAY PER VIEW LIKELY TO DOMINATE IN COMPRESSED CABLE FUTURE

*Some programers feel technology may have outstripped economics of filling cornucopia of new cable channels*

By Rich Brown

**W**hile unveiling his company's plans to switch to digital compression (see preceding story), Tele-Communications Inc. CEO John Malone last week spoke of the promise the new technology will hold for a variety of new niche program offerings. But for many program suppliers, it looks like the technology might be arriving too soon.

"The technology's getting ahead of the economics of programming," says Lee Masters of E! Entertainment Television. He and other programers attending the Western Show last week in Anaheim say the multitude of channels that will be available when compression arrives sometime in 1994 will more likely be filled with pay-per-view movies and events than new cable networks.

Turner Broadcasting System President and Chairman Ted Turner was among those programers expressing doubts that there would be a boost in new services anytime soon. Turner's newly launched Cartoon Network has managed to sign up 3 million subscribers in today's tough environment (by comparison, the Sci-Fi Channel claimed 10 million sign-ups at its launch in late September), a far cry from the 17 million subscribers that Turner attracted to the launch of TNT in 1988.

According to Turner, new networks are finding themselves up against the "almost always prohibitively expensive" costs of production and the "extremely expensive" costs of marketing new services. "The world is more

# This Week

## THE BOOM DAWNS / 4

TCI ushered in the mega-channel age with a Western Show announcement on digital TV.

## MTV GOES WEST / 19

MTV is expanding its production activities on the West Coast, moving its new season of *Real World* to Venice, Calif., and setting two additional series in the state.

## CABLE AS SWITCHBOARD / 19

Using digital-switching technology developed by First Pacific Networks, Time Warner will conduct a test in its Queens cable systems that will allow subscribers to make long-distance calls without going through the local phone company.

## ZENITH/AT&T HOPE FOR SECOND HDTV TRY / 25

The Zenith/AT&T HDTV consortium admitted there were "deficiencies" in the performance of its Digital Spectrum Compatible system in laboratory testing, and hopes to get a chance to demonstrate improvements.



'Home Improvement' gets early Christmas present from ABC: three more years (p. 30)

can produce better bottom-line results than owning two stations in different markets.

## KING WORLD ON TOP / 41

King World stock, up 25%, has the potential to go higher, analysts say, based on the strength of *Les Brown* and *American Journal*.

## FRANK OPPOSITION TO RETRANS / 45

House Copyright Subcommittee member Barney Frank, contending the provision will drive up cable rates, plans to introduce a bill to kill retransmission consent.

## GOOD DEAL ON 'IMPROVEMENT' / 30

ABC, Wind Dancer Productions and Disney all stand to benefit from an unprecedented deal that gives "Home Improvement" a commitment for three more years.

## GRUSHOW TAKES CHERNIN SPOT / 34

Fox Broadcasting Executive Vice President Sandy Grushow has been named to the top entertainment post at the company, replacing Peter Chernin, who resigned last month.

## DUOPOLY'S NEW MATH / 39

A study on radio duopoly by investment banking firm Alex. Brown demonstrates how the arrangement

## NEWS DEPARTMENTS

Business .....	41
Cable .....	19
Radio .....	39
Technology .....	25
Television .....	30
Top of the Week .....	4
Washington .....	45

## FEATURE SECTIONS

Cable Rereg.....	49
Changing Hands.....	42
Closed Circuit.....	16
Datebook .....	56
Editorials.....	70
Fates & Fortunes .....	64
Fifth Estater .....	67
For the Record.....	58
In Brief.....	68
Monday Memo.....	18
Open Mike.....	57
Ratings Week .....	38
Washington Watch .....	47

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challenging today than it has ever been," said Turner.

Malone says that compression will enable newer services such as the Cartoon Network to find room on systems on an à la carte basis. He also predicted innovative programming uses of some channels, such as the opportunity to order time-shifted network shows, such as *60 Minutes*, for a dollar.

Some programmers welcomed Malone's call for new services last week. Fox Broadcasting Co., which is said to be quietly developing as many as five new cable programming services utilizing the company's entertainment and news experience, is encouraged by TCI's move to compression.

"John Malone is optimistic, and that's what's important to me," says Fox cable executive Larry Jones.

Malone says he recognizes that new programming services might be slow in coming. But he adds that compression will make the going easier for program suppliers because the cost of distribution will be lower; there will be more channel capacity; systems will be better equipped to charge subscribers for receiving each channel, and new on-screen services will help subscribers to better differentiate channel offerings. He says TCI has been talking with program suppliers about developing new sports options and other types of niche offerings, but would not elaborate.

"It's not going to happen overnight," says Malone. "It will be a gradual process. But the seeds have now been sown."

It looks as if compression, at least initially, will provide the biggest opportunity for PPV. While outlining TCI's compression strategy last week, Malone referred to Request Television's plans to provide as many as 50 channels of PPV by 1994 (TCI and 20th Century Fox Film Corp. bought Request earlier this year). Other PPV programmers are also expanding the number of channels offered.

The challenge for the cable industry now is to quickly develop its skills in marketing PPV, says Phil Laxar, vice president, programming and PPV, at multisystem operator KBLCOM. He says cable operators will have to learn to market PPV more efficiently than they have done to date or else "that window of opportunity will close."

NBC Cable executive Tom Rogers was among those who said PPV mov-



## LIFE IN THE WAKE OF THE CABLE ACT

Three top industry executives speaking at the opening session of the Western Cable Show last week in Anaheim said they are beginning to stop worrying and are learning how to live with the Cable Act.

"As long as we don't get egregious with our rates, we're going to be fine," said Tele-Communications Inc. President and CEO John Malone (third from left).

Turner Broadcasting System President and Chairman Ted Turner (left) said the going will be "a little bit tougher" but added, "I'd still rather have my cable franchises than a bunch of broadcasting stations, even with regulation."

Turner said he did not anticipate additional legislative action against the cable industry with the arrival of the Clinton administration.

"Washington feels like it has given cable its comeuppance," he said. "Their hands are full with other issues. I don't think there will be any major initiative anytime soon."

Former Fox Inc. Chairman and CEO Barry Diller (second from left) went so far as to tell the assembled cable executives that they were "lucky" the cable bill passed, indicating that the industry has avoided what could have been more onerous legislation from a new regime in Washington.

Linda Ellerbe was the session's moderator.

—RB

ies would initially dominate new channels made possible by compression. But eventually there will likely be spin-offs of existing networks, he says,

*"I just don't think you're going to see an 'Architectural Digest' channel in the next year or year-and-a-half.... Compression, in and of itself, is not going to do that."*

**NBC's Tom Rogers**

such as the Private Financial Network, an on-line computer service being tested by NBC that is targeting more of a niche audience than its

CNBC channel.

CNBC this week is expected to announce another service, The Career Television Network (TCTN), a one-hour job bulletin board that will air on CNBC and which the company hopes to eventually spin off into its own service.

"I just don't think you're going to see an *Architectural Digest* channel in the next year or year-and-a-half," says Rogers.

"Compression, in and of itself, is not going to do that."

For the big cable network program suppliers—among those best equipped to launch new services—it could prove to be a waiting game.

"Technology is not going to drive us into a demand," said Raymond Joslin, vice president, The Hearst Corporation, and group head, Hearst Entertainment & Syndication Group. "The capacity will be there, but will the demand be there?" ■

# CABLE PLANS 'PROACTIVE' PHONE STANCE

*Industry ready to aggressively pursue telecommunications agenda, NCTA's Mooney says*

By Harry A. Jessell

**W**ith cable systems rapidly turning into "platforms" for telephone and other telecommunications services, says National Cable Television Association President James Mooney, it is time for the industry to push a "proactive telecommunications position" on Capitol Hill.

"For too many years the political sensitivities associated with cable re-regulation have inhibited us from aggressively pursuing our own agenda in the House and Senate," Mooney said in his keynote address at the Western Cable Show last week. "Now, for better or worse, these political conditions no longer exist, and there's no reason not to press our own affirmative causes."

Mooney did not say what the industry position would be, but he hinted it may be aimed at knocking down legal and regulatory barriers to cable offering telephone services.

A decade ago, cable's chief worry was keeping telephone companies



*Mooney: '...No reason not to press our own affirmative causes.'*

out of the cable business, he said. "[B]ut today many of our companies, especially those involved in local access and [personal communications services] ventures, spend much more time considering the obstacles to their own telecommunications ventures."

Mooney said cable must also "take care that the Clinton administration does not fall prey to the same propaganda trap as did the Bush White House by concluding that telcos

should be the chosen vehicles to achieve 21st-century telecommunications goals."

Although cable should continue to worry about competition from telcos, Mooney said, it should not become consumed by "fear of the future and loathing of competitors" as broadcasters have.

"When threatened by competition, the broadcasters have tended to huddle around their historical core business, and to seek to use the regulatory system to maintain the market status quo or even to restore what used to be the market status quo," Mooney said. It is a doomed strategy because broadcasters do not have a regulatory problem, he said. "They've got a market problem."

Broadcasting "is a mass-market advertising medium" in a "rapidly segmenting consumer marketplace," he said. The networks can compete with each other, he said, "but not also with 20 very efficiently run cable networks. Put a slightly different way, we've taken their margin, and they don't know what to do about it." ■

## COX NEGOTIATES FOR RYSHER ENTERTAINMENT

*Hopes to merge syndication company with TPE, and line up Samples to succeed Masini*

By Steve McClellan

**C**ox Enterprises is negotiating to buy Rysher Entertainment, a syndication company formed last year by former Warner Bros. Domestic Television Distribution executive Keith Samples.

According to sources familiar with the talks, Cox hopes to acquire Rysher and merge it with Television Program Enterprises, its existing program distribution arm. The plan is to set Samples up as successor to Al Masini, who founded and currently manages TPE, sources said.

Masini is now in the second year of a five-year contract to manage TPE and Telerep, one of the largest rep firms in the country. Cox officials refused to comment on the report last week, and Masini could not be

reached at deadline. Sources said he has talked of retiring at some point and of the need to set up a line of succession. "He definitely doesn't want to be doing this forever," said the source.

Earlier this year, Rysher entered negotiations to be acquired by Kushner-Locke Co., Los Angeles, but the deal fell through less than two months after the plan was announced last June.

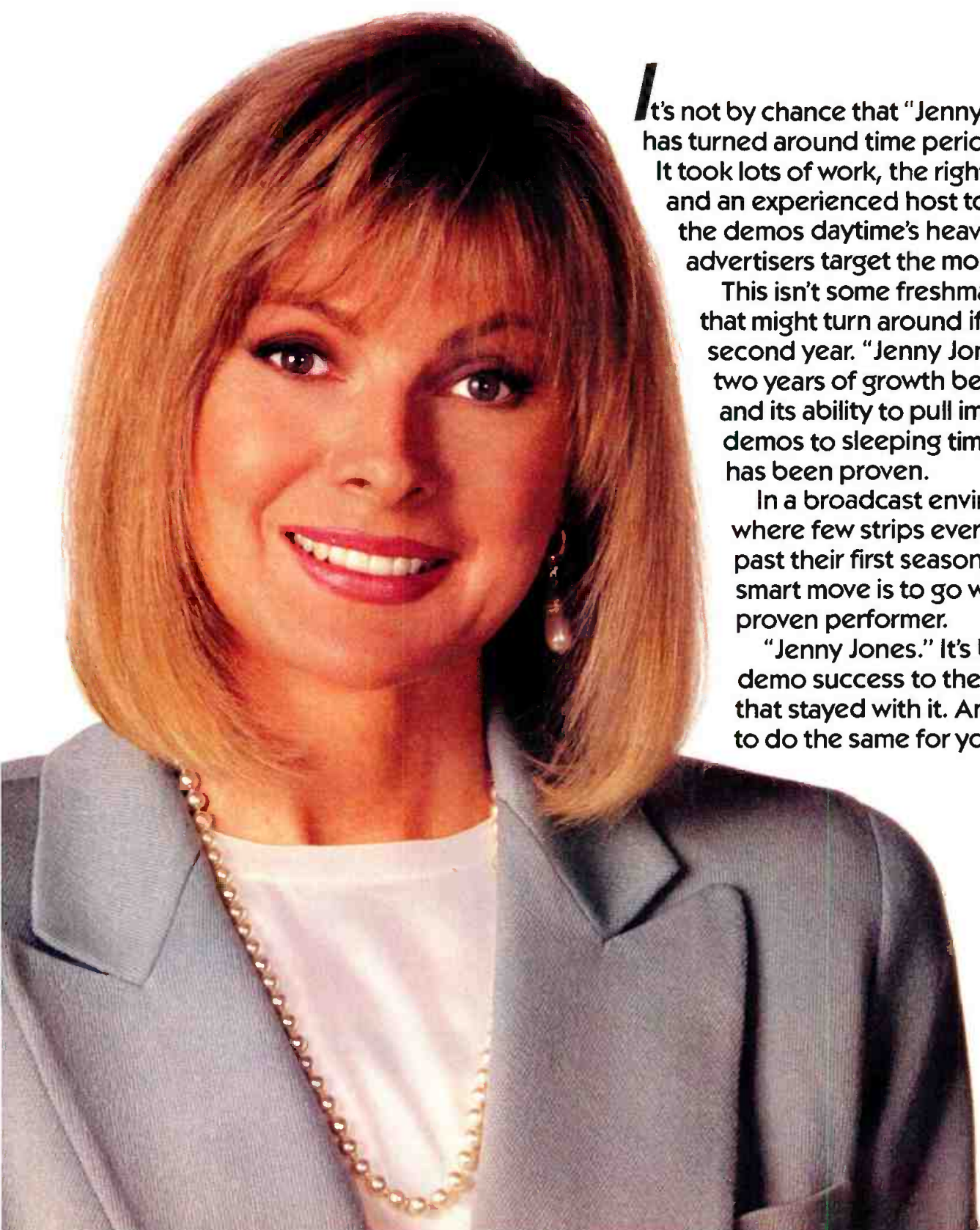
Negotiations between Cox and Rysher have been going on for several months. Sources said Cox loaned Rysher several million dollars in operating capital this year and, in exchange, obtained first rights to acquire the company. "Both sides definitely want to do this deal," said one source with knowledge of the talks.

One sticking point: Before the deal can go through, Samples must obtain a release from Warner Bros., where Samples served as executive vice president in charge of off-network and movie-package sales before forming his own company in April 1991. According to one source, WBDTD President Dick Robertson is said to be inclined to give the release, although the issue is not resolved. Robertson declined to comment last week.

Rysher's first project, launched last year, was *Saved by the Bell*. This year it launched two weekly shows—*Highlander* and *Prime Suspect*—and a movie package, and acquired the rights to *Uptown Comedy Club*. For next season, the company has announced plans to launch a new talk-variety show aimed at younger viewers, called *Wavelength*. ■



# IT AIN'T N



**I**t's not by chance that "Jenny Jones" has turned around time periods. It took lots of work, the right format and an experienced host to attract the demos daytime's heaviest advertisers target the most.

This isn't some freshman strip that might turn around if given a second year. "Jenny Jones" has two years of growth behind it, and its ability to pull important demos to sleeping time periods has been proven.

In a broadcast environment where few strips ever make it past their first season, the smart move is to go with a proven performer.

"Jenny Jones." It's bringing demo success to the stations that stayed with it. And it's set to do the same for you.



# O FLUKE!

## THE FACTS SPEAK FOR THEMSELVES!

<u>Market</u>	<u>Station</u>	<u>Time</u>	<u>W18-49 Share Vs. 10/91</u>	<u>W25-54 Share Vs. 10/91</u>
New York	WWOR	1:00PM	+33%	+33%
Los Angeles	KNBC	2:00PM	+50%	+100%
Chicago	WMAQ	1:00AM	+20%	+31%
San Francisco	KRON	10:00AM	+146%	+88%
Washington	WDCA	11:00AM	+600%	+200%
Dallas	KDFI	7:00PM	+200%	+200%
Houston	KTXH	12:00N	+60%	+167%
Seattle	KTZZ	8:00PM	+100%	+200%
Minneapolis	KMSP	12:00N	+250%	+250%
Pittsburgh	WPXI	11:00AM	+33%	+67%
Denver	KTVD	9:00AM	+200%	+100%
Hartford	WTIC	10:00AM	+67%	+67%
Indianapolis	WXIN	10:00AM	+21%	+117%

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Source: NSI SNAP 10/92 vs. 10/91

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# TWENTIETH TV, KING WORLD SAY 'NO' TO RETRANSMISSION-CONSENT MONEY

By Joe Flint

In what it called a "precedent-setting move," Fox Inc.'s syndication division—Twentieth Domestic Television—said it would not seek a portion of any retransmission-consent monies its broadcast clients receive from cable systems. The policy, Twentieth said, applies to the company's current round of syndication contracts.

While the decision seems surprising, to say the least, there are conditions involved that may eventually reduce the announcement to a public-relations gesture aimed at Twentieth's customers.

For starters, Twentieth's stance, the syndicator said, "is subject only to a most-favored-nations position," meaning that if other studios and syndicators don't follow suit and, instead, choose to negotiate with broadcasters, Twentieth will join them.

Also, obviously, any benefit to the stations from retransmission consent will no doubt be reflected when it's

time to negotiate new licensee fees.

"If stations bring in more revenue, we can charge more for our shows. There has never been a problem of paying for a hit," said Gregory Meidel, president, Twentieth Television.

If industry reaction is any barometer, not all the other "nations" plan on supporting Twentieth's stance.

"They're saying their product is worth nothing," Rich Frank, president, Walt Disney Studios, told BROADCASTING, adding that "we think our product is worth something."

King World, on the other hand, said it too has no plans to ask stations for a direct cut of any retransmission-consent money. The bulk of its programming does not come up for renewal for another two to three years.

Other syndicators are also concerned that Fox-owned stations might tell syndicators that since its parent is not getting any retransmission consent, why should other studios?

The National Association of Broadcasters, which has said all along that Hollywood should not get a cut from

retransmission consent directly, praised the announcement: "Fox appears to recognize that stronger broadcast stations mean a stronger programming market, and that is in Hollywood's best interest."

As for the decision to bypass retransmission consent money, Meidel said, "Broadcasters will be strengthened if they are allowed to negotiate with cable companies over retransmission consent, without any added interference from distributors." Stations, he added, will have a "stronger incentive" to bargain for beneficial terms if they are not "obliged to give distributors fees from their retransmission customers."

Another reason Meidel and Twentieth Television Chairman Lucie Sahnany may have opted for this route is the difficulty in figuring out just what a syndicator's cut should be, especially when it comes down to determining what each individual show is worth. Broadcasters will ask cable operators for a lump sum rather than individual payments for each show. ■

## FCC TO CABLE: OPEN YOUR BOOKS

Cable systems facing what Congress defines as "effective competition," get ready to open your books for the FCC. The commission, which this Thursday (Dec. 10) launches nine different rulemaking proceedings to implement the Cable Act, wants rate information from those few operators with competition to help establish a "benchmark" figure for all basic rates.

The Cable Act describes effective competition as a rival multichannel provider reaching at least 50% of the households and subscribed to by 15%, or a market where the cable system's penetration is 30% or lower.

But there are those both inside and outside the FCC who think there are too few systems facing "effective competition" to be of any real use to the commission. "Using only direct competition, we can't come up with a benchmark," one high-level FCC staffer said.

The FCC is also likely to ask cable operators what factors should apply to determining cable rates. Should it be based on a rate per channel?

Certainly no clear consensus on how best to regulate rates has emerged at the FCC. One thing is for certain: right now, few at the commission and in the cable industry think that rate-of-return regulation—cost plus a reasonable return—is realistic. That won't stop the commission from seeking comments on rate-of-

return or price caps. "We will be as specific as we can be without being committal," one FCC staffer said.

Proposals on how to implement program access will also come out at this week's meeting and will no doubt be as controversial as rate regulation. The FCC is charged with deciding what is "an unfair or deceptive act" by a program provider that is part-owned by a cable system operator and that hinders or prevents a rival multichannel distributor from providing satellite programming to consumers.

The FCC must decide if it is fair to charge DBS or wireless more than cable systems are charged for programming. One FCC source spelled out the problem: "Say I have a home dish service and it costs me three times more than the cable system to get programming; if delivery costs are lower and I can provide the service, so what?"

Just comparing prices may not define unfair practices: volume discounts that systems receive will have to be considered, plus the size of the market in question.

The FCC will also seek comments on whether to adopt ownership limits for operators and limits on how much of a programming service an operator can own. Proposals on equal employment rules, customer service and tier buy-through prohibitions will also be issued. —JF



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# HOW TO CUT THE DEFICIT, VIACOM STYLE

*Networks would get free pilots but pay for series production in Braun plan*

By Steve McClellan

**V**iacom Entertainment is talking to both ABC and CBS about using made-for-Showtime movies as series pilots, said Neil Braun, president, Viacom Entertainment. In fact, said Braun, he has proposed giving the networks movies-as-pilots free, but with a quid pro quo: the network would have to pay the cost of producing subsequent episodes so Viacom would not have to deficit-finance the series.

Braun believes the pitch is mutually beneficial to the producer and the network. In theory, at least, Viacom-owned Showtime can recoup the cost of producing a movie from domestic subscriber and home video revenues, and could even pull in a profit from foreign sales. Hence, it can afford to give the network the pilot if the network agrees to a series pickup.



Paul Noble, president, New York chapter, NATAS; Viacom's Neil Braun, and Steve Nenko, VP, program administration, ABC Television Network, and vice chairman, NATAS drop-in luncheons, at NATAS's final luncheon of the year last Tuesday.

The network, in turn, would pay for the full cost of the series but would save millions on the cost of the pilot.

"There are ongoing conversations," said Braun, who said he has talked with ABC Entertainment President Robert Iger and CBS Entertainment President Jeff Sagansky about the proposal. "We're still at the conceptual level, but I think I've found a receptive audience," he said.

Neither Iger nor Sagansky could be reached at deadline, but one source at ABC said the Viacom pitch was "exactly the kind of thinking" behind the three-party agreement announced last week between ABC, Disney and *Home Improvement* producer Wind

Dancer Productions. That deal extends the network's commitment to *Home Improvement* another three years and gives ABC a financial stake in two future shows from the producer, which if they succeed would lower the cost of acquiring the shows (see story, page 30). "We're all looking for ways to reduce the cost of doing business," said the ABC source.

In a speech last week sponsored by the New York Chapter of the National Academy of Television Arts and Sciences, Braun said "conventional wisdom" that assumes network series must be produced at deficit "no longer applies. There's no rational basis for it. It's like playing craps or roulette, and we are not prepared to do it."

Braun said Viacom's objective with respect to the networks would be to produce programs with "first-use profitability. It's not about volume, but about being market-sensitive and creatively driven. Shared programming and on-air development are just two examples." When pressed, he refuses to rule out deficit spending on a network series. "I don't want to say I won't do it, but I have to have a plan that makes sense and not one that just relies on what the aftermarket may or may not yield four or five years from now."

When Braun assumed the post of president of Viacom Entertainment last summer, he outlined a plan to rely more on its cable network production apparatus to develop programs for broadcast network and syndication and less on the traditional pilot development process. The talks with ABC and CBS regarding the Showtime movies are the first reported examples of Braun testing that strategy. ■

## BARTER DRIVES 'DINOSAURS,' 'BLOSSOM' SALES

**A**fter six months of planning and three weeks of active selling, Buena Vista Television has cleared two new off-network sitcoms—*Blossom* and *Dinosaurs*—in 22 markets covering 35% of the country. So far, group deals are driving the sales; BVT has signed Tribune, Gaylord, Atry and River City for both shows. The programs, which are being pitched as 5-7 p.m. independent transition vehicles, contain a hefty amount of barter: *Dinosaurs* is a two-year all-barter deal, with BVT retaining 2½ minutes and stations getting 4 minutes, and *Blossom* offers a three-year cash-plus deal in which BVT gets 90 seconds during the first two years and 30 seconds in the third. (Stations can run an optional sixth weekend episode during the first two years by kicking one spot out of each weekday run, giving BVT 2½ minutes in the weekend airing.)

Despite some signs of economic recovery, "the perception among stations is they are not there yet," said Robert Jacquemin, president, BVT, explaining the barter and short-license terms. The shows are also being pitched as younger-skewing (kids and teens) programs, which advertisers want to buy. "Young consumers represent a \$370 billion and growing market, which is meaningful and attractive to major advertisers who are discovering the power of youth," said Jacquemin.

He said BVT signed Blockbuster Video to do a major promotion with the shows next month. Both shows enter syndication in 1995. Jacquemin confirmed he has had talks with cable networks to use the shows after their first syndication cycles.

—SM



## COMPRESSION

Continued from page 4

through a mountain of "personalized communications choices. This is just the beginning of adapting entertainment and information services to the needs of the individual consumer, rather than one-size-fits-all television we have seen in the past.

"Television," he said, "will never be the same."

By mid-1993, TCI expects to begin operating a new, \$20 million access control, encryption and uplink facility to distribute dozens of new services, initially to the home-satellite-dish market. Patterned on the satellite-distribution center now operated by GI, TCI's uplink facility is to be open to other programmers at cost, said TCI.

But last week's events went beyond satellite and headend all the way to the home. TCI agreed to buy up to 1 million GI and AT&T set-top terminals, which Malone said will be available in basic and more sophisticated versions, receive both digital and analog signals and pass high-definition television signals through to an HD receiver.

In what TCI Executive Officer J.C. Sparkman called "a very complex but fair deal to everybody," GI and AT&T will gain significant revenue for development of the technology and be required to license it to Scientific-Atlanta, North American Philips and other manufacturers.

"This is an historic event," AT&T Vice President Robert Stanzione said of the cooperative development and licensing agreement. "To have TCI deploy it on a high-volume basis I believe is a turning point."

Convinced digital service and quality will grab consumers, Malone said, "We will be manufacturing-limited, not demand-limited."

Sparkman estimates manufacturers can produce about 100,000 boxes a month by March 1994 and double that amount by the end of the year. But one source estimated it would take nearly six months to reach 50,000 units per month and that TCI would, in any case, outfit no more than 10% of its subscribers over several years.

Nevertheless, said Mike Luftman, Time Warner vice president of corporate communications, "the deal absolutely accelerates compression into the here and now. It means vendors

## NCTA ASKS FCC TO DENY DIALTONE TEST REQUEST

Citing potentials for discriminatory access, non-common-carrier practices and cross-subsidy, the National Cable Television Association asked the FCC last Friday (Dec. 4) to "clarify or, in the alternative, to deny" C&P Telephone's application to conduct a video dialtone trial in northern Virginia next summer, using a Bell Atlantic video compression system. It is the first such application on file since the FCC's dialtone ruling last August.

NCTA argues the current C&P/Bell proposal leaves open possibilities C&P/Bell will step over the common carrier line, selecting programmers, dealing directly with customers (the test will use C&P and Bell employees) and/or setting prices or terms of video service. NCTA also reminds the FCC of the commission's earlier promise to revisit cost allocation and state versus federal jurisdiction over common voice/dialtone facilities. NCTA also notes its continued appeal of the FCC's ruling that video dialtone requires no franchise authority.

Acknowledging C&P plans only an experiment, the cable association says it fears a grant with "wide latitude...will be cited as precedent in the future." Executives for Bell Atlantic could not be reached. —PDL

will be making the equipment." Concurring, Wilt Hildenbrand, vice president of technology for Cablevision Systems, believes "it will focus the vendors on solving real-world implications," including critical compatibility issues.

Some insiders are confident the Motion Picture Experts Group will embrace both the GI/AT&T and Scientific-

*"The deal absolutely accelerates compression into the here and now."*

**Time Warner's Mike Luftman**

Atlanta entertainment compression applications in new worldwide MPEG 2 computer-industry standards to be settled next March.

Malone believes GI/AT&T adoption "will very rapidly be a North American cable industry decision. It allows for improved algorithms, improved transition from hardware to software implementation."

However, while TCI, HBO, PBS and programmers in Canada, Mexico and Hong Kong have adopted the GI/AT&T technology, the Viacom networks adopted Scientific-Atlanta's compression system for their SMATV and hotel services last month.

"I think MPEG 2 is almost an industry mandate," said Edward Horowitz, chairman and chief executive, Viacom Broadcasting. Also confident MPEG will accept the S-A and GI/AT&T algorithms as they are, Horowitz indicated

that S-A, GI and AT&T must make them acceptable. "If it costs several dollars more per box, the price penalty is de minimis compared with the benefits of interoperability with other technologies."

Conceded Malone, "We still have to make sure this will be MPEG 2 compatible."

For now, "the cost of digital and analog headend equipment can soon be approximately equal," said HBO's Zitter. "That is what is enabling us to get started now." Current analog IRD's run \$10,000 each. GI is to make digital headend receiving equipment immediately available to HBO affiliates seeking the digital HBO and Cinemax services. An upgrade from initial DigiCipher to the joint GI/AT&T compression system (to be completed in 1993) will require circuit-board swap-outs.

Maintaining its four analog feeds of HBO and Cinemax (East and West), HBO will begin with 4-to-1 satellite compression of the additional signals "to maintain state-of-the-art quality" at the headend, said Zitter. Once cable subscriber terminals are in place, HBO will also offer higher compression rates to systems wishing to pass signals straight through—rates Malone places at 6- or 7-to-1. Eventual use of 10-to-1 ratios would make 500-channel systems a reality. ■

**For More Late-Breaking News, See "In Brief," Pages 68 and 69**

# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

## NEW YORK

### MR. BOGUS TO STRIP

Zodiac Entertainment is taking its weekly animated strip, *Mr. Bogus*, to strip in fall 1993. The terms are for a one-year deal and a total of 46 episodes. The company will retain two-and-a-half minutes of barter, with stations getting three-and-a-half minutes in all four quarters. Last season, when *Bogus* debuted, it was the number one ranked weekly children's syndicated show. The company expects to make an announcement on clearances in the top markets in the next week or two.

### MTV NEWS

In an effort to exploit broadcast station interest in shows with younger demographic profiles, Viacom Entertainment is exploring the development of a syndicated news strip that would be tailored along the lines of MTV's news product. MTV News, which gained attention during the presidential campaign with its reports by correspondent Tabitha Soren, tends to focus on lifestyle and entertainment issues and other topics of interest to younger viewers.

### DETERRENCE FACTOR

Arbitron quietly pulls in about \$2 million a year in fines from stations pirating its ratings service, but the company plans on making such settlements more public from now on to scare off other potential pirates. A typical settlement from a station nets Arbitron about \$100,000, the same amount as a New York station pays annually for Arbitron's service.

## CHICAGO

### STILL GOING

All those fin-syn watchers waiting for the Chicago court's judgment on

### TRIBUNE EYES WEEKLY ACTION ENTRY

According to Don Hacker, president of Chicago-based Tribune Entertainment, the company is "looking at the possibility of getting into the first-run weekly action-adventure drama" area, although he adds that the earliest such an entry would be attempted is January 1994. The first-run weekly drama genre has heated up of late—*Baywatch* from All American, *Highlander* from Rysler and the two *Star Treks* from Paramount, among others. Hacker says the seven Tribune stations would serve as a strong launching pad for in-house action-adventures. Given the traditional strength of action hours overseas, it would be a "logical extension" of the miniseries and first-run made-for-syndication features Tribune currently produces and distributes with foreign partners.

In other Tribune news, the syndicator is making plans for a January 1993 live, two-hour prime time special on organized crime. *The New Godfathers of Crime* will be hosted by Geraldo Rivera, who made his name in the live syndicated special area with a show about mobster Al Capone. *Godfathers* will look at organized crime in Mexico, Russia, Asia and elsewhere in an effort to "unmask the new mob." —SM

what rules the FCC should use while crafting new ones will have to wait a little longer. Although 30 days has passed since Circuit Judge Richard Posner of the U.S. Court of Appeals in Chicago wrote his opinion striking down the FCC's new financial interest and syndication rules, the full three-judge court still needs to decide whether Posner should recuse himself from the case, as Hollywood has requested. Although the 30-day stay expired last Friday, it was not binding, according to attorneys following the case, and the court is free to take more time, although a determination is expected this week.

## WASHINGTON

### POLICY POW-WOW

Senator John Breaux (D-La.) is reportedly organizing a blue-ribbon commission to take a comprehensive look at telecommunications policy with an eye toward recommending legislative initiatives. The commission would comprise industry executives, academics and public officials. Breaux, who could not be

reached for comment, is chairman of the Democratic Leadership Council, a think tank that President-elect Clinton formerly chaired and which is expected to be influential in the new administration.

Don McClellan, aide to Senator Conrad Burns (R-Mont.), endorsed creation of such a commission, saying it could save time by consolidating legislative efforts and help reach a consensus before moving to legislation.

## LOS ANGELES

### MUSICAL LINEUPS

King World, never known to scrimp on its NATPE bashes, has apparently secured the services of rock/pop star Elton John as entertainment for its NATPE Monte Carlo party Tuesday night, Jan. 26, in San Francisco. Security for the party will be tighter than in previous years.

John will not be the only music notable on tap for NATPE; Tribune is planning an oldies-themed party, to include appearances by Paul Revere and the Raiders and Frankie Valli, among others.



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# Monday Memo

## 'The IRS takes a dim view of the [barter] reporting used by much of the media.'

**M**edia companies are walking a new IRS tightrope—and there is no net!

Barter has long been a widely accepted method of transacting business for U.S. media. The IRS, however, takes a dim view of the record-keeping and reporting methods used by much of the media. Indeed, the IRS Code Section 6045 requires brokers to "make [magnetic media 1099-B] returns of the information for exchanges of property of services whenever there are at least 100 exchanges during the calendar year."

Obviously, most media will have significantly more than 100 transactions in trade during a calendar year. If they are not providing an IRS Form 1099-B to the IRS and to their clients, they run the risk of IRS fines of \$100,000 or more.

Reporting requirements are based on the number of transactions, not the total dollar amount. This means a separate 1099-B for *each transaction* with non-corporate clients. The 1099-B must be filed no later than the end of February, and a copy must be provided to the clients. All statements for the calendar year must be received by the clients by the following Jan. 31.

Barter transactions are required to be reported as income. The IRS Code expands on the value of bartered services, saying that their value "must be included in gross income."

As counter trade and barter consultants, we devised a checklist to help stations determine if you might be vulnerable to IRS penalties.

■ Are you doing fewer than 100 barter transactions, of any size, per calendar year?

■ Are you annually sending 1099-B reports to your customers and informing the IRS on *magnetic media*?

■ Do you receive a written statement from your CPA service assuring that when the IRS audits your account-

ing system, you will not be in danger of receiving IRS non-compliance penalties of up to \$500,000 for failure to file 1099-B's properly?

If you answer no to one or more of these questions, you should seriously assess your risks. How great are those risks? The IRS Code says:

"A person who fails to timely file certain information returns and statements due...is subject to a \$50 penalty for each return or statement that is not filed. The total amount that can be imposed on any one person for any calendar year is \$100,000."

But it goes on to say:

"If any failure to timely file...is due to intentional disregard of the filing requirement, the penalty for each such failure becomes \$100 or, if greater, a specific percentage of the total of the items required to be reported. Also, the \$100,000 limit does not apply to these penalties."

The above penalties are for not reporting to the IRS. There are additional penalties for not sending 1099-B's to trading partners, once again of \$50 per violation up to the maximum of \$100,000.

But that still isn't all. Additional fines of up to \$20,000 can be imposed for not including correct information. But "if there is intentional disregard of the filing requirements in not including correct information...the \$20,000 limit does not apply, and such penalties are not counted in determining whether the \$20,000 has been reached."

However, so few accountants understand and report 1099 B's accurately that their clients often develop a false sense of security. Most of the media have recorded barter transactions the wrong way for so long that it's hard for them to believe it is incorrect. They may be unwittingly risking hundreds of thousands of dollars in fines. ■



By Harold Rice, CFO, EPT Cadre Ltd., Minneapolis

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## Broadcasting

# Cable

## MTV EXPANDS WEST COAST PRODUCTION

*New 'Real World' to be set in Venice, Calif.; two other California-based series in works*

By Rich Brown

Less than four months after positioning Lauren Corrao as a vice president of development for MTV in Los Angeles, it appears the music video network is moving forward quickly on expanding its West Coast production.

MTV has already announced its plans to use Venice, Calif. as the setting for 22 new episodes of *The Real World*, the critically acclaimed documentary series that last season was set in New York City. And at least two additional California-based series—*Kamikaze Comedy* and *The Love Thing*—are in the works, BROADCASTING has learned.

Details so far are sketchy on the two as-yet-unannounced projects, but it is clear that the shows indicate a move toward more West Coast production activity for the network. Few MTV



MTV's critically acclaimed 'Real World' moves its real-life twenty-something soap opera from New York City to Venice, Calif., for new 22-episode run.

shows—such as *Totally Different Pauly*, starring comedian Pauly Shore—are now done in Los Angeles; most of the MTV programming continues to be

produced in New York, including its VJ segments and such ongoing series as *Yo! MTV Raps*.

*Kamikaze*, which does not yet have a complete pilot, will be a free-wheeling hour-long series featuring a variety of elements including animation and video clips. *The Love Thing* (tentative title) is expected to be a nightly hour-long call-in relationships show hosted by a personable comic. Word of the planned Los Angeles production activity comes on the heels of rumors that parent company MTV Networks is also looking to the West Coast to centralize its growing animation production activities for the Nickelodeon Network. It is believed the new Los Angeles-based MTV shows would be produced at an outside facility.

An MTV Networks spokeswoman said the company had no comment on the new MTV projects, which are slated to debut sometime in spring 1993. ■

## TIME WARNER CONNECTS TO LONG DISTANCE

*First Pacific Networks to install switching technology in Queens system for 50-home test*

By Harry A. Jessell

Time Warner will conduct a trial of technology in its Queens (New York) cable systems early next year in which subscribers will be able to bypass the local telephone company in making long-distance calls.

Making the formal announcement of the 50-home trial last week at the Western Cable Show was First Pacific Networks, developer of the distributed digital-switching technology.

According to FPN President and Chief Executive Officer Jim Gibby, by installing a telephone-cable inter-

face in each home and a cable system-telephone network interface at the headend, the selected subscribers will be able to place long-distance calls over the cable system via MCI, which is also participating in the trial.

The technology works on any two-way cable system, regardless of system architecture, Gibby said.

The trial is to last six months, he said, after which it will be expanded or moved to a more "regulatorily hospitable" market.

(Cable operators providing telephone service may violate federal crossownership restrictions and would be subject to state regulatory

approval.)

If successful, Gibby said, the telephone bypass service could provide a new source of revenue for cable operators.

Nearly half of what consumers pay for a long-distance call goes to the local telephone company, Gibby said. If the local telco is cut out, he said, the savings could be divided among the caller, the cable system and the long-distance carrier.

The additional revenues would quickly cover the cost of the FPN equipment, Gibby said. The home unit, a small box the size of a typical cable converter, will cost about \$425

once it is manufactured in volume, he said. The headend equipment costs anywhere from \$3,000 to \$10,000 depending on how many circuits it is equipped to handle.

Miriam Nuney, vice president, mar-

keting and sales, said FPN has been trying to sell its technology not only to cable operators, but also to municipalities that operate cable systems and telephone companies with plans to build broadband networks.

FPN's hope is that its technology will encourage partnerships between cable operators and local telcos. Rather than fighting and creating a win-lose situation, she said, they should work together for a win-win. ■

## CAB TARGETS ADVERTISING AND BUSINESS

**T**he Cabletelevision Advertising Bureau announced last week at the Western Cable Show that it plans to kick off a multimillion-dollar cable awareness ad campaign aimed at the advertising and business communities, as expected (BROADCASTING, Nov. 30).

The campaign, "America's Sold on Cable," will begin its rollout next month on cable networks and local systems representing a total commitment of donated spots said to be worth several million dollars. Three 30-second commercials are now being produced, with plans to produce more spots in the weeks ahead. Print advertising will also be used, and promotional tools will be made available to individual systems.

CAB President Thom McKinney said that, unlike "Cable Delivers" and other cable ad campaigns aimed at attracting viewers, this campaign will be targeting advertisers, agencies and the general business community. He said the message will emphasize cable's growth in 1992, noting that consumers have invested more than \$20 billion in cable TV programming this year and cable ad revenues have passed the \$3.5 billion mark.

"We must be smarter and quicker to make sure that cable's message is more convincing," said McKinney. "It is time for us to intensify our efforts." —RB

## GOODSON SIGNED FOR SONY CHANNEL

By Rich Brown

**S**ony Pictures Entertainment's Television Group and United Video last week signed a deal with Mark Goodson Productions giving the company an equity stake and partnership interest in their planned cable network, the Game Show Channel, scheduled to launch sometime in 1993.

Completion of the deal gives the planned channel access to more than 20,000 episodes of Goodson shows, including *Beat the Clock*, *Family Feud*, *Password*, *The Price is Right*, *To Tell the Truth* and others. The company will also produce some original game product for the channel, which its executives said they expect to have on the schedule at launch.

Additionally, the proposed network has signed a deal with longtime game show producer Barry & Enright that brings another 4,000 episodes of such game shows as *The Joker's Wild* and *Tic Tac Dough*.

The Game Show Channel library now contains more than 35,000 episodes, including product from earlier announced deals for the Merv Griffin Enterprises and Chuck Barris libraries. ■

This notice appears as a matter of record only.

November, 1992

## UNITED TELESYSTEMS, INC.

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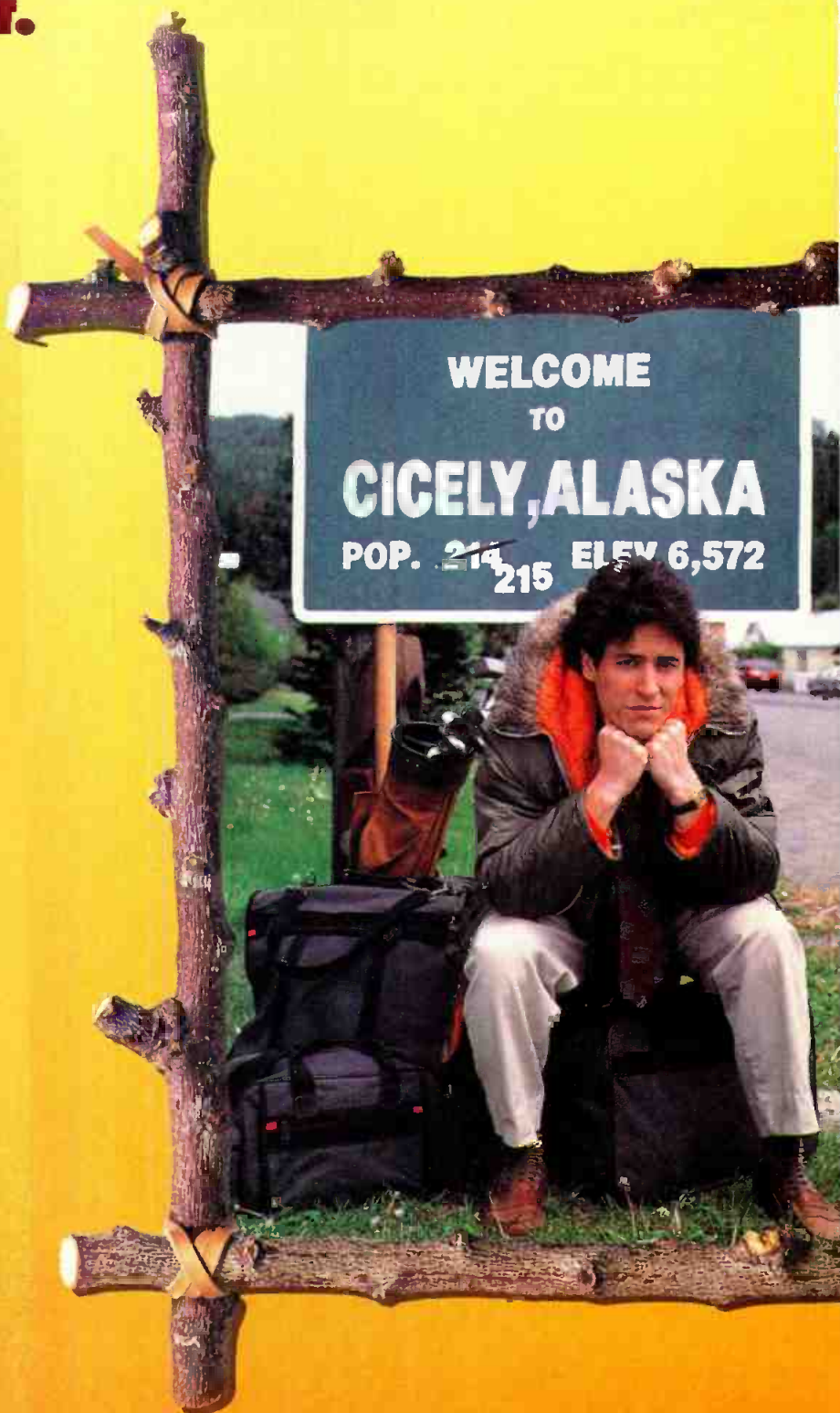
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## BUDDING ROMANCE

**A**merican Movie Classics in early 1994 plans to launch Romance Classics, presenting classic movies, exclusive original productions and TV series with a romantic theme. The channel will feature more than 1,000 titles at launch, and all titles will appear uncut, uncolorized and without commercial interruption. It is positioned as the first cable channel designed to be launched specifically on cable tiers in the post-Cable Act environment. —RB



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# INSIGHT SIGNS VIACOM FOR TEST

*Castro Valley system will try electronic program guide*

By Rich Brown

InSight Telecast, the Fremont, Calif.-based company that has developed an electronic program guide with a one-touch VCR recording system, has signed with Viacom Cable to launch the technology on the operator's system in Castro Valley, Calif.

At the Western Cable Show last week, InSight demonstrated for the first time the 1-ghz addressable converter, developed with Jerrold Communications, it will test on the system.

John Goddard, president of Viacom Inc.'s cable division in Pleasanton, Calif., said the InSight technology is considered a "very necessary, integral part" of driving increased consumer demand in a system with expanded channel capacity. Planned features on the Castro Valley system include 10 channels of near video-on-demand, 10 channels of continuous hits pay-per-view, several channels of scheduled

pay-per-view and three tiers, including a very basic level, a satellite level and premium pay service level of programming. Viacom plans to have the first of the system's 12,500 subscriber homes on line by next summer.

Goddard said it was "premature" to say whether Viacom would use the technology on the company's other systems. He also would not discuss the cost of implementation in Castro Valley, but said there would not be "economies of scale" at the test level.

Viacom International is a strategic partner in privately held InSight, along with Tribune Company, Spelling Entertainment and PBS.

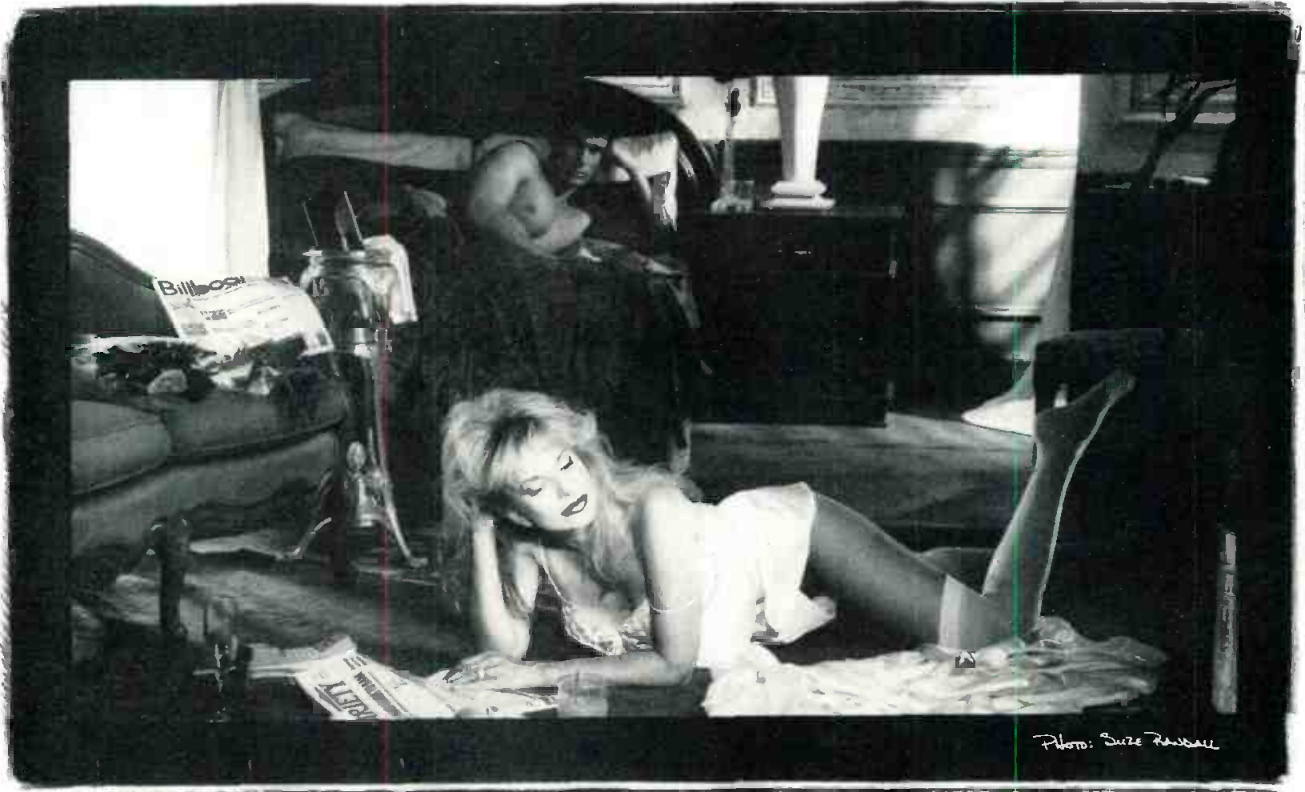
Beginning in early 1993 in Denver, Tele-Communications Inc. plans to field-test the digital cable-TV program guide being developed by *TV Guide* and Liberty Media. *TV Guide On Screen* will offer viewers on-screen listings that can be programmed individually by the consumer. ■

## SCI-FI'S 'ZONE' COVERAGE

USA Networks' Sci-Fi Channel has licensed all 136 half-hour episodes of the original *Twilight Zone* from Viacom Enterprises in a multi-year, multi-run exclusive deal that will kick off when the show's broadcast syndication window expires in 1995.

In other developments, USA Networks plans to build a technical and operations facility in Jersey City, N.J. Construction is set to begin in January 1993. The facility will house the network organization and post-production units for both Sci-Fi and USA Network beginning in January 1994. USA will close two technical facilities in New York and look to relocate most of the two dozen staffers at those locations. USA also plans to create 80 new positions at the New Jersey facility. USA Networks' headquarters will remain at its current New York City location. —RB

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# Technology

## ZENITH/AT&T ADMIT FLAWED HDTV LAB RESULTS

*They and other proponents may get a chance to demonstrate improvements, but only after Advanced TV Advisory Committee picks ATTC winner(s) in late February*

By Peter Lambert

Last week, the Zenith/AT&T consortium became the third high-definition television proponent to see its system's lab test results issued in raw form. Top industry engineers will be tasked with evaluating that raw data over the next several months, all on the way toward setting a new digital North American TV transmission standard by mid-1993.

However, by way of an evaluative glimpse, Zenith/AT&T's own for-the-record comments on the lab results admit "deficiencies" in Digital Spectrum Compatible HDTV's (DSC-HDTV) performance at the Advanced Television Test Center (ATTC), particularly in the area of picture quality.

Unless the Advisory Committee on Advanced Television Services (ACATS) approves additional lab tests (at proponent cost) to demonstrate improvements Zenith and AT&T say they have made since testing, those deficiencies appear significant enough to threaten its survival.

However, odds on getting those tests approved looked at least even last week. ACATS Chairman Richard Wiley told proponents that supplemental tests at ATTC—expected to take three weeks per system—will not be conducted before Feb. 24, 1993, when the committee meets to winnow the field of five proposed systems.

But several knowledgeable sources said the committee could at that time approve supplemental lab tests for one, two, three or even all four digital HDTV systems now in the running. Those lab tests would delay the choice of a single winner and the start of field testing by two or three months, until June or July.

In comments on its own ATTC per-

## DANIELS TRAVELS ON MAIN STREET

Daniels Cablevision, Carlsbad, Calif., has begun offering GTE Corp.'s Main Street interactive services on a commercial basis. Developed by GTE and tested in Boston and Cerritos, Calif., Main Street combines downstream cable TV feeds and upstream telephone response to offer 50 on-demand, interactive informational, educational, transaction, shopping and game services. Daniels is pricing Main Street as a \$9.95-per-month pay service, including a set-top device and remote control.

"Our service is unique because it doesn't require the use or ownership of a personal computer," said GTE Main Street Director Thomas Grieb. Subscribers will have access to updated news, weather and sports; financial transaction lines; airline and hotel booking; video shopping; children's stories; video trivia, sports and card games, and educational services including Grolier's Encyclopedia, Monarch Notes and Barron's SAT Study Program. —PL



## SARNOFF TO MARKET IMAGE-RECOGNITION

Sarnoff Research Center has created an independent subsidiary, Sensar, to build and market products using "Smart Sensing" image-recognition technology patented by Sarnoff.

Demonstrated Dec. 1 in Washington, the technology can detect and recognize human faces and other images within complex visual fields; it can also merge images of multiple resolutions. By the first quarter of 1993, Sensar expects to begin shipping circuit board products for "computer vision" applications including robotic navigation, surveillance, medical diagnostics, military target tracking and, eventually, "intelligent video editing" and other desktop-based uses.

Sarnoff President James Carnes said creation of the first such subsidiary in the center's 50-year history will make Sarnoff's core research business more resistant to fluctuations in the global economy. The company will ramp up investment in Sensar "reactive" to demand, he said. With circuit board products initially selling for approximately \$50,000 to a range of commercial and military customers, including the U.S. Air Force, he projects Sensar could be a several-million-dollar business by the end of 1993 and a multibillion-dollar concern within five years. —PDL

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The Broadcast & Communications Products Division of Fujinon, Inc. has introduced two economical 18X lenses for studio production. The Ss18 X 6ESM for 1/2-in. cameras and the As18 X 8ESM for 2/3-in. cameras have improved modulation transfer function (MTF) performance, as well as better control of chromatic aberrations, flare, and reflections. The new economical lenses have less expensive hand controls, manual range extender, and iris-only LED indicator, while retaining all the superior mechanical, optical, and electrical components typical of all Fujinon lenses.



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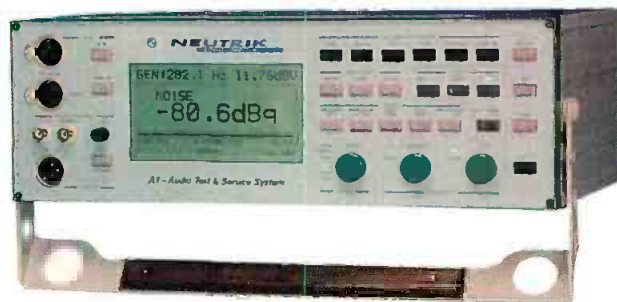
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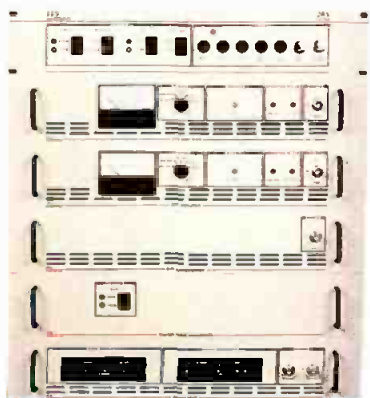


The Leitch **STILL FILE COMBO**'s unique architecture allows two users to operate in different video standards, and share stills, from a single system. The NTSC/D2 User can have four channels and transitional effects, while the D1 User can have four 4:2:2 or two 4:2:2:4 channels, and Film-to-Tape Transfer.



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formance, Zenith/AT&T says it entered testing with a less than totally integrated and tuned system; consequently, DSC-HDTV suffered in picture quality tests and in fully demonstrating its extended reach design.

"Although the system performed well in most respects," say Zenith/AT&T's general comments, "the performance measured by these tests reflects deficiencies caused by difficulties and delays in achieving internal hardware development schedules. These difficulties and delays shortened the time for integration and tuning,

*"The performance measured by these tests reflects deficiencies caused by difficulties and delays in achieving internal hardware development schedules."*

**Zenith/AT&T comments**

which adversely affected video quality and video soft coding performance."

"We are in the race," Wayne Lulpow, division vice president of advanced research and development for Zenith, told BROADCASTING. "We are not surprised. We knew we ran out of time, decided not to miss the train and got into testing on time. As a result we ended up with some problems, particularly in picture quality.

"We aren't trying to cover up that it did not perform as well as we expected on a variety of tests. The day after we left the test center, we started out making improvements in integration and tuning, and they are extremely demonstrable."

And, he added, "In our two-tiered [transmission] system, we did not get enough information into the soft-coded 'two-level,' so the graceful degradation wasn't as graceful as we intend it to be. But in respect to RF [radio frequency, i.e., transmission] performance, it performed as well or better than we expected. We believe we came out on the top of the heap" in terms of interference resistance.

Since completing tests, Zenith/AT&T has implemented 13 improve-

ments in the DSC-HDTV hardware, according to a report obtained last week on the Nov. 18-20 special panel technical subgroup meeting, during which all five proponents put forth improvements (BROADCASTING, Nov. 30). In tentatively approving those proposals, the subgroup found none of them posed a fundamental change in original system design.

Several insiders suggested the proposed improvements—such as General Instrument's plans to implement a packetized transport structure like that used by the Thomson/Philips/Sarnoff/NBC consortium and by Zenith/AT&T—"are seeming to make the systems look more alike."

And further fueling the notion that, come February, more than one system will gain the opportunity to retest, they noted that ACATS has twice allowed extensions of time at proponent cost (to Zenith/AT&T and Thomson/Philips) when the committee determined proponents' problems stemmed from implementation challenges rather than flaws in design. Preserving all appearances of fair process and opportunity for the best design to win, they said, may mean a schedule set-back again. ■

**SUPERBIRD FLYING**

Arianespace successfully placed Mitsubishi's Superbird A satellite into orbit on Dec. 1. Launched at 5:48 p.m. ET from Kourou, French Guiana, the Space Systems Loral-built bird will carry telecommunications and private video networks for 39 Mitsubishi subsidiaries in Japan. Mitsubishi's Space Communications Corp. will operate the satellite.

**BIRD MOVE**

On Dec. 16, Viacom and other cable services will begin transmissions aboard GE Americom's Satcom C-3 and C-4 satellites. Feeds of Showtime, The Movie Channel, MTV, VH-1, Nickelodeon/Nick at Night, Comedy Central, The Weather Channel, The Learning Channel, C-Span, Lifetime, AMC and Bravo are among services on those satellites. MTV Networks will continue on both Hughes

Communications' Galaxy III and the Satcom birds through March 1993. Digital Music Express also has leased capacity aboard Satcom C-3 and will move its 30 channels of CD-quality music programming from Satcom 4R to C-3, transponder 24. And the International Channel will migrate from Satcom F4R to Satcom C-1, joining a number of regional cable sports and other services.

**FM FOOTPRINT**

IDB Broadcast has inaugurated Ku-band FM Squared audio services to most of North America via the Canadian Anik E-1 satellite. Novanet Communications Ltd. of Canada will market the service.

**CONUS GEARS UP FOR CLINTON**

Conus Communications is expanding its studio and office space in Washington (from 6,000 to 10,000 square feet) in preparation for "news coverage of the inauguration and the new administration's first one hundred days."

**NEW NANBA CHAIR**

The North American National Broadcasters Association (NANBA) has elected Brian Baldry, vice president of engineering for the Canadian Broadcasting Corp., Montreal, as chairman for 1993-94. Ronald Gnidziejko, director of advanced television for NBC, was elected vice chairman.

Through its Technical Committee, currently chaired by Carl Girod, vice president of satellite technology for PBS, NANBA represents its U.S. and Canadian members in international standard-setting forums on subjects including international satellite newsgathering, digital television and spectrum allocations.

**INTERNATIONAL ACCESS**

Videocom, operator of a teleport in Boston and of C- and Ku-band transportables nationwide, has been granted access to international satellites including PanAmSat,

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**THE FUTURE IS NOW**

Jerrold Communications and Scientific-Atlanta demonstrated new cable modulation and electronic program guide (EPG) systems at last week's Western Cable Show. S-A debuted a 16-level digital transmission system able to send two HDTV, nine live or 23 taped digital video signals on a 6 MHz cable channel. Both Zenith and Jerrold demonstrated addressable set-top converters compatible with InSight Telecast Inc.'s EPG. Jerrold says its "converter of the future" also features 1 ghz tuning, video-on-demand ordering and renewable smart-card

encryption technology. Jerrold also teamed with Prodigy to simulate a cable TV set-top converter and remote-control access to Prodigy's online data services.

**OAK OUT, TV/COM IN**

OAK Communications, San Diego-based manufacturer of cable and satellite encryption, access control and digital compression systems, has changed its name to TV/COM International. Company President Henk Hanselaar said TV/COM has "made dramatic advances in its product offering and research and development over the past two years" since Oak Industries Inc. sold it.

**NEW ROLE FOR SVET AT HARRIS**

Harris Allied named Frank Svet vice president of television products for Harris Allied Broadcast Division. Vice president of engineering for the division since 1986, Svet will direct engineering, marketing and manufacturing

operations in Quincy, Ill., and Cambridge, England.

**OTARI ALIGNMENT**

Foster City, Calif.-based Otari Corp. formed Otari Manufacturing Corp., consisting of its two U.S. divisions, King Instrument, Westboro, Mass., and Otari Console Products Group, Hauppauge, N.Y. Otari named S. Higashino president.

**EIA HONORS THOMSON'S DONAHUE**

The Electronic Industries Association has awarded its 1992 Distinguished Service Award to D. Joseph Donahue, Thomson Consumer Electronics senior VP, technology and business development. In the business since 1951 with RCA, GE and Thomson, Donahue "helped create an exciting color television industry [and] in the EIA standards development process, he has fostered stereo TV, the CE Bus and multiport," said EIA Chairman Frank Myers. -PDL

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# Television

## 'HOME' IS WHERE THE THREE-YEAR COMMITMENT IS

*'Home Improvement' producer, distributor and ABC benefit from unusual deal*

By Steve Coe

In one fell swoop last week ABC was guaranteed three more years of its hit comedy *Home Improvement*, the producers of the show and their production company, Wind Dancer Productions, were given series commitments from the network for two more projects, and the Walt Disney Company secured all domestic and international distribution rights for those two future projects.

All parties were involved in an unprecedented deal that saw ABC give Disney and the producers of *Home Improvement* a three-season pickup that guarantees the show a minimum of five seasons.

Wind Dancer, formed in 1988, comprises Matt Williams, who created both *Home Improvement* and *Roseanne*, and *Home Improvement* co-creators Carmen Finestra and David McFadzean.

Under the agreement ABC will deficit-finance the production of the two future projects, with the ability to participate financially in their sale into syndication.

The unusually structured deal for *Home Improvement* takes much of the gamble from Disney, since the studio won't be financing at a deficit. ABC meanwhile signs on to assume much of the upfront cost but will have an ownership interest in the show and can reap the financial rewards from its sale to a distributor.

Disney benefits in that it is guaranteed the necessary five-year network run for *Home Improvement*, which enables the studio to plan the off-net syndication of that series. Both the studio and ABC also avoid the expected rancorous renewal process for *Home Improvement's* fifth year. Since most series are signed to four-year deals by the network, studios will, if a



*'Home Improvement' gets three-year hitch*

show is a success, hold out for big dollars in return for a fifth season.

Wind Dancer is perhaps the biggest winner of the three in that the young company can now operate without any interference from the studio and has a guaranteed home for its next two projects. Also, ABC will almost certainly use *Home Improvement* as a launching pad for the new projects, since the network has a vested interest in the success of the shows beyond their performance on the prime time schedule. "We're trusting ABC to give us the best time slot, one that is adjacent to *Home Improvement*. There's nothing

contractually about the time slot, but we've had a good relationship with ABC and we're confident it will work out that way," says Rick Leed, president, Wind Dancer Productions.

*Home Improvement* has been a strong ratings performer since its debut in the fall of 1991. It was the only first-year success for the 1991-92 season and was moved from its safe Tuesday night time slot in order to anchor ABC's Wednesday night lineup this season. Ironically, Williams, the creator and one-time executive producer of *Roseanne* who was forced out of the show by star Roseanne Arnold, now finds himself on par with the volatile comedienne in clout with the network.

Arnold and husband Tom were successful in their demand the network use the post-*Roseanne* slot of Tuesday at 9:30 p.m. for the new *The Jackie Thomas Show* which stars Tom Arnold. ABC recently booted *Coach* from that slot to appease the Arnolds. Williams and company now will most likely have similar pull in scheduling decisions at ABC with regard to *Home Improvement's* surrounding time slots. The difference, however, is that ABC stands to gain far more by giving Wind Dancer Productions access to the *Home Improvement* lead-out than it will reap from turning over the post-*Roseanne* slot. ■

### 'LEWIS' AND PHILLIPS RENEWED

Clyde Phillips, creator and executive producer of Fox's *Parker Lewis*, has renewed his exclusive writing and production deal with Columbia Pictures Television. The new two-year deal includes an option for a third year and insures the producer will continue to produce exclusively for Columbia, where he has been since 1986. Phillips currently has a pilot commitment from ABC for either a half-hour or hour project. *Parker Lewis*, now in its third season, was not on Fox's fall lineup but will return to the network in January.

—SC





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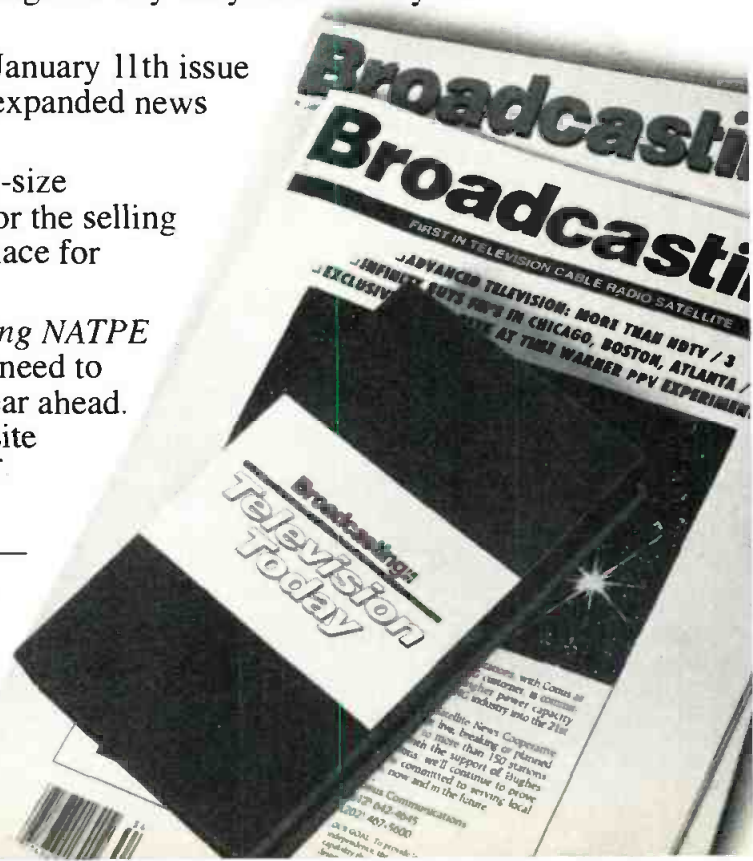
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# GRUSHOW REPLACES CHERNIN AT FOX

*Says getting up to speed on development, launching new night will be priorities*

By Steve Coe

**N**early a month after Peter Chernin left the top entertainment post at Fox Broadcasting to oversee that studio's theatrical activities, Sandy Grushow, executive vice president, has been named to fill the vacancy. Grushow's four-year deal with Fox calls for the 32-year-old to assume all of Chernin's responsibilities, including development. Grushow had been Fox's first choice, and he says the delay in his being named came from careful examination by Fox executives and himself.

"Rupert [Murdoch, chairman and chief executive officer, Fox Inc.], Jamie [Kellner, president, Fox Broadcasting] and I sat down to discuss the company's future and where the network should be headed. They decided I should take over Peter's responsibilities, and then I sat down and took some time to make sure that this was the best move for me."



**Fox entertainment chief Sandy Grushow**

Although Grushow's appointment was made official last Monday, one source said the decision had been made more than two weeks ago. Fox apparently postponed the announcement to avoid getting lost in the press coverage of Bob Iger's being promoted up and out of the entertainment division at ABC.

As executive vice president, Grushow had been responsible for scheduling and marketing, while Chernin

focused mainly on development. As a result, Grushow acknowledges a certain inexperience in that area and says that will command much of his time, at least in the beginning. "One area of the job that I have limited experience in is development. But I do feel that I've been working toward this for the past four years. And actually, there was a plan in place for me to get more involved in development even before Peter left," he says.

Grushow will be faced with a formidable task almost immediately: the launch of the network's seventh night of programming on Tuesday, which he called "the single toughest task since the original launch" of the programming service more than six years ago. "This will be different than any of the other nights that we've launched since then because we won't be using an established Fox show to anchor the night." The Tuesday lineup is set to debut with two one-hour series, *Class of '96* and *Key West*. ■

## MGM AND CLUSTER BAG PANTHER

*Pink feline returns in syndicated version for fall 1993*

By Mike Freeman

**T**he roar coming from MGM last week was not from a lion, but a panther. Metro-Goldwyn-Mayer Television has made it official: Cluster Television will handle distribution of the revived animated series *The Pink Panther*, for first-run stripping in fall 1993 (BROADCASTING, Nov. 23).

The return of *The Pink Panther*, timed to the planned release of a live-action theatrical next summer, also marks the first time that downsized MGM will be in the animation production business since the 1950's, when it boasted *Tom & Jerry*, among others, in its cartoon stable.

This time around, two former Hanna-Barbera Productions animation executives, Paul Sebella and Mark Young, have been hired by MGM to oversee a newly established in-house animation staff.

Kenneth Meyer, senior vice president of Metro-Goldwyn-Mayer Inc., says of the hiring: "It is fitting that MGM's return to animation production will be led by two colleagues of Bill Hanna and Joe Barbera, who were the mainstays of the MGM animation department for many years."

Fritz Freleng and David DePatie are the creators and Mirisch-Geoffrey-DePatie-Freleng Productions owns *The Pink Panther* character and trademark. The company granted MGM the rights to produce 40 new episodes for first-run stripping next season.

Sally Cluster Bell, executive vice president of Cluster Television, says the series will be offered on a four minute local/two minute national barter split for the fourth quarter; a three-and-a-half-minute local/two-and-a-half-minute national split for the second quarter and an even three/three split for the first and third quarters.

The production of the revived animated series, which originally aired on NBC's Saturday morning lineup in 1979-78 (and another on ABC), will be markedly different in that *The Pink Panther* will have a voice for the first time in his animated career, according to Cluster Bell.

Given the past exposure kids and young adults have had to the original series, Cluster Bell says, the Timonium, Md.-based company is "confident" of securing a majority of clearances in the 2-5 p.m. time periods, despite the fact that the two-hour Fox Children's Network and Disney Afternoon cartoon blocks account for a significant share of early fringe time on independent TV stations. "We know we are going to have to take some morning time periods in some markets, but there are some quality 6-8 a.m. avails to be had out there," says Cluster Bell. ■



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SOURCE: NTA average audience preliminary household estimates. Prime 9/21/92-11/15/92 includes regular and specials. Saturday morning 9/12/92-11/8/92 reflects programs currently on the air. Subject to qualifications.





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# Broadcasting's Ratings Week Nov 23-29

	ABC	CBS	NBC	FOX
<b>MONDAY</b>	14.4/22	15.4/23	17.4/26	NO PROGRAMING
8:00	54. FBI: Untold St 9.2/14	15. Evening Shade 14.6/22	15. Fresh Prince 14.6/22	
8:30	40. American Det. 10.9/17	19. Hearts Afire 13.7/20	17. Blossom 14.3/21	
9:00	10. NFL Monday Night	8. Murphy Brown 17.2/25	3. NBC Monday Night Movies—Deadly Matrimony, Pt. 2 18.9/29	
9:30	Football—Washington	11. Murphy Brown 15.7/23		
10:00	Redskins vs. New Orleans	11. Northern Exposure		
10:30	Saints 16.0/26	15.7/25		
<b>TUESDAY</b>	17.9/28	15.3/23	9.2/14	NO PROGRAMING
8:00	9. Full House 16.8/26	22. Rescue: 911 13.1/20		
8:30	14. Hangin w/Mr. C 15.0/23		53. Quantum Leap 9.3/14	
9:00	2. Roseanne 20.7/31	11. CBS Tuesday Movie— Lethal Weapon 2 15.7/24		
9:30	6. The Barbara Walters Special 18.2/29			
10:00				
10:30			55. Dateline NBC 9.1/15	
<b>WEDNESDAY</b>	13.5/22	11.6/19	11.2/18	8.1/13
8:00	50. Wonder Years 9.8/16	55. Rescue: 911 9.1/15	33. Unsolved Mysteries 11.6/19	49. Beverly Hills, 90210 9.9/16
8:30	55. Doogie Howser 9.1/15	30. In the Heat of the Night 12.1/19	46. Seinfeld 10.0/16	75. Melrose Place 6.3/10
9:00	5. Home Improvmt 18.6/29	20. 48 Hours 13.6/23	37. Law and Order 11.1/19	
9:30	7. Coach 17.7/28			
10:00	24. The Best of the Hollywood Palace 12.8/22			
10:30				
<b>THURSDAY</b>	7.0/14	11.8/23	8.1/16	6.2/12
8:00	78. Delta 5.5/11	26. Sears Family Theatre— E.T. The Extra-Terrestrial 12.7/25	76. Out All Night 6.1/12	55. Simpsons 9.1/19
8:30	82. Room for Two 4.5/9		74. A Different World 6.4/13	68. Martin 7.4/15
9:00	85. Homefront 4.1/8		35. Cheers 11.5/22	83. The Heights 4.2/8
9:30		43. Wings 10.2/19		
10:00	32. Primetime Live 11.8/23	70. Evening Shade 7.2/14	70. L.A. Law 7.2/14	
10:30				
<b>FRIDAY</b>	9.7/18	10.5/19	8.8/16	4.5/9
8:00	42. Family Matters 10.5/19	46. Golden Palace 10.0/18	51. NBC Movie of the Week—Saved by the Bell: Hawaiian Style 9.5/17	83. Stuntwomen: World Tour '92 4.2/8
8:30	45. Step By Step 10.1/18	46. Xmas C. Brown 10.0/18		80. Sightings 4.8/9
9:00	66. Dinosaurs 7.7/14	41. Circus of the Stars XVII 10.8/20	67. I'll Fly Away 7.5/14	80. Sightings 4.8/9
9:30	77. Camp Wilder 5.8/11			
10:00	31. 20/20 12.0/23			
10:30				
<b>SATURDAY</b>	7.9/14	7.6/13	11.3/20	8.7/15
8:00		61. Miracles and Other Wonders* 8.9/16	69. Here and Now 7.3/13	52. Cops 9.4/17
8:30			65. Powers That Be 7.8/14	37. Cops 2 11.1/19
9:00	63. ABC College Football Special—Notre Dame vs. USC 8.1/15	72. CBS Saturday Movie— Dracula 6.9/12	29. Empty Nest 12.3/21	60. Code 3 9.0/16
9:30			24. Nurses 12.8/22	79. Edge 5.4/9
10:00			18. Bob Hope: Ladies' Laughter 13.9/26	
10:30				
<b>SUNDAY</b>	11.8/18	17.2/27	9.4/15	7.1/11
7:00	63. Life Goes On 8.1/13	1. 60 Minutes 24.6/39	72. Secret Service 6.9/11	87. Great Scott 3.3/5
7:30				86. Ben Stiller Show 3.6/6
8:00	28. Am Fun Home Vid 12.5/19	4. Murder, She Wrote 18.8/28	62. I Witness Video 8.5/13	33. In Living Color 11.6/17
8:30	36. Am Fun People 11.4/17			55. Roc 9.1/13
9:00				22. Married w/Childn 13.1/19
9:30	20. ABC Sunday Night Movie—A Mother's Right 13.6/21	26. CBS Sunday Movie— An American Story 12.7/20	37. NBC Sunday Night Movie—Jury of One 11.1/17	43. Herman's Head 10.2/15
10:00				88. U2: Zoo TV 3.1/5
10:30				
<b>WEEK'S AVGS</b>	11.7/20	13.0/22	10.7/18	7.0/12
<b>SSN. TO DATE</b>	12.5/21	13.4/22	11.3/19	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



## Broadcasting

# Radio

## DUOPOLY BRINGS NEW MATH TO RADIO

*Study says same-market, same-band combos can mean more revenue, lower costs*

By Peter Viles

**A** recent report on the radio industry by the investment banking firm Alex. Brown & Sons provides a theoretical answer to one of the industry's most pressing questions: what are the economic advantages of owning two same-band stations in the same market?

According to the report (see box), the advantages of duopoly are considerable—two stations, both producing \$2.2 million per year in cash flow, would produce a total of \$6.8 million if jointly owned and operated.

In other words, in the economic

world of duopoly, one plus one equals three.

The report was written by Alex. Brown Vice President Drew Marcus, who has analyzed the radio industry for nine years. Marcus said he consulted about a dozen radio group operators in preparing the report, which he describes as "largely theoretical."

"Some people are more skeptical than others," he said. "But in general I think there's fairly wide agreement that duopoly makes sense. Everybody may approach it in a different way, but there are very few people who think it won't work."

The report drew generally favorable

comments from industry observers questioned by BROADCASTING. But those observers cautioned that, because duopoly is new and untested, there is still uncertainty about how it will work in practice.

"I don't think we're going to know the real effect of duopoly for approximately a year," said broker Randy Jeffrey of Media Venture Partners. "There's no question that this is the most positive economic decision to come out of the FCC in the 25 years I've been in this business. But the extent of the savings and the increase in revenue and cash flow is going to vary from property to property and

### HOW DUOPOLY ADDS UP: ONE THEORY

(Figures in \$ million)

Revenue	Station A	Station B	Est. contributions before benefits	Benefits of duopoly	Comments	Est. contributions after benefits	% change versus sum
Network compensation	0.2	0.2	0.3	—		0.3	0%
National advertising	2.0	2.0	4.0	—		4.0	0%
Local advertising	6.0	6.0	12.0	1.8	Pricing power	13.8	15%
<b>Total</b>	<b>8.2</b>	<b>8.2</b>	<b>16.3</b>	<b>1.8</b>		<b>18.1</b>	<b>11%</b>
Commissions	(1.3)	(1.3)	(2.6)	(0.3)		(2.9)	11%
Other revenue	0.1	0.1	0.2	—		0.2	0%
<b>Total net revenue</b>	<b>7.0</b>	<b>7.0</b>	<b>13.9</b>	<b>1.5</b>		<b>15.4</b>	<b>11%</b>
<i>Expenses</i>							
Engineering	0.2	0.2	0.3	(0.1)	Redundancy	0.2	-34%
Programming & production	1.1	1.1	2.2	(0.3)	Redundancy, prom. mgr., ratings svc.	1.9	-15%
News	0.1	0.1	0.2	(0.1)	Redundancy	0.1	-34%
Sales	1.3	1.3	2.6	(0.1)	National sales mgr.	2.5	-4%
Advertising & promotion	1.0	1.0	2.0	—		2.0	0%
G & A	1.1	1.1	2.1	(0.3)	General mgr., business mgr.	1.9	-12%
Depreciation & amortization	0.5	0.5	1.0	—		1.0	0%
Corporate allocation charges	0.1	0.1	0.3	(0.1)	Accounting, computer	0.1	-50%
<b>Total expenses</b>	<b>5.4</b>	<b>5.4</b>	<b>10.7</b>	<b>(1.0)</b>		<b>9.7</b>	<b>-9%</b>
<b>Operating profit</b>	<b>1.6</b>	<b>1.6</b>	<b>3.2</b>	<b>2.5</b>		<b>5.7</b>	<b>79%</b>
<b>Margin</b>	<b>23%</b>	<b>23%</b>	<b>23%</b>			<b>37%</b>	
Depreciation & amortization	0.5	0.5	1.0	—		1.0	0%
Corporate allocation charges	0.1	0.1	0.3	(0.1)		0.1	-50%
<b>Cash flow</b>	<b>2.2</b>	<b>2.2</b>	<b>4.4</b>	<b>2.4</b>		<b>6.8</b>	<b>53%</b>
<b>Margin</b>	<b>32%</b>	<b>32%</b>	<b>32%</b>			<b>44%</b>	

Note: Numbers have been rounded. Source: Alex. Brown & Sons

from market to market.”

In addition, radio remains a management-intensive business that is difficult to predict, observed broker Gary Stevens. “Radio has often defied logic,” Stevens said. “The old story is, give the same station to five different people, and they will get five different results out of it.”

Still, Stevens gave the report high marks, saying it embodied theories and assumptions held by many broadcasters who have analyzed duopoly.

While the report has obvious certain limitations—it is based on two cash-flowing stations in a fairly large market—Marcus said certain conclusions probably make sense across the board.

In general, he said, station revenues will increase if two competing stations are jointly owned because the stations will no longer be under pressure to cut rates in competition with each other.

As for cost savings, Marcus predicts that stations could cut joint expenses by 9% by combining accounting, computer, engineering, news, promotion and general manager departments, thus increasing profits even without revenue synergies. ■

## RADIO REVENUES UP 5% IN OCT.

*Strong holiday retail season boosting local income*

By Peter Viles

In another strong sign that radio advertising is starting to bounce back from the recession, radio revenues rose by 5% in October, the second consecutive monthly increase over 1991 levels.

For the 10 months ending Oct. 31, radio revenues were pacing 2% ahead of 1991 levels, according to the Radio Advertising Bureau’s monthly revenue report for October.

For the month, local revenues paced 6% ahead of 1991 levels, while national spot revenue, appearing to break out of a year-long decline, paced 3% ahead, its best month of the year.

For the year to date, local revenues exceed 1991 levels by 4%, national spot is down by 7%, and total station revenue is up 2%.

RAB President Gary Fries noted that the industry has already reached

the 2% growth RAB had predicted for 1992, and said he expects “continued modest growth through the end of the year.”

“The holiday retail season is shaping up to be better than many had anticipated, which is a good sign for local revenues, which make up three quarters of radio’s advertising dollars,” Fries said.

For the first time, the RAB report did not include monthly data on network revenues, which have slumped badly in 1992. That information will now be released quarterly, the RAB said. ■

### ERRATA

Nov. 23 story on the number of radio station call letter changes processed by the FCC incorrectly estimated the rate of those changes. The FCC records about 700 changes per year, not 700 per month as reported.

## ‘LARRY KING’ MOVING TO DAYS IN FEBRUARY

*Bohannon takes over nighttime show; afternoon slot won’t compete against Limbaugh*

By Peter Viles

Network radio’s worst-kept secret became official news last week when Westwood One announced plans to move Mutual Broadcasting’s *The Larry King Show* from overnight to an afternoon drive slot.

The much-anticipated move (BROADCASTING, Oct. 19) will make it possible for some stations to air EFM Media’s Rush Limbaugh and King back-to-back on weekdays in six consecutive hours of high-profile, coast-to-coast talk.

Effective Feb. 1, King’s show will air from 3 to 6 p.m. ET, beginning immediately after Limbaugh’s three-hour show. Jim Bohannon, a frequent fill-in for King, will take over the 11 p.m.-2 a.m. slot King now occupies.

Although the afternoon drive slot avoids any head-to-head competition against Limbaugh, it still carries some risk. While King’s show now airs on more than 400 stations, clearing the show during afternoon drive may



Larry King: earlier to bed

prove difficult in large markets, where stations tend to cling to drive-time programming.

But the upside is also considerable: if successful, the afternoon time slot should enable Westwood to reap larger audiences and more revenue from the show. And King, long renowned

for his ’round-the-clock work ethic, will finally be free of the overnight shift. His workday will end four hours earlier, at 10 p.m., after he finishes CNN’s *Larry King Live*.

“I’ll be able to do radio and normalize my life for the first time in 15 years,” King said.

Westwood began scrambling last week to line up affiliates for the afternoon slot. “The success of *The Larry King Show* over the last 15 years has been unparalleled,” said Westwood One Chairman and Chief Executive Officer Norm Pattiz. “Judging from the initial reaction of stations and advertisers, Larry King in the afternoon will be even more successful.”

Greg Batusic, president of Westwood One Radio Networks, said the King show will undergo slight changes in music beds to give it a more up-tempo sound better suited for afternoon drive. He added that the new time slot should make it easier for the program to secure high-profile guests. ■



# Business

## KING WORLD: A GROWTH STOCK GETS BIGGER

Syndicator's stock gets pre-NATPE sendoff; analysts explain potential for further gains

By Geoffrey Foisie

As of last week King World Productions had a stock value, adjusted for debt and cash holdings, equal to one-third that of CBS. That a syndicator with only two-and-a-half hours of programming a week could be valued on the same scale as a 50-plus hour programmer with significant TV and radio station holdings says a lot about the stock market's perception of the TV network business. It also is due to some unique characteristics of King World.

Twenty-five percent of King World's current valuation has been realized in the past month as it has gone from \$25 to \$33, spurred, it appears, by recommendations from analysts such as County NatWest's Paul Marsh, Oppenheimer's Jessica Reif, and Merrill Lynch's Hal Vogel.

The general theme running through analysts' reports is that King World no longer faces what chief financial officer Jeff Epstein called "negative overhangs." Among the previous "overhangs" discouraging investors was the competition posed by *You Bet Your Life* and the potential competition from off-network product had the prime time access rule (PTAR) been eliminated.

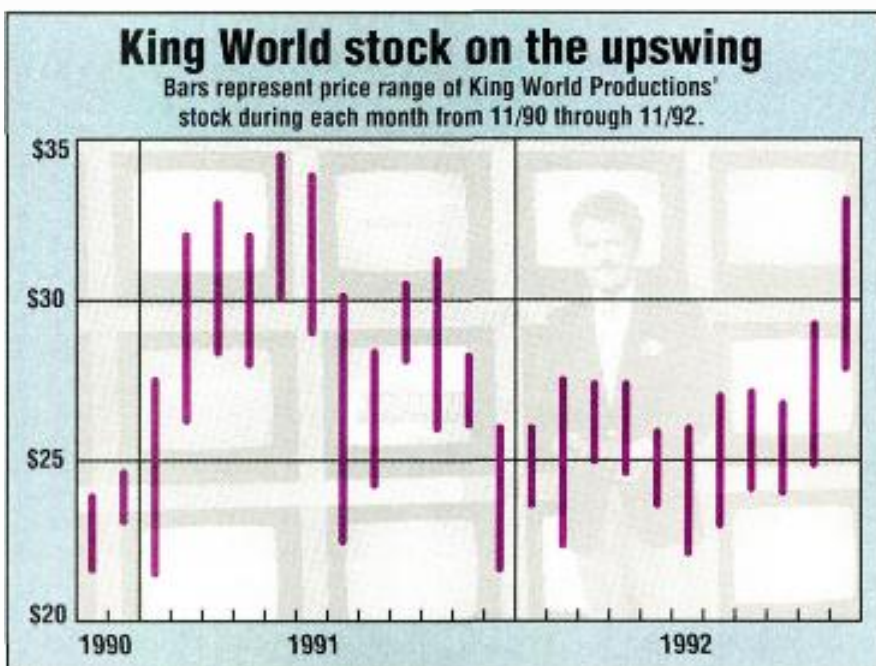
Earlier concerns also included the prime time rollback experiments on the West Coast, the fact that King World's *Candid Camera* wasn't working and reports of incidents involving the company's chairman, Roger King. Finally there was the fact that interest rates were dropping, reducing the return on the company's cash hoard, which now approaches \$400 million.

These "negative overhangs" have by now either lifted or diminished in immediacy.

Despite the recent run-up in King World stock, more than one analyst still terms it a "buy," and they have raised their "target" price for the stock to \$36 or higher. Where is the potential upside? County NatWest's Marsh said as much as \$30 million to \$45 million in additional operating profit would accrue to King World upon the success of either of its two shows scheduled for September, *Les*

can take in that much in the first year. Effectively they get a free swing at the plate every time."

Two years ago, expectations for *Candid Camera* similarly boosted the price of King World stock to the mid-30's. But several analysts, including one for a major institutional owner of King World stock, said they did not think the stock was in danger of once again sinking back into the low 20's,



*Brown* and *American Journal*. Both shows have already established a good base of station clearances in advance of the NATPE convention in January.

Furthermore, there is said to be little risk to company earnings should the new shows not succeed. Said Marsh: "When King World starts a new show it's not like they need to make a lot of capital expenditures or add sales staff. They may spend \$20 million in production costs, but they

as it did in 1991 after *Candid Camera* proved a failure.

For one thing the backdrop against which renewals of *Wheel of Fortune* and *Jeopardy* have taken place has changed, with the more recent negotiations based on a less pessimistic outlook than was the case two years ago. Not only are cash license fees in the new two-year contracts higher, but both shows will have an added 30-second barter spot beginning in fiscal

1995.

Another reason for a higher floor on the stock price is that the company in the past two years has added more than \$100 million in cash, or at least \$3 per share. In the past few years King World has done little with the cash; where it sits now, it earns only about 4.5%. King World has in fact looked at acquiring various program libraries and producers, both in the United States and in Europe, and at cable networks.

But having failed to find the right property at the right price—it passed on Hanna Barbera, for instance—Reif thinks the most likely use of money in the near term is a share repurchase. A 10% share repurchase, she said, would add roughly 20 cents in earnings per remaining share.

It is presumably up to Roger and Michael King as to whether King World would merge or be bought by a larger company. There has been casual speculation that King World would give ABC, CBS and NBC an excellent jump-start capability in syndication, should the networks be permitted in that business. ■

# Changing Hands

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

**WGBB(AM)-WBAB-FM Babylon, New York (New York City)** □ Sold by subsidiary of Noble Broadcast Group to Liberty Broadcasting of New York for \$16 million cash. **Seller** is headed by John T. Lynch; it recently swapped KNDD(FM) Seattle for Viacom Broadcasting's KHOW-AM-FM Denver ("Changing Hands," Nov. 30). It is also licensee of five AM's and seven FM's. **Buyer** is headed by Mike Craven, and has no other broadcast interests. WGBB(AM) is fulltimer with news-talk format on 1240 khz with 1 kw. WBAB-FM has AOR format on 102.3 mhz with 3 kw and antenna 268 feet above average terrain. **Broker: Star Media Group.**

**KOY-AM-FM Phoenix** □ Sold by Edens Broadcasting to Sundance Broadcasting for \$7 million (see box, p. 43). KOY(AM) has MOR format on 550 khz

with 5 kw day and 1 kw night. KOY-FM has CHR format on 95.5 mhz with 96 kw and antenna 1,570 feet above average terrain. **Broker: Kalil & Co.**

**KNST(AM)-KRQQ(FM) Tucson, Ariz.** □ Sold by Nationwide Communications Inc. to Prism Radio Partners Ltd. for \$4.5 million. **Seller** is headed by Steve Berger and is also licensee of one AM, 10 FM's and four TV's. **Buyer** is headed by Bill Phalen, and is also purchasing KWFM-AM-FM Tucson (see below), setting up Tucson's first duopoly. Phalen also recently purchased WOKV(AM)-WKQL(FM) Jacksonville, Fla. ("Changing Hands," May 18). KNST has news-talk format on 940 khz with 1 kw day and 250 w night. KRQQ has CHR format on 93.7 mhz with 91 kw and antenna 2,030 feet. **Broker: Kalil & Co.**

**KWFM-AM-FM Tucson, Ariz.** □ Sold by subsidiary of American Media Inc. to Prism Radio Partners for \$4 million. **Seller** is headed by Arthur Kern and Alan Beck, who recently purchased WZRZ(FM) Hamilton, Ohio (Cincinnati) ("For the Record," Nov. 16). **Buyer** is headed by Bill Phalen (see KNST[AM]-KRQQ[FM] Tucson, above). KWFM(AM) has oldies format on 790 khz with 5 kw day and 1 kw night. KWFM-FM has oldies format on 92.9 mhz with 90 kw and antenna 2,037 feet above average terrain. **Broker: Kalil & Co.**

**KOLT-FM Santa Fe-Albuquerque, N.M.** □ Sold by Clairmor Broadcasting Inc. to Commonwealth Broadcasting Co. for estimated \$1.3 million. Principals will operate station as LMA until acquisition is closed. **Seller** is headed principally by Braiker Broadcasting, which purchased KDEF(AM)-KUCU(FM) Albuquerque for \$1 million ("Changing Hands," Aug. 31). **Buyer** is principally owned by Dex Allen and is also licensee of KYXI(FM) Yuma, Ariz.; KMZQ-FM Las Vegas and KRZY(AM)-KRST(FM) Albuquerque, N.M. KOLT-FM has CHR format on 105.9 mhz with 100 kw and antenna 1,936 feet. **Broker: Kalil & Co.**

**WTJY(FM) Taylorville, Ill.** □ Sold by USA Radio Partnership to Long Nine

November 10, 1992

## The Backe Group, Inc.

has completed the sale of the assets of

**WDKY TV**  
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*Todd Hepburn, Vice President of the undersigned  
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## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$410,900 □ 2

FM's □ \$4,176,000 □ 7

AM-FM's □ \$32,759,291 □ 6

TV's □ \$0 □ 0

Total □ \$37,345,291 □ 15

1992 to Date:

AM's □ \$187,969,684 □ 224

FM's □ \$418,009,254 □ 280

AM-FM's □ \$324,509,895 □ 166

TV's □ \$1,394,888,087 □ 53

Total □ \$2,325,376,920 □ 723

For 1991 total see Jan. 27, 1992 BROADCASTING.

Inc. for \$1 million. Seller is headed by James H. Green, and recently sold WTIM(AM) Taylorville, Ill. ("For the Record," Oct. 5). Buyer is headed by Thomas M. Kushak, and is also licensee of WMAY(AM)-WNNS(FM) Springfield, Ill. WTJY has AOR format on 92.7 mhz with 2.7 kw and antenna 300 feet above average terrain.

KVSE(FM) Brownsville, Tex. □ Sold by Sunbelt Radio Acquisition Inc. to Spectrum Broadcasting of the Valley Inc. for \$1 million. Seller is headed by Richard N. Lea, and recently sold KRRG(FM) Laredo, Tex. Buyer is headed by John E. Palmer, Albert G. Lowenthal and Steve Humphries. Palmer is a director of Heritage Broadcast Group Inc., which owns KRKK(AM)-KQSW(FM) Rock Springs, Wyo.; WWNC(AM)-WKSF(FM) Asheville, N.C.; WOLZ(FM) Fort Myers, WFL(FM) Pelatka and WYGC(FM) Gainesville, all Florida, and WAAX(AM)-WQEN(FM) Gadsden, Ala. KVSE has contemporary dance format on 99.5 mhz with 100 kw and antenna 1,034

## SUNDANCE BUYS 2ND PHOENIX AM-FM COMBO

Edens Broadcasting sold KOY-AM-FM Phoenix to Sundance Broadcasting for \$7 million last week (see "Changing Hands"). The station, which joins Sundance's KYOT(AM)-KZON(FM) in the city, creates Phoenix's first duopoly. Sundance also owns WOKY(AM)-WMIL(FM) Milwaukee and KIDO(AM)-KLTB(FM) Boise, Idaho.

Seller Gary Edens will head the four Phoenix stations while continuing to run KKLQ-AM-FM San Diego, Edens Broadcasting's remaining stations. Edens sold properties in Richmond, Va., and St. Petersburg, Fla., earlier this year to Clear Channel Communications and Force II Communications for a combined \$24 million.

-JG

feet above average terrain.

WKRP(AM)-WINN(FM) North Vernon, Ind. □ Sold by Southeast Indiana Radio Inc. to ARS Broadcasting Corp. for \$909,291. Seller is headed by Peter Boyce, and has no other broadcast interests. Buyer is headed by Alan Schriber, and has no other broadcast interests. WKRP has big band format on 1460 khz with 1 kw day and 92 w night. WINN as AC format on 106.1 mhz with 50 kw and ant. 486 feet.

WADR(AM)-WKDY(FM) Remsen, N.Y. □ Sold by Renman Broadcasting Inc. to Adirondack Broadcasting Inc. for \$350,000. Seller has no other broadcast interests. Buyer is headed by Norma Eilenberg, who is 59.3% stockholder of licensee of WRNY(AM)-WUUU(FM) Rome, N.Y. WADR has C&W format on 1480 khz 5 kw day and 50 w night. WKDY has AC format on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

WADC(AM) Parkersburg, W.Va. □ Sold by Dailey Corp. to Mediacom Inc. for \$300,000. Seller is headed by Calvin E. Dailey Jr., and is also licensee of WHCM(FM) Parkersburg and WFGM(FM) Fairmont, both West Virginia. Buyer is headed by Samuel M. Yoho, and is licensee of WRZZ(FM) Ravenswood, W.Va. WADC has MOR format on 1050 khz with 5 kw day.

KLKK(FM) Clear Lake, Iowa □ Sold by Madhatter Broadcasting Co. to James Ingstad Broadcasting of Iowa Inc. for \$294,000. Seller is subsidiary of Linder Broadcasting Group, headed by John Linder and Donald Linder, and is licensee of two AM's and four FM's. Buyer is headed by James D. Ingstad, who owns licensees of seven AM's and eight FM's. KLKK has AC format on 103.1 mhz with 6 w and antenna 300 feet above average terrain. Broker: Johnson Communication Properties Inc.

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# POST BABY-BOOMERS: ELUSIVE TARGET FOR ADVERTISERS

*The 18-34-year-old viewer is the most coveted, but some feel the demographic is overvalued; advertiser attitudes may change as they are confronted with aging population*

By Sharon D. Moshavi

**E**ighteen to thirty-four. It is an age group on which Fox has built a network, a group ABC has heavily and successfully targeted and one that NBC pursued this fall (and by most accounts, failed). The theory is that this elusive age group is perhaps the most coveted by advertisers. But the question remains whether there are enough ad dollars to support targeting one small and elusive group, especially at a time when the average age of the population is getting older.

Estimates vary for how much of total annual TV advertising revenue, \$7.5 billion, is aimed at reaching the 18-34-year-old. Says analyst Alan Gottesman of Paine Webber: about 25%, or \$1.8 billion. Fox sales chief Jon Nesvig offers what he calls a crude estimate of about \$1 billion. Either number is significant, particularly since advertisers pay more to reach a younger viewer than an older viewer; with viewing down among 18-34-year-olds so far this season, the networks' bottom lines are hurt more by viewing losses in older demographic groups.

Like any other media pie, the 18-34 group can be sliced only so thin. Nesvig says the emergence of Fox has not really brought new advertisers to TV; the fourth network has gotten ad revenues as existing TV advertisers have increased their budgets, and by taking ad money from other networks. But with fewer advertisers increasing budgets these days, and the population gains in the U.S. occurring in older demographic groups, TV venues targeting 18-34 could be fighting over a stagnant pool of dollars and a shrinking audience that is already elusive and narrow. The 18-34-year-old is the only major demographic group expected to decline over the next decade.

The general belief is that 18-34 is the age bracket during which most brand loyalties are formed. But the difficulty of reaching the group may account for their importance beyond

their numbers or buying power. They are hard to reach, and watch less TV than any other group. According to Nielsen Media Research, women 18-34 watch 26 hours, 58 minutes of TV each week, compared with 29:55 for women 35-54 and 39:52 for women 55-plus. Men 18-34 watch 23 hours, 38 minutes of TV per week, compared with 26:02 for men 35-54 and 36:35 for men 55-plus.

Older viewers are much easier to reach because they are heavier view-

*"They [18-34-year-olds] set the tone for what's hot and what's not. If you can get on their good side, you get momentum from a sales perspective."*

**Tom Winner  
Campbell-Mithun-Esty**

ers, and there is usually some spillover of these viewers into shows that reach healthy numbers of younger viewers. Additionally, the perception of younger viewers as the keymasters to the gate of popular culture cannot be ignored. "They set the tone for what's hot and what's not. If you can get on their good side, you get momentum from a sales perspective," says Tom Winner, executive vice president, director of marketing services, Campbell-Mithun-Esty.

It's not just the standard jeans, fast-food and sneakers advertisers that covet the young. Eighteen to 34, "to most advertisers, is very important," according to Bob Silberberg, executive vice president, director of national broadcast, Backer Spielvogel Bates, who cited everything from beer to electronics to TV's largest advertiser, automakers. Fox and ABC claim most of the market. According to Nesvig, during the 24 half-hours that Fox pro-

grams, it is number one in 18-34 in nine of those half-hours, ABC leads in 11, NBC in three and CBS in two.

Advertisers, while coveting 18 to 34, still want the mass audience that network television gives them. NBC, which advertisers say aimed too young, is third in households this season. "When you present a media package to an advertiser and can offer a time-period winner, there's something nice about that. You also can offer a show that doesn't win, where there's a higher concentration of your target audience. The first is more palatable than the second," says Winner. Media buyer Paul Schulman thinks the networks have their best chance of succeeding with broad-based hit shows that appeal to everyone. "The networks have a problem when they so specialize and target their shows that they eliminate whole segments of the viewing audience."

Some predict advertiser ageist attitudes will change. Advertisers are starting to look anew at older demographics, says CBS sales chief Joe Abruzzese, whose network has stayed with its 25-54-year-old target. Abruzzese says CBS is "getting a much bigger piece of Coca-Cola's advertising than we ever have before" because the company wants to market Diet Coke to 25-to-54-year-olds. Even more standard youth advertisers, like jeans manufacturers, are starting to go older, he says. Lee Jeans, for one, advertised heavily on CBS's miniseries *Sinatra*, to reach baby boomers, said Abruzzese.

CBS does get hurt in some ways for its lack of young demographics. Movie advertisers, for example, is one category from which Abruzzese would like to see more dollars. Movie companies spent just under \$12.5 million with CBS in the third quarter, compared with \$27 million for NBC and \$20 million for ABC, according to Broadcast Advertiser Reports.

According to N.W. Ayer's Marcella Rosen, executive vice president, managing director of media services, the determining factor for advertisers should become lifestyles, rather than age. People turning 40 or 50 now are in many cases more active, and spending more of their money on things such as sports or traveling, than people of that age 20 or even 10 years ago. Rosen predicts a shift in attitude among advertisers to older consumers "as the realization of the population shift becomes more obvious." ■



# Washington

## FRANK TO FIGHT RETRANSMISSION CONSENT

*Congressman plans to introduce bill in January banning provision of Cable Act he says is anti-consumer; support may be slow in coming*

By Joe Flint

**H**ouse Copyright Subcommittee member Barney Frank (D-Mass.) has vowed to introduce legislation striking retransmission consent—the controversial provision of the 1992 Cable Act that allows broadcasters to negotiate fees with cable operators for the carriage of their broadcast signals.

“While the 1992 Cable Television Act is generally pro-consumer, the retransmission-consent feature is potentially very anti-consumer,” Frank said in a press release.

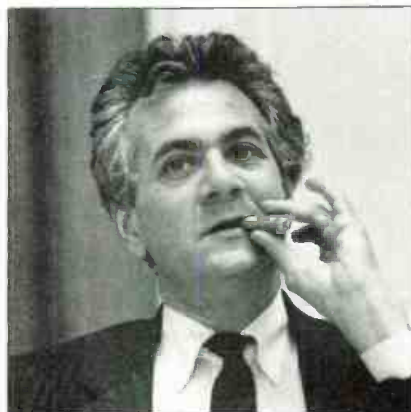
Frank said he fears that broadcasters, “with their significant market strength, would demand unreasonably high payments from cable systems before they would authorize retransmission of their broadcast signals. Such costs would be passed on to consumers under the cable legislation.”

While Frank said consumer interests led him to seek introduction of the bill banning retransmission consent, Peter Kovar, a spokesperson for Frank, could not name any specific consumer groups that came to meet with Frank or what groups may have said to the congressman to persuade him to introduce the legislation.

Frank was out of the country last week and could not be reached for comment.

Gene Kimmelman, legislative director, Consumer Federation of America, reiterated that his organization does not think retransmission will affect cable rates. “Frank never liked that provision and swallowed hard to support it.... I don’t think consumer groups went to him; we did not do it, it was never our fight.”

House Energy and Commerce Com-



Rep. Frank moves to kill retrans consent

mittee sources also were not surprised by Frank’s announcement. “He never liked retransmission consent,” one staffer said.

Sources there were also doubtful that Frank’s bill, which he said he would introduce in January, would be

taken up very soon, partly because the ink on the Cable Act is still drying. But, in Frank’s favor, Copyright Subcommittee Chairman Bill Hughes (D-N.J.) has come out against retransmission consent in the past.

But members may also want to wait to see how the courts and the FCC handle the issue of retransmission consent before getting involved with it again.

Hollywood, which is busy battling for the retention of the financial interest and syndication rules, may not want to use heavy resources right now to get on Frank’s bandwagon.

His opposition to retransmission consent is not the first time the congressman has been against cable paying for carriage. He has also introduced bills in the past to remove the compulsory license, which allows cable systems to use copyrighted material for a governmentally set fee. ■

## GETTING A HANDLE ON CLINTON TELCOM PLANS

**A** plan for fostering advanced telecommunications networks throughout the country may be included in the Clinton administration’s early initiatives for jump-starting the economy.

Revitalizing the nation’s telecommunications infrastructure was a part of the Clinton-Gore campaign rhetoric. And sources say the transition’s economic advisers are at work turning the talk into concrete proposals.

At the center of the effort is Robert Shapiro, vice president of the Progress-

sive Policy Institute, an arm of the Democratic Leadership Council, which Clinton chaired prior to making his run for the presidency.

Campaign papers suggested a Clinton administration may spend federal dollars—a portion of a \$20-billion-a-year Rebuild America fund—to help develop high-capacity networks that could support all sorts of advanced information and educational services.

But cable and telephone industry executives see little need for direct public investment and whether it will

survive the policymaking process is unclear.

Shapiro would not return phone calls, but clues to his thinking may be revealed when he appears at a Washington press conference today (Dec. 7) to release the PPI's Mandate for Change, which contains policy recommendations on a wide range of issues.

Whatever Shapiro comes up with will be subject to review by Robert Reich, the transition's chief economic adviser and a longtime advocate of investment in infrastructure, and his deputy Gene Sperling.

The final word, of course, will come from Clinton and Vice President-elect Gore, the latter of whom believes advanced telecommunications networks will come from relaxing business restriction of telephone companies. He sponsored legislation in the Senate that would have allowed telcos to offer video services.

The transition team has yet to focus on other aspects of communications policy—an array of issues stretching from reform of the financial interest and syndication rules to broadcast ownership restrictions to the reregulation of cable.

But two weeks ago it took a significant first step with the appointment of former astronaut Sally Ride to size up the FCC and a number of other federal agencies and departments that fall under her science, space and technology purview.

Ride and the other eight cluster coordinators will be responsible for assessing hundreds of federal agencies

and departments. In addition to reviewing each organization's structure, budget and personnel, they are to identify key issues and, in the words of transition spokesman George Stephanopoulos, look for "potential trouble spots."

The formulation of actual communications policy, however, will not fall to Ride's group, but to the domestic policy staff, which is headed by Democratic Leadership Council President Al From and his deputy Bruce Reed.

And identifying people to fill the top communications jobs, notably a new FCC chairman to replace Alfred Sikes and a new FCC commissioner to replace Sherrie Marshall, and a number of other key sub-cabinet level posts, is the duty of former South Carolina Governor Richard Riley.

One of Riley's deputies is Peter Knight, a former top aide to Gore who, in private practice, lobbied Congress on behalf of the United States Telephone Association.

Because of his deep interest and experience in communications matters, said a transition spokesperson, Gore will likely be involved in forging communications policy and will be heard on communications appointments.

And, said another spokesperson, the division of labor among the transition groups is more real on paper than in practice. While the domestic policy staff may have something to say about personnel, he said, the personnel group may have something to say about policy.

"They will all talk," he said. "It's very loose." ■

## CABLE, WIRELESS ARGUE OVER HOME WIRING REGULATION

*In comments to FCC, MSO's say commission should not allow apartment owners to acquire wiring, while wireless says wiring should belong to subscribers*

By Joe Flint

Cable operators told the FCC to keep its involvement in home wiring to a minimum by not getting involved in rate regulation of

home wiring and limiting the right of a resident to acquire home wiring to single-home owners and not owners of apartment complexes.

"All that is necessary is a rule requiring that the operator afford a terminating subscriber the option of acquiring the wiring at a reasonable price," the National Cable Television Association told the FCC in comments filed last week.

When a subscriber exercises the right to acquire the wiring, NCTA said, the cable operator must be entitled to just compensation, "otherwise the rule would constitute a taking under the Fifth Amendment."

Neither NCTA nor other commenters defined what a reasonable price would be, and they don't want the FCC defining it either.

"Nothing in the legislative history appears to encourage or require the FCC to become the arbiter of the price acquisition of wiring by cable customers. There is no evidence before the commission of any abuses by cable operators in this area," Times Mirror

Continues on page 48

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**The FCC was barraged by the cable industry** last week as the commission prepared notices of proposed rulemaking on rate regulations, program access, vertical and horizontal integration and equal employment requirements. Among those companies making the rounds were Time Warner, Cablevision (represented by former FCC Chairman Charles Ferris), Viacom (represented by Dick Wiley), Tele-Communications Inc. subsidiary Liberty Media (represented by Bob Hoegle), the National Cable Television Association, the Community Antenna Television Association and several state cable associations.

**Responding to remarks made by FCC Commissioner Ervin Duggan,** Commissioner Andrew Barrett said he does want to insure that radio personality Howard Stern's personal attacks on the FCC and Chairman Al Sikes don't in any way affect the way the commission handles indecency charges against Stern. "Let's not confuse that with the issues before us," he said. Barrett was responding to comments made by Duggan that Stern was "misusing his First Amendment freedom to speak" when he wished Sikes's cancer would spread. Duggan made the comments in a letter to Washington attorney Tom Davidson ("Closed Circuit," Nov. 30). "It's tasteless," Barrett said, but the remarks "are not at the heart of the issues we have before us."

**Duggan and Barrett were in agreement** when it came to dissenting to waiving the duopoly rules to allow Spartan Broadcasting to acquire WJBF(TV) Augusta, Ga., from Pegasus Broadcasting—a subsidiary of NBC parent General Electric—for about \$23 million. Spartan also owns WSPA-TV Spartanburg, S.C., where there is Grade B overlap. In a statement that may offer some insight on Duggan's thoughts for relaxing TV ownership rules, the commissioner said he is "unable to support the commission's apparent decision in this case to establish a new, more lenient standard for duopoly waivers." The action, he said, indicates that the commission appears to be embracing a waiver policy based on a Grade A overlap standard. "Until we address the duopoly issue by rulemaking, I am unable to join in taking this adjudicatory shortcut to a destination that, in my judgment, can be arrived at properly only through our pending ownership proceeding."

Barrett said the waiver "primarily serves the private benefits of GE Capital and Spartan and is thinly veiled with public interest language." Barrett said the commission could have chosen to extend the duopoly waiver for 12 months, conditioned on the sale of WJBF or the completion of the TV ownership rules review.

Spartan will have to divest itself of all interest in its radio properties WTWA(AM)-WTHO-FM Thomson, Ga., within 90 days of the TV transfer closing.

**Jim Rowe, NBC's Washington vice president,** said to be in the running to be President-elect Bill Clinton's congressional liaison, told BROADCASTING he plans on staying put. "I love my job on NBC and am not on any list other than my wife's to do more babysitting," he said. Also listed as a candidate is **Martin Franks,** CBS vice president, Washington, who said he is happy with his job.

**The FCC also waived the one-to-a-market rule** for Tribune Broadcasting Co., allowing the group owner to acquire KEZW(AM)-KOSI(FM) Denver, where it already owns KWGN(TV). In approving the waiver, the commission denied objections of Newsweb Inc., permittee for unbuilt station KTVJ(TV) Boulder, which argued a waiver would hurt the promotion of competition and diversity. Newsweb also has a bone to pick with Tribune because the latter won't allow KTVJ access to space on its transmitting towers. The FCC said Newsweb failed to show that no comparable transmitter site was available.

**The Supreme Court will review the 1984 Cable Act statute** that allows cable operators serving subscribers in a single building or commonly owned buildings to operate without a local franchise agreement while forcing operators serving separately owned buildings to have a franchise.

Earlier this year, the U.S. Court of Appeals for the D.C. Circuit ruled that the distinction violates the Fifth Amendment's equal protection clause. "There's no rational basis for distinguishing between satellite systems serving commonly owned buildings and those serving buildings with different owners," the appeals court said. The Supreme Court will likely review the case sometime in March.

**Senator Bob Packwood (R-Ore.) entered an alcohol treatment program** last week and has retained an attorney to represent him before the Ethics Committee probe that was launched last week to examine allegations of sexual harassment against Packwood, the ranking member of the Senate Commerce Committee.

**The FCC extended the reply comments deadline** in the personal communications services proceeding upon the request of several groups that complained there were simply too many comments to read through to meet the Dec. 9 deadline. The new deadline is Jan. 8, 1993.

**Cook Inlet Radio Partners,** the group owner that has been caught in the middle of the FCC vs. Infinity battle, went calling on the commission last week to try to separate its \$100 million sale of three radio properties to Infinity from the Howard Stern controversy.

"The impetus for delay or negative action appears to be concern that certain Howard Stern programs broadcast by some existing Infinity stations have run afoul of statutes and rules concerning broadcast of indecent matter. On behalf of Cook Inlet, we urge that these applications not be delayed or subject to negative action because of Stern programs. Apart from the matter of the Stern programs, no question has been raised about the immediate grantability of the applications," the letter from Cook Inlet counsel Edgar Czarra Jr. said.

Cook Inlet argues that while it takes no position on the Stern broadcasts, even if they were indecent, a delay or negative action on the deal is inappropriate and would have "unnecessarily harsh consequences for Cook Inlet, which is not involved in the Stern indecency controversy in any way."



# Washington Watch

Edited By Joe Flint

## HOME WIRING

Continued from page 46

Cable Television said. The issue, the MSO said, is "traditionally and legally, one for the courts to administer."

If the FCC does decide to get involved in rates, Times Mirror said, it should limit itself to stating that parties should negotiate in good faith and that the FCC will not adjudicate disputes over charges for inside wiring.

Apartment owners should not be allowed to purchase wiring, many operators said, because it leaves the operator vulnerable. Said NCTA: "Consider the following scenario: A franchised cable operator incurs the expense of installing wiring throughout a multi-unit building, whereupon the landlord unilaterally terminates the relationship, replaces the cable operator with a new video system delivery system, and forces the cable operator to convey ownership of the wiring to the landlord for use by the new provider.... In the above case, the landlord, not the subscriber, acquires the wiring and chooses the

preferred video provider."

Among those arguing against that was WJB-TV, a wireless cable operator, which said: "An entrenched cable operator, by claiming ownership of inside wiring, may be able to coerce a homeowner (condominium) into remaining as a subscriber" by threatening lawsuits and "the need to tear up his walls in order to install new wiring" for a new service.

Taking issue with many of the cable industry's arguments is the Wireless Cable Association, which advocates the FCC "mandate that all inside cabling installed after the effective date of the new rules belongs to the subscriber."

Such an approach, WCA said, "will be fair to both system operators and subscribers, since it will be clear that the subscriber is purchasing inside cabling at the time of installation, and installation fees will be set accordingly."

If the commission allows cable operators to sell the wiring to the homeowners, WCA argues, the operators will charge excessive rates that would likely deter consumers from opting for

a competing service such as wireless.

The Electronic Industries Association/Consumer Electronics Group is also pushing for allowing consumers to own or lease their own home wiring. "Allowing for consumer ownership of cable wiring would make it easier to shift from cable service to an alternative video distribution service."

The United States Telephone Association asked the FCC to allow consumers to build their own home wiring. "Many cable operators remain unwilling to accept competition in aspects of video programming that will benefit the public.... Unlike local telephone companies, cable operators are not yet required to grant access to the cable wiring many claim to own in consumers' homes." Consumer ownership, USTA said, will avoid the cost, wasted work and disruption of replacing wiring when cable service is terminated."

Continental Cablevision, like many operators, also expressed concern about cable theft. "Continental believes that cable operators should have the right to remove home wiring not only in the situations highlighted in the legislative history and mentioned in the FCC's notice, but also where the operator has a legitimate reason to believe there is a *potential* for theft of cable service." To prove such a "potential" possibility, Continental said, the operator could use theft of service in "the particular building or neighborhood where the subscriber resided." ■

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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.

## CPB COURTS VIEWERS

The Corporation for Public Broadcasting, responding to demands in its 1992 congressional reauthorization that it be more accountable in insuring balance and objectivity in its national radio and television programming, last week launched a toll-free hotline to solicit comments from viewers, announced plans for quarterly "town meetings" for member stations, and asked local stations to insist that program producers and distributors follow objectivity and balance guidelines already in place. The proposals were part of CPB's "Open to the Public" campaign.



## RECENT ACTIONS:

The three-judge panel of the U.S. District Court in Washington established to hear challenges to the 1992 Cable Act postponed oral arguments on must-carry and retransmission-consent suits that had been set for today (Dec. 7). All parties and counsel for the House and Senate were invited by the court to a Dec. 7 status and scheduling conference. Turner Broadcasting System also petitioned the U.S. District Court panel to petition for 10 days the Dec. 4 effective date of the Act's provision mandating must carriage for public broadcasting.

Congressman Barney Frank (D-Mass.) said he would introduce an amendment to repeal the retransmission consent provisions in the Cable Act (see story, page 45).

**1. Must carry/retransmission consent.** Broadcasters are to be given right to negotiate compensation for cable retransmission of their sig-

nals. FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas where commission deems rates to be excessive. **Commission is scheduled to start proceeding at this Thursday's (Dec. 10) meeting. Final approval target: April 1. Congressional deadline for completion: April 3.**

**6. Anti-buythrough.** Systems with addressable capability required to offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002. Proceeding is set to start at this week's meeting. **Final approval target: April 1. Congressional deadline for completion: April 3.**

**7. Program access.** Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. **Proceeding is set to**

# KEEPING UP WITH CABLE REREG

## ON THE AGENDA OF THE FCC



nals. Every three years, commercial TV stations must choose whether to negotiate retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retransmission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to a third of capacity for broadcasters. Among issues on which FCC requests comment: How should TV markets be divided for must-carry purposes? Under what circumstances should low-power television stations be eligible for must carry? What is the smoothest procedure for broadcaster declaration of retransmission consent or must carry? Are there cases when broadcasters will be forced to seek approval from TV program copyright holders before negotiating retransmission fees from cable systems? What effect will retransmission consent have on basic cable rates? **Comment deadline: Jan. 4. Reply deadline: Jan. 19. Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).**

**2. Indecency.** All indecent programming submitted for leased-access channels is to be transmitted over one designated channel and scrambled unless specifically requested by subscriber. Indecent or obscene programs on public, educational and governmental (PEG) channels to be prohibited. **Comment deadline: Dec. 7. Reply deadline: Dec. 21. Final approval target: April 1. Congressional deadline for completion: Feb. 2 (leased access) and April 3 (PEG).**

**3. Home wiring.** Comments on new rules determining ownership and use of cable operator-installed wires in household after subscriber cancels cable service were due last Tuesday (see story, page 46). **Reply deadline: Dec. 15. Final approval target: Feb. 2. Congressional deadline for completion: Feb. 2.**

**4. Sports migration.** Sport-by-sport study of national, regional and local sports programming from broadcast to basic and premium cable services and pay per view. **Tentative opening of proceeding: January. Proceeding may be done on memorandum. Congressional deadline for completion: July 1, 1993, and July 1, 1994 (interim reports to Congress).**

**5. Rate regulation.** Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multichannel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to

**start at this week's meeting. Final approval target: April 1. Congressional deadline for completion: April 3.**

**8. Customer service standards.** Minimum requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules. **Proceeding is set to start this week. Final approval target: April 1. Congressional deadline for completion: April 3.**

**9. Ownership limits and carriage agreements.** Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. **Proceeding is set to start this week. Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.**

**10. Equal employment opportunity.** Expansion of job categories covered by cable EEO rules from nine to 15, adding titles such as general manager and chief technician. Cable systems required to identify race, sex and job title within each category on EEO reports. Fines per violation increased from \$200 to \$500. **Proceeding set to start this week. Final approval target: July 2. Congressional deadline for completion: July 2.**

**11. Electronic equipment compatibility.** Rules insuring that special functions of new TV receivers and videocassette recorders are not rendered obsolete by changes in cable scrambling systems. FCC is given authority to determine circumstances when scrambling and encryption are appropriate. **Final approval target: April 5, 1994. Congressional deadline for completion: April 5, 1994.**

**12. Home shopping public-interest study.** FCC will determine public-interest value of broadcast stations running 24-hour home shopping programming or several hours of program-length commercials and whether such stations should be eligible for must carry. **No proceeding date as yet. Final approval target: July 2. Congressional deadline for completion: July 2.**

**13. DBS public interest.** FCC will set public-interest requirements of direct broadcast satellite operators, including pricing rules and minimum noncommercial and educational channel carriage. **No proceeding date as yet. Congressional deadline for completion: None. —JF**

# Classifieds

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

## RADIO

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**General sales manager:** WYYS-FM (50kw serving Ithaca and surrounding Central NY) seeks aggressive, goal oriented sales manager to join close knit management team with a track record of successful turn-arounds. Ideal for successful, experienced account executive looking for first management challenge. Salary history and resume to Cayuga Radio Partners, 292 Tompkins Street, Cortland, NY 13045 or fax 607-756-2953. EOE.

**If you're tired of the hassles** of running a radio station and don't want to move again, join our company selling sales promotions to radio station managers. Excellent income for the person who likes to travel one or two states and knows how to close. Send your resume to International Broadcast Services, 167B Belle Forest Circle, Nashville, TN 37221 or fax it to 615-646-3628. EOE.

**General manager for Midwest AM/FM facility.** Training and development of sales staff top priority. Send resume with references and salary requirements. EEO. Reply to Box T-1.

**New duopoly purchase...** 100,000 watt FM in Texas staffing with new manager and sales manager. This old established property will be revitalized with a new management team. If you would like this new exciting challenge in the new year send resume in confidence to Box T-2. EOE.

**Radio sales manager:** Successful sales executive with proven track record looking to move up to management. Must be capable of training and motivating staff in major upscale suburb of major Northeast market. No compensation barrier for a winner. Send resume to: Box T-3. EOE.

### HELP WANTED SALES

**Sand, sun, surf** Virgin Islands. Account executive/GSM. 3 FMs, 100 KW each. "No beach burns please." Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires, bonus goals. Priority Mail to Z RADIOS, PO Box 333, Miami, FL 33280. EOE.

**Sunny 106.5 Las Vegas** seeks high-octane AE. Competitive pay, fringes, established list, on-going training, more! Requires radio sales experience, excellent written, verbal, presentation skills, strong references, highly developed sense of urgency. Letter, resume, references to: Kurt Mische, GSM, 1064 E. Sahara Avenue, Las Vegas, NV 89104. EOE.

### HELP WANTED ANNOUNCERS

**Experienced announcers needed** for largest radio group in NC. Competitive salaries plus benefits. EOE. Send resume & cover letter with salary requirements to: Curtis Media Group, attn: Personnel, 3012 Highwoods Blvd., Suite 201, Raleigh, NC 27604.

**WGMS-FM, Classical station** needs P/T announcers, lively and upbeat. Classical experience unnecessary. Will train. Send aircheck/resume to: WGMS, 11300 Rockville Pike #905, Rockville, MD 20852. EOE.

**Alaska AM/FM combo** serving Alaska's Kenai Peninsula needs announcer-operator with experience on writing/producing commercials. Minimum one year experience. \$1500. to \$1800. per month DOE. Send resume and audition tape to KSRM/WHQ, HC-2 Box 852, Soldotna, AK 99669. 907-283-5959. EEO.

**Oldies 98.1 (WGGZ-FM)** has a rare employment opportunity for fulltime and parttime air personalities. Interested persons should submit a current resume and audition tape to: OLDIES 98.1, J.J. Stone, P.D., PO Box 2231, Baton Rouge, LA 70821. Oldies 98.1 is an equal opportunity employer. No phone calls, please.

### HELP WANTED TECHNICAL

**Radio engineer extraordinary:** If you're a top-notch AM/FM engineer and would enjoy the opportunity to live and work in Taiwan for a few years. Send your resume to Box T-5. EOE.

### HELP WANTED NEWS

**WAUR/WSPY/TV-30:** Looking for morning news person. Prior experience, police blotter, local government, strong delivery. 1 Broadcast Center, Plano, IL 60545. EOE.

**Full-time news anchor/reporter:** New station on Long Island's East End looking for hard working, energetic anchor/reporter who knows how to write. Must be experienced and committed to news. Send tape and resume to News Director, PO Box 1473, East Hampton, NY 11937. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Air personality/music director** for Oldies FM station in Midwest. Excellent salary, benefits. Resumes to Box T-6. EOE.

### SITUATIONS WANTED MANAGEMENT

**19 years in all areas of radio.** I'm selling my station and looking for a good GM or GSM position in the Midwest. Stable, experienced & good record of achievement. Reply to Box R-34.

**General manager 30 years experience,** with turn around revitalization. Success ranges from top 50 to medium size markets. Strength includes sales, programming and administrative. Reply to Box R-36.

**Take charge, relentless, resourceful GM** with great track record in medium to major market. Increased sales by \$2 mil last year. Startups and turnarounds. Reply to Box R-41.

**Turnaround jockey:** All situations considered. Excellent track record and references. All inquiries strictly confidential. Reply to Box R-10.

**Turnaround specialist:** I've turned around 2 AM/FM combos in the past 3 years. From 200K revs with neg cash flow to over 500K revs and 150K+ cash flow each. Looking for next challenge. If you need help, I'd love to meet. Reply to Box R-35.

**100% professional leader/motivator** wants excellence-in-broadcasting employer: object; synergism = fun/pride/profit! No magic wand... just common sense and hard work + experience will make your station(s) work! Geography less important than your attitude and opportunity! Darryl Davison, Box 221, Kimberly, WI 54136; 414-687-0911.

**Ken Hawk, former GM/PD** of WKPA New Kensington/Pittsburgh, seeks GM/OM/PD/DJ position. Can start immediately, will relocate. 412-845-2612.

**GM/GSM Michigan-Ohio:** Successful radio management veteran and multi-media owner seeks new challenge: Build another sales and ratings powerhouse. Exciting, creative, marketing intensive approach resulting in positive, highly motivated staff. Replies confidential. Reply to Box T-7.

**Employed GM seeking** new challenge with quality-oriented stations. Programming and sales veteran. Can-do personality. Prefer East. Let me tell you more. Reply to Box T-8.

**Bill James...your next GM** sales/programming/management. I'll help your bottom line. 10+ years management. Prefer East Coast. 804-232-5197.

### SITUATIONS WANTED SALES

**Proven veteran seeks** sales position with solid organization. Background includes sales, sales management & ownership in radio, TV & agency. Call 813-788-2766!

### SITUATIONS WANTED ANNOUNCERS

**Attention:** Texas and Southwest. Semi-retired with over 30 years allaround air experience. Solid references. Wide news background, strong production. Prefer Country or Easy Listening format. Phone 507-334-6678.

**Top sportscaster:** Give your sports department maturity, experience, credibility. National and major market experience. Excellent at play-by-play and sportstalk. 316-722-1499.

**I quit a good job** in a major market where I'd been number one (afternoon drive talk) for five years. Dumbest thing I've done since I bought my Yugo. Everyone says, if you're so good why aren't you working? I say, call me and let me prove to you that I'm one of the best radio talk show hosts in America with a solid record of ratings and commercial success. Will relocate anywhere, as you might imagine. Bruce Bradley, 314-831-7900, Room 234.

### SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

**25 years in Philadelphia** as production manager in Beautiful Music, Easy Listening and Adult Contemporary formats. Professional skills in Digital 8-track recording, editing, sweetening and announcing. If you need a seasoned, mature, professional production/announcer, I'm your man. John Beaty 215-657-0653.

## TELEVISION

### HELP WANTED MANAGEMENT

**General sales manager:** Dual market network affiliate looking for a leader for the future. We are a group owned station with great personal potential for the right person. Many recent changes have our station poised for growth and we need someone to take our sales staff to the next level of professionalism. If you have experience in both local and national television sales and enjoy a challenge we may be the company for you. Compensation and benefits are commensurate with ability and skills. Reply to Box T-9. EOE.



**KMPH Fox 26**, a powerhouse Fox affiliate, is seeking to fill the position of general sales manager. Applicant should have a minimum of five years GSM experience, with independent or Fox affiliate experience preferred. Thorough knowledge of local and national sales mandatory, with hands-on experience in research software (BMP, NAR, SCARBOROUGH). Must possess marketing skills and ability to create and implement station, value-added concepts with creative services director. Please send resume to: Linda Brighton, Personnel Director, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 12/14/92. You may call Mr. Howard Lipson of Lipson & Company at 310-277-4646. No phone calls to the station please. AN EOE/M/F/H.

**Group-owned southeastern VHF network** affiliated station seeking a chief engineer/engineering department manager, effective February 1, 1993. The preferred candidate will be a degreed (4-year) engineer. Candidates completing 18 months or more of formal technical school training will also be considered. All candidates should have first-hand experience (3 years or more) in studio or transmitter operations. Must have the ability and experience to manage the efforts of six full-time maintenance engineers. Send letter and resume (no phone calls) to: Mel Stebbins, VP/General Manager, WSFA-TV, PO Box 250251, Montgomery, AL 36125. M/F EOE.

**KREM-TV, a Northwest CBS affiliate** station is seeking a local sales manager to lead and motivate local sales and sales support staff to achieve/exceed local sales budget goals. Responsibilities to include staff training and development, overall quality of local sales efforts and results, local vendor efforts and a variety of sales projects. Candidates must have a strong leadership background with a minimum of three years broadcast sales experience. Bachelor's degree required. Mail of fax letter of introduction and resume to Human Resources Director, KREM-TV, 4103 South Regal, Spokane, WA 99223. 509-838-7308. KREM-TV is an equal opportunity employer.

**Local sales manager**, WEYI-TV CBS Flint/Saginaw/Bay City is seeking an experienced leader. We need an aggressive, organized person with a successful TV background. Send resume to: Personnel Director, PO Box 250, Clio, MI 48420. EOE.

## HELP WANTED SALES

**Telemundo 46**, full-time Spanish language television in the nation's 34th largest Hispanic market, is seeking an experienced individual to lead our local sales effort. The qualified applicant should have a background in Spanish language media sales and marketing (Telemundo experience a plus); be able to plan and organize revenue-generating promotions and events; be well-equipped to train and motivate our sales staff. Outstanding facilities, a great support team, and a growing company are a part of what we have to offer. Send complete resume and salary history to: Randy Roberts, GSM, Fox KJTV34/Telemundo 46, PO Box 3757, Lubbock, TX 79452. EOE.

**WTVM-TV is looking for** an experienced local account executive who has the ability to sell projects, special promotions and new business. If you are that person, send resume and income requirements (no calls please) to Richard Heath, GSM, WTVM-TV, PO Box 1848, Columbus, GA 31902-1848. EOE.

**General sales manager:** WVII-TV, 371 Target Industrial Circle, Bangor, ME 04401. Call Peter Orne, following resume: 207-945-6457. EOE.

**National sales manager:** KATU, Fisher Broadcasting's #1 ABC affiliate in Portland, Oregon is seeking NSM with at least 3-4 years in rep. sales or local sales—both are a plus! Send resume to Karen Heniger, GSM, KATU, PO Box 2, Portland, OR 97202. EOE.

## HELP WANTED TECHNICAL

**Assistant director of engineering:** Salaried management position with major market VHF affiliate. Qualified applicants will have demonstrated a strong management orientation and work ethic, departmental budgeting experience, outstanding studio technical skills including facilities design and planning, effective supervision of maintenance technicians and procedures and an appreciation for the role of engineering in supporting news and the creative process. Computer literacy required; programming and LAN management skills highly desirable. The successful candidate for this position will manage the department in the D/E's absence and must demonstrate the potential for promotion. EOE M/F. Resume to Box R-44.

**South Florida, chief engineer:** Trinity Broadcasting station in Miami area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Low cost housing available. Send resumes to Ben Miller, 2442 Michelle Dr., Tustin, CA 92680. M/F EOE.

**Senior maintenance technician:** The applicant should have ten years television maintenance experience doing hands on repair of systems and equipment such as cameras, videotape (SP, 1", and D2), switchers, graphics, RF systems and computers (PC and newsroom). Supervisory experience a plus. The person will also be responsible for parts procurement and inventory control. Tech school or ASEE required as well as SBE senior or better certification. FCC license a plus. Must have a valid drivers license and be willing to travel short distances on occasion. Reply with resume, references, and salary history to: KXAS-TV, Director of Engineering, PO Box 1780, Fort Worth, TX 76101. EOE.

**Maintenance tech:** Join our team of technicians who support our aggressive South Florida newscasts. If you can perform preventative and corrective maintenance on the following: Quantel paintbox, Grass Valley switchers/editors, studio/ENG cameras, video/audio routers, and 1" & 3/4" video tape machines and can perform system installation and circuit design, send your resume immediately to: Employee Relations Manager, WTVJ/NBC, 316 N. Miami Ave., Miami, FL 33128. Enjoy excellent company benefits and an unlimited growth opportunity. WTVJ/NBC is an equal opportunity employer.

**Chief engineer:** WTMW-TV Washington, DC. Looking for highly qualified individual to assume responsibilities of chief broadcasting engineer with experience and capabilities in startup. Individual we are seeking will possess qualifications and abilities in all aspects of broadcast engineering including design of studio and transmission facilities. FCC license or SBE certification required. Submit detailed resume to Urban Broadcasting Corporation, PO Box 678, Ben Franklin Station, Washington, DC 20044. EOE.

**Assistant chief and maintenance engineer:** Must be a motivated, highly capable person who is a team player with extensive (3 to 5 years) experience on 3/4, S-VHS tape, modern TV studio, transmitter and engineering equipment. Must have FCC General Class license, SBE Certified desirable. Salary dependent on experience. Above average for area. Send resume to Bob Klein, Chief Engineer, WTOK-TV, PO Box 2988, Meridian, MS 39302, or fax 601-483-3266. Equal opportunity employer.

## HELP WANTED NEWS

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

**Meteorologist** with reporter experience to be part of strong number one news team. Mail resume and tape to Neil Goldstein, News Director, WRGB-TV, 1400 Balltown Rd., Niskayuna, NY 12309. EOE.

**Producer:** Hard-hitting, creative journalist to oversee early and late newscasts in one of the country's finest small market stations. NOT looking for on-air wannabes, but a dedicated journalist who thinks producing is fun, and important. Resume and brief news philosophy to: Cheri Haag, News Director, WVVA-TV, PO Box 1930, Bluefield, WV 24701. EOE/MF.

**Weather anchor/reporter:** Strong number one station looking for someone who can tell a story and the weather equally well. Prefer one year experience, but will consider entry level. Tapes and resume to: Cheri Haag, News Director, WVVA-TV, PO Box 1930, Bluefield, WV 24701. EOE/MF.

**We have three positions** open as video journalists. Ideal candidate will have communications/journalism degree. Should have videography experience plus reporting skills. This is entry level position. Start date will be January 21, 1993. If you are interested in one of these positions, please send resume to KFOR-TV, 444 East Britton Rd., Oklahoma City, OK 73113. Attn: Marilyn Long. EOE.

**Weathercaster:** Two years experience on-air. Join the young and growing staff of Baltimore's first prime time newscast. We're looking for a weathercaster who can deliver a forecast in front of a map and do environmental and feature reporting, too. Women and minorities are encouraged to apply. Send tape and resume to: Mr. Joe DeFeo, Executive Producer, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. WBFF is an equal opportunity employer and a non-smoking facility.

**General assignment reporter:** Aggressive news department looking for general assignment reporter with three years experience. Successful applicant will be a good writer and an idea person. Send resume and NON-RETURNABLE tape to: WSYX-TV, PO Box 718, Columbus, OH 43216. 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.

**News promotion: #1 news station** in Midwest market is looking for an experienced, aggressive, creative writer/producer with editing skills who understands news promotion. Strong writing a must! If you believe news promotion is key to high ratings and can translate your ideas to effective on-air, send your resume and tape to: Pam Kulik, KCCI-TV, 888-9th Street, Des Moines, IA 50309. KCCI is an equal opportunity employer.

**General assignment reporter:** Three years minimum daily reporting experience with affiliate station. Computer literate. College degree preferred and valid driver's license. Send resume and 3/4" tape by December 23rd to Personnel, WAVE-TV, 725 South Floyd Street, Louisville, KY 40203. EOE.

**Sports anchor/reporter:** Applicants should be able to report, shoot, edit, produce and anchor. We don't do sports only for the fanatic. Our coverage is designed to appeal to everyone. If you can tell a good story and are willing to cover sports other than football, basketball and baseball, send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**Wanted:** Combat television news producers and photographers with at least five years major market/network news experience. VNR-1, one of the nation's leading producers of video news releases, is looking for stringer producers and shooters in all U.S. markets for video news release/satellite media tour production. Please send resumes to VNR-1 Video Public Relations, Inc. 5639 Wembley Downs Drive, Arlington, TX 76017. All materials held in confidence. No telephone calls or tapes please. EOE.

**News anchor:** Aggressive, award-winning news station needs experienced, dedicated journalist to join existing female co-anchor at 6P and 10P. You must have personality, plus a solid news background. SNG and microwave capabilities. Looking for long-term relationship with right anchor. EOE. Send resumes and non-returnable tapes to: Peggy Carpenter, News Director, KTXS-TV, PO Box 2997, Abilene, TX 79604

**Television meteorologist needed** to add depth to a successful net affiliate weather team with all the whistles and bells. Weather is a big deal here. Successful candidate will be self-starter with college degree, AMS seal, and a minimum two years previous experience. Only the best need apply. Resume to Box T-10. EOE.

**Sports newscaster** (soccer and boxing) for Spanish language television network, to select newsworthy topics and prepare news stories for TV presentation; live broadcast of sports news; review scripts and research; live reporting from sports events; interview of sports world figures; providing color commentary for live presentation of soccer and boxing sporting events; preparation and presentation of editorial commentaries. All broadcasts aired in the Spanish language. Salary range: \$60,000-\$98,000/yr. (DOE/DOQ). Hours: 9 a.m. - 7 p.m. (including weekends, nights and holidays). Ten years experience in job duties required. (This experience must have been gained on a national television network or channel in a marketplace of at least 1 million persons.) Must be fluent in Spanish, have complete familiarity with sports terminology and events; have an established reputation in the U.S. Hispanic market and be able to provide at least 3 samples (on video) of prior TV broadcasts (bring to personal interview only). Extensive travel within and without the U.S. (approximately 125 days of travel annually/50% travel). Submit resume only to the Job Service of Florida, 701 S.W. 27th Avenue, Room 15, Miami, FL 33135. Ref Job Order #FL 0719300. EOE.

**News videographer:** To join award-winning team of photojournalists-tapes and resumes accepted through December 11, 1992 to Judy Baker, Administrative Assistant, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE/MF/HV.

**Producer:** KTBC-TV that "champion newscast" team in Austin, Texas has just sent another one to "the show". This is market size 68. So smaller market producers are more than welcome to apply. We need a producer with strong writing skills; a gargantuan work ethic; a positive attitude; a will to win and the heart of a champion. At least one year prior producing experience preferred as well as a college degree. For more info, call our "jobline" at 512-495-7735. No collect calls accepted. Tapes and resumes to: Tim G. Gardner, News Director, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. EOE.

**News director:** KRIV-TV, a Fox owned and operated television station is seeking a qualified news director for its award winning news. Requirements: 4-5 years as a senior newsroom manager, news director or assistant news director. Must have strong personnel skills, the ability to motivate, encourage and lead a top market news staff. Experience in editing and proofreading legally sensitive documentary and investigative material for fairness, accuracy and libel. Must have the ability to conceive and implement creative ideas either visually, pictorially or both. The station level priorities required of this news director demand that this manager develop ideas compatible with the station's ongoing promotional and public service campaigns. The news director must also be in sync with the sales objectives of the station with willingness to help develop modules and series with sales potential. Must have a strong sense of news promotion and ability to work well with the promotion department on special projects, daily promotions and series. Must have a strong feel for news budgetary issues. Qualified applicants should rush resume, cover letter and salary requirements to: Personnel Department, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE.

**Creative producer, strong writer, positive team leader.** Three years experience. Resumes only. Carrie Krueger, Executive Producer, KIRO-TV, 2807 Third Ave., Seattle, WA 98121. EOE.

**Cameraman:** Looking for an energetic, experienced cameraman to travel the state with producer/reporter Huell Howser to shoot "California's Gold," a monthly magazine series beginning its third season airing on KCET in Los Angeles and 12 other PBS affiliates in California. We own a Beta-cam BVW 300 and all accessories. It's a one-man band with lots of room for creativity and fun. Position opens February 1, 1993 or sooner. Send resume to Huell Howser Productions, 4401 Sunset Boulevard, Los Angeles, CA 90027 or call 213-953-5380. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Graphic artist:** WABC-TV, NY seeks highly qualified full-time computer graphic artist. Experience with Quantel Paintbox, Digital FX, AVA and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is required. Send resume and reel to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**Promotion manager:** Fox affiliate in one of the top 75 markets is seeking a promotion manager. Applicant should have Fox affiliate promotion experience, as well as sales promotion and marketing skills. Please send resume to Box T-11. EOE.

**TV director:** Small market, CBS affiliate, seeks experienced director for local newscasts and commercial production. Experience on Grass Valley 1600 Switcher, ADDA Still Store, Ampex ADO-100; and Chyron IV preferred. Forward a complete resume, tape, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Program manger, KNME,** Albuquerque PTV station seeks program manager. Duties include development of program schedule, supervision of traffic/tape library personnel, community ascertainment, program screening and recommendations, logs, reports and proposals. BA in Broadcasting or related field, 3 years related experience (2 at supervisory level preferred). Must be familiar with PTV programming procedures, FCC rules and log preparation. Equivalent education/experience accepted in lieu of degree on a one-year for one-year basis. Minimum salary \$24,107 DOE. Submit applications and resumes accompanied by a cover letter with an original signature to UNM Human Resources Department, 1717 Roma NE, Albuquerque, NM 87131. Important: reference posting #1164-92A. AA/EOE. Closing date: 12/11/92.

**Art director:** Meredith owned CBS affiliate seeking exceptional individual to lead our art/graphics department. We're looking for an enthusiastic and creative person to take a leadership role with all our art needs. Experience in designing exceptional electronic graphics and print a must! If you are highly creative and multi-talented, show us! Send your resume, VHS reel, and print samples to: Duane Mathias, Director of Creative Services, WTVH-5, 980 James Street, Syracuse, NY 13203. No phone calls please. EOE.

**KOVR-TV is currently searching** for a production manager. Applicant must have experience directing newscasts and live local programs. Prior experience as a production manager in a similar size market and a solid background in all phases of production, post production and location work is essential. Building and maintaining a winning staff of production professionals a high priority. Send resume to: General Manager, KOVR-TV, 2713 KOVR Dr., West Sacramento, CA 95605. No phone calls accepted. KOVR-TV is an equal employment opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age or other factors prohibited by law. Drug free workplace.

**Producer:** WRAL-TV (Raleigh-Durham) seeks creative leader to produce daily newscast and supervise show staff. Emphasis on strong writing skills, effective audio-video linkage, use of graphics, and creative use of remotes from local sources and nation-wide news services. EOE/MF. Send non-returnable resume/tape to Human Resources, Capitol Broadcasting Company, 711 Hillsborough Street, Raleigh, NC 27605.

**Assignment manager:** WRAL-TV (Raleigh-Durham) needs experienced "can do" person to oversee daily news gathering. Our last two managers moved on to become news directors. We need a leader to supervise two assignment editors and a large staff of reporters and photographers. If you come up with great story ideas and can motivate people, we're interested. Candidates need to have 3-5 years experience in a similar capacity. EOE/MF. Send resume to Human Resources, Capitol Broadcasting Company, 711 Hillsborough Street, Raleigh, NC 27605.

**Promo people:** Are you tired of nightly newscasts? Do you need a vacation from the typical topical? Then join The Travel Channel's new creative team and write promos about your dream destinations. We're looking for two writer/producers with talent, vision and two years experience, who can meet deadlines. If you have a way with words and are looking for a professional and creative work environment, send us your resume and reel. **Editors:** We're looking for an on-line editor with off-line flare. If you can push both technical and creative buttons, we'll give you an opportunity to help shape our promotion and long-form programming. GVG or CMX experience in an on-line environment with digital effects is a must. For either position send tape and resume to: The Travel Channel, Attn: Employment Office, 2690 Cumberland Parkway, Suite 500, Atlanta, GA 30339. No phone calls. EOE.

**Producer** for cable TV show responsible for interviewing, scheduling, scripting, directing studio shoots & location remotes & editing supervision. Send VHS tape of prior work & resume to 11 Cromwell Avenue, Staten Island, NY 10304. EOE

**Superman is dead.** So we're looking for the next best thing, a dynamic designer to join forces with our award winning creative team. Can you build paintbox graphics faster than a producer can say "I don't know about that color?" Do you dream in 3-D? If you have these super powers plus the urge to work in a top ten market, send a resume and tape to: Jeff McInnis, Art Director, KDFW-TV, 400 N. Griffin, Dallas, TX 75202. EOE.

**Producer — New Jersey production company:** Three-five years experience with corporate and business TV. Medical, broadcast and marketing/sales experience a plus. Salary approximately 30K plus benefits. Send resume with salary history. Reply to Box R-5. EOE.

### SITUATIONS WANTED MANAGEMENT

**With the recession winding down,** you're still going to need a general manager with a strong eye toward holding the line on expenses, yet looking for new growth opportunities. I'm a real "people person" with the belief that a good looking bottom line is the prettiest sight at the station. Budget minded, upbeat management style builds staff morale and profits. Prefer Southeast. Reply to Box R-29.

### SITUATIONS WANTED SALES

**Dallas based broadcast/station vendor:** Veteran seeks position with medium to small syndicator or similar business to call on markets in Southwest and/or South Central areas. Forward replies to Box T-12.

### SITUATIONS WANTED TECHNICAL

**Technical director, 12 years experience** in live national and local news, industrial, sports, large productions and really large productions. Experience with INFINIT! and Robocams (made 'em look so good, it's costing me my job!). Let my fingers do your talking. Reply Box R-48. EOE.



## SITUATIONS WANTED NEWS

**Young, Experienced sports producer.** Top 25 market. Seeking sports anchor slot. On-air cable TV and radio experience. Willing to relocate. 203-645-9238.

## MISCELLANEOUS

**Television production consultants:** Improve quality and save money on single program or departmental production operations. Clients include studios, syndicators, independents, corporations. Former network producer/director. Sandra Weir, Anchor Productions, Inc. 203-329-3902.

**Anchor, reporters, sports & weather!** Let our 30 years of network and affiliate experience guide you on the road to success. For your personalized talent evaluation and tips for improvement, send your tape and \$24.95 to TALENT ASSOCIATES, 3463 State Street, PO 3000, #524, Santa Barbara, CA 93130. (For return postage include \$4.00). Quality feed back is worth the investment!

**Our archives** of old Earl Nightingale programs were burned and we seek replacement copies. If you can help, please call Gwen Androw at 919-968-4811, ext. 234.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**California State University, San Bernadino:** The department of communication studies invites applications for a tenure-track appointment effective mid-September 1993. Assistant professor in TV production. Radio background and ability to teach and participate in the operation of KSSB (the campus' FM radio station) a plus. The person filling this position will teach a normal load of twelve quarter units, have a viable research program, and will oversee the new campus TV studio. Will also be involved in the advising of majors and serve on school and university-wide committees. Qualifications: Ph.D. or M.F.A. in Television Production (or near completion). Teaching experience and evidence of professional promise preferred. Salary: \$31,764 - \$43,896 for academic year plus benefits. Application deadline: January 15, 1993 or until filled. Send letter, vita and name of three references to: Catherine Gannon, Acting Chair, Department of Communication Studies, California State University, San Bernadino, 5500 University Parkway, San Bernadino, CA 92407. California State University is an affirmative action/equal opportunity employer.

**University of Florida:** Telecommunication: Tenure track assistant professor starting August 1993. Teach audio/TV studio production and broadcast writing. Additional teaching interests on graduate or undergraduate level desirable. MA in Broadcasting or Telecommunication require, Ph.D. preferred. Send letter of application, CV, copy of academic transcripts and letters of reference to: Dr. Paul Smeyak, 2104 Weimer Hall, Department of Telecommunication, University of Florida, Gainesville, FL 32611. Application deadline is January 29, 1993. The University of Florida is an equal opportunity/affirmative action employer. The selection process will be conducted under the provisions of Florida's "Government in the sunshine" and Public Records Law.

### HELP WANTED MANAGEMENT

**Executive director for Colo. Broadcasters Assn.** Candidate should have college degree or equivalent. Public Relation, sales and organizational skills required. Broadcast industry experience helpful. EEO employer. Send resumes to CBA, 1660 Lincoln #2202, Denver, CO 80264.

## HELP WANTED TECHNICAL

**Central Arizona College:** Distance learning network communications technician: Five years experience servicing television, radio or telecommunications equipment to component level; BS degree in Electronics or field related to telecommunications from regionally accredited institution; experience in television production; knowledge of test equipment in television-oriented organization. Salary: \$22,050 - \$24,102. (Position dependent on continuation of grant funds). Application deadline: December 16, 1992 but opened until filled. To apply: Send letter of interest, resume, list three references, xerox copies of official transcripts to: Office of Human Resources, Central Arizona College, 8470 N. Overfield Road, Coolidge, AZ 85228. Candidates responsible for expenses incurred for interview. EOE/AA.

## 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.

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

**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.

**Priced for quick sale,** 5 AMPEX VPR-300s D2 machines; 6 Seagate 1.2 Gigabyte Drives for an AVID. Contact Ben Miller or George Murray, Trinity Broadcasting Network; 2442 Michelle Drive, Tustin, CA 92680.

**Videotape:** Lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Beta-cam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video 800-238-4300.

**For sale BROADCAST PRODUCTS INC.** AR-1000/2000 automation system. This system was taken off the air in good working condition and includes all elements necessary for fully automated station. Please call 216-993-2126 and ask for Brian Wolf.

**We'll give you  
all the credit.**



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OR MAIL TO: Classified Dept.,  
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Washington, DC 20036.

## TELEVISION HELP WANTED TECHNICAL

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CNBC has Temporary and Full Time opportunities for experienced Maintenance Engineers in our state-of-the-art facility in Fort Lee, New Jersey. You should have experience in television broadcast engineering and all phases of television operations.

To be a part of this fast-paced, team-oriented environment, send your resume and salary history to: **Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024.** We are an Equal Opportunity Employer



## HELP WANTED PROGRAMING PROMOTION & OTHERS



Maryland Public Television (MPT) produces over 200 hours of national/international programs a year for public television stations across the country. As the fourth largest producer for public TV in the U.S., we are recognized as a major producer of international co-productions.

We're offering a unique opportunity for an experienced executive producer. You'll work with U.S. and overseas producers to create major international series for the U.S. and the global market.

If you have at least 10 years experience in producing and directing with distinguished national or prime time credit, we are interested in you. Documentary experience is required.

Send (or fax) your resume and salary requirements by December 18 to:

Human Resources Department  
Maryland Public Television  
11767 Owings Mills Blvd.  
Owings Mills, MD 21117  
FAX 410-581-4338  
AA/EEO

## Blind Box Response???

Box Letter-Number  
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Washington, DC 20036  
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PROMOTION & OTHERS CONTINUED**

The Travel Channel, now a part of Landmark Communications, Inc., is a growing dynamic cable television programmer.

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In this highly visible position you will be responsible for program scheduling and planning, working closely with the programming, production, promotion and research departments. Maintain and track program research for current on-air programming as well as for future program acquisitions. A minimum of five years similar experience along with a strong background in research and a dynamic approach to programming strategy are required.

Position will be located in Atlanta, Georgia. Send resume and salary history in confidence to:

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**I'M READY FOR A CHANGE...  
AND A CHALLENGE**  
IF YOUR STATION ISN'T MAXIMIZING ITS POTENTIAL, PLEASE CONTACT ME. I HAVE AN EXTENSIVE BACKGROUND IN SUCCESSFUL STATION OWNERSHIP AND MANAGEMENT, AD AGENCY OWNERSHIP, SALES, MARKETING, PROMOTION. CURRENTLY PRODUCING AND HOSTING LOCAL TV PROGRAMS, NOT WHAT I WANT TO DO. I'D LIKE TO RELOCATE EAST, SOUTH OR WEST AFTER 30 YEARS IN MIDWEST.  
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**1-900-40-RTNDA** Radio and Television News Jobs  
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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

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2 Television jobs, updated daily  
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**FOR SALE**  
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\$79,000.00  
CONTACT: DIANE STAFFORD  
GREENE, CROWE & COMPANY  
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**READY FOR JULY 1, 1993?**

That's the deadline for all aural STL's to be FCC approved. If your STL doesn't have an FCC ID # call MARTI at 817-645-9163, we can help.

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Northern California Class B-1 (top 75 market)  
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Both in resort locales  
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For more information contact  
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12770 Coit Rd. Ste. 1111  
Dallas, TX 75271  
**214 788 2525**

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The all new edition of  
**Broadcasting & Cable Yearbook,**  
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For information, call  
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Award winning absentee-owned stations. Stable regional trade area of over 100,000 people. City is 50,000+. Last 12 mos. gross \$492K, with over \$100K cash flow. Price: \$625,000 with low down payment and VERY attractive seller paper. Will pay for itself out of present cash flow.

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Owner ready to retire. Big stick—over 1,000 ft. with real estate. Metro market of 150,000+. TSA over 400,000. #1 rating in EVERY Arbitron demo. Price \$2,000,000. A strong buyer might get seller paper. Track record of buyer more important than cash up front.

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**Give.**



**American Heart Association**

WE'RE FIGHTING FOR  
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**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.

**EARLY DEADLINE NOTICE**

Due to the Holiday Season, the deadline for the December 28, 1992 issue is Thursday, December 17, 1992 at noon. The deadline for the January 4, 1993 issue is Thursday, December 23, 1992, also at noon.  
*(Subject to change).*

# Date Book

## DECEMBER

**Dec. 7**—"Crossroads for College Football: What Will It Look Like in 2000?" seminar sponsored by *International Radio and Television Society, Sports Division*. Time-Life Building, New York. Information: Julie Furman, (212) 867-6650.

**Dec. 7**—*Advertising Club of Metropolitan Washington Foundation* screening of 1992 Cannes Film Festival for Advertising. Carlton Hotel, Washington. Information: (301) 656-2582.

**Dec. 7-9**—*Women in Cable* presents the Women in Cable Betsy Magness executive development seminar. Denver. Information: Pam Williams, (312) 661-1700.

**Dec. 7-11**—20th annual *PaineWebber* Media Week. McGraw Hill Building, New York. Information: Yvette Rodriguez, (212) 713-1460.

**Dec. 8**—*Radio Television News Directors Association* region 13 meeting. George Washington University, Washington, D.C. Information: Debbi Sabel, (202) 659-6510.

**Dec. 8**—"The First Battle of the Bands," holiday event co-sponsored by *New York chapters of Cable Television Administration and Marketing Society and Women in Cable*. Lone

Star Roadhouse, New York. Information: Tracy Murdoch, (212) 697-3335 or Monica Lyons, (718) 706-3607.

**Dec. 8**—*Radio-Television News Directors Association and The George Washington University National Center for Communications Studies* panel discussion and post-mortem of the 1992 presidential election campaign. Scheduled speakers: Ed Rollins, former campaign director for Ronald Reagan and Ross Perot, and George Stephanopoulos, transition team communications director for President-Elect Clinton. Marvin Center Theatre, George Washington University, Washington, D.C. Information: Leslie Breen, (202) 467-5200.

**Dec. 9**—*Society of Professional Journalists, Washington professional chapter*, presents Q&A seminar with ABC News veteran, David Brinkley. ABC News, Washington, D.C. Information: Anne Smith, (202) 319-5600.

**Dec. 10**—*International Radio and Television Society Christmas benefit*. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Dec. 14-15**—"Economic Outlook for 1993: Will There Be a Lasting Recovery?" conference for journalists sponsored by *The Washington Journalism Center*. Freedom Forum World Center, Rosslyn, Va. Information: (202) 337-3603.

**Dec. 15**—*Hollywood Radio and Television Society* Holidays party. Century Plaza Hotel,

Hollywood. Information: Gene Herd, (818) 769-4313.

## JANUARY 1993

**Jan. 7-9**—Second annual *ShowBiz Expo East*. New York Hilton Hotel and Towers, New York. Information: (213) 668-1811.

**Jan 8-9**—*Investigative Reporters and Editors and the National Press Club* joint conference. National Press Club, Washington, D.C. Information: (314) 882-2042.

**Jan. 15**—*The New York Festivals* 1992 television programing and promotion awards banquet featuring presentation of domestic and international Gold Medal winning TV programing and promotion. Sheraton New York Towers, New York. Information: (914) 238-4481.

**Jan. 17**—14th annual *National CableACE Awards* televised ceremony. Pantages Theatre, Hollywood. Information: Anne Wolek, (202) 775-3611.

**Jan. 17-20**—*Pacific Telecommunications Council* 15th annual conference. Sheraton Waikiki, Honolulu, Hawaii. Information: (808) 941-3789.

**Jan. 21-23**—*Women in Cable* annual leadership conference. San Antonio, Texas. Information: Cathy Pena, (312) 661-1700.

## MAJOR MEETINGS

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

**Jan. 16-19**—*National Association of Broadcasters* winter board meeting and legislative forum. Ritz Carlton, Naples, Fla.

**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) 887-1970.

**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. 8-12**—*15th International Market of Cinema TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44.

**Feb. 13-16**—50th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

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

**Feb. 24-26**—Satellite XII, annual conference and exhibition, sponsored by Phillips Business

Information Inc. Sheraton Washington. Information: 800-775-5006.

**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) 689-4200.

**April 16-19**—*Broadcast Education Association* 38th annual convention. Las Vegas. Information: Louisa Nielsen, (202) 429-5354.

**April 18-20**—*Cabletelevision Advertising Bureau* 12th annual conference. New York Marriott Marquis, New York. Information: (212) 751-7770.

**April 18-20**—*Television Bureau of Advertising* annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

**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.

**April 21-24**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (212) 682-2500.

**May 5-9**—*Public Radio* annual conference. Washington. Information: (202) 822-2000.

**May 16-19**—*Broadcast Cable Financial*

*Management Association* 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

**May 19-23**—*American Women in Radio and Television* annual convention. Orlando, Fla. Information: (202) 429-5102.

**June 6-9**—*National Cable Television Association* annual convention. San Francisco. Information: (202) 775-3669.

**June 10-15**—*18th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

**June 13-16**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Orlando, Fla. Information: (213) 455-3777.

**June 22-25**—*National Association of Broadcasters* board of directors meeting. Washington

**July 15-17**—*Satellite Broadcasting and Communications Association summer trade show*. Opryland Hotel, Nashville. Information: (703) 549-6990.

**July 18-21**—*Cable Television Administration and Marketing Society* annual convention. Atlanta. Information: (703) 549-4200.

**Aug. 25-27**—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1638.

**Sept. 8-11**—Radio '93 convention sponsored by *National Association of Broadcasters*. Dallas.



# Open Mike

## STERN MEASURES

EDITOR: I read your Oct. 26 article regarding Howard Stern. I also read the letters in response to that article. After reading all of this, I think we are all missing the point. I happen to live in an area where I can pick up Mr. Stern on two stations—WYSP and WXRK. I do not care for Mr.

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*“The less the government is in our lives, or even Howard Stern’s life, the better.”*

**Peter Maynard**

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Stern, so I switch stations. But the fact remains that whatever market Howard Stern enters, he gets either the biggest or next to the biggest ratings. This, in my opinion, is a sad commentary on our society as I once knew it growing up in the 1950’s, but in radio rating points sell ads and ads make money. If, in fact, our society wants to hear this smut there is very little I can do except turn it off and teach my children what is right and wrong and hope that they will not appreciate this kind of bathroom humor. As a parent I must take the responsibility to teach my children what is right and wrong regardless of the outside influences. The less the government is in our lives, or even Howard Stern’s life, the better. This is a capitalist society. Let the marketplace rule.—*Peter Maynard, Lords Valley, Pa.*

EDITOR: Has this industry become so devoid of character that it has no principles and no fight left in it? Is there the same malaise in broadcasting that we see across America when good people won’t come to the aid of good people?

Much publicity has been squandered on Howard Stern of late. The

kind of vitriol he serves up sounds just like what comes out of skinheads and Ku Klux Klan members. It’s hateful, mean and filthy and it in no way serves the public interest or common good. Stern has no talent, despite Jim Quello’s comment, or he would not rely on a dirty mouth to get an audience.

To my knowledge very few broadcasters have thus far taken on Stern. Woody Tanger had the courage and the responsibility to tell him what I believe most broadcasters really feel. I think far more need to speak out.

Broadcasters surely realize that we have had the sympathy of a national administration for 12 years in regard to First Amendment rights and protection against the ill-named fairness doctrine. The guard is changing to a different administration

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*“If there was ever a time this industry needed to show responsibility and police itself in the public interest, it is now.”*

**Donald K. Clark**

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more in sync with Congress, which has tried for years to strap the industry with their fairness doctrine. If there was ever a time this industry needed to show responsibility and police itself in the public interest, it is now.

Stern also means the back end of a boat. Is the industry going to back up by letting Howard Stern give it direction? Let’s hear from more of you!—*Donald K. Clark, president, Donald K. Clark Inc., media broker, Tampa, Fla.*

EDITOR: Howard Stern’s material may or may not be protected speech.

That should not be the issue.

Common sense and decency should easily dictate if profit justifies the broadcast of that which most of us wouldn’t tolerate in our living or children’s rooms. The problem isn’t in the studio. It’s in the general managers’ offices and corporate boardrooms.—*Michael Fisher, professor, communication/media arts, Sullivan County Community College, Loch Sheldrake, N.Y.*

## LIGHTER SIDE

EDITOR: I simply want to let you know how much I enjoy your cartoon at the end of each week’s issue of BROADCASTING.

After reading the wide variety of important topics the magazine covers each week, it is always refreshing to finish off this weekly ritual with your witty, imaginative and “on-the-mark” caricatures of the idiosyncracies in our business.

Thanks for making me, and many others, chuckle each week.—*Richard D. Slenker Jr., vice president, engineering and operations, WTTG(TV) Washington.*

## RATING THE RATINGS

EDITOR: Your Nov. 9 “Monday Memo,” “Facts, of and by themselves, are not subject to copyright protection,” was quite informative for those of us who are published authors.

Messrs. Polner and Fielding wrote an interesting brief about “facts” and one of the Supreme Court’s latest rulings.

Isn’t it time, however, for the broadcast industry to wake up and look at the “facts” syndicated ratings services offer?

The published “facts” are that there are no “facts” in the ratings books! There are only “projected audience estimates.” Why must we continue to deify syndicated ratings services?—*Godfrey W. Herweg, Seaway Communications International, Johns Island, S.C.*

# For the Record

As compiled by BROADCASTING from November 23 through November 27 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

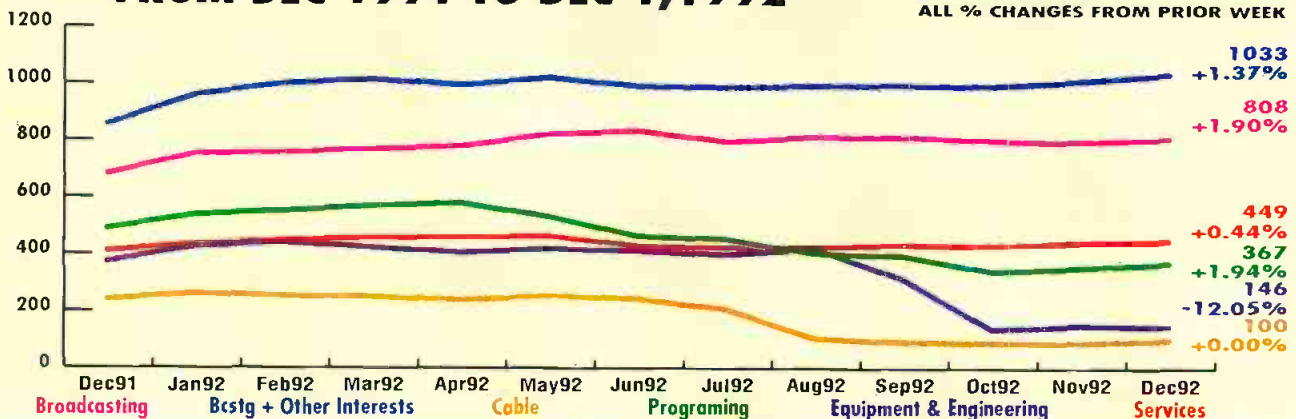
- **KPLA(AM) Riverbank, CA** (BAL921116ED; 770 khz; 50 kw-D, 1 kw-N)—Seeks assignment of license from KPLA Ltd. to Kiertron Inc. for \$1 million ("Changing Hands," Nov. 23). Filed Nov. 16.
- **KIOB(FM) Grand Junction, CO** (BAPH921113HP; 107.9 mhz; 100 kw; ant. 1,305 ft.)—Seeks assignment of CP from Robert Reichard to Jan-DI Broadcasting Inc. for \$225,000. Seller has no other broadcast interests. Buyer is headed by Janet S. Maynard, and is licensee of KEKB(FM) Grand Junction, CO. Filed Nov. 13.
- **KPUA(AM)-KWXX-FM Hilo, HI** (AM: BTC921117EB; 670 khz; 10 kw-U; FM: BTCH921117EC; 94.7 mhz; 100 kw; ant. -330 ft.)—Seeks transfer of control from New West Broadcasting Corp. to New Holdings Inc. Principals of transferor John F. Leonard and Demosthenes J. Kaufman are selling combined 80% of licensee to transferee, to be headed by Leonard, for \$18,400. Transferee is also purchasing additional 13,000 new shares in licensee. Principals have no other broadcast interests. Filed Nov. 17.
- **WBFM(FM) Effingham, IL** (BALH921109HQ; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Crossroads Broadcasting Corp. to Effingham Broadcasting Center Inc.; purchase agreement not with application. Seller is headed by Olen M. Evans, and has no other broadcast interests. Buyer is headed by Terry H. Monroe, and has no other broadcast interests. Filed Nov. 9.
- **WHZT(FM) Mahomet, IL** (BALH921113GQ; 105.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Champaign County Community Broadcasting Inc. to Dale Palovich for \$225,000. Seller is headed by Adlai E. Stevenson IV, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 13.
- **WTJY(FM) Taylorville, IL** (BALH921112GG;

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.

- 92.7 mhz; 2.7 kw; ant. 300 ft.)—Seeks assignment of license from USA Radio Partnership to Long Nine Inc. for \$1 million (see "Changing Hands," p. 43). Filed Nov. 12.
- **WKRP(AM)-WINN(FM) North Vernon, IN** (AM: BAL921103HU; 1460 khz; 1 kw-D, 92 w-N; FM: BALH921103HT; 106.1 mhz; 50 kw; ant. 486 ft.)—Seeks assignment of license from Southeast Indiana Radio Inc. to ARS Broadcasting Corp. for \$909,291 (see "Changing Hands," page 43). Filed Nov. 3.
- **KLKK(FM) Clear Lake, IA** (BTCH921113GR; 103.1 mhz; 6 w; ant. 300 ft.)—Seeks transfer of control from Madhatter Broadcasting Co. to James Ingstad Broadcasting of Iowa Inc. for \$294,000 (see "Changing Hands," p. 43). Filed Nov. 13.
- **KROC-AM-FM Rochester, MN** (AM: BTC921112HR; 1340 khz; 1 kw-U; FM: BTCH921112HS; 106.9 mhz; 100 kw; ant. 1,110 ft.)—Seeks transfer of control of Southern Minnesota Broadcasting Co. for no cash consideration as part of transfer of estate from E. Shirley Gentling and husband G. David Gentling, deceased, to trustees E. Shirley Gentling and Northern Trust Co. of Florida-Sarasota N.A. Transfer includes licensee stations KXRB(AM)-KKLS-FM Sioux Falls and KKLS(AM)-KKMK(FM) Rapid City, SD (see below). Filed Nov. 12.
- **WADR(AM)-WKDY(FM) Remsen, NY** (AM: BA-

- L921112EC; 1480 khz; 5 kw-D, 50 w-N; FM: BAPLH921112ED; 93.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment from Adirondack Broadcasting Inc. to Norma Eilenberg for \$350,000 (see "Changing Hands," p. 43). Filed Nov. 12.
- **WQJU(FM) Mifflintown, PA** (BALH921116HO; 107.1 mhz; 225 w; ant. 1,117 ft.)—Seeks assignment of license from Juniata Broadcasting Co. to Central Pennsylvania Christian Institute for \$132,500. Seller is headed by Faith B. Weidman, and has no other broadcast interests. Buyer is headed by Kenneth R. Krater Sr., and is also licensee of WTLR(FM) State College, PA. Filed Nov. 16.
- **WCXQ(AM) Moca, PR** (BAL921117EA; 1040 khz; 250 w-D)—Seeks assignment of license from Victor J. Estrella Hernandez to Dominga Barreto Santiago for \$110,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 17.
- **KXRB(AM)-KKLS-FM Sioux Falls, SD** (AM: BTC921112HU; 1000 khz; 10 kw-D; FM: BTCH921112HV; 104.7 mhz; 100 kw; ant. 740 ft.; see KROC-AM-FM Rochester, MN, above). Filed Nov. 12.
- **KKLS(AM)-KKMK(FM) Rapid City, SD** (AM: BTC921112HW; 920 khz; 5 kw-D, 100 w-N; FM: BTCH921112HX; 93.9 mhz; 100 kw; ant. 650 ft.; see KROC-AM-FM Rochester, MN, above). Filed Nov. 12.
- **KVFM(FM) Brownsville, TX** (BALH921112GF; 99.5 mhz; 100 kw; ant. 1,034 ft.)—Seeks assignment of license from Sunbelt Radio Acquisition Inc. to Spectrum Broadcasting of the Valley Inc. for \$1 million (see "Changing Hands," p. 43). Filed Nov. 12.
- **WDCK(FM) Williamsburg, VA** (Richmond) (BALH921112HY; 96.5 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Keymarket of Virginia Inc. to Benchmark Radio Acquisition Fund III Ltd. for \$4.25 million ("Changing Hands," Nov. 2). Filed Nov. 12.
- **KHDL(AM)-KKPL-FM Opportunity, WA** (Spokane) (AM: BAL921106EB; 630 khz; 1 kw-D, 32 w-N; FM: BALH921106EC; 96.1 mhz; 56 kw; ant. 2,378 ft.)—Seeks assignment of license from Alpha Radio Inc. to Silverado Broadcasting Co. for \$1 million ("Changing Hands," Nov. 16). Filed Nov. 6.
- **WADC(AM) Parkersburg, WV** (BAL921113EA; 1050 khz; 5 kw-D)—Seeks assignment of license

## STOCK MARKET PERFORMANCE AVERAGES FROM DEC 1991 TO DEC 1, 1992





from Dailey Corp. to Mediacom Inc. for \$300,000 (see "Changing Hands, p. 43). Filed Nov. 13.

#### Actions

■ **KISK(FM) Lowell, AR** (BAPH920917GN; 101.9 mhz; 50 kw; ant. 492 ft.)—Granted assignment of CP from Zenith Broadcasting Corp. to Noalmark Broadcasting Corp. for \$425,000 ("For the Record," Oct. 19). Action Nov. 16.

■ **KOQO(AM)-KQPW(FM) Clovis (Fresno), CA** (AM: BAL920416HH; 790 khz; 5 kw-D, 2.5 kw-N; FM: BALH920416HI; 101.9 mhz; 2.25 w; ant. 1,948 ft.)—Granted assignment of license from GKC Broadcasting Ltd. to Dwight Case for \$2.055 million ("For the Record," May 11). Action Nov. 10.

■ **WSIZ(FM) Ocala, GA** (BAPH920929GT; 98.5 mhz; 3 kw)—Seeks assignment of CP from Osceola Communications Inc. to Clarence T. Barinowski for \$55,000 ("For the Record," Oct. 26). Action Nov. 17.

■ **WMNX(FM) Wilmington, NC** (BALH920930HS; 97.3 mhz)—Seeks assignment of license from Wilmington Radio Co. to Cape Fear Radio Co. for \$950,000 ("For the Record," Oct. 26). Action Nov. 18.

## NEW STATIONS

#### Applications

■ **Eva, AL** (BPH921109MB)—Rojo Inc. seeks 99.9 mhz; 6 kw; ant. 100 m. Address: Rte. 2, Box 27, Eva, AL 35621. Applicant is headed by Jo French, and is licensee of WRJL(AM) Hanceville, AL. Filed Oct. 9.

■ **Fagaltua, AS** (BPH921110MB)—Aleki Sene seeks 103.1 mhz; 30 kw; ant. 62 m. Address: P.O. Box 4929, Pago Pago, AS 96799. Applicant has no other broadcast interests. Filed Nov. 10.

■ **Mio, MI** (BPH921110MA)—Todd A. Mohr seeks 93.9 mhz; 50 kw; ant. 132 m. Address: 7260 Loud Drive, Oscoda, MI 48750. Applicant is permittee of WCLS(FM) Oscoda, MI. Filed Nov. 10.

■ **\*Columbus, OH** (BPED921029MF)—Christian Broadcasting Services Inc. seeks 91.5 mhz; 1630 Strathshire Hall Place, Powell, OH 43065. Applicant is headed by Robert Casagrande, and is 50% owner of licensee of one AM and three FM's. Filed Oct. 29.

■ **\*Columbus, OH** (BPED921104MA)—The Cedarville College seeks 91.5 mhz; 3 kw; ant. 239 m. Address: P.O. Box 601, Cedarville, OH 45314. Applicant is headed by Paul Gathany, and is licensee of three FM's. Filed Nov. 4.

■ **Rogue River, OR** (BPH921105MC)—Esty-Grossman Broadcasters seeks 94.7 mhz; 2.42 kw; ant. 317 m. Address: 1207 East 9th, Albany, OR 97321. Applicant is headed by partners Marlece Esty, Robert Esty and Gary M. Grossman. Robert Esty and Grossman have interests in licensee of KRKT-AM-FM Albany, OR. Esty also has interests in licensee of KRVC(AM)-KBOY-FM Medford, OR. Filed Nov. 5.

■ **Gollad, TX** (BPH921109MA)—Cinco de Mayo Broadcasting seeks 95.9 mhz; 6 kw; ant. 100 m. Address: 115 West Avenue D, Robstown, TX 78380. Seller is headed by Humberto Lopez, who is also seeking FM at Benavides, TX (see "For the Record," Nov. 23). He is 51% general partner of licensee of KINE(AM) Kingsville and KMIQ(FM) Robstown, TX. Filed Nov. 9.

#### Actions

■ **Lenwood, CA** (BPH911220ME)—Granted app. of Desert Broadcasting G.P. for 96.9 mhz; 1 kw; ant. 247 m. Address: 13260 Winona Rd., Apple Valley, CA 92308. Applicant is headed by general partner Jonathan D. Stephenson, and has interests in four AM's and six FM's. Action Nov. 16.

■ **Albia, IA** (BPH920305MG)—Granted app. of H & H Broadcasting Corp. for 96.7 mhz; 25 kw; ant. 100

m. Address: 201 South Main St., Albia, IA 52531. Applicant is headed by John R. Hallstrom, and is licensee of KLBA(AM), Albia, IA. Action Oct. 29.

■ **Belle Plaine, KS** (BPH920304MA)—Granted app. of Belle Plaine Broadcasters Inc. for 92.7 mhz; 4.6 kw; ant. 230 m. Address: 331 Point Lookout, Hot Springs, AR 71913. Applicant is headed by Gary L. Violet, who is permittee of new class A FM at Clearwater, KS. Action Nov. 4.

■ **Reedsport, OR** (BPH911007MH)—Granted app. of Fafara Partners for 99.5 mhz; 6 kw; ant. 72 m. Address: 825 East Evelyn Ave., #532, Sunnyvale, CA 94086. Applicant is headed by general partners Rodney Fafara and Colleen Fafara, and has no other broadcast interests. Action Nov. 6.

■ **Reedsport, OR** (BPH911007MD)—Dismissed app. of 99.5 mhz; 3.35 kw; ant. 134.4 m. Address: 4115 NE 19th St., Portland, OR 97211. Applicant is headed by Bernard V. Foster, and has no other broadcast interests. Action Nov. 6.

■ **La Crosse, WI** (BPH910118MA)—Granted app. of Mississippi Valley Broadcasters Inc. for 106.3 mhz; 12 kw; ant. 145 m. Address: 625 19th St., NW, Suite 507, Rochester, MN 55901. Applicant is headed by Howard G. Bill, who is 100% owner of licensee of KOLM(AM)-KWWK(FM) Rochester, MN, and permittee of new FM at Decatur, IL. Action Nov. 18.

## FACILITIES CHANGES

#### Applications

■ **Benton, AR** KAKI(FM) 106.7 mhz—Nov. 9 application of Bridges Broadcasting Service for mod. of CP (BPH-881017IC) to make changes; ERP: 16 kw (H&V) ant. 263.5 m.; TL: on top of Shinnell Mountain, 1.5 km south of intersection of state highways 300 and 10, Pulaski County, AR; construct new antenna tower.

■ **East Porterville, CA** KOJJ(FM) 100.5 mhz—Nov. 12 application of Tulare Lite Corp. for CP to make changes; change ERP: 6.8 mw (H&V); change to class B1 (per MM docket #89-71).

■ **Gulfport, CT** WGRS(FM) 91.5 mhz—Oct. 6 application of Monroe Board of Education for mod. of CP (BPED-880331MB as mod.) to relocate main studio outside of community of license; establish satellite in Monroe, CT.

■ **Bethany Beach, DE** WWTR-FM 95.9 mhz—Oct. 19 application of R. Akin & Banking Serv. Corp. for mod. of CP (BPH-910305IC as mod.) to relocate main studio outside of community of license; 5700 Coastal Highway, Suite 302, Ocean City, MD.

■ **Hazlehurst, GA** WVOH-FM 93.5 mhz—Nov. 9 application of Jeff Davis Broadcasters Inc. for CP to make changes; ERP: 50 kw (H&V); ant. 95.9 m.; class changed from 228A to 228C3 (per MM docket #92-16).

■ **Buffalo, KY** WRZI(FM) 101.5 mhz—Nov. 5 application of Larue County Broadcasting for mod. of CP (BPH-880406MA as mod.) to change TL: county road 1375, .6 mi. south of intersection of St. John Road, west of Elizabethtown, Hardin County, KY.

■ **Ashland, MO** KYUA(FM) 106.1 mhz—Nov. 12 application of Sobocomo Radio Inc. for mod. of CP (BPH-880219MD as mod.) to make changes;

## ERRATA

**KCBI Dallas**, defunct shortwave international broadcast station, was sold by Criswell Center for Biblical Studies for \$1,000 to Two If By Sea Broadcasting, not **KCBI-FM Dallas**, also owned by Criswell Center, as was reported in "For the Record," Nov. 23 and Nov. 30.

change ERP: 23 kw (H&V); ant. 220 m.

■ **Cameron, MO** KDEE(FM) 92.3 mhz—Nov. 9 application of Cameron Radio Inc. for mod. of CP (BPH-880421MG as mod.) to make changes; change ERP: 50 kw (H&V); ant. 150 m.; TL: approx. 1.4 km north of intersection of US Rte 69 and interstate Rte. 35, Davies County, MO; change frequency from 92.3 to 100.1, change to class C2 (per MM docket #89-558).

■ **Mount Gilead, OH** WOHO(FM) 95.1 mhz—Oct. 26 application of Gourd City Broadcasting G.P. for mod. of CP (BPH-900116MT as mod.) to relocate main studio outside of community of license; establish satellite in Mt. Gilead.

■ **Grove, OK** KGVF(FM) 99.3 mhz—Nov. 9 application of Caleb Corp. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Kershaw, SC** WLWW(FM) 106.1 mhz—Nov. 9 application of Jeffrey C. Sigmon for mod. of CP (BPH-880324NK) to make changes; ERP: 20 kw (H&V) ant. 111 m.; TL: 731 M SE of jct. US 521 and SR 125 (160' T), Lancaster Co., SC; class changed from C3 to A (per MM docket #90-31).

■ **Rapid City, SD** KOUT(FM) 98.7 mhz—Nov. 4 application of Crystal Broadcast Partners for mod. of CP (BPH-900510MQ) to make changes; ant. 136 m.; TL: Skyline Drive, 1.95 km SW of post office in Rapid City.

■ **McAllen, TX** KNVO(TV) ch. 48—Nov. 13 application of Valley Channel 48 Inc. for MP (BPCT-820315KI) to change ERP (vis): 3,028 (MAX) kw; ant. 297.3 m.; (26-05-20 - 98-03-44).

■ **Lynchburg, VA** WMXQ(FM) 105.9 mhz—Oct. 15 application of Friendship Broadcasting Corp. for mod. of CP (BPH-870918NL as mod.) to change ant. T-B-D; TL: VA-1105 Main Street, Madison Heights, Amherst County.

■ **Virginia Beach, VA** WVBT(TV) ch. 43—Nov. 12 application of 43 Corp. for MP (BPCT-891009KF) to change ant.: 126 m.; ERP (vis): 940 kw; antenna: Andrew Corp. ALP16M2-HSB-43 (DA)(BT).

#### Actions

■ **Vacaville, CA** KUIC(FM) 95.3 mhz—Forfeited and canceled app. of Quick Broadcasting Inc. (BPH-870304IA) for CP to change TL: Cement Hill Road, Fairfield, CA; change ERP: .65 kw H&V; ant. 688.4 ft. and make changes in antenna system 38 17 56 - 121 59 54. Action Nov. 18.

■ **Milton, FL** WEGS(FM) 91.7 mhz—Granted app. of Florida Public Radio Inc. (BMPEd-920501IF) for mod. of CP (BPED-860811MD as mod.) to make changes; change tower height; correct coordinates: 30 37 29 - 87 05 08. Action Nov. 6.

■ **Naples Park, FL** WIXI(FM) 105.5 mhz—Returned app. of Wodlinger Broadcasting of Naples Inc. (BPH-921009IC) for CP to make changes; ERP: 7.1 kw (H&V); ant. 181 m. (per MM docket #89-469). Action Nov. 16.

■ **Chicago** WLUP-FM 97.9 mhz—Forfeited and canceled app. of Evergreen Media Corp. of Chicago (BPH-800411AG) for CP to increase ERP: 8.9 KW (H&V), and change TPO. Action Nov. 18.

■ **Atlanta** WRFQ(FM) 89.3 mhz—Granted app. of Radio Free Georgia Broadcasting Foundation (BPED-911125IJ) for CP to make changes; ERP: 100 kw H&V; ant. 85 m.; class C1. Action Nov. 9.

■ **Lawrenceville, IL** WAKO-FM 103.1 mhz—Granted app. of Stuart K. Lankford (BMLH-910620KC) for mod. of license to increase ERP: 3 H&V (per to MM docket #88-375). Action Nov. 17.

■ **Lafayette, IN** WKHY(FM) 93.5 mhz—Granted app. of Stay Tuned Broadcasting Corp. (BPH-920427IF) for CP to make changes; change: ant.: 75 m. Action Nov. 3.

■ **Mount Vernon, IN** WBLZ(FM) 106.7 mhz—Dismissed app. of Posey County Broadcasting Corp. (BPH-920629IB) for CP to make changes: increase ERP to 6 kw using directional antenna. Action Nov. 2.

■ **Tell City, IN** WXSC(FM) 96.9 mhz—Dismissed

app. of Carolyn S. Hagedom (BMPH-920221G) for mod. of CP (BPH-891206MH) to make changes; change: TL: 2.4 km northeast of Cannellton, IN, (Perry Co.) on existing WKCM-FM tower; change to directional antenna; inf. objection dismissed, CP forfeited and canceled and call sign deleted. Action Oct. 30.

■ **Jonesboro, LA** KTOC-FM 104.9 mhz—Granted app. of Jackson Parish Broadcasting (BPH-920710IE) for CP to make changes; change ERP 8 kw H&V; class C3 (per MM docket #84-231). Action Nov. 13.

■ **Eden Prairie, MN** KOUO(FM) 105.7 mhz—Granted app. of Southwest Suburban Broadcasting Inc. (BMPH-920819IC) for CP (BPH-871203MH) to make changes; change ERP: 6 kw (H&V); ant. 73 m.; TL: Marriott Hotel Bldg., Bren Rd., .3 km W. of Washington Ave., 2 km N of Eden Prairie. Action Nov. 12.

■ **Farmington, NM** KSJE(FM) 90.9 mhz—Granted app. of San Juan College (BMPED-911001C) for mod. of CP (BPEd-870202MD as mod.) to change ant.: 119.44 m. Action Nov. 2.

■ **Saranac Lake, NY** WSL(FM) 90.5 mhz—Granted app. of The St. Lawrence University (BPEd-920512IB) for CP to make changes; change: ant.: 108.2 m.; Action Nov. 5.

■ **Wilmington, NC** WUOY(FM) 105.3 mhz—Granted app. of Beatriz G. Suarez de McComas (BMPH-9205271B) for mod. of CP (BPH-880602NF) to make changes; change ERP: 4.5 (H&V); ant.: 115 m.; TL: 1806 Burnett Blvd., Wilmington: change frequency to 104.5 mhz (per MM docket #89-326 and #89-327). Action Nov. 6.

■ **Eugene, OR** KRVM(FM) 91.9 mhz—Granted app. of School Dist. 4J, Lane County, OR (BPEd-900417MQ) for CP to make changes; ERP: 1.12 kw H&V, ant.: 30 m., and TL: 1 mi. due west of South Willamette St. at southern end of Eugene city limits (pet for recon granted 3-24-92). Action Nov. 13.

■ **Chester, SC** WZDK(FM) 99.3 mhz—Granted app. of Chester County Broadcasting Corp. (BPH-920622IF) for CP to make changes; change ERP: 7.56 kw (H&V); change to class C3 (per RM-6826). Action Nov. 3.

■ **Bandera, TX** KHLC(FM) 98.3 mhz—Forfeited and canceled app. of Big Pine Broadcasting Inc. (BPH-821117AA) for CP to change TL: 4 mi. S of Camp Verde, TX, change ERP: 1.82 kw H&V; ant. 387 ft.; make changes in antenna system: 29 50 15 - 99 07 19. Action Nov. 17.

■ **Bridgeport, TX** KWCS(FM) 96.7 mhz—Forfeited and canceled app. of Wise County Broadcasting Inc. (BPH-891025IF) for CP to make changes: ant. 69 m. Action Nov. 18.

■ **Odessa, TX** KENT-FM 90.5 mhz—Granted app. of Southwest Ed. Media Found. of Texas (BPEd-920811IA) for CP to make changes; change TL: 9.5 mi. west of Odessa on 27th Street. Action Nov. 3.

■ **Provo, UT** KZHT(FM) 94.9 mhz—Forfeited and canceled app. of Golden Bear-1 Broadcasting Inc. (BPH-850308IG) for CP to make changes; change ant. to Lake Mountain, 15 mi. west of Provo, modify beam tilt: 40 16 58 - 11 56 11, with conditions. Action Nov. 18.

■ **Lynchburg, VA** WLYK(FM) 100.1 mhz—Granted app. of CEBE Investments Inc. (BMPH-920908IE)

for mod. of CP (BPH-910926IL) to make changes: TL: 1.46 km NE of intersection of Hwy 677 and Hwy 622, Amherst County, VA. Action Nov. 3.

■ **Ruckersville, VA** WXZY(FM) 92.1 mhz—Granted app. of Ridge Broadcasting Corp. (BPH-920710ID) for CP to make changes; change freq. 101.9 mhz (per MM docket #90-67); ERP: 6 kw H&V; ant.: 68 m.; TL: 5 mi. west of Stanarville, VA, off Rt. 626 on Snow Mountain (Greene Co.). Action Nov. 12.

■ **Newport, WA** KMJY-FM 104.9 mhz—Granted app. of James and Helen Stargel (BPH-920410IC) for CP to make changes; change ERP: 6 kw (H&V). Action Nov. 9.

■ **Seattle** KING-FM 98.1 mhz—Granted app. of Classic Radio Inc. (BPH-920707ID) for CP for temporary changes; ERP: 58.3 kw (max. DA & BT) (H&V); ant.: 714 m.; TL: West Tiger Mountain, 3.3 km south of High Point, WA, 47 30 14 - 121 58 29. Action Nov. 10.

■ **Seattle, WA** KXRX(FM) 96.5 mhz—Forfeited and canceled app. of Shamrock Broadcasting Inc. (BPH-810717AK) for CP to make changes in antenna system; change TL: 1530 Queen Anne Ave., N. Seattle; change type trans; change type antenna (Electronics Research, G5CPS-55 Sects. H&V); increase ERP: 100 kw (H&V); decrease ant. 737 ft. and change TPO: 47 38 01 - 122 21 20. Action Nov. 17.

■ **Spokane, WA** KTSL(FM) 104.7 mhz—Granted app. of The Word in Music Inc. (BMPH-911031IM) for mod. of CP (BPH-890123MO) to make changes: ERP: .317 kw (H&V), ant.: 420 m., TL: 4.2 km SE of Spokane City limits on Krell Ridge. Action Nov. 9.

## 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.

## ACTIONS

■ **Continental Cablevision of California Inc.** Denied petition to deny filed by Continental Cablevision alleging Video-Multipoint failed to disclose identity of real-party-in-interest to this application in violation of rules. (By MO&O [DA 92-1586] adopted November 19 by Chief, Domestic Facilities Division, Common Carrier Bureau).

■ **Clarified report and order adopted February 13, 1992**, which established new technical standards for cable television systems. (MM dockets 91-169 and 85-38 by MO&O [FCC 92-508] adopted November 10 by Commission).

■ **Montecito, CA** Approved settlement agreement between Shawn Phalen and James Evans which granted Evans' application for new FM at Montecito and approved payment of \$130,000 by Evans to Phalen for dismissal of her application. (MM docket 87-426 by MO&O [FCC 92-507] adopted November 10 by Commission).

■ **Aurora and Denver, both Colorado** Consented to assign licenses of KEZW(AM) Aurora and KOSI-FM Denver, both Colorado, from D & D Broadcasting Inc. to Tribune Denver Radio Inc., over objections by Newsweb Corp. Tribune Denver requested and was granted waiver of Commission's one-to-a-market rule. (Report No. MM-681, Mass Media action, by Commission November 25, by MO&O [FCC 92-526]).

■ **St. Augustine, FL, et al.** Granted petition for reconsideration filed by Gillen Broadcasting Corp. and substituted channel 287A for channel 288A at Gainesville; modified license of WYKS accordingly; terminated proceeding. (MM docket 90-164 by MO&O [DA 92-1493] adopted October 29 by Chief, Policy and Rules Division).

■ **Roswell, GA** Affirmed Review Board decision which granted application of Johnson Broadcasting Inc. for new FM on channel 298A. In so doing, Commission denied applications for review filed by Robert W. Rounsaville, Eathel Holley, Lowell Maze Jackson, Ivan Miles, Mazo Radio Co., Southern Radio Services and Georgia Public Telecommunications Commission. (MM docket #89-337, Report No. DC-2274, by Commission November 23, by MO&O [FCC 92-523]).



■ **Traverse City, MI** Affirmed decision by Mass Media Bureau dismissing application of Central Michigan University for nonreserved allotment on channel 283A. (Report MM-680, Mass Media Action, by commission November 12 by MO&O [FCC 92-511]).

■ **Biltmore Forest, NC** Reaffirmed its decision to grant application of Orion Communications Limited for new FM at Biltmore Forest. (MM docket 88-577 by MO&O [FCC 92-506] adopted November 10 by Commission).

■ **Lenoir, NC** Denied petition for reconsideration of previous action upholding staff dismissal of application of R. Donnie Goodale for CP for new FM on channel 277A. (By MO&O [FCC 92-502] adopted November 2 by Commission).

■ **Boalsburg, PA, et al.** Dismissed petition filed by Town, Gown and Country Radio seeking reconsideration of allotment of channel 279A at Lewisburg (MM docket 88-496 by MO&O [DA 92-1501] adopted October 30 by Chief, Policy and Rules Division, Mass Media Bureau).

■ **Rio Grande, PR** Granted application of Rio Grande Broadcasting Co. for new FM on channel 247A; denied competing applications of Roberto Passalacqua, Irene Rodriguez Diaz de McComas and United Broadcasters Co. (MM docket #90-380 by Initial Decision [FCC 92D-65] issued November 18 by ALJ Joseph P. Gonzalez).

## ALLOCATIONS

■ **Mountain Pine, AR** Proposed allotting channel 270A to Mountain Pine as its first broadcast service. Comments are due January 14, replies January 29, 1993. (MM docket 92-271 by NPRM [DA 92-1476] adopted October 23 by Chief, Allocations Branch,

Mass Media Bureau).

■ **Alturas, CA** Proposed substituting channel 267C for channel 23361 at Alturas. Comments due January 15, 1993; replies February 1, 1993. (MM docket 92-272 by NPRM [DA 92-1490] adopted October 28 by Chief, Allocations Bureau, Mass Media Bureau).

■ **Santa Maria, CA** Effective January 7, 1993, allotted channel 42 to Santa Maria, however, applications will not be accepted for channel 42 until after freeze instituted in 1987 is lifted. (MM docket 86-282 by R&O [DA 92-1474] adopted October 22 by Chief, Allocations Branch).

■ **Castle Rock and Colorado Springs, both Colorado; Frisco and Salda, both California, and Raton, NM** Effective January 8 amended FM Table to substitute channel 221C2 for channel 221A at Castle Rock, modified license of KYBG-FM accordingly; substituted channel 230A for channel 221A at Frisco, modified license for KYSL(FM) accordingly; substituted channel 222C3 for channel 221A at Salda, modified license of KVRH-FM accordingly; substituted channel 232C for channel 230C at Colorado Springs, modified license of KILQ-FM accordingly; substituted channel 229C2 for channel 232A at Raton, modified license of KRTN-FM accordingly. (MM docket 89-172, by R&O [DA 92-1502] adopted October 30 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau)

■ **Oakdale and Campiti, both Louisiana** Effective January 7, 1993, substituted channel 254C1 for channel 254C2 at Oakdale, and conditionally modified license of KIRC-FM accordingly; deleted allotment of channel 253C3 from Campiti. (MM docket #90-594 by MO&O [DA 92-1473] adopted October 21 by Chief, Policy and Rules Division).

■ **Glencoe and Le Sueur, both Minnesota** Effective January 8, substituted channel 241C3 for channel 241A at Le Sueur; changed community of license from Le Sueur to Glencoe; modified license

of KQXA accordingly; terminated proceeding. (MM docket 92-161 by R&O [DA 92-1489] adopted October 28 by Chief, Allocations Branch).

■ **Hattiesburg, MS** Effective January 7, 1993, allotted channel 269C3 to Hattiesburg as its fourth FM service. Filing window: January 8-February 8, 1993. (MM docket 92-44 by R&O [DA 92-1461] adopted October 21 by Chief, Allocations Branch).

■ **Leland, MS** Effective January 7, 1993, substituted channel 232C2 for channel 232A, and conditionally modified license of WBAD(FM) accordingly. (MM docket 92-172 by R&O [DA 92-1482] adopted October 26 by Chief, Allocations Branch).

■ **Hondo, Hollywood Park and Dilley, all Texas** Effective January 7, 1993, allotted channel 255C2 to Dilley; dismissed proposal for channel substitution at Hondo. Filing window for Dilley: January 8-February 8, 1993. (MM docket 90-466 by R&O [DA 92-1483] adopted October 27 by Chief, Allocations Branch).

## CALL LETTERS

### Applications Contingent on Pending Sales

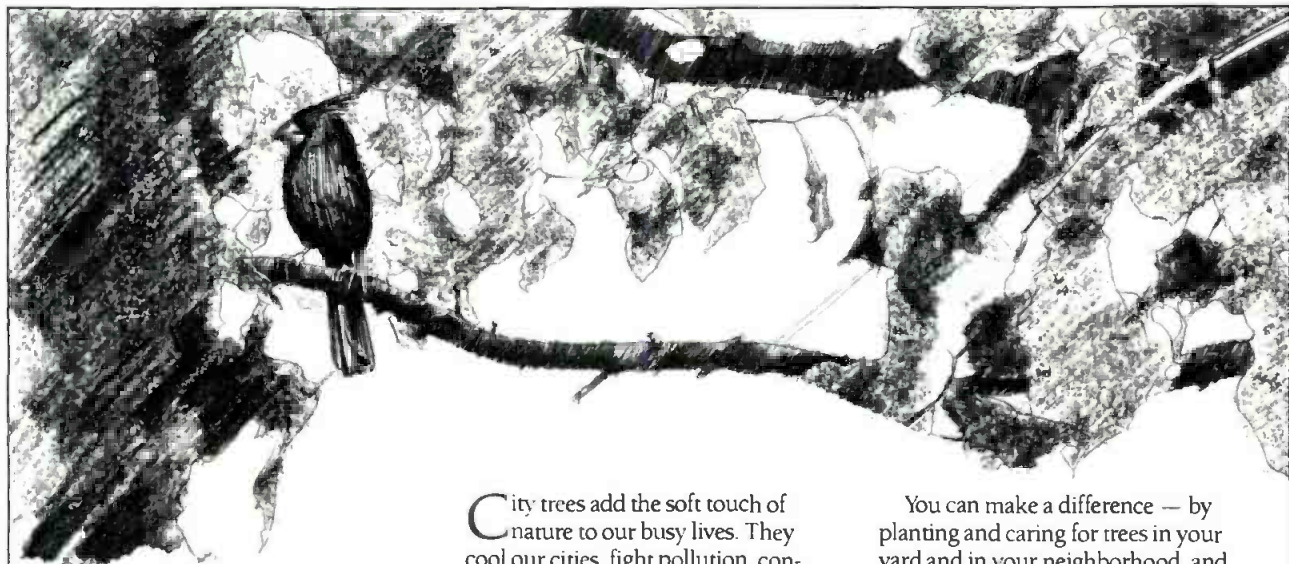
#### Existing TV

WDLP-TV WMLB-TV William C. de la Pena; Miami

#### Grants

#### New FM's

WBWZ(FM) New Paltz Broadcasting Inc.; New Paltz, NY  
WMEF(FM) Maine Public Broadcasting Corp.; Ft. Kent, ME



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WVSZ(FM)	D, D, & D Broadcasters-Chesterfield; Chesterfield, SC	WBEA(FM)	WMNK C & S Radio Corp.; Montauk, NY	WROZ(FM)	WNCE Hall Communications Inc.; Lancaster, PA
WXZR(FM)	Margaret O. Pescatello; East Lyme, CT	WBKN(FM)	WFNR-FM Valley Radio Corp.; Christianburg, VA	WSSP(FM)	WUJM-FM Jones Eastern-Charleston Inc.; Goose Creek, SC
KDTK(FM)	MIC Rathje; Prescott Valley, AZ	WCRZ(FM)	WHEY GMR Broadcasting Inc.; Mariem, GA	WVNH(FM)	WQFB Capitol City Educational Foundation; Concord, NH
KDTP(FM)	Methow Radio; Twisp, WA	WDNY-FM	WACZ Dan-Way-Coa Broadcasting Inc.; Dansville, NY	WVSY(FM)	WXZY Ridge Broadcasting Corp.; Ruckersville, VA
KLBA-FM	H & H Broadcasting Corp.; Albia, IA	WFGI(FM)	WGGY WGGY Inc.; State College, PA	WVUD(FM)	WXDR University of Delaware; Newark, DE
KPRJ(FM)	Prairie Public Broadcasting Inc.; Jamestown, ND	WFRI(FM)	WFGI Limaland Radio Inc.; Lima, OH	WXBB(FM)	WHIM Bear Broadcasting Co.; Kittery, ME
KXLL(FM)	Scottsdale Talking Machine-Wireless; Paradise Valley, AZ	WFUL(FM)	WLMF Webster Communications Inc.; Webster, NY	WXLZ-FM	WXLZ Yeary Broadcasting Inc.; St. Paul, VA
<b>New TV</b>		WFUN-FM	WXJO Bethalto Broadcasting Corp.; Bethalto, IL	WYSC(FM)	WDAK-FM All Resources Inc.; McRae, GA
KDTQ(TV)	General Instrument Corp.; Los Angeles	WHCY(FM)	WFMV Clearview Broadcasting Corp.; Blairstown, NJ	WZZL(FM)	WSEQ WMOK Inc.; Reidland, KY
<b>Existing AM's</b>		WHRS-FM	WLFX Hancock Communications Inc.; Winchester, KY	KDCC(FM)	KEDD Dodge City Community College; Dodge City, KS
WHGS(AM)	WHOU Peak Communications Inc.; Houlton, ME	WIOZ-FM	WIOZ Muirfield Broadcasting Inc.; Southern Pines, NC	KDNI(FM)	KDNW Northwestern College Radio Foundation; Duluth, MN
WIAN(AM)	WJPD Goetz Communications Corp.; Ishpeming, MI	WJPD(FM)	WJPD-FM Goetz Communications Corp.; Ishpeming, MI	KFMD(FM)	KCLG Ear Inc.; St. George, UT
WXLZ(AM)	WSPC Yeary Broadcasting Inc.; St. Paul, VA	WKAZ(FM)	WLZT Empire Broadcasting Systems Inc.; Miami, WV	KGGY(FM)	KDFX Eagle of Iowa Inc.; Dubuque, IA
WYIS(AM)	WDAX All Resources Inc.; McRae, GA	WKJL(FM)	WUNX He's Alive Inc.; Clarksburg, WV	KHMS(FM)	KXGV Faith Communications Corp.; Victorville, CA
KSTE(AM)	KRDX Minority Commun. of California Inc.; Rancho Cordova, CA	WLVK(FM)	WUOX W & B Broadcasting Inc.; Radcliff, KY	KIKA(FM)	KOUI Rasa Communications Corp.; Lucerne Valley, CA
KTID(AM)	KAPX Marin Broadcasting Co. Inc.; San Rafael, CA	WNBR(FM)	WZYH Conner Media Corp.; Oriental, NC	KIXF(FM)	KBXY Turquoise Broadcasting Inc.; Baker, CA
KVCK(AM)	KTYZ Wolf Town Wireless Inc.; Wolf Point, MT	WPZX(FM)	WAAQ West Michigan Radio Inc.; Big Rapids, MI	KMXZ(FM)	KHIP KHIP Partners II; Hollister, CA
<b>Existing FM's</b>		WQQQ(FM)	WWPR Radio South Burlington Inc.; Sharon, CT	KOAI(FM)	KCDU GC1 Dallas II Inc.; Fort Worth, TX
KUMT(FM)	KBCK Radio Property Ventures; Centerville, UT	WRLX(FM)	WNGS Pearl Broadcasting Inc.; West Palm Beach, FL	KONY-FM	KCKK Red Rock Broadcasting Inc.; Kanab, UT
KYNN(FM)	KFMQ-FM KLMS-KFMQ Inc.; Lincoln, NE			KOYT(FM)	KBBU Enchantment Media Inc.; Los Lunas, NM
KZTA-FM	KIHS KZTA Broadcasting Inc.;				

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## TELEVISION

**Karla Vinson**, VP, television development, Davis Entertainment, Los Angeles, joins Reeves Entertainment, Los Angeles, as VP, movies for television and miniseries.



**Karla Vinson**  
Davis Entertainment



**Deborah Hamberlin**  
NBC-TV



**Gary Nielsen**  
WOKR-TV



**Will Wright**  
WWOR-TV



**Bob Wormington**  
KSHB-TV

Appointments at NBC Television, Burbank, Calif.: **Joseph Dervin**, executive VP, Pacific Film Laboratories, Hollywood, joins as VP, post-production, NBC Productions; **Deborah Hamberlin**, creative services director, KUTV(TV) Salt Lake City, joins NBC-TV, Burbank, Calif., as VP-affiliate advertising and promotion services. **Jennifer Barnett**, publicity director, KCAL-TV Los Angeles, joins as press manager, corporate information, media relations, NBC West Coast.

**Gary Nielsen**, former VP/GM, WIVB-TV Buffalo, N.Y., joins WOKR-TV Rochester, N.Y., as president/GM.

**Tom Remiszewski**, VP, advertising, promotion, ABC Sports, New York, named VP, advertising, promotion, ABC Sports and daytime programs, there.

**Julie Resh**, director, television production, development, Samuel Goldwyn Co., Los Angeles, named VP, television production, development.

**Will Wright**, VP-news director, KRIV(TV) Houston, joins WWOR-TV Secaucus, N.J. (New York), as news

director.

Appointments at WHOI-TV Peoria, Ill.: **Sheldon Ripson**, news director, WCMH-TV Columbus, Ohio, joins in same capacity; **Rusty Dunn**, reporter, and **Nancy Thiel**, weather anchor, named co-anchors.

**Linda Taira**, Washington correspondent, CBS News Newsnet, broadcast service for affiliates and foreign broadcasters, named correspondent for CBS News Northeast bureau, based in New York. **Reed Galin**, reporter, KPIX(TV) San Francisco, named correspondent for CBS News, based in Miami. **Vicki Mabrey**, reporter, WBAL-TV Baltimore, joins CBS News as Dallas correspondent.

**Mark Lipps**, Southwest regional manager, MTM Television, Dallas, joins Rysher Entertainment there as VP, Midwest sales.

**Linda Scutari**, national sales manager, Blair Television, New York, named VP.

**Robert Kotowitz**, editorial adviser and former senior VP/director, programming, WNET-TV New York, named to a senior fellowship at The Freedom Forum Media Studies Center, Columbia University, New York.

**Letty Aronson**, former VP, Museum of Television and Radio, New York, joins Jean Doumanian Productions there as VP.

Appointments, WETA-TV Washing-

ton: **Jerry Butler**, chief engineer, named VP, engineering; **Jim Schneider**, director, technical operations, named VP, operations, productions; **Jim Corbley**, manager, administration, named director, engineering, operations and productions.

**Bob Wormington**, VP/GM, KSHB-TV Kansas City, Mo., retires.

Appointments, KDFW-TV Dallas: **Kevin Morrell**, sports producer, ESPN, Bristol, Conn., joins station as executive sports producer; **Julia Jackson**, co-anchor, weekend news, named co-anchor, weeknight news.

**Bob Thill**, reporter/anchor, WDAF-TV Kansas City, Mo., joins KCTV-TV there as reporter.

Appointments, KWTX-TV Waco, Tex.: **Keith Daniels**, overnight anchor, WFAA-TV Dallas, joins as reporter; **Georgianne Bode**, part-time reporter, KWTX-TV, named reporter; **Robyn Howard**, intern, KHOU-TV Houston, joins as part-time reporter.

**Manuel Martínez Llorián**, network sales manager, Telemundo's WNJU-TV New York, named general sales manager.

**Kim Hindrew**, anchor, WMC-TV Memphis, joins NBC's *Nightside*, New York, in same capacity.

**Perry Chester**, general manager, KSNT(TV) Topeka, Kan., joins WQAD-TV Moline, Ill., in same capacity.



**Ron Shaull**, former head of corporate communications, Riverside Methodist Hospital, Columbus, Ohio, joins *Life Choices with Erie Chapman* as director, station relations.

**Ken Dubow**, VP/director, sales, Blair Entertainment, New York, joins Newgard Entertainment Ltd. there as executive VP.

**John Yomans Jr.**, managing director, Edge Capital Markets, New York, joins Animagic Entertainment there as executive VP, corporate finance director.

nance, corporate controller, Harron Communications, Frazer, Pa., named VP, finance, corporate controller.

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## RADIO

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**Ardie Gregory**, station manager, WWMX(FM) Baltimore, named VP/GM.

**Michael Young**, Eastern regional sales manager, CBS Radio Representatives, New York, named managing director, marketing. **Marc Gross**,

named executive VP, GM, Noble Broadcast, San Diego.

**Dave Richards**, GM, WBMQ(AM)-WIXV(FM) Savannah, Ga., joins WHHR(AM)-WFXH-FM and WHTK(FM) Hilton Head, S.C., in same capacity.

**Steve Heston**, regional manager/director, sales development and training, Radio One Broadcasting, Lincoln, Neb., named GM, KLDZ-FM, there.

**Jason Malamud**, sales manager, CD Media, New York, joins Katz Ra-



**Ardie Gregory**  
WWMX(FM)



**Michael Young**  
CBS Radio Reps



**Val DiCostanzo**  
WKLX(FM)



**Raymond Joslin**  
Walter Kaitz Foundation



**Timothy Boggs**  
Time Warner

**William Spears**, chairman, Spears, Benzak, Salomon & Farrell Investment Counselors, New York, named to board of directors, Osborn Communications Corp., New York.

**Mary Randel**, sales trainee, Katz American Television, Los Angeles, named sales executive.

**Dalys Hylton**, account executive, WPVI-TV Philadelphia, joins Katz American Television, New York, as sales executive.

**Lee Frischknecht**, assistant GM, KAET-TV Tempe, Ariz., retires.

**Jerry Colvin**, president/GM, WOTV-TV Battle Creek, Mich., assumes additional responsibilities as director, special projects, WOTV-TV and WOOD-TV, there.

**Jim Esser**, managing editor, KDKA-TV Pittsburgh, joins KRON-TV San Francisco as assistant news director.

**Steven Carlston**, executive director, local advertising sales, marketing, Walt Disney Television, Burbank, Calif., joins KSTU-TV Salt Lake City as VP/GM.

**John Quigley III**, assistant VP, fi-

New York sales manager, succeeds Young.

**Bruce Micek**, consultant, media broker, Micek Associates, St. Petersburg, Fla., joins CBN Radio Network, Virginia Beach, Va., as program manager.

**Val DiCostanzo**, local sales manager, WKLX(FM) Rochester, N.Y., named general sales manager.

Appointments, WHIO(AM)-WHKO-FM Dayton, Ohio: **Holly Logsdon**, account executive, WKRC(AM)-WKRQ-FM Cincinnati, joins as regional sales manager; **Donna Hall-Ganote**, account executive, named national sales manager.

**Jay Joyce**, general sales manager, WMMZ-FM Gainesville, Fla., joins WDJR-FM Dothan, Ala., as GM.

**Dick Rakovan**, radio group manager, Baum Broadcast Group, Wheeling, W. Va., joins WWRC(AM)-WGAY-FM Washington as GM.

**Mark Connell**, former GM, WNIV(AM) Atlanta, joins Salem Radio Representatives, Chicago, as Midwest regional manager.

**Mike Glickenhau**, GM/station manager, XTRA-AM-FM San Diego,

dio Group Syndication there in same capacity.

**Steven Cross**, VP/GM, WABS(AM) Arlington, Va., elected president, Eastern chapter, National Religious Broadcasters.

**Joe Cariffe**, VP, sales, WZMX-FM Hartford, Conn., named VP/station manager.

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## CABLE

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**Raymond Joslin**, VP, Hearst Corp., and group head, Hearst Entertainment and Syndication, New York, named chairman, Walter Kaitz Foundation, Oakland, Calif.

**Gil Aronow**, senior counsel, law, business affairs, MTV Networks, New York, named VP, senior counsel, law business affairs, VH-1, New York.

**Donald Silvey**, director, business development, MTV, New York, named VP, business development.

**Thoren Schoreck**, VP, sales, Matthews & Co., Dallas, joins Group W Satellite Communications, New York, as account executive.

**Morgan McChesney**, area manager, TCI Miami, named area manager, Chicago Cable TV, subsidiary of TCI Great Lakes, Deerfield, Ill.

**Michael Rusk**, assistant director, admissions, University of Denver, (Colo.), joins Mind Extension University, Englewood, Colo., as academic adviser.

**Patricia Robinson**, VP, human resources, E! Entertainment Television, Los Angeles, named senior VP, human resources.

Appointments, Courtroom Television Network, New York: **Richard McLoughlin**, account executive, Financial News Network/CNBC, Fort Lee, N.J., joins in same capacity; **Terence Patrick Moran**, assistant managing editor, *Legal Times*, Washington, joins as on-air reporter; **Richard Zackon**, principal, Brusking/Goldring and Media Edge, New York, joins as VP, research.

Appointments, Lifetime Television, Astoria, N.Y.: **Michele Conklin**, director, original series, named director, prime time series; **Lisa Ness**, director, original programming, named director, documentaries, specials; **Kent Alterman**, VP, managing director, Frankfurt Gips and Balkind, New York, joins as director, daytime programming; **Abby Gans**, senior publicist, Fox Television, New York, joins as director, talent.

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## ADVERTISING

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Appointments, Cranford Johnson Robinson Woods, Little Rock, Ark.: **Wayne Cranford**, chairman/CEO, named chairman emeritus; **Ron Robinson**, president/COO, named chairman/CEO; **Shelby Woods**, executive VP, chairman, executive committee, named president; **Tom Steves**, VP, director, account services, named executive VP, COO.

Appointments, SMASH Advertising, New York and Boston: **Linda Button** and **Rick Beyer**, creative directors and principals, named VP's, creative directors; **Karen Waer**, director, sales, marketing, and principal, named VP, sales, marketing.

**Steve Malone**, national sales manager, WBRC-TV Birmingham, Ala., joins TeleRep, New York, as account executive.

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## TECHNOLOGY

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**Peter Chadwick**, director, quality, product operations, Unisys Corp. Blue Bell, joins General Instrument Corp., VideoCipher Division, San Diego, as director, total customer satisfaction. **Lee Keenan**, consultant, Winnetka, Ill., joins General Instrument Corp., Chicago, as human resources director.

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## WASHINGTON

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**Timothy Boggs**, VP-public affairs, Time Warner, named senior VP-public policy. He is based in Washington. **Carol Melton**, Washington counsel, Time Warner, named VP-public policy.

New members, board of directors, United States Interactive and Microwave Television Association: **John Field**, attorney, McLean, Va.; **J. Oliver Lovato**, president/CEO, Orion Broadcasting Systems, Atlantic City, N.J.; **John Marple**, owner/operator, 720 Wireless Inc., Marco Communications, Inc., and MCC Venture Group; **Ivan Nachman**, president, Wireless Cable/Communications Endeavor, Seminole, Fla.; **John Rickle**, principal/executive VP, Comex Worldwide Corp., Miami; **Gerald Rourke**, attorney, Washington, and **Theresa Sontag**, sales, affiliate relations executive, United Video, Las Vegas.

**Susan Mann**, counsel, Office of Legislation and International Affairs, Patent and Trademark Office, U.S. Department of Commerce, joins Griffin/Johnson and Associates as principal.

**David A. Irwin**, **Allan C. Campbell** and **Thomas K. Crowe** have formed Washington communications law firm, Irwin, Campbell & Crowe. Irwin served as deputy chief, policy, FCC's Common Carrier Bureau; he and Crowe are former partners at Washington office of Hopkins & Sutter. Campbell is former partner at Dow, Lohnes & Albertson there.

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## DEATHS

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**Ralph E. Dippell**, 69, partner in consulting engineering firm Cohen,

Dippell & Everist, Washington, died Oct. 30 of cancer at his home in Bethesda, Md. He was president of the Association of Federal Communications Consulting Engineers in 1968-69. He was considered an expert in the design of multi-tower directional antenna systems and had appeared at FCC hearings as a witness. He joined the George C. Davis engineering consulting company in 1947 and specialized in radio and TV. He became a partner in 1956; the company later became Cohen & Dippell. Survivors include his wife, Evelyn Gooding, and two daughters.

**Frank (Bud) Abbott Jr.**, 72, president and part owner of WWGP(AM)-WFJA(FM) Sanford, N.C., died Nov. 28 of cancer at Central Carolina Hospital in Sanford, N.C. He was an air personality on WHAS(AM) Louisville, Ky., during World War II. He also worked in public relations for Radio Free Europe. In 1958 he purchased WWGP-WFJA. Survivors include his wife, Carolyn, one daughter and three sons.

**Marv Starks**, 30, reporter, WYFF(TV) Greenville, S.C., died Nov. 22 at Greenville Memorial Hospital after a long illness. During his career, he worked as a reporter for WRBL-TV Columbus, Ga., and as an anchor-reporter for KBLK-TV Denver and WSU-TV Wichita. Survivors include his parents, one sister and four brothers.

**Charlie Williams**, 62, TV actor and radio personality, died of cancer Oct. 15 at St. Thomas Hospital in Nashville. He began his career in radio and worked for KXLA, formerly in Pasadena, Calif. (now in Rayville, Tenn.), KFOX(FM) Redondo Beach, KSAY(FM) formerly in San Francisco, now Fort Bragg, Calif., and WSIX-FM Nashville. He appeared on TV shows including *Gunsmoke*, *Dragnet*, *Wagon Train*, *Highway Patrol* and *Elvis* and in commercials. Survivors include his wife and two sons.

**Joe Carter Salyer**, 51, chief operator, noncommercial WHCB(FM) Kingsport, Tenn., died Nov. 19 at WHCB in Bluff City, Tenn., after heart attack while he was attempting to fight a fire outside the station building. He had been with the station since its founding in 1983. Survivors include his wife, Frances, one son, one step-son, one step-daughter and his mother.



# Fifth Estater

## HOWARD NOLAN MILLER

It may be poetic justice that Howard Miller's diverse engineering career has led him finally to PBS just in time for a blossoming of its mission to educate. Peers who know him—experts in TV technologies, nuclear-powered engines, mass transit technology, not to mention management arts and sciences—will testify: He cannot get enough of learning.

Miller has flown in the vanguard in each of those fields. But an accurate schematic of his life might call not for a series of rising curves, but rather of widening concentric circles.

He appears tireless. During his undergraduate days, he put in 40 class hours a week both learning and teaching engineering. Today, when he is not busy implementing the world's first all-digital satellite TV network for PBS (opening the door for 40 to 50 more services), he is hammering out new TV standards with the Advisory Committee on Advanced Television Services (ACATS) and Society of Motion Picture and Television Engineers.

Whether designing a nuclear rocket engine for NASA in the 1960's, a transit system in Sao Paolo in the '70s or cable converters for Group W in the '80s, he has held fast to this axiom: "To remain locked inside your own organization is limiting; the best way you learn is always from the outside."

In the mid-'80s, "outside" became Japan. Sent to Tokyo by Westinghouse to head its Asian efforts, and known as U.S. representative to International Telecommunications Union standard-setting processes, he gained "incredible access" to Japan Broadcasting Corp., Matsushita and Sony.

He sent "notes" back home: Japan's aggressive plans to market higher-resolution, widescreen TV were "clearly going to bypass us all." By 1987, as informal liaison for the NAB, he helped arrange an NAB visit to Japan. Soon after, the FCC opened the HDTV standards process and formed ACATS, on which Miller continues to play a key role.

"I tried to hire him from Westinghouse" in 1988, says Joseph Flaherty, senior vice president of technology for



CBS. "There are great engineers and great managers. He is both."

Like many engineers coming of age in time for the space race, Miller learned first by doing. During high school, he repaired radios for a Chevrolet dealer in Bluffton, Ohio. And when the Navy put the 19-year-old to work repairing aviation electronics, he set up his own private tuition system, trading his self-taught TV-set repair know-how for veteran avionics expertise.

In 1961, building on a stint as senior engineer with Martin Marietta's Nuclear Division, he joined Westinghouse as project manager of the Nuclear Engine Rocket Vehicle Assembly Project (NERVA). For the next nine years, directing a staff of 400, he designed and tested "a reactor the size of a table able to generate the power of a Hoover Dam" for a round

trip to Mars.

Although NERVA ended in mothballs, he learned another axiom: "Whatever the industry, system engineering applies. You have to learn the language, the peculiarities. But if you have a vision, and you and your organization are willing to commit to that vision, you can achieve incredible things."

With what Flaherty, ACATS Chairman Richard Wiley and others describe as a disarmingly quiet and honest persuasiveness, Miller has demonstrated that belief more than once. In 1971, Westinghouse asked him to infuse a static mass transit division with science. Within five years it showed a profit, and by 1979, with high-tech transit systems built in San Francisco, Atlanta and Sao Paolo, he became director of technology at the corporate level.

In 1981, Westinghouse bought the far-flung Group W broadcast and cable properties. Assigned to solve "massive consumer cable equipment failure," he created an evaluation lab and brought his relationships with Japanese and other manufacturers to bear.

In improving service and cutting costs, and in a project to value Group W on the stock market, he may have done too well. Westinghouse sold high. PBS persuaded the company to give its technology chief a sabbatical—just in time to negotiate an all-digital satellite interconnection system with AT&T. Just in time to buy his first sailboat, a 37-

footer he has learned to navigate on the Potomac River—only a part-time occupation, at least "until I'm secure our vision will be carried out." ■

Senior vice president, broadcast operations, engineering and computer services, PBS, Alexandria, Va.; b. July 10, 1933, Allen County, Ohio; BS, mechanical engineering, Tri-State University, Angola, Ind., 1958; aviation electronics technician first class, Naval Air Station, Oceana, Va., U.S. Navy, 1951-56; senior engineer, nuclear division, Martin Marietta, Baltimore, Md., 1959-61; project manager, Nuclear Engine Rocket Vehicle Assembly project, Westinghouse, Pittsburgh and Las Vegas, 1961-71; chief engineer, mass transit division, Westinghouse, Pittsburgh, 1971-79; director of technology, Westinghouse Electric Corporate Headquarters, Pittsburgh, 1979-81; VP, technology and special projects, Group W, Westinghouse, New York, 1981-85; executive VP, Westinghouse Asia, Tokyo, 1985-88; present position since 1988; m. Kay Lodsdon, July 1963; children: Linda, 38; Edward, 29, and Deborah, 26.

## Broadcasting

# In Brief

Myers Reports predicts that **media spending will show real growth of 2%-3% in 1993, 7%-8% after factoring in inflation.** Myers anticipates post-inflation spending on television to be highest for local cable, up 30%-35%, and network cable, up 13%-15%. The study puts post-inflation 1993 growth for network television at 8%-10%; 6%-7% for spot TV, and 9%-10% for syndication.

**The biggest network TV advertiser** for the first nine months of the year was **Procter & Gamble**, but **the packaged goods giant's spending**, at \$334 million, **was down 7%** from the same period last year, according to Arbitron's MediaWatch service. Other top advertisers also spent less in the first nine months of 1992 than in the same period in 1991. Rounding out the top five:

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 22. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....	14.3/220/98
2. Star Trek .....	13.4/245/99
3. Jeopardy! .....	12.5/211/98
4. Oprah Winfrey Show .....	12.1/235/99
5. Entertainment Tonight .....	9.3/179/95
6. Dirty Dancing .....	9.0/203/93
7. Wheel Of Fortune-wknd .....	8.4/187/96
8. Married...With Children .....	8.2/184/79
9. Inside Edition .....	7.7/166/93
10. Roseanne (M-F) .....	7.1/132/85
11. Designing Women .....	6.6/207/99
11. Donahue .....	6.6/219/99
13. Cosby Show .....	5.7/198/97
14. Hard Copy .....	5.6/153/93
15. Baywatch .....	5.5/172/93
15. Sally Jessy Raphael .....	5.5/215/98

Philip Morris with \$294.2 million (12% from last year); General Motors, \$284.7 million (-21%); Pepsico, \$212.2 million (+19%), and Kellogg Co., \$190.7 million (+1%).

**Tele-Communications Inc. said it**

**made registration for potential offer of \$1.3 billion in securities**, at least half of which would be medium-term notes. Combined with previous "shelf" registration, the company is in a position to offer \$2 billion in notes and warrants, which it has indicated would be used for general operations and for the repurchase of common stock.

President-elect Bill Clinton has picked attorney **Ronald Plesser to join Clinton's Science and Technology group** as head of communication issues reporting to Sally Ride. Plesser, currently with Baltimore-based firm Piper & Marbury, has represented Information Industry Association many times regarding Caller ID, data bases and other issues of privacy.

**WORD-FM Pittsburgh was sold by**

## ARBITRON: NEW RATINGS SERVICE, NEW PRESIDENT

**O**n the verge of announcing plans to unveil a new technology to measure radio and television audiences—said to be a portable, passive peoplometer—Arbitron also revealed it is getting a new president.

The company said last week that Anthony (Rick) Aurichio, 56, was retiring from Arbitron, effective immediately. He is being replaced by Stephen Morris, 49, who was president and chief executive officer of Vid-Code, a media company that tracks broadcast commercials. He also spent 18 years with General Foods, at one time heading the Maxwell House division.

Aurichio's departure had been planned for the first of the year, but a newspaper in Minneapolis, where Arbitron parent company Ceridian Corp. is based, got wind of the impending change, forcing Arbitron to announce it early and Aurichio to leave the company sooner than planned.

Several sources close to the company said they believe Aurichio was forced out, largely because of the failure of ScanAmerica, Arbitron's single-source national ratings service that was folded in September (BROADCASTING, Sept. 7). Aurichio is the second head of a Ceridian division to leave the company in the last

few weeks, causing some to speculate that Ceridian Chairman Lawrence Perlman is housecleaning.

With Morris now at the helm, Arbitron will hold a press conference this week to unveil its new ratings measuring service, in what appears to be the company's next major step after ScanAmerica. Sources say the new technology is a passive peoplometer, one that does not require viewers to press a button. The system is based on a sort of tag that would attach directly to a viewer, perhaps on clothing or a watch, and would measure both radio and TV viewing. Unlike traditional peoplometers, these would also track out-of-home viewing. Arbitron is also expected to announce both a U.S. and a Canadian partner for the new venture.

A.C. Nielsen says it has experimented with a wearable passive peoplometer, but was not pleased with its results. Nielsen is currently testing another passive peoplometer, a box that sits on the TV and, through computer imaging, takes a picture of the faces watching the TV (comparing those images to those of household member faces that are stored in the computer's memory) and scans the room every few seconds to record viewing length.

—SDM





The Boston Radio Group celebrated its new association with the Katz Radio Group with a party in the Skylight Room of New York's Puck Building last week. Among those present were (l-r): Gordon Hastings, Katz president; Steve Dodge, Boston chairman-CEO; singer Jeffrey Osborne, who provided the entertainment, and Richard Balsbaugh, Boston president-COO.



CBS/Broadcast Group President Howard Stringer (l), a Welsh native, talks with Leslie Hill, chairman of Britain's Central Independent Television. Hill was in New York last week on an annual visit that was capped by a reception honoring CIT for its donation of programming to the Museum of Television and Radio. In addition to holding the ITV license for the region surrounding Birmingham, CIT is also the parent company of U.S.-based animator Zodiac Entertainment, and is a 31% shareholder in long-form television producer World International Network.

Salem Communications to Entertainment Communications Inc. (Entercom) for an estimated \$4 million. Salem recently sold WKPA(AM) and acquired WPIT-AM-FM, all Pittsburgh ("Changing Hands," Nov. 2). It owns nine AM's and six FM's. Entercom is also licensee of WEEP(AM)-WDSY(FM) Pittsburgh, and owns three AM's and 11 FM's. Brokers: Gary Stevens & Co. and Blackburn & Co.

**KBTM(AM)-KJBR(FM) Jonesboro, Ark., was sold** by Patteson Brothers Inc. to Duke Entertainment for \$1.75 million. Seller has no other broadcast interests. Buyer, headed by Larry Duke, also owns KFIN(FM) Jonesboro, Ark. Broker: Sunbelt Media (Bill Caite).

**GTE Spacenet has sold its Spacenet I to the China National Postal and Telecommunications Administrations Corp.** for an undisclosed amount. The bird, GTE's first satellite, was launched on May 22, 1984, and will be used by the China Telecommunications Broadcast Satellite Co. The satellite, now at 120° WL, will be moved to the Eastern Hemisphere in the first quarter of 1993.

In a switch that took the New York radio market by surprise, **GAF Broadcasting last week named Randy Bongarten as president-GM**, replacing Matthew Field, who resigned. Bongarten had been executive VP of Emmis Broadcasting. GAF owns classical music WNCN-FM New York.

**Several cable supply stocks made major gains** adjacent to the Western Show last week. Scientific-Atlanta is up 25% over the last few weeks, closing Friday at 38¼. Also showing gains were supply companies C-Cor and Burnup & Sims. Despite the announcement of a major contract with TCI, General Instrument saw little action during the week. TCI continued to gain—it was up 15% over the past two weeks, closing at 20½. Disney was off 5% during the week in which top two officers, Michael Eisner and Frank Wells, sold major portions of their stock holdings.

**Correction to Los Angeles November sweeps averages** in Nov. 30 "In Brief" (NSI, Oct. 29-Nov. 25, sign-on to sign-off): KABC was first with 6.7/17, followed by KNBC (5.1/13), KCBS (4.8/12), KTLA (4.1/10), KTTV (3.8/10), KCOP (3.0/8), KCAL (2.8/7).

## FCC UPHELD IN REPEAL OF FAIRNESS COROLLARY

The U.S. Court of Appeals in St. Louis last week upheld the FCC's repeal of the ballot-issue corollary to the fairness doctrine. The case stemmed from the FCC's denial of a complaint against KARK-TV Little Rock, Ark., for allegedly failing to give adequate coverage to one side of a controversial issue. In dismissing the original complaint, the FCC said it was not necessary to make a determination of whether coverage of an issue was reasonable, because "any requirement that licensees provide balanced coverage of ballot issues is entirely derived from the fairness doctrine," which the FCC repealed in 1987. The court for the Eighth Circuit, which undertook its own review of fairness doctrine history in reaching its decision, affirmed the commission's reasoning, saying: "It is within the discretion of the agency to change its interpretation of what 'operation in the public interest' entails and, absent abuse of that discretion, we cannot reverse such an agency determination." The court concluded that "the elimination of the fairness doctrine is an appropriate agency response to changed circumstances." The Radio-Television News Directors Association still has a standing petition with the FCC—since 1987 and refiled in 1990—asking that the commission do away with the remaining corollaries, which include personal attack and political editorializing rules.

—JE

# Editorials

## FAST FORWARD

**J**ust when the cable industry looked to be down and out, along comes TCI to pre-empt the future. Just as the Western Show opened, CEO John Malone announced the company would invest \$200 million to roll out digital compression among subscribers to the nation's largest MSO by 1994. It was a quantum leap everyone knew would come but no one knew when to expect.

The news further separates the cable industry from ordinary mortals in the field of telecommunications. At its longest reach, the TCI plan could offer subscribers more than 500 channels, a prospect that staggers the mind. You have to be a true televisionary to conceive of so much television at the command of the American consumer, yet that is the challenge laid down last Tuesday (Dec. 2) in Anaheim. This page remembers a similar moment, coincidentally another Dec. 2 milestone at a Western Show in Anaheim, this one in 1976 when what was billed as "the first commercial cablecast ever made on a live, national basis" was demonstrated.

The first beneficiary of this new digital technology will be pay per view, and the first victim could be the corner video store. In short order, American consumers can anticipate 50 channels of cable spectrum devoted to movies on demand. And just behind that will line up the prospectors of ad hoc television programming, offering discrete program units to smaller and smaller audience segments.

It's virtually certain that the television universe of five years hence will bear little resemblance to today's. Compression will be joined and compounded by multimedia—the marriage of television and interactivity and computers and the kitchen sink—into a video concoction that will rewrite the norms of communication.

The more things change, goes the cliché, the more they stay the same. Not this time.

## FAIR ASSESSMENT

**A**n appeals court in St. Louis last week upheld the FCC's repeal of the ballot-issue corollary of the unconstitutional fairness doctrine. The doctrine's corollaries all would and should have fallen when the doctrine was scrapped were it not for the political necessity of throwing fairness doctrine fan John Dingell a bone. The eighth circuit court, which made its own review of the doctrine's history, came to the same conclusion as the current FCC and this page's authors, which is that "it is within the discretion of the agency to change its interpretation of what operation in the public interest entails," and that in this case "the elimination of the fairness doctrine is

an appropriate agency response to changed circumstances."

The Radio-Television News Directors Association has a standing request with the FCC—since 1987—that it drop the rest of the corollaries. We encourage the FCC to finish the job and act on that petition.

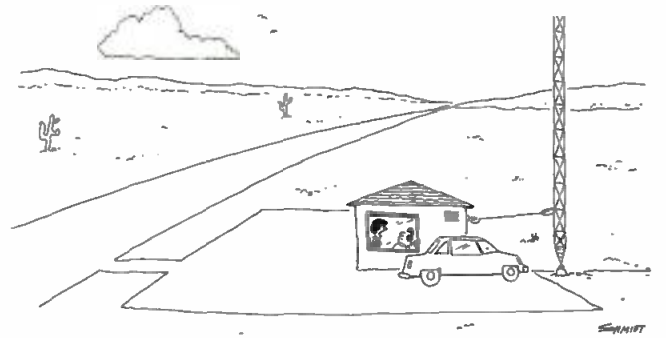
## THE PARTY'S OVER

**T**he song is gone, but the melody lingers. New York and the nation lost a piece of radio history last week when WNEW(AM), long a haven for the pop standards pushed aside elsewhere on the dial by changing tastes, officially changed formats as new owners began plans for an all-news station with a heavy emphasis on business.

In its heyday, WNEW was as much a fixture on the radio landscape as the Empire State Building on the New York skyline. The late John Van Buren Sullivan, who spent most of his career at the station and personified its classy image, once pointed out that WNEW's approach was not only to cater to the musical tastes of its listeners, but to cultivate them. The station did both so well that in the early 1960's it was one of the most profitable outlets in the country.

WNEW's classy sound will now change partners, as WQEW(AM) seeks to carry the torch song to a town whose musical heart once beat to the sounds of Sinatra, Bennett, Holliday and Eckstein and the familiar voices of Martin Block, Gene Klavan and William B. Williams.

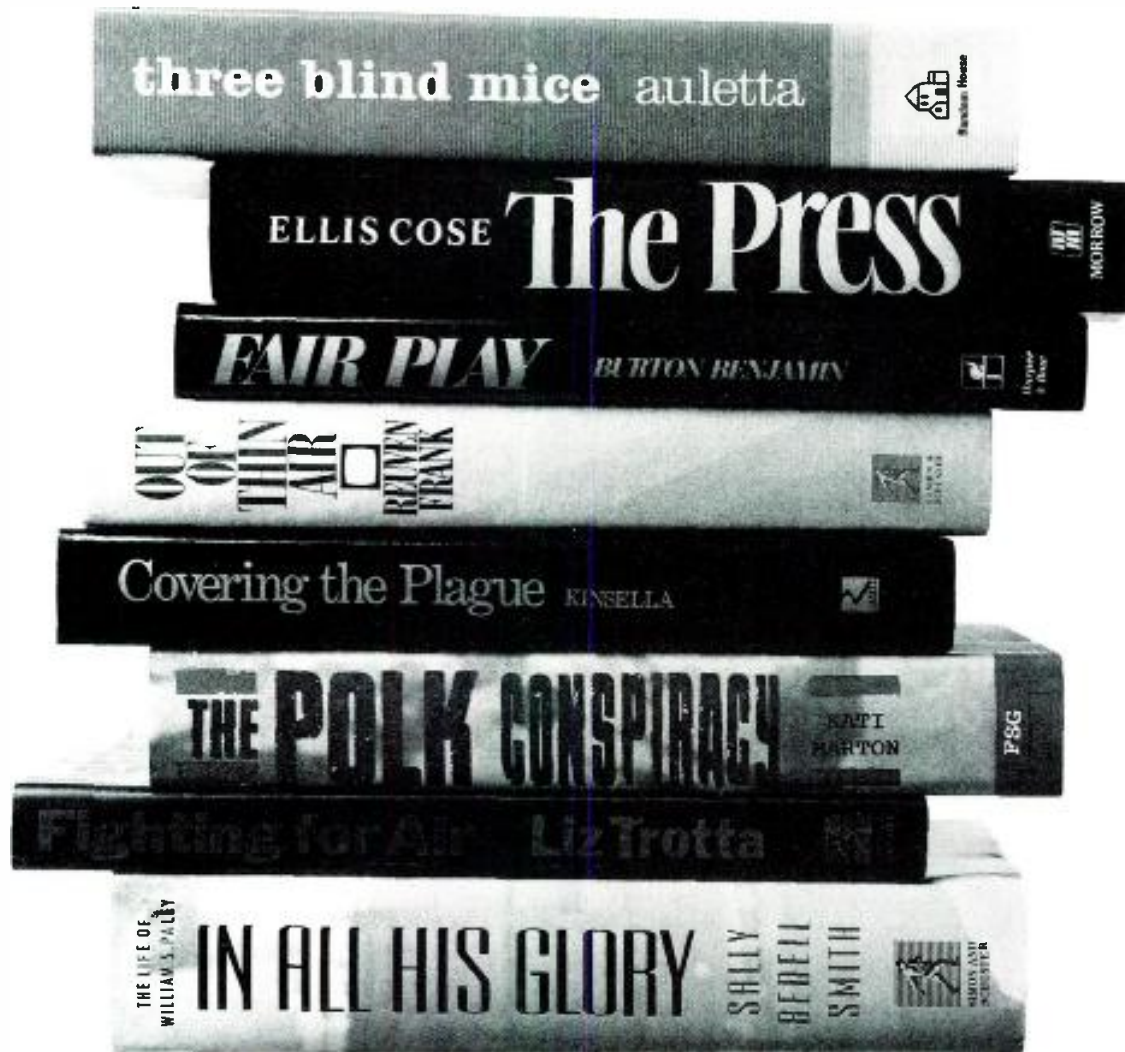
"New times always" is a motto prominently displayed in these quarters. We wish the best to a new businesslike WNEW and a standard-bearing WQEW. At a WQEW gala kicking off its new format last week, one of the first songs was "The Best Is Yet to Come." We hope they're right. Still, there was a little magic lost in the symbolic boarding up of the original Make Believe Ballroom.



Drawn for BROADCASTING by Jack Schmidt

"The boss says don't park so close to the building—he wants to reserve that space for clients."





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