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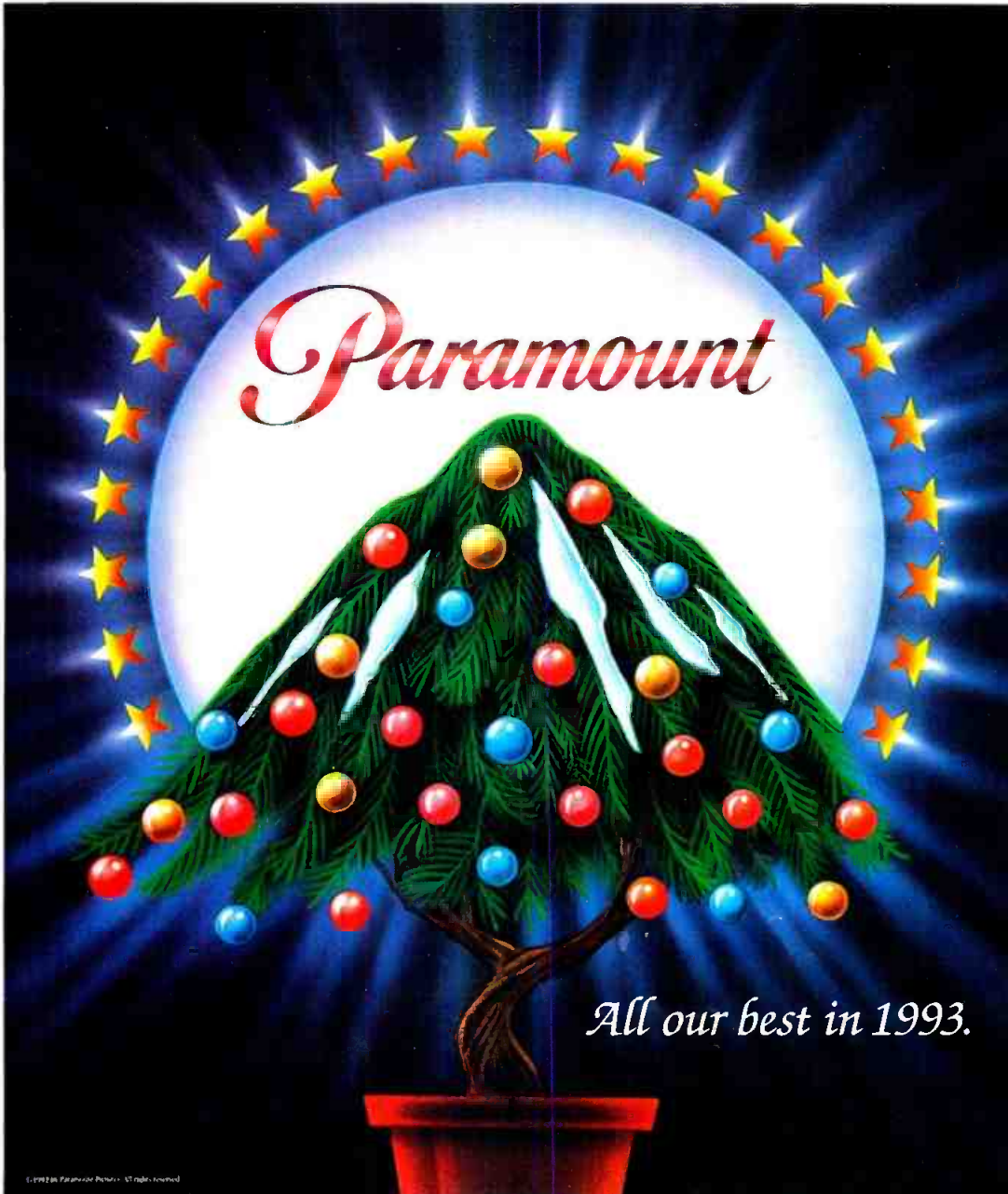
Broadcasting

62nd YEAR

FIRST IN TELEVISION CABLE RADIO SATELLITE

1992 □ \$2.95

- FIN SYN SETBACK FOR NETWORKS
- FCC LAUNCHES RATE REG PROCEEDING
- 'CHEERS' CALLS IT QUITS AFTER 11 SEASONS



A GAMERS PUBLICATION
SPECIAL REPORT
TALK SHOWS
 Vol. 122 No. 51

What's Up With Jenny Jones, New Format In The November Sweeps?

11/92 vs. 11/91
Time Period Share

WWOR In New York Is UP!	+30%
KNBC In Los Angeles Is UP!	+50%
WMAQ In Chicago Is UP!	+70%
KRON In San Francisco Is UP!	+38%
WDCA In Washington Is UP!	+100%

WSB In Atlanta Is UP!

+20%

KTZZ In Seattle Is UP!

+100%

KMSP In Minneapolis Is UP!

+25%

WTMJ In Milwaukee Is UP!

+8%

KCTV In Kansas City Is UP!

+64%

KMOV In St. Louis Is UP!

+38%

WXIN In Indianapolis Is UP!

+43%

WTTA In Tampa Is UP!

+100%

KPDX In Portland Is UP!

+167%

KENS in San Antonio Is UP!

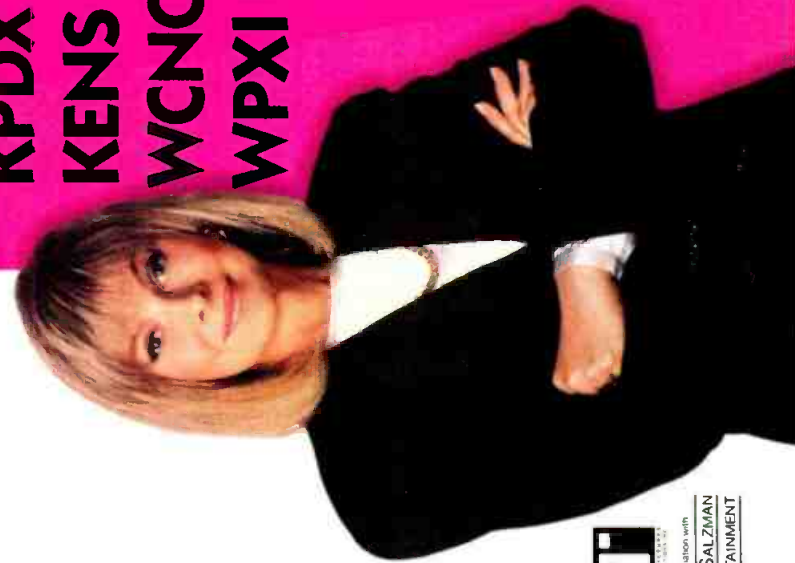
+12%

WCNC In Charlotte Is UP!

+60%

WPXI In Pittsburgh* Is UP!

+90%



NEW FORMAT!

JENNY JONES



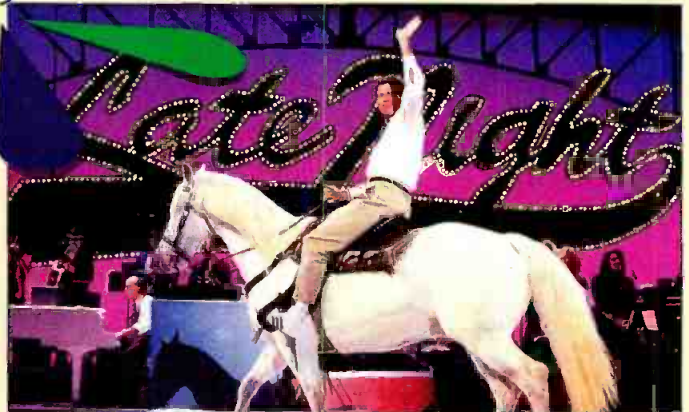
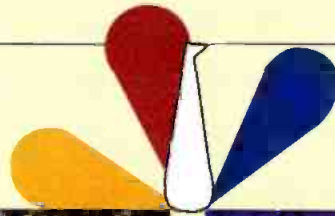
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Top of the Week



After 11 seasons as one of NBC's highest-rated series and a linchpin of its Thursday night dominance, 'Cheers' is bowing out (see page 39). Meanwhile, NBC's late-night host David Letterman accepted a CBS offer for an 11:30 p.m. slot and a \$16 million-a-year salary. NBC still

'A HELL OF A WEEK' FOR NBC

has an opportunity to match the bid. The battle between CBS and NBC over late night clearances will likely determine Letterman's home next year. Said NBC President Bob Wright last week: "It's been a hell of a week" (see pages 11, 14 and 35).

ANOTHER NEW YEAR UNDER FIN-SYN

Move to relax or eliminate rules gathers steam, but probably not in time to allow the networks to negotiate for backend rights for next year's new shows

By Harry A. Jessell

Early next year, the major broadcast network will negotiate with producers for new programs for their fall schedules. And as they have for the last two decades, they will be barred (or at least substantially restricted) from dealing for the backend rights that would let them share in the billions of dollars earned from the syndication of the most popular of the shows as reruns.

A three-judge panel of U.S. Court of Appeals in Chicago, which last month found the FCC's 1991 financial interest and syndication rules "unreasonable and unreasonable," last week said the rules could nonetheless stay in effect for 120 days—until early

April—while the FCC attempts to re-draft them in a way the court might find acceptable.

The networks had urged the panel to knock out the rules—a move that, if coupled with elimination of the fin-syn consent decrees, would have freed the networks to negotiate whatever program deals they could and to enter, without restrictions, the domestic syndication business. The consent decrees mirror the tough 1970 fin-syn rules the 1991 rules supplant.

As things now stand, the best they can hope for is swift action on the decrees. If U.S. District Court Judge Robert Kelleher repeals the decrees, as most believe he will, the networks will at least be able to take advantage of what they consider the limited op-

portunities inherent in the 1991 rules. But swift action is not a given. Such decisions are rendered "after months, not days or weeks," said Richard Cotton, NBC vice president and general counsel.

"It's more than painful," said Cotton. "These restrictions should have been gone in the mid-1980's," he said. "And here we are talking about missing another year....It's unfair in the extreme that three competitors and only three are being restrained in the marketplace."

"We will be left working on the margins," he said. "It's going to be much harder to do what we want to do—compete with the major studios in making financing available to talent and independent producers. That's

The Russos
and the
Sinclairs
have
something
in common...



Great

Now sold in over
including the
the pas



WUAB, Cleveland
KDNL, St. Louis
WTTV, Indianapolis
KPDX, Portland
WCCB, Charlotte
WHNS, Greenville
KABB, San Antonio
KDSM, Des Moines

These stations join
clearances, including
sold in the

Blossom

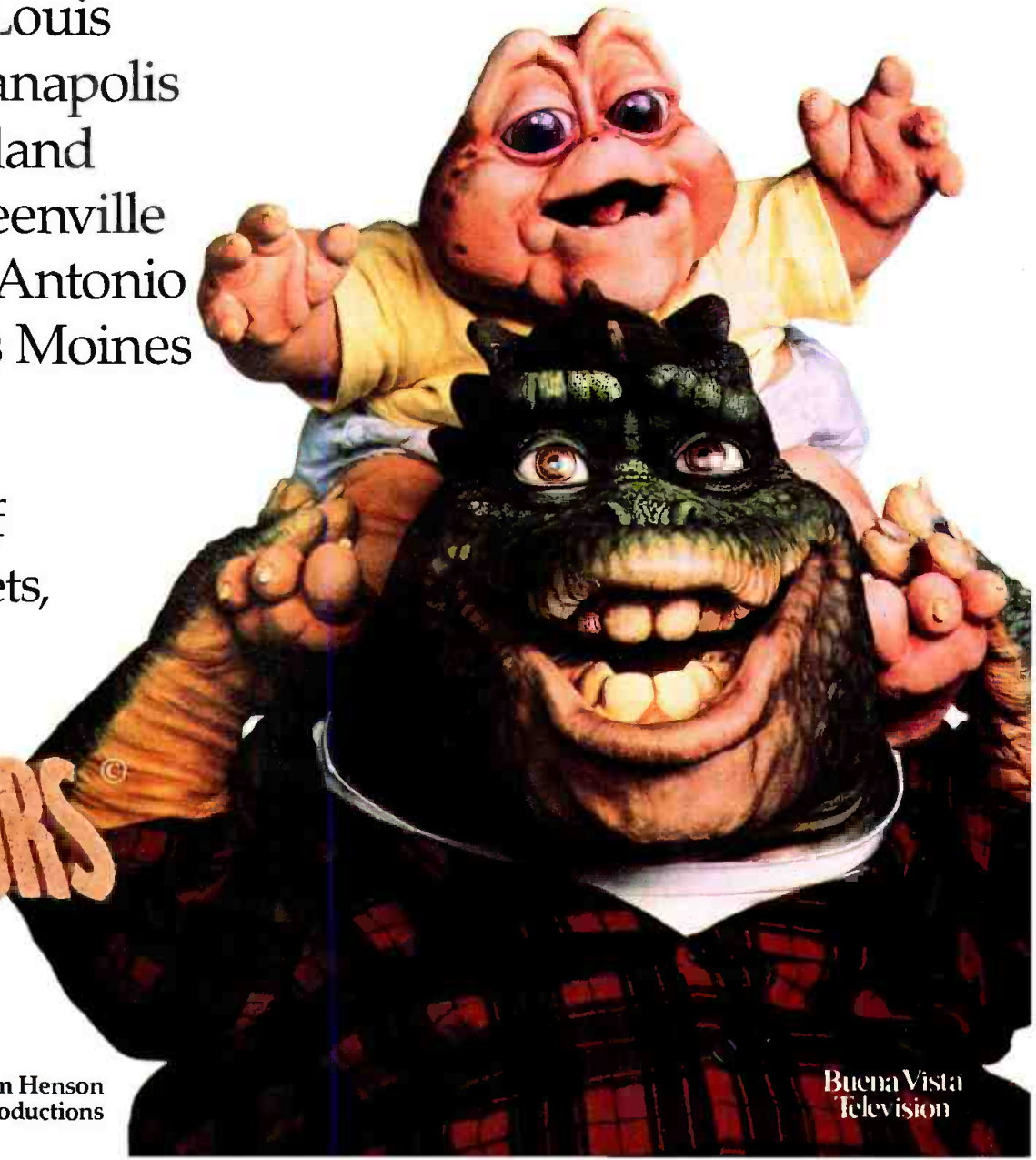
Sales!

50% of the country,
12 markets in
one week alone!

WUAB, Cleveland
KDNL, St. Louis
WTTV, Indianapolis
KPDX, Portland
WHNS, Greenville
KABB, San Antonio
KDSM, Des Moines

An impressive list of
of the top 5 markets,
first three weeks.

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precisely what the rules prohibit."

Despite the networks' grouching about the 1991 rules, they are eager to take advantage of them.

In addition to repealing all restrictions on non-prime time programming, the 1991 rules permit the networks to syndicate all programs they produce and certain programs they co-produce, but such shows are limited to no more than 40% of the prime time schedules.

What's more, the rules would allow the networks to acquire interest and syndication rights in programs produced by independent producers, but subject to an "anti-extraction" safeguard, which would require the network to wait 30 days after negotiating the basic licensing agreement before negotiating for backend rights.

The networks would be able to syndicate the outside-produced programs overseas, but would have to syndicate them domestically through "independent third-party distributors."

David Westin, vice president and general counsel, Capital Cities/ABC, said operating under the new rules would "give us more flexibility." He said ABC will take advantage of the opportunities that come from produc-

ing or co-programming shows.

Nonetheless, the networks still deserve greater freedom, he said. Rules permitting networks to acquire rights in outside-produced programs look good on paper, Westin said, but as a practical matter the two-step negotiation requirement discourages the networks from obtaining rights. "If you are going to have an interest in the show, you must secure them before the show exists, before the script is written and the show goes into production."

The 1991 rules represent a significant step but "we are still a long way from being there," he said.

Barbara Brogliatti, spokesperson for the Hollywood-led coalition that has fought to preserve strict rules, said the networks could plunge deeply into Hollywood business if the decrees vanished and the 1991 rules took effect—too deeply.

The 30-day safeguard would be ineffective in preventing networks from extracting concessions from producers, Brogliatti said. The backend negotiations should be put off until after the networks have scheduled the show so that backend rights do not become a condition of scheduling, she said.

In its latest ruling, the court panel indicated it would entertain a request for an extension of the 120-day deadline, but added the burden will be on the FCC "to persuade us that despite its fault the networks should not be unleashed to compete in the programming market without restriction."

In a related development, Circuit Judge Richard Posner, author of the two fin-syn opinions for the Chicago panel, last week again declined to recuse himself from the case for conflict of interest. After Posner first rejected their request for recusal, Hollywood and other fin-syn proponents asked the full panel to consider the matter. But in a ruling mailed to the parties, Posner said the other two judges were not interested in the issue and so rejected the renewed request on his own. The proponents believe Posner should be disqualified because of an anti-fin-syn brief he wrote for CBS in 1977, when he was a university professor.

Because of the tight deadline, the three-commissioner FCC majority that favors the rules may launch the new fin-syn proceeding prior to the next FCC meeting, which is scheduled for Jan. 14. ■

PRESS ANSWERS MILITARY'S CRITICISM OF COVERAGE

Journalists last week were quick to counter complaints by the Pentagon that press coverage of the arrival of U.S. troops in Somalia impeded the military's ability to do its job. Central to the military's complaints was the presence of bright camera lights as Marines arrived on the beach in Mogadishu (see photo).

Radio-Television News Directors Association President David Bartlett responded: "They invited us to the event and told us exactly when and where it would occur. They shouldn't be complaining after the fact."

Added Ernie Ford, executive director of the Society of Professional Journalists: "It is unfortunate that the Pentagon has decided—after the fact—to blame the press for a plan of coverage it had previously approved. It is misleading to the public and an unfair report of what actually occurred."

Among coverage by the networks, CNN's live prime time reports on the landing of the Marines on Tuesday night scored a 3.2/5 in cable homes, representing more than 1.9 million homes, up from the network's typical 1.7/2.6.

—RB



NETS ADOPT VIOLENCE CODE

By Randy Sukow

ABC, CBS, and NBC agreed last week on 15 broadly worded standards to reduce programs of "gratuitous" or "excessive" violence and scenes that "depict violence as glamorous."

"A free society can solve its problems without government censorship. We are moving toward a solution," said Senate Judiciary Committee member Paul Simon (D-Ill.), sponsor of the 1990 Television Violence Act, at a Friday (Dec. 11) press conference in Washington. Simon said network representatives assured him the effects of the guidelines "should be evident" in fall 1993 programming.

The 1990 act gave the broadcast and cable industries a three-year anti-trust exemption to develop violence guidelines. That exemption expires at the end of 1993. The networks also agreed to organize an industrywide TV violence conference in Los Angeles this spring and to invite program producers, cable programmers and independent TV stations to participate. The Motion Picture Association of America accepted the invitation.

Simon refused to speculate on what Congress may do if the cable industry does not approve similar standards, but was optimistic that cable would act. In fact, cable programmers were more cooperative than the broadcast networks during the drafting of the Violence Act, he said.

But House Crime and Criminal Justice Subcommittee Chairman Charles Schumer (D-N.Y.) was less optimistic. Schumer was annoyed that the two most influential cable channel owners, Time Warner and Viacom, declined to appear at a hearing on television violence and teen crime scheduled for Dec. 15 in New York. "If they don't show up, they've got something to hide and they cannot defend their position," he said.

The National Cable Television Association says it will submit a written statement to Schumer before the hearing and that Dr. George Gerbner of the University of Pennsylvania, one of the witnesses for tomorrow's hearing, is researching TV violence for an NCTA-commissioned study. ■

NEW YEAR UNDER FIN-SYN / 4

Although the rules stand a good chance of being relaxed or eliminated, fin-syn restrictions still govern the networks as they negotiate for a new season.

DILLER'S HOME SHOPPING / 14, 50

Former Fox chairman Barry Diller emerged in the home-shopping market last week, acquiring a stake in QVC and fueling the speculation that industry suitors plan a merger between QVC and Home Shopping Network.

SPECIAL REPORT: TALK SHOWS / 22

The number of TV talk strips on the air—now totaling 16—is expected to hit two dozen by next season, and a BROADCASTING Special Report looks at the status of the genre and some of the upcoming projects.

END OF 'CHEERS' / 39

Rather than wait for last call, NBC's highly rated *Cheers* will leave the air "while it's still fun and creative," the show's producer, studio and stars decided last week.

CABLE SUPPLIER STOCKS CLIMB / 51

Cable company commitments to fiber-optic and digital-compression upgrades have created a bull market in equipment-manufacturer stocks.

OWNER'S NEW PHILOSOPHY / 54

Radio group owner

This Week



Dozen new talk strips in works to join top-ranked 'Oprah' (p. 22)

Bill Phalen has re-entered the station-trading market with "a retailer's mentality," which means calculating ad rates not with Arbitron numbers but with demand pricing.

RECOMMENDATIONS TO CLINTON / 56

Recommendations on telecommunications issues by the Progressive Policy Institute, a think tank with the ear of President-elect



Quits for 'Cheers' (p. 39)

Clinton, include a national discussion of TV's impact on families.

COURT DATE FOR MUST CARRY / 62

A three-judge panel formed to review the 1992 Cable Act scheduled oral arguments on must-carry challenges for March 4 and put enforcement of the must-carry provision for noncommercial stations on hold.

COMPRESSION PLUS THREE / 64

A cable modulation scheme from Zenith Electronics offers the possibility of squeezing nine signals, rather than six, per channel.

MONEY PICTURE AT ABC / 66

In spite of good ratings results for the network, a weak revenue picture is holding down profit growth for the near term, Capacities/ABC President and CEO Dan Burke told the PaineWebber media conference in New York last week.

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FCC, HILL KEEP CLOSE TABS ON CABLE RATE INCREASES



Commission also advocates uniform benchmark approach to rate regulation; plans to survey MSO's for information

By Joe Flint

Cable systems raising their rates before the FCC sets rate regulations be warned: The commission is prepared to roll back rate increases if they exceed whatever "benchmark" figure is established for basic rates.

Congress is watching too. In a letter to the FCC, Senate Commerce Committee leaders told FCC Chairman Alfred Sikes that "in what appears to be an attempt to evade the law, many cable companies are raising rates before the FCC's rate regulations are in place.... We urge you to pay particular attention to those cable operators who rush through rate increases in anticipation of rate regulation."

For now that does not appear to be a problem. At last week's FCC meeting, in which several proposals for rate regulation were issued, commissioners also made clear that the intent of Congress would not be forgotten.

"If cable systems fall outside the benchmark established, they are in deep trouble," said FCC Commission-

er Sherrie Marshall.

Commissioner Ervin Duggan added that "we will not be indifferent."

At a press conference after the meeting, Office of Plans and Policy Chief Robert Pepper said of the systems raising rates: "It's not wise, not in the public interest and may not even be legal."

With regard to rate regulation, the commission all but dismissed the idea of a rate-of-return or cost-based approach to regulation, which, the commission said, would be difficult "when it is unable to gather the information necessary to implement other alternatives."

Under the favored benchmarking approach, the commission would either establish a rate or a simple formula to establish a rate. Cable systems above the rate would have to reduce their rates to meet the established standards unless higher rates could be justified.

Other methods of establishing a benchmark listed by the commission include using rates charged by systems facing effective competition,

which the Cable Act describes 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. The commission may also try to determine average rates of cable systems.

The FCC will seek comments on whether using pre-1984 Cable Act rates would be acceptable or whether price caps are appropriate.

As reported last week, the FCC is going to ask certain cable systems to open up their rate books for commission inspection. The FCC plans on collecting rate data from systems with and without effective competition to help it establish benchmarks.

Neither the commission nor the cable industry's trade association, the National Cable Television Association, have been able to give an estimate on how many cable systems face effective competition. FCC staffers have indicated that the number is too small to be the only factor in determining rates.

The commission will also survey the rates of some 250 cable systems not facing competition.

While it was clear by the end of last week's meeting what the commission was thinking on rate regulation, program access still remains a mystery.

The FCC is charged with adapting rules prohibiting a cable operator affiliated with a cable programmer from exercising undue influence and preventing price discrimination between cable programming services and satellite programming vendors.

That means determining just what an "unfair," "deceptive" or "discriminatory" practice is and deciding how to prevent such practices.

Commissioner Marshall described the process as "murky," adding: "What is the standard of harm?... There are a lot of nuances and no clear uniformity...."

"I hope when we are finished we'll

CABLE ACT SCORECARD

Other activity at last week's meeting included:

- A proposal to implement regulations to prevent cable operators from forcing subscribers to buy any tier of service—other than basic—in order to obtain programming offered on a per-channel or per-program basis, such as HBO. Operators will also be prohibited from discriminating between basic and other subscribers with regard to rates for those extra pay services. Cable systems unable to comply with the "buythrough" prohibition will have 10 years to eliminate technical impediments.

- A request for comments on how to establish equal employment opportunity guidelines. The penalty for EEO violations will be raised from \$200 to \$600. Broadcasters are also facing new rules, since the Cable Act directs the FCC to conduct a mid-term review of TV broadcast licensees' employment practices and inform licensees of needed improvements. No fines will be issued during mid-term reviews.

- The launching of a customer-service rulemaking proceeding that includes determining what, if any, role the commission should play in overseeing a cable operator's customer-service record. The National Cable Television Association has submitted standards that were praised by the FCC.

—JF

know what discrimination is."

Commissioner Andrew Barrett asked if the FCC has the resources to track programming ownership interests and wondered if there was a "possibility of ownership interests shifting because of the rules."

Commissioner James Quello also expressed a problem with at least the theory behind program access. "Forcing programmers to sell to competitors is not exactly free enterprise at work." But, he added, he thinks there is room

for abuse "when you have that power."

The FCC is also going to look at ownership limits and crossownership restrictions for cable operators.

The commission asked whether allowing an individual cable system to reach 25% to 35% of all cable subscribers was appropriate. Currently, Tele-Communications Inc., the largest MSO, reaches about 15% of the nation's cable households.

Some commissioners also warned

about imposing restrictive limits that could stunt growth. "The simple-minded approach of big is bad will not serve the American viewer," Marshall said. She added that using the same attribution methods that are used for the broadcast industry may not be "appropriate."

The commission also wants comments on the number of channels that can be occupied by a programmer on a system in which the operator has an attributable interest. ■

CLEARANCES ARE THE BIG ISSUE AS CBS TRIES TO GET LETTERMAN INTO THE EYE

Wooring network promises 98% but incumbent is skeptical

By Steve Coe

The question of clearances has become the focal point in the struggle between CBS and NBC for the services of David Letterman. NBC executives are in the process of challenging the CBS clearance prospect market by market, while CBS has guaranteed Letterman that a late night show on its network will clear 98% of the country. According to sources, CBS/Broadcast Group President Howard Stringer has been leading the charge for the rights to the Letterman sweepstakes.

Earlier this week, Letterman and his agent, Creative Artists Agency, accepted a CBS offer that includes a yearly salary of \$16 million, an 11:30 p.m. starting time and reportedly the opportunity for Letterman to develop and produce a companion piece to his show. The latter element is similar to a clause in Johnny Carson's NBC contract which yielded *Late Night with David Letterman*. NBC has until the beginning of the second week of January to respond to the CBS offer, but most sources say that while it may not hesitate to match the dollar amount, NBC won't free up the 11:30 p.m. time slot now inhabited by *The Tonight Show* and Jay Leno. If Letterman moves to CBS, his new show would debut in September of 1993.

CBS's current 11:30 offering, *Crimetime After Primetime*, clears in 79% of the country, with a little less



than half live. In order to influence Letterman to accept the CBS deal, network executives assured him a CBS late night talk show would be cleared in 98% of the country with as much as three-quarters of those clearances coming in live when the show debuts. In order to get full clearance for the proposed show, CBS has told its affiliates that if they refuse or are unable to carry the program due to contractual obligations or fear of revenue loss from syndicated programming, the network will take the Letterman project to competing stations in the market. Thus far, CBS has lined up approximately five alternate stations in its push for full coverage.

CBS executives have acknowledged to Letterman and his representatives that the initial CBS clearance lineup won't be as strong in terms of live clearances as *The Tonight Show's* numbers. Currently *The Tonight Show* is cleared in 99.6% of the country, with all live clearances (NBC

affiliates don't have the option of carrying *The Tonight Show* on a delayed basis).

The problem for many of the CBS affiliates is the syndicated programming that now airs in the 11:30 time slot. Many TV stations are contractually obligated for the next year or two or longer to *Arsenio*, *Hard Copy* or any other syndicated show, and by breaking those contracts or downgrading the shows, stations are liable for liquidated damages due to the barter element in most syndicated programs. "Unfortunately, we have contracts with Paramount to carry *Arsenio Hall* thru December 1994," said Hank Yaggi, president and general manager of WUSA-TV Washington. "We also have liquidated damages elements, and the formula is connected to any time change. It's a very serious amount of money depending on the audience loss. It could translate to upwards of or beyond \$2 million a year," Yaggi said.

CBS has had its work cut out in lining up affiliates to carry a Letterman show. In the top 20 markets alone, excluding the six owned and operated stations, 12 affiliates carry syndicated programming in the 11:30 time period and either delay or pre-empt entirely *Crimetime after Primetime*. In the top 50 markets, more than 32% of the affiliates currently carry syndicated programming in the time slot that may be occupied by Letterman in September. ■

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BARRY DILLER: QVC'S \$350 MILLION MAN

Power struggle has Diller buying in, Segel retiring

By Geoffrey Foisie

Barry Diller was ensconced at the Waldorf Astoria hotel in New York last Friday, fielding calls from reporters and others trying to divine his bet on the home shopping business (see story, page 50). Even before his thoughts were expressed in full, the Diller name added more than 20% to QVC's stock in two days adding roughly \$350 million to the company's capitalization.

Although the market was treating the announcement as a done deal, the principals were still in negotiations which had begun roughly two months ago. Diller was still only "in discussions looking toward," replacing Joseph Segel as QVC Chairman come January 1. There were rumblings that Segel, who has been offered a 10-year consulting contract, had not wanted to leave, leading Liberty and Comcast to request more seats on the company's board.

Diller, Comcast president, Brian Roberts and Liberty Media President Peter Barton, last week were still in the process of negotiating details of their plan for the former Fox Chairman to buy \$25 million of QVC stock with which he would form a voting block with the other two. With the participants curiously not saying whose shares Diller would be buying, speculation grew that perhaps he would be buying Segel's. And on Friday the board had still not announced how many board seats the Diller, Comcast, Liberty group would be getting. If Diller did in fact become chairman perhaps it would matter less.

Although the stock of its competitor should have stalled, if not suffered, shares of Home Shopping Networks Inc., jumped even more. Such an irony made perfect sense to a Wall Street that believes the two billion-dollar companies will be merged, and that HSN would soon also benefit from having Diller at the helm.



Barry Diller: new QVC chairman?

Comcast senior vice president, John Alchin, talked last week about possible multiple home shopping channels and interactivity. Observers last week also noted that Diller had strong ties to fashion designers such as Calvin Klein and Diane von Furstenberg, and might be able to give lustre to QVC's fledgling "Fashion Channel." CEA Chairman, Rick Michaels, also said Diller's contacts with the Hollywood community, should help the company further tap the "dramatically growing area" of star-related products. ■

DESPITE NBC NETWORK WOES, O&O PROFIT PICTURE BRIGHT

The holiday season is almost here but there are few *Cheers* at NBC. And perhaps one fewer late-night host. As for those younger-skewing demos the network made it a point to pursue at the start of the season, they are not exactly in abundance, as evidenced by the network's third-place performance in the November sweeps.

But there are some bright spots amid the gloom. Perhaps the best news, for most NBC staffers at least, is that they got to keep their jobs for another year—rumors of large layoff targets (400) turned out to be unfounded. In addition, NBC-owned stations are expected to show a banner year for 1992. At the news division, *Today* has resurged and news executives expect to launch a second prime time magazine by next summer in the wake of the success of *Dateline*.

Ed Scanlon, head of human resources at the network, did confirm, however, the network will achieve a head-count reduction in 1992 of 3% (roughly 150 positions) through a combination of attrition, buyouts, retirements, firings and layoffs, pretty much in that order. By most accounts, that level of reduction was deemed stable, compared to other companies inside and outside the business and certainly compared to harsher

targets achieved by the network in the previous several years. "I think they are probably at the point where they can't cut anymore without chopping into the quality of the product," said Tom Wolzien, a former NBC vice president and current media analyst.

Wolzien is one of a growing number of analysts and media executives who see the broadcast network business not as an end in itself but rather as a program service that enhances the value of network owned and operated stations. NBC's owned stations are certainly another bright spot for the company. Last year the stations earned collective profits of \$219 million. BROADCASTING and company sources expect similar, and possibly better, results for 1992.

The network outlook, as one would expect, is bleaker. Analysts predict at least a \$100 million drop in revenue for NBC in the 1992-93 upfront market. Some predict a decline of \$200 million or more for 1992, which would drop revenues to around \$2.3 billion.

Success and failure in the network business tends to come in cycles and NBC is clearly on the downswing on many fronts. "It's been some year for us," NBC President Robert Wright said last week. "In fact, it's been a hell of a week."

CHAIRMAN SIKES TO STEP DOWN JAN. 19

Says he has no definite plans; does not rule out law, academe or business

By Harry A. Jessell

When Alfred Sikes steps down as chairman of the FCC on Jan. 19, as he announced he would last week, he can cite radio deregulation, video dialtone, high-definition television and indecency enforcement among his principal achievements.

What he cannot put on the list, however, is elimination of the financial interest and syndication rules, which restrict networks' involvement in program production and syndication. His effort to do away with the rules was frustrated by three of his fellow commissioners, who insisted on merely relaxing the rules.

Sikes's decision to leave office the day before Bill Clinton's inauguration means the new President will have to appoint one of the two other sitting Democrats—Ervin Duggan and James Quello—to serve as an interim chairman until Clinton appoints Sikes's successor. Most believe Quello will get the nod, although Duggan is closer to the Clinton camp.

Sikes, who is still recovering from prostate surgery, says he has no definite plans and rules out nothing. It could be law, business or academe, he says. "I want to take some time, talk to people, do some exploration."

Sikes came into office determined to do something about the unregulated monopoly of cable TV, but he leaves as a harsh critic of the new cable law, which he views as regulatory overkill.

Convinced that competition, not regulation, was the best response to cable, he pushed through a set of rules that he called video dialtone. Together, the reforms are designed to encourage telephone companies to build broadband network and lease capacity for the delivery of video programming.

Under Sikes's leadership, the FCC relaxed the radio ownership rules, allowing broadcast groups to own up to 18 AM and 18 FM stations nationwide and up to three stations in large markets. The FCC would have gone further had congressional Democrats not pressured the agency for moderation. A tentative first step was taken

toward relaxing the TV ownership rules, but, without Sikes around, it remains to be seen whether the next step will be taken and whether ownership caps will be lifted in any significant way.

While a committed deregulator,



Sikes will be remembered for relaxing radio ownership and cracking down on indecency

Sikes was also an aggressive enforcer of FCC rules. He launched a series of surprise audits of stations to check up on compliance of political broadcasting and children's TV rules.

Sikes, who rarely mentioned the First Amendment rights of broadcast-

ers, made enforcement of the anti-indecency rules a hallmark of his chairmanship. He took action against nearly two dozen stations.

Sikes often talked about the government's duty not to get in the way of new technology. Practicing what he preached, he pushed hard for HDTV broadcasting and personal communications services. He also got the ball rolling on satellite DAB.

Most agree Sikes was dealt a bad hand by the Bush administration. It appointed four other commissioners to serve with him, and all four proved independent-minded. And what's worse, one of the four—Sherrie Marshall—had campaigned against Sikes for the chairmanship and was apparently determined from day one to push her own agenda, which included, most notably, preservation of some fin-syn restrictions.

The unanimous votes that underscored most FCC actions hid the strains in the personal relationships between Sikes and the other commissioners. Sikes generally got along with Quello, but his relationship with the others varied from cordial to cold.

Part of the problem was those independent minds, but part was Sikes's own unwillingness to compromise on issues close to his heart. "Sikes once told me he was as stubborn as a Missouri mule," says Commissioner Andrew Barrett. "I agreed with him." ■

STATION WINS \$3 MILLION CARRIAGE SUIT

In what may be a landmark case, a cable system has been ordered to pay a broadcaster damages for not carrying the broadcaster's signal.

A Federal Court in Los Angeles found Jones Intercable guilty of anti-competitive behavior when the MSO's Sierra Madre system refused to carry Sunbelt Television's KHIZ(TV) Barstow, a UHF independent. Jones Intercable was told by the court to pay Sunbelt \$3 million plus legal fees.

In the case, Jones argued that the station's programming was redundant of other stations the system carried while Sunbelt countered that the MSO was trying to monopolize the advertising market.

Jones Intercable plans on appealing the case to the Ninth Circuit Court in Los Angeles. While Jones was found guilty, Sunbelt still has to file an injunction in Federal Court asking the judge to order the MSO to carry the signal.

Sunbelt originally sued Jones Intercable in June 1991 after three years of trying to negotiate its way onto the system. According to Max Bleacher, attorney for Sunbelt, the MSO refused to add KHI even after it added 28 new channels to its system.

—JF

THE DYNA



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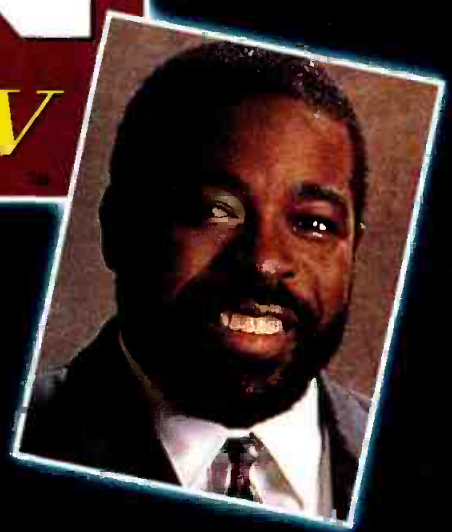
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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

PERSONAL CALL

Capital Cities/ABC Chairman Tom Murphy and Mark MacCarthy, vice president, government relations, met with FCC Chairman Alfred Sikes and all four commissioners last week, asking the commission to speed up action on petitions of reconsideration for network-cable crossownership rules. The FCC last June cleared the way for networks to acquire cable systems reaching up to 10% of the country and up to 50% of a market, but NBC said the new rules were too restrictive and the Association of Independent Television Stations said the rules were too lax.

NO DECISION

At press time late Friday, a divided FCC still had not decided what to do about Howard Stern. Four commissioners are comfortable with fining Infinity \$600,000 to \$900,000 for indecency and approve the group owner's Cook Inlet acquisition, but FCC Chairman Al Sikes wants the fine, a hearing and the deals on hold, and appears willing to dissent instead of compromise.

ON-CHANNEL ONLY

Moving testing of digital audio broadcasting (DAB) technologies from Electronic Industries Association control to joint NAB-EIA control is "unlikely," and "any proposal to delay testing is unacceptable." That is EIA Group VP Gary Shapiro's response to word that NAB's DAB Task Force wants to start testing only in-band, on-channel DAB systems next year through the National Radio Systems Committee—comprising both NAB and EIA members.

NEW YORK

ABC PLANS BUYOUT

ABC will announce a major employee buyout plan shortly. Late Fri-

SALUTING THE NEW GUARD

The place to be in Washington last Tuesday night was not the FCBA's dinner in honor of FCC Chairman Al Sikes (see "Washington Watch," page 58), but the black-tie dinner of the Democratic Leadership Council where President-elect Bill Clinton and many of the movers and shakers of his coming administration were gathered.

Well-heeled industry groups and lobbyists anted up as much as \$1,500 a seat to mix with the Clintonites. The telephone industry was well represented, with the United States Telephone Association and several major telcos taking full tables. By contrast, broadcasting and cable types were sparse. Most prominent of the broadcasters was Jeff Smulyan, whose Emmis Broadcasting was among the evening's "sponsors." Smulyan says he and partner Steve Crane have been longtime council supporters. What's more, he says, his cousin, Deb Smulyan, is the group's acting executive director. Also on hand: ABC vice president, government relations, Mark MacCarthy; CBS senior vice president Jay Kriegel, and a four-person Time Warner delegation including Tim Boggs. —HAJ

day, a company spokeswoman confirmed that a "voluntary incentive reduction program for television network employees" was being developed. There was no word on how many positions had been targeted. One source said the plan would be revealed to employees in the next two weeks. Other sources said it was assumed that if the offer didn't spur enough takers, layoffs would follow to meet established targets. But a spokeswoman said that assumption was premature and would depend in part on next year's economic performance.

'STORY' ENDS

CNBC's *The Real Story* is about to end. The network is expected to announce the program's cancellation shortly; production will continue into January. Once the focal point of CNBC's prime time lineup, the 90-minute nightly show was scaled back to a half-hour in September.

INTERESTED BUYERS

Announcement by Video Jukebox Network Chairman J. Patrick "Rick" Michaels Friday that the interactive music video network was discussing the sale of partial or controlling in-

terest in the company to people with "longstanding ties to the music, broadcasting or cable television industries," has already turned up several interesting candidates. Rock musician Prince has apparently made inquiries, as had former Island Records founder Chris Blackwell, through investment banking firm Allen & Co.

LOS ANGELES

PARADISE FOUND

In what could be the boldest extension of a joint venture relationship between Genesis Entertainment and The Andrews Group, which owns New World Entertainment, Marvel Productions and Four Star Productions, the partnership plans to conduct a 13-week summer test of an early fringe soap opera, *Paradise Beach*, from New World International and Village Roadshow Pictures. Once an agreement is finalized, according to sources, Genesis will distribute the Australian-made young adult-oriented soap opera in all markets domestically, with participating stations having the right of first refusal should *Paradise Beach* get a greenlight for full-time stripping for fall 1994.

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Monday Memo

“Help-wanted ads now bring a smothering pile of tapes and resumes.”

Five years ago, this column allowed me to announce profoundly that “what we do is labor-intensive.” I suggested that stations too often recruit talent on an as-needed basis. And that doing so leverages product quality on hasty responses to unnecessary deadlines. Not recruiting on an ongoing basis, I advised, was “like driving without a spare tire in the trunk.”

Fast-forward to the '90s. All the networks and many stations have had to eliminate news positions. Some stations have stopped doing news altogether. Others have gone dark. It seems like “a buyer’s market” for talent.

But let the buyer beware. Help-wanted ads now bring a smothering pile of tapes and resumes. And that can make it more difficult, not easier, to hire the right person. For starters, more applicants means at least proportionally more potential mistakes.

If you’re a news director, you’re in a tough spot. You probably had to fight to make this hire. Recruit the wrong candidate and you’re in trouble. So now more than ever we should remember the basics:

■ Never stop interviewing. Meet a couple of candidates every week, even when nothing’s open. Build a “farm team.” Have your eye on at least one minor leaguer you’d bring up for each player on your team.

■ Cast a wide net. Advertise openings everywhere, including various industry groups’ “jobline” services. Sure, it takes more of your time to sift through larger resume piles than smaller ones. Take the time.

■ Network like crazy. Swap resumes with colleagues. Find that eager young talent smart enough to be looking for a mentor.

■ Check references more carefully than ever. In these litigious times, prudent former employers are often tight-

lipped. Seek out ex-bosses the applicant didn’t list. Ask “Would you hire this person again?” Spending a whole afternoon on the phone is a small price to pay for finding a great hire, or avoiding a fatal embarrassment.

If you are talent looking for work:

■ Don’t buy into the conventional wisdom that news jobs are disappearing. They’re just moving, to new technology. So if you confine your search to AM, FM and TV, you’re looking only where jobs have been. Look also where jobs are going.

■ Write better news copy. Nothing else you have or do will differentiate your work more—not a pretty face, not a beautiful voice.

■ Apply your newsgathering skills to your job search. Dig for leads, rather than just waiting for help-wanted ads to announce your future. And when you see something

promising advertised, jump right on it. Do your homework on the market, station and person you’re pitching.

■ Understand that how you sell yourself is at least as important as how skilled you are at the craft of newsgathering. Prepare carefully for the employment interview, and know that the questions you ask can be more important than the answers you give.

■ Consider non-news positions your news resume qualifies you for. There are public information jobs with associations and corporations. The money is often (and the hours are always) better than in broadcasting. And those employers are real impressed if you’ve got on-air experience.

Bottom line: The '80s are long gone. Back then, all boats rose with the tide. Now, with less margin for error, we’re running our businesses and living our lives a lot leaner and more resourcefully. Smart employers and employees will manage to meet only by doing what we claim to be experts at: communicating. ■



By Holland Cooke, USA Today
Sky Radio, Arlington, Va.

SOLD In 4 Of The TOP 5
Markets.

W W O R

NEW YORK *Has Someone They Can TALK To*

K C O P

LOS ANGELES *Has Someone They Can TALK To*

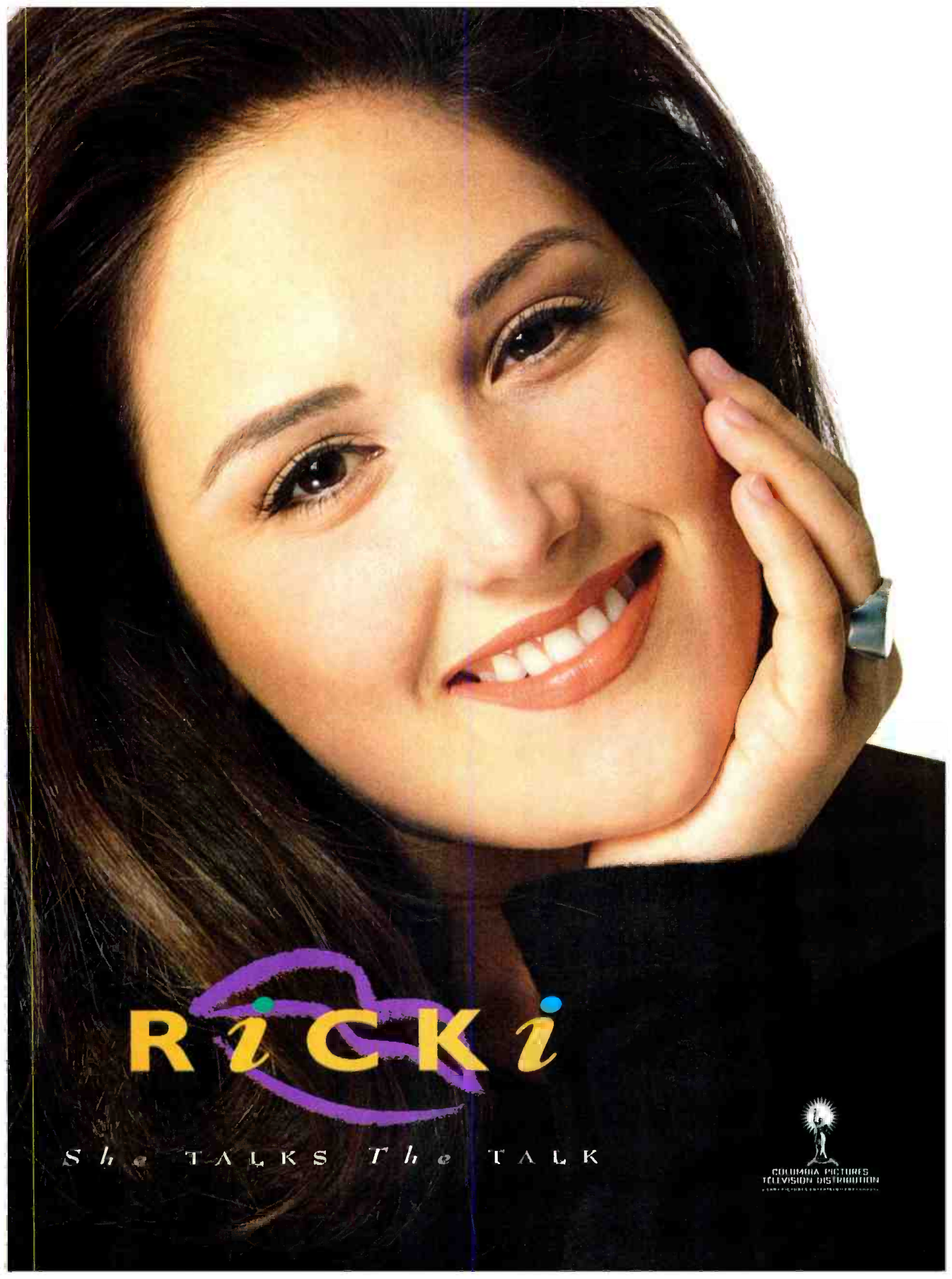
W P W R

CHICAGO *Has Someone They Can TALK To*

K R O N

SAN FRANCISCO *Has Someone They Can TALK To*





RICKI

She TALKS The TALK



COLUMBIA PICTURES
TELEVISION DISTRIBUTION



ON THE SET OF THE MONTEL WILLIAMS SHOW IN NEW YORK

LOOK WHO'S TALKING

Potential for high ratings at relatively low cost attracts new talk shows

By Steve McClellan

Ten years ago, Phil Donahue had the syndicated talk show market to himself. The great talkers of the 1960's and '70s, such as Merv Griffin, Mike Douglas and Virginia Graham had gone on to bigger and better things or had simply gone on.

This year is Donahue's 25th on the air, but unlike 10 years ago, he has plenty of company—or, more correctly, competition—on the air today. In fact, there are a total of 16 syndicated daily talk shows this season, including ratings leader *Oprah Winfrey*.

There are also the three "J's," as they have come to be known—Joan Rivers, Jenny Jones and Jane Whitney—as well as

a host of others, most commonly referred to by their first names—Sally, Montel, Jerry, Maury, Rush, Whoopi, Arsenio, Byron, Geraldo, Vicki, and Regis & Kathie Lee.

Of course the total number of talk shows on the air is difficult to calculate if network, cable and local efforts are all considered. Talk has been a staple of television since Pat Weaver ran NBC in the 1950's. He launched *The Tonight Show* in 1954, which is an almost 40-year franchise for the network.

In addition to the 16 talk strips currently on the air, at least a dozen more are said to be in development, including at least three that are sure bets to make it to air next season—King World's *Les Brown*, Twen-



JERRY
SPRINGER



UNIQUE

RESULTS

Jerry Springer is the **FASTEST GROWING**

new talk show in America!* Cleared in 100 stations

for 1993. Backed by Multimedia, the company with the

KNOW-HOW and **RESOURCES**

to develop another winner.



UNIQUELY JERRY

AUDIENCES LIKE JERRY IMMEDIATELY:

"A lot of feeling."

"I've seen him cry with the people and pass his hanky around."

"Down home and relaxed."

"No one is made a fool of."

"He makes you examine your own views and why you think that way."

Jerry **GIVES MORE** of himself. His closing thoughts are as


PROVOCATIVE as they are profound, and they

always end with his **PERSONAL TOUCH...**

"TILL NEXT TIME, TAKE CARE OF YOURSELF AND EACH OTHER."



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ENTERTAINMENT



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* Source: *NIS* week ending 9/20 (Premiere) through week ending 11/15/92.

tieth Television's *Bertice Berry* and Paramount's *John Tesh and Leeza Gibbons Show*, which was waylaid by NBC on the road to syndication. Between network and syndication alone next season, there will be more than two dozen talk shows.

In recent seminars and industry gatherings, television programmers have asked at what point the airwaves reach a talk show saturation level. The answer isn't clear. But it is clear why producers and distributors continue to develop such programs: For its first six seasons, King World's *Oprah Winfrey Show* generated cumulative revenues of \$705 million. It's believed, although neither King World nor Harpo Productions will comment,

"These shows really are huge profit centers," offers one analyst who follows the syndication business. "And you don't have to be *Oprah* to make money," says the analyst, who estimates that *Sally Jessy Raphael* probably earns \$40 million for Multimedia, while *Geraldo* probably earns Tribune about \$10 million in profit.

Clearly advertising demand is there for talk shows, and it's growing. According to estimates compiled by the Advertiser Syndicated Television Association, talk shows generated about \$70 million in national barter advertising in the 1987-88 season. ASTA President Tim Duncan estimates that this season talk shows will pull in about \$200 million in barter revenue.

both daytime staples and news leads. Independents tended to counter-program with off-network fare or cartoons.

But more recently, some independents have been more aggressive about programming talk shows as well. The Tribune stations have aired *Joan and Geraldo* with varying degrees of success, as well as companion talk shows not produced by co-owned Tribune Entertainment. The Fox group has picked up co-owned Twentieth's *Bertice*, and the stations are also looking for companion talk shows. WNYW(TV) New York, for example, already airs *Rush Limbaugh* as part of a daytime block, and is doing strong numbers with *Montel* at 5 p.m.

Karen Miller, vice president, programming, for the CBS-owned television station group, believes that strong station demand for talk shows will continue. "As television shows age, so do the demographics they draw. We continually have to find fresh blood and new faces."

Bram Stoker couldn't have said it better. Other station executives agree. Hilary Hendler, vice president and general manager at Fox-owned WNYW(TV), acknowledges that Fox chief Rupert Murdoch wants his stations in the information business in a big way. But, she says, "My program strategy is more complicated than that. Obviously *Bertice* was a group deal. But I'm not out to turn the station into a reality station. I want to program better. Part of that is dictated by what's available, and talk shows are the rage."

Of course the talk show business has a long line of raging failures as well. Dennis Miller learned that lesson in the first six months of this year. Last January MCA officials were touting Kitty Kelley as the next queen of talk but pulled the plug before she made it to air. McLean Stevenson, David Brenner, Joan Lunden and Wil Shriner are just a few of those who hosted talk vehicles that didn't last.

"The host is the number one thing you're concerned with" in developing a successful talk show, says Dick Coveny, executive vice president, Multimedia Entertainment, which produces *Donahue*, *Sally Jessy Raphael* and *Jerry Springer*. But then a solid production staff and compelling story material are also crucial to success.

But the story doesn't end there, says Coveny. "Then there's that interesting dynamic called chemistry. Does it all work? It's very intangible." ■

HOW THEY MEASURE UP

Season-to-date averages, Aug. 31-Nov. 29,
based on Nielsen Syndication Service

Show	Distributor	Rating
Oprah Winfrey	King World	10.2
Donahue	Multimedia	5.7
Sally Jessy Raphael	Multimedia	5.3
Geraldo	Tribune	4.3
Regis & Kathie Lee	Buena Vista	4.1
Maury Povich	Paramount	4.1
Arsenio Hall	Paramount	3.2
Rush Limbaugh	Multimedia	3.0
Montel Williams	Viacom	2.5
Vicki!	Group W Productions	2.0
Whoopi	Genesis	2.0
Joan Rivers	Tribune	1.8
Jenny Jones	Warner	1.7
Jerry Springer	Multimedia	1.7
Byron Allen	Byron Allen	0.5

that *Oprah* currently has annual profits approaching \$100 million.

Estimates are that Multimedia's *Donahue* has generated \$700 million or more in revenues as well, albeit over a much longer period of time. And *The Tonight Show* has probably generated \$1 billion or more in revenue over its 38-year run.

But catching lightning in a bottle is just one reason talk has and will continue to be a core TV genre. "A talk show is as cost-efficient as any syndication programming in the market," says Greg Meidel, president of Twentieth Television's domestic distribution company.

"The cost of producing *Maury Povich* is no different than the cost of *Oprah*," he says.

Next season, he says, with at least two new talkers entering the fray, barter dollars for the category ought to surpass \$250 million.

Beyond the barter, of course, are the license fees that established talk shows generate. Distributors are reluctant to discuss these revenues, but executives in the business estimate license fees this season will total perhaps \$300 million, making the syndicated talk genre a roughly \$500 million business.

But just because syndicators see dollar signs attached to personalities with a gift for gab doesn't mean there's a business. They need receptive station clients. Affiliates have been the primary consumer of talk shows over the years, using them as

★ IN ★

RUSH

★ WE TRUST ★

Only one new syndicated talk show delivered what it promised this fall. *Rush Limbaugh* is late night's fastest growing program! Up 32% in nine short weeks. Now out-rating all competition except *Nightline* and *The Tonight Show*.* Results you can bank on, from the company you can count on. Isn't that the way things ought to be?



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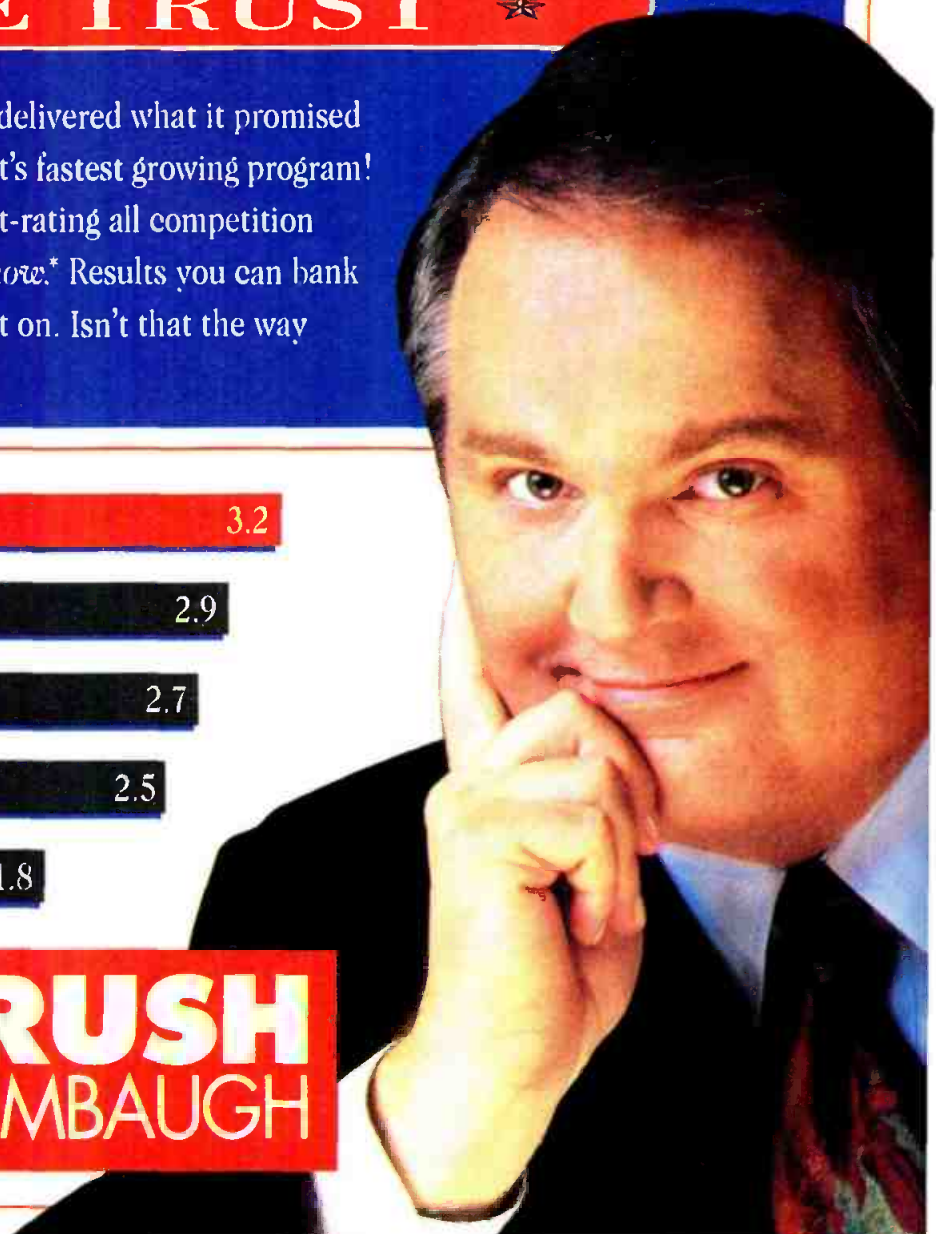
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* Source: *MTI* ratings 4 weeks ending 11/15/92.

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RUSH
LIMBAUGH





Donahue: the trendsetter for today's talkers

CAN WE TALK? NEW FOR 1993

Incoming class of shows prepares to join veteran offerings

By Mike Freeman

With up to 17 syndicated talk shows slated for airing by fall 1993, the next big topic of conversation on the daytime talk circuit should be their own proliferation and the American viewers' seemingly insatiable appetite for the genre.

With four new marquee talk shows poised to debut in the market next season, it remains the most duplicated genre in television.

Perhaps the most salient explanation for the profusion of shows comes from Karen Miller, vice president of programming and development for the CBS Station Group. "One has to believe that as talk shows age, the audience ages with them," says Miller, in reference to the 12-34, 18-34, 18-49 and 25-54 female demographic groups that are the predominant viewers of talk shows.

"My mother may still prefer to watch *Donahue*," Miller says of the 25-year talk veteran, adding, "but I may have more of a tendency to watch *Oprah* or *Gerardo*. It all comes down to viewer loyalty to a certain host, and each one has a certain demographic profile. However, for me, as a programmer, the key is to find fresh blood

and new faces to lure in the younger demographics, the core 18-34 demos that drive the ratings for any talk show."

Possibly with that in mind, Rysher Entertainment's founder and president, Keith Samples, is launching a "young adult-skewing" talk/variety series, *Wavelength*, and Columbia Pictures Television Distribution has apparently secured several major mar-

ket clearances for its similarly targeted *Ricki Lake* talk vehicle for fall 1993.

According to a station source, WWOR(TV) New York, KCOP(TV) Los Angeles, KRON(TV) San Francisco and WPWR-TV Chicago (Gary, Ind.) have acquired the cash-plus-barter (three minutes national) project.

While Alan Perris, CPTD's senior vice president, first-run programming, declined comment pending an expected formal announcement, he did say that independent stations are "expressing a much stronger interest in creating younger-skewing talk show blocks" as a counter to affiliates with established talk show strips.

The *Ricki Lake* vehicle was brought to Columbia by former Fox Broadcasting Co. executive Garth Ancier, whose production company (The Garth Ancier Co.) was responsible for last season's test of teen-skewing *Jane Pratt* (editor of *Sassy* magazine) on Fox O&O WNYW-TV New York, which led some industry watchers to conclude Lake would be similarly targeted to the teen audience. Perris says that is a mistaken impression.

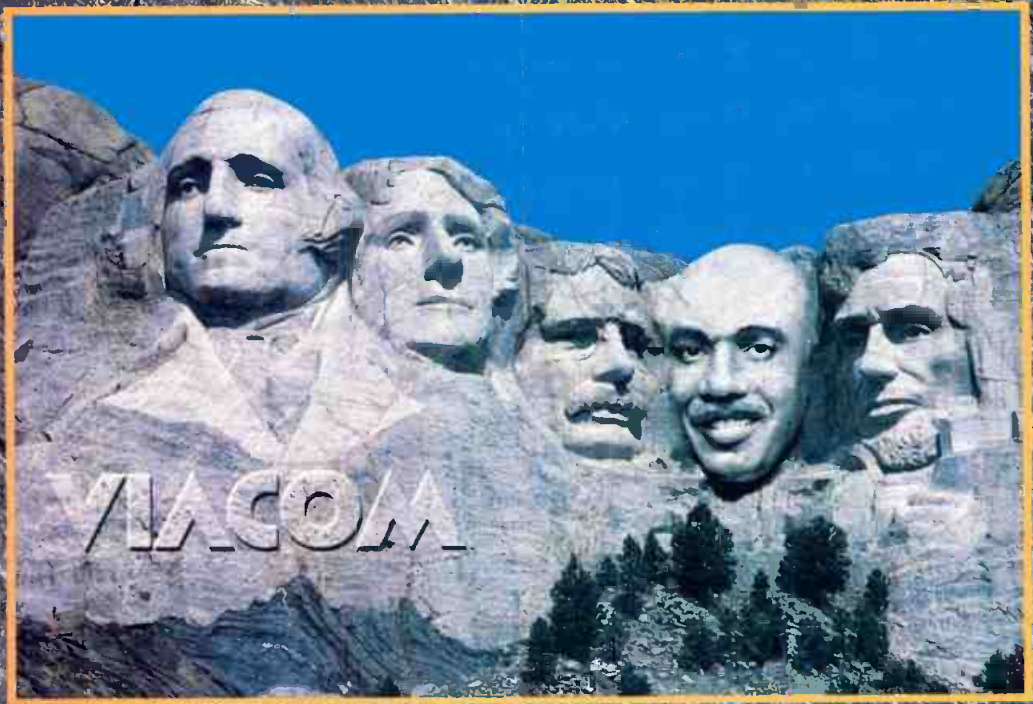
"*Ricki Lake* is not a teen-based talk show," Perris insists. "We're selling *Ricki Lake* as an 18-49 talk show, but basically we'll be focusing on the twenty- and thirty-something demos. *Jane Pratt* scored very well with the teen demographics, but with *Ricki Lake* we're going to have to target 18-34-year-olds to sell this as a transitional lead-in to local news."

Rysher is going after the slightly younger 12-34 demographic group with *Wavelength*, a traveling "talk/

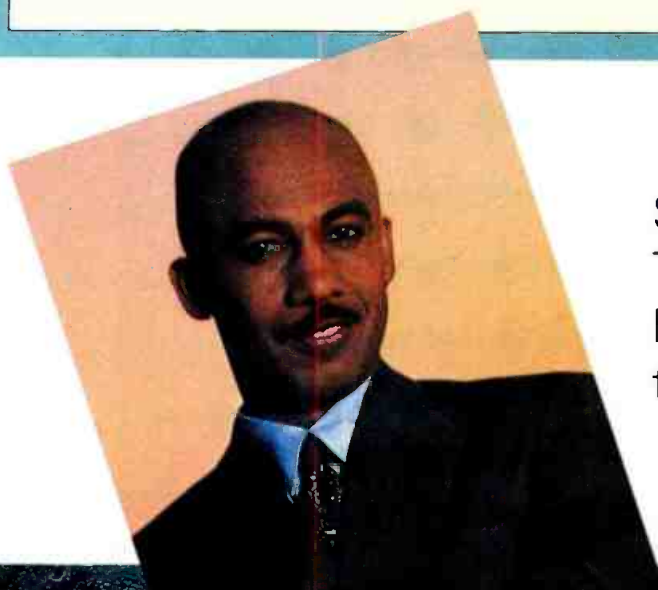
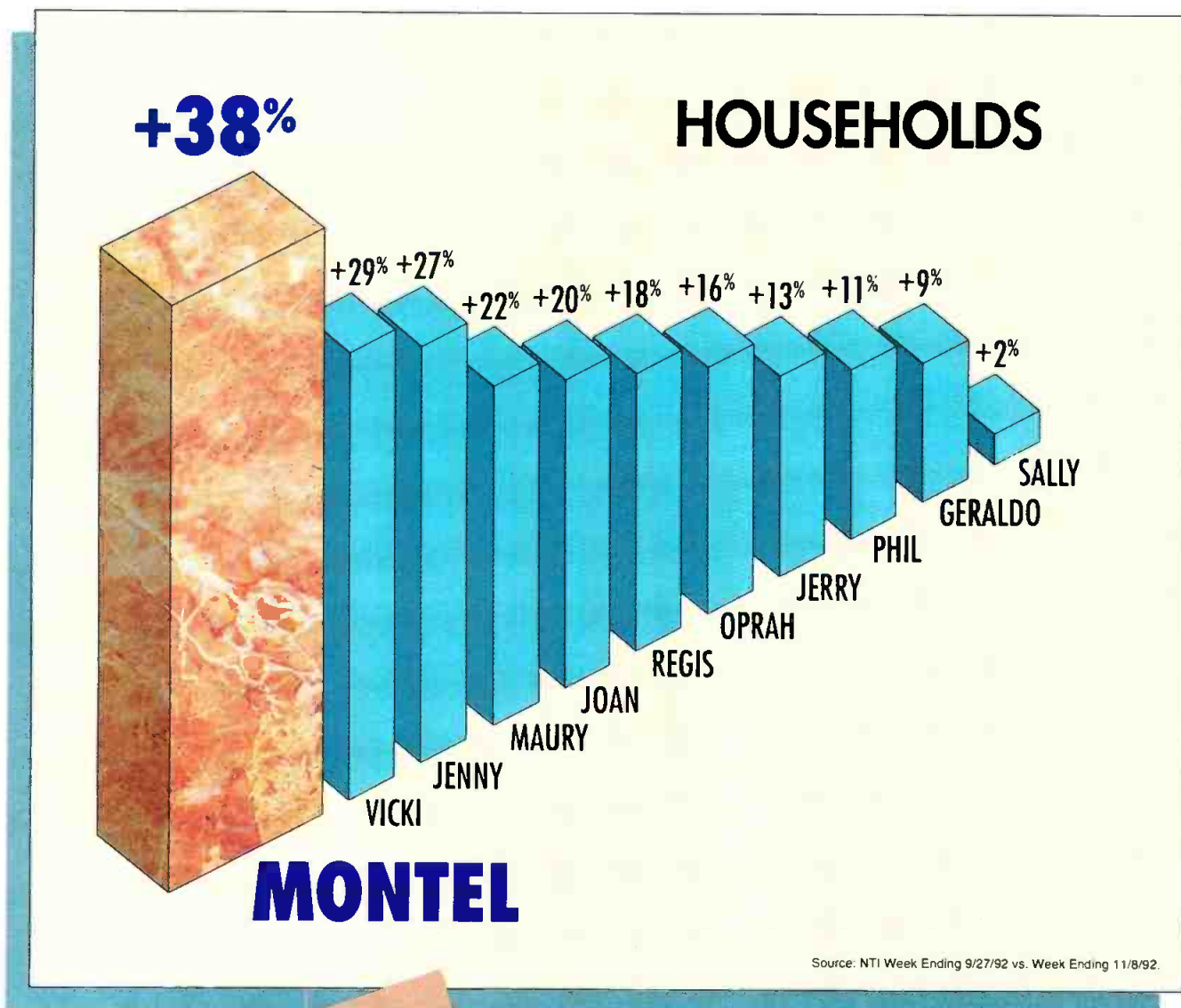


Oprah continues to set the standard for daytime talk

ROCK...



...AND ON

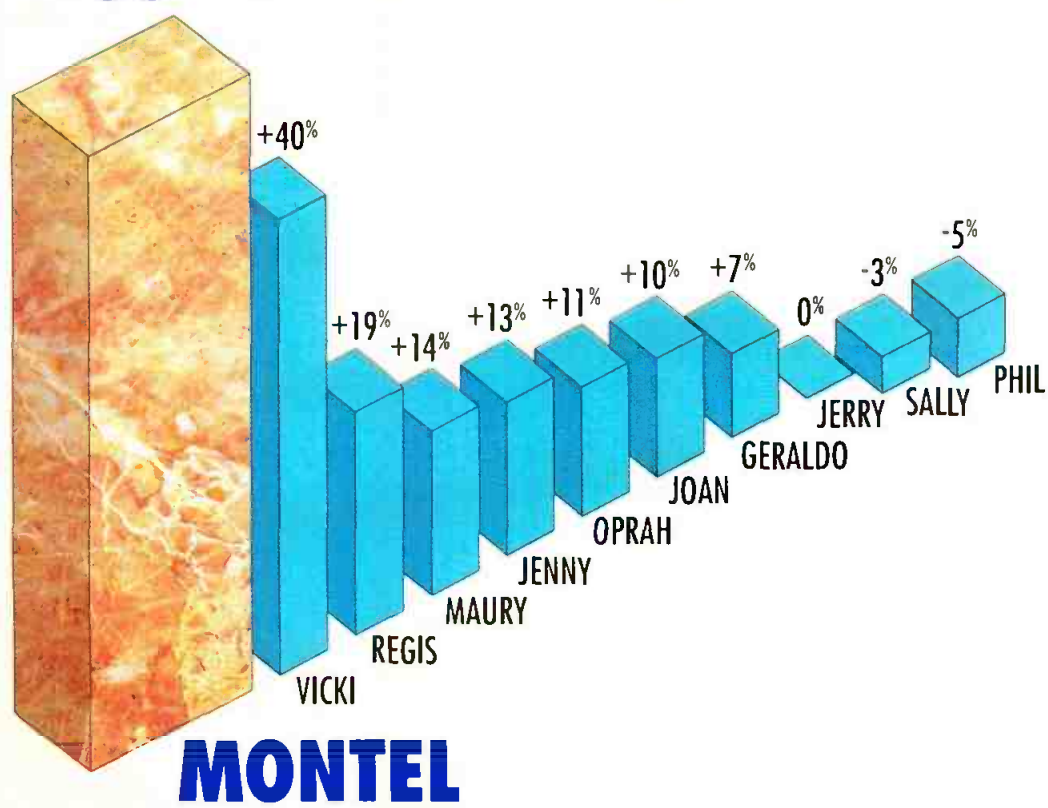


Since its national premiere, The Montel Williams Show has been the fastest-growing talk show on television.

II A ROLL.

+55%

WOMEN 25-54



Source: NTL Week Ending 9/27/92 vs. Week Ending 11/8/92

It's easy to see why Viacom is committed to a real winner...the numbers speak for themselves.

THE
Montel Williams
 SHOW



one world entertainment
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VIACOM



Ricki Lake: a talk show for the twenty-, thirty-somethings.

variety" magazine strip hosted by Jennifer Smith, who previously headlined the teen-skewing *Youthquake* magazine for cable's USA Network. Samples says *Wavelength* will be produced on location in 30 different cities (for a minimum of 30 weeks of stripping), which will allow the half-hour cash-plus-barter (one minute national ad time) to "capitalize" on a national "tour" promotional tie-in.

Although Samples acknowledges that the production budget will be more closely "aligned" with producing costlier reality-based news magazines, he declined to specify a per-episode cost for *Wavelength*.

Like Columbia's Perris, Samples stresses that independent stations are "aggressively shopping for first-run reality product" to compete against affiliates.

Since the beginning of last season,



Bertice Berry: the emphasis on this '93 show will be day-and-date production.

Rysher took off as a start-up company with the launch of NBC's highly rated *Saved by the Bell*, largely on independent stations. However, Samples emphasizes that *Wavelength* is not being marketed as a companion piece to *Bell* but as a 3-7 p.m. transitional vehicle.

Two high-profile talk show projects, *The Bertice Berry Show* (from Twentieth Television) and *The Les Brown Show* (from King World Productions), broke into the marketplace with nearly unprecedented hype and momentum late last October. Both feature "thirty-something" hosts and both are already sold in over 60% of the country.

The two fall 1993 talk vehicles also relied on long-established bonds with top market O&O station operators to propel sales in the other major markets: Twentieth locked down deals with Fox-owned independents WNYW-



Vicki Lawrence is commanding respectable numbers for a first-time outing.

TV, KTTV(TV) Los Angeles and WFLD-TV Chicago, and King World took advantage of its long-standing relationship with Capital Cities/ABC stations (who are *Oprah Winfrey* client stations) to get *Les Brown* cleared on network O&O's WABC-TV New York and WLS-TV Chicago.

It is also likely that both first-year projects will be facing off head-to-head in morning and early fringe time periods on a strong mix of affiliate and independent stations. What remains to be seen is who will get the strongest initial sampling from the core 18-34 and 18-49 female demographics.

Although he has yet to name the executive producer for *Les Brown*, KWP President Michael King told BROADCASTING that the talk show will enter production early in April so it can "hit the ground running" with 50 pre-produced episodes.

"We're prepared to eat the cost of producing 50 episodes to make sure we have the best possible product 100% ready for debut in September," King said.

With Ramey Warren and Steve Clements already attached as executive producers of *Bertice Berry*, Twentieth Television President Greg Meidel says the emphasis will be placed on producing day-and-date episodes.

"We know that Bertice is able to relate timely information that viewers can use for their everyday lives, so the key ingredient will be having access to topical issues and newsmakers," Meidel says. "I think it is true that you can see some topics being discussed before on other talk shows, but it will really come down to how well the host [Berry] gets people to share new information on a specific topic." ■



Les Brown hits the ground running in September with 50 episodes in the can.

TALK ABOUT SUCCESS



O P R A H W I N F R E Y

YOU'RE AN INSPIRATION!

KINGWORLD

VICKI!

OVERNIGHT

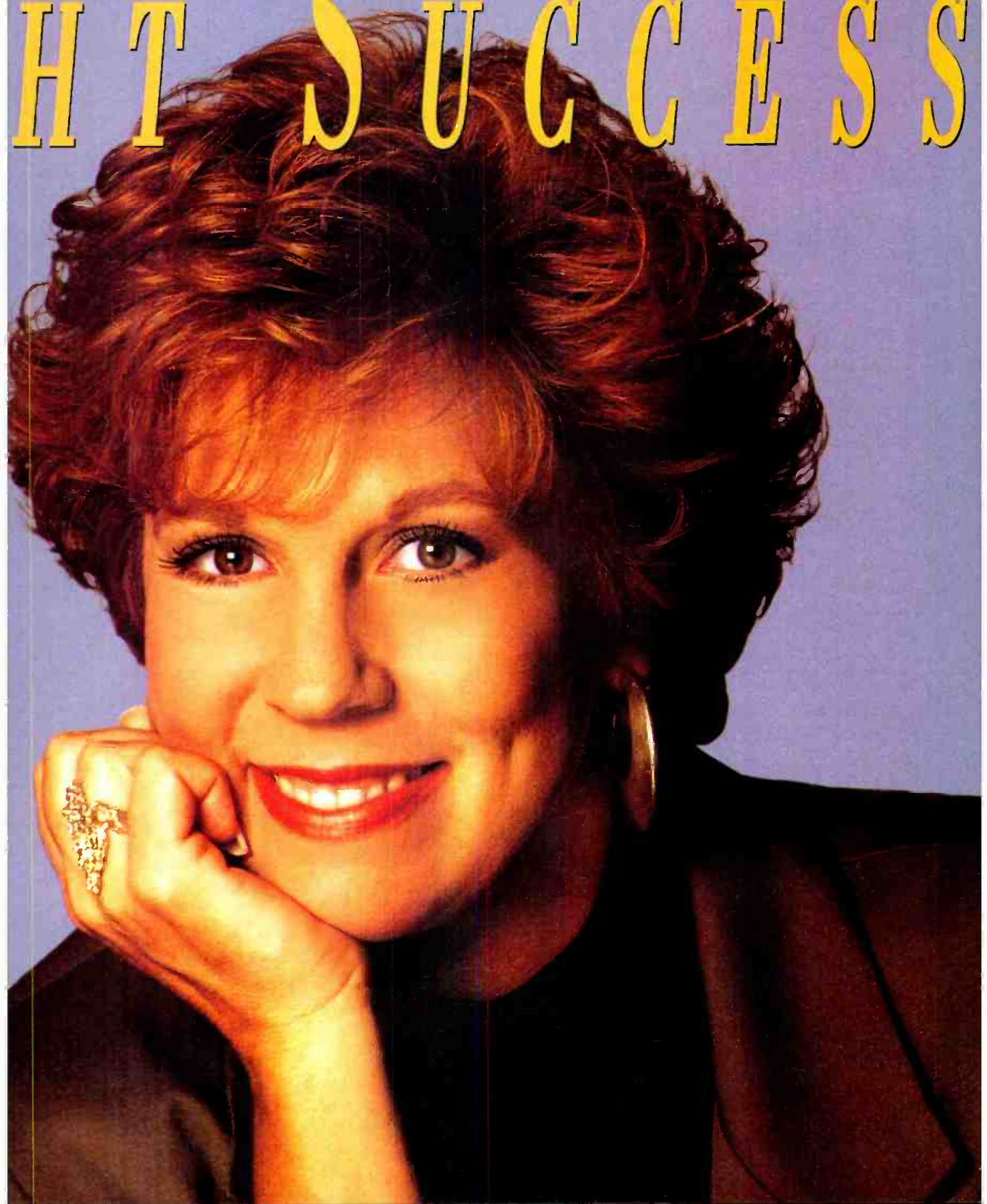
VICKI! TOPS '91 PROGRAMMING MARKET AFTER MARKET

Market	Station	Time	November '91 Program	Vicki! November '92 Rating Increase
ATLANTA	WXIA	10:00AM	MONTEL WILLIAMS	+37%
BALTIMORE	WJZ	10:00AM	JOAN RIVERS	+28%
BOSTON	WBZ	10:00AM	JENNY JONES	+37%
CHARLOTTE	WCNC	9:00AM	JENNY JONES	+133%
CHICAGO	WMAQ	2:00AM	BEST OF DONAHUE	+33%
CINCINNATI	WKRC	9:00AM	CHUCK WOOLERY	+27%
CLEVELAND*	WKYC	11:00AM	ONE ON ONE/CLASSIC CONCENTRATION	+32%
DALLAS-FT. WORTH	KXAS	9:00AM	SANTA BARBARA	+32%
HOUSTON	KPRC	10:00AM	SANTA BARBARA	+85%
INDIANAPOLIS	WTHR	10:00AM	COSBY/CLASSIC CONCENTRATION	+35%
LOS ANGELES	KCAL	9:00AM	\$100,000 PYRAMID/CAROL BURNETT	+77%
MIAMI	WTVJ	9:00AM	JENNY JONES	+23%
MINNEAPOLIS-ST. PAUL	KARE	2:00PM	SANTA BARBARA	+128%
PHILADELPHIA	KYW	12:00N	SANTA BARBARA	+30%
SACRAMENTO	KXTV	9:00AM	JENNY JONES	+230%
SAN DIEGO	KNSD	10:00AM	JENNY JONES	+86%
SAN FRANCISCO	KPIX	9:00AM	CHUCK WOOLERY	+53%
TAMPA-ST. PETERSBURG	WFLA	11:00AM	JENNY JONES	+52%

NSI Overnights 10/29/92 - 11/25/92, program averages.
 *ARB Overnights 10/28/92 - 11/24/92.

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H T S U C C E S S



PARAMOUNT'S FRANK KELLY: ANATOMY OF A DEAL

Last month, when Paramount Domestic Television decided to shift the development of a John Tesh-Leeza Gibbons talk show originally targeted for fall 1993 syndication to NBC for a June 1993 launch as a daytime series, it raised the question of whether it heralded a shift in the development strategies of the network and studio alike. As president of creative affairs and first-run programming for Paramount's syndication arm, Frank Kelly provides a unique perspective, having worked on both the syndication and the network sides of the production communities. In this interview with BROADCASTING's Mike Freeman, Kelly talks about the Paramount deal and the state of talk.

What led Paramount to do a network daytime deal for the John Tesh/Leeza Gibbons talk project?

We were headed down the road to first-run syndication. We had made some sales, and things were progressing as they normally do. We did our presentation tape with John and Leeza to give people a flavor of what the show was going to be and we got very good response to the tape, and I think it made the show hotter than we thought it would be. Primarily what worked about the tape was that it showed John and Leeza in such a different light than *Entertainment Tonight*. And we got a call from NBC saying: "Look, have you ever considered going a different way on this show? Have you ever considered it for a network?" Over two to three weeks we came to the conclusion that it was a smart move on both sides. So, basically, what they're wanting us to do is sell the show to their affiliates. The general philosophy of it is to try to take a network operation like NBC, and a syndication arm like Paramount, and marry them.

Why not just do an O&O group deal with NBC and then syndicate the Tesh-Gibbons project to other markets? Did Paramount feel it was going to face an uphill climb in finding quality morning and early fringe availabilities in most markets?

No, not really. First run is always trench warfare, and it's as much so now as it was a year or two ago. Certainly it's tougher, but the bonus is if you can make it in that marketplace, your upside is tremendous. We weighed it back and forth. The real plus of NBC, of being on a network, is that you're immediately cleared. You're immediately assured of getting that kind of clearance, and that's good to know in November. And what it really allows us to do is spend the next eight months concentrating on the show. Just concentrating on constructing and practicing and making all our mistakes off the air. So that when we debut in the middle of June, we have a show that's as good as it can get right then and doesn't have to spend a year to get good. That's a real plus.

By doing a network deal, is there as much upside potential as if you had taken it out in syndication on a cash-plus-barter basis and been able to guarantee x number of dollars more in license fees and advertising revenues?

Clearly, there isn't as much upside when you go with a network. However, you have to look at the marketplace right now. Depending on your count, there are 10 or 15 of these kinds of shows out there. That's going to divide the pie up pretty extensively. So, where is your upside? Can we

have another *Oprah*?—I don't know, maybe. But *Oprahs* don't come along every day. They don't appear to come along every decade. If we can carve out a niche for this show on the network and build up that schedule to be a stronger one, and at the same time build an audience following, we'd be very happy with that.

Does NBC get any creative control over the Tesh-Gibbons show?

No. We're the production entity. They're paying us a license fee and we're providing a show for them. We want to work very closely with them, but we're producing it just like we produce our other shows.



Do you think that with John Rohrbeck coming in as head of the NBC station group and daytime programming armed with experience from the station side of the business (as general manager of KNBC-TV Los Angeles), NBC is going to fashion a daytime lineup to be more competitive with syndicated talk shows?

My impression is that they're not going to be held to old philosophies about what works in daytime. Because, frankly, those philosophies don't appear to apply anymore. We have a very good relationship with John; it stretches back a long time, through *Entertainment Tonight* and *Hard Copy*. John [Rohrbeck] is the kind of person that says, "I don't care about the old rules; I'm going to go out and build a schedule that works."

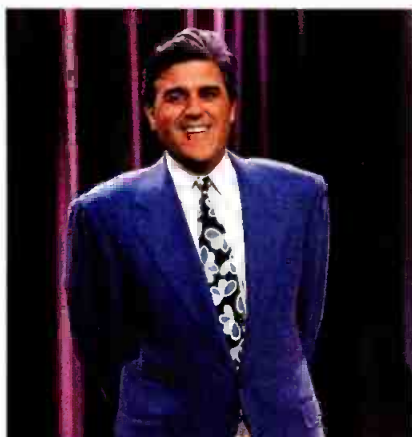
He knows these kinds of shows are attractive.

Do you see the other networks following suit in the talk/reality area, particularly where syndicators have had success in morning and early fringe?

Absolutely. I believe the other networks will look at other fare, other than game shows and soaps. That has been the world of daytime, primarily, over the last x amount of years. I think all of them are now saying: "Wait a minute; in the daytime, look what's working: shows like *Entertainment Tonight* and *Hard Copy*, and talk shows like *Oprah* and *Phil and Maury* are working. They're attracting audiences. Maybe we should think that way.

Did NBC commit to more than a single season?

Let me just tell you, it's a substantial commitment. They are smart enough to realize that you've got to give a show time to find an audience and then let that audience build up its loyalty, so it's a very, very smart move on their part to give it that time. ■



Leno is down 10% in ratings season to date, but is showing signs of recovery



David Letterman, on late-night television's most wanted list



Arsenio is battering down the hatches after double-digit ratings decline

LETTERMAN ADDS LATEST LATE-NIGHT WRINKLE

Move to CBS could spell trouble for Arsenio; Whoopi return uncertain for year two

By Steve McClellan

David Letterman accepted CBS's offer of \$14 million a year and the 11:30 p.m. time slot last week, throwing the late-night talk competition into a major tizzy (see "Top of the Week").

Word of Letterman's acceptance brought more questions than answers. The biggest question is whether NBC will step up to the plate and match CBS's bid by the Jan. 15 deadline. Many in the industry don't believe NBC will do that, because of its commitment to keep Jay Leno and *The Tonight Show* at 11:35 p.m., and because ad sales at 12:30 a.m. just don't justify the dollars CBS has put on the table for 11:30 p.m.

A Letterman move to CBS could have a major impact on syndicated late-night programming, particularly Paramount's *Arsenio Hall Show*. Following the announcement earlier this year that Fox would do a late-night show with Chevy Chase, Paramount began switching *Arsenio* from a number of Fox stations to CBS affiliates.

It's estimated that *Arsenio* now airs on more than two dozen CBS affiliates, including 11 affiliates in the metered markets. "This is going to be another major problem for *Arsenio*," said one programming executive at a major rep firm. "There probably won't be much difference in the value of the inventory stations get, and Letterman has more ratings upside," so why anger the network, the executive

said.

According to the Nielsen Syndication Service reports for the period from Sept. 21 to Nov. 22, *Arsenio's* national ratings average is down 16% from the comparable period a year ago. And among adults 18 to 49, the show is off 23% for the same period. Steve Goldman, president, Paramount Domestic Television Distribution, declined to be interviewed for this story.

There were reports last week that some CBS affiliates airing or set to air *Arsenio* at 11:30 p.m. were angling to get out of those commitments. But CBS stations with *Arsenio* that were contacted last week were keeping their cards close to the vest.

"We're faced with a difficult decision," said Phil Stoltz, vice president and general manager, WBAL-TV Balti-

more. "We do very well with *Arsenio*. And I think *Letterman* is better positioned on CBS than on another network. We'll work with both companies to reach a mutually acceptable agreement."

CBS also has to contend with stations that clear lucrative off-network product at 11:30 p.m., including stations such as WBTV(TV) Charlotte, N.C., that are locked in to *Cheers* for several more years. If CBS does get Letterman, the station would air the show at midnight after *Cheers*, said John Hutchinson, president and general manager of WBTV.

"We'd be really pleased to welcome David Letterman" to CBS, said Hutchinson. While the station is not obligated to play *Cheers* at 11:30 p.m., "we have paid for it, so it's a

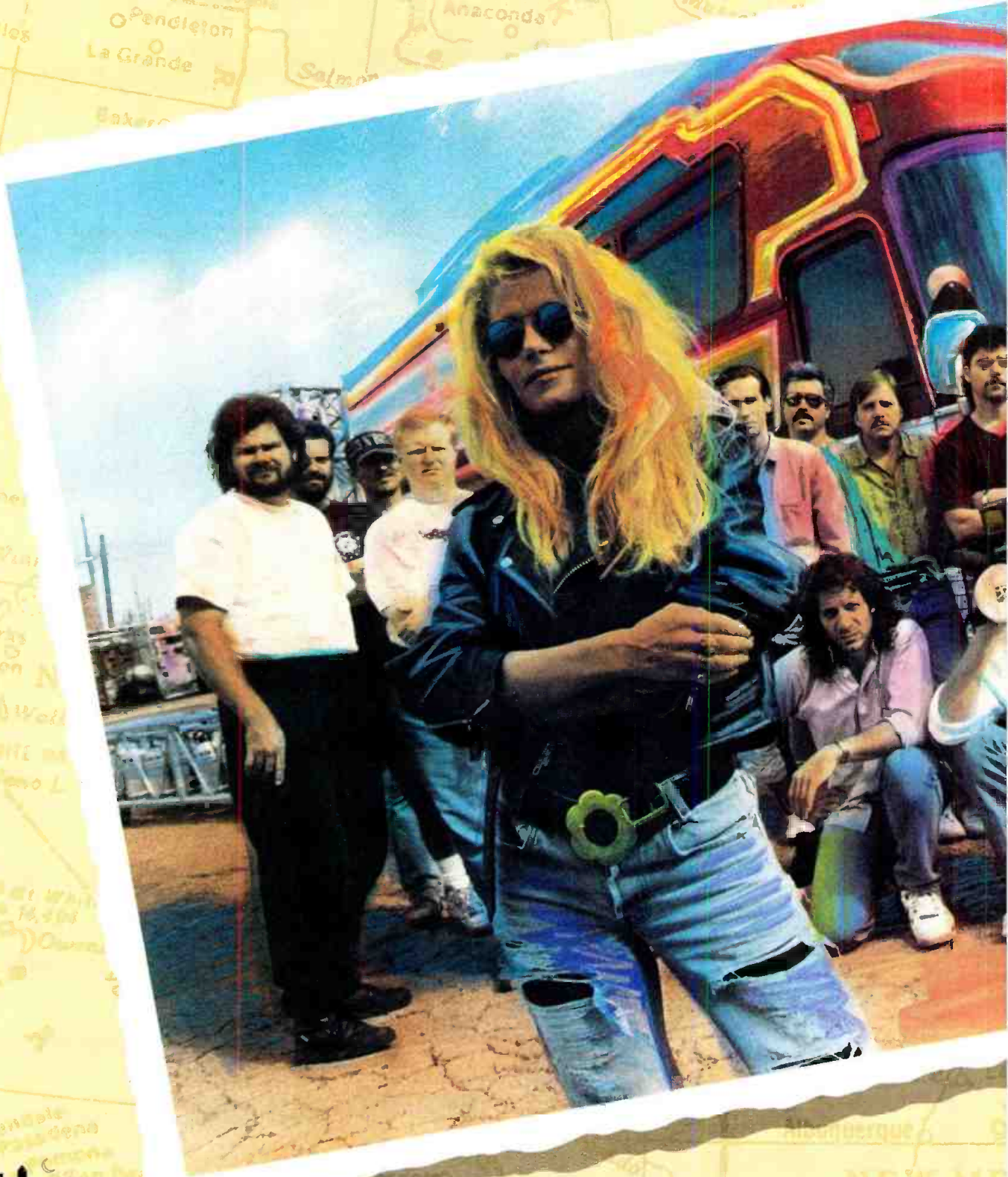


TV rookie Rush Limbaugh comes on strong in his first season



Whoopi Goldberg's ratings could be better, but there are hopes for year two

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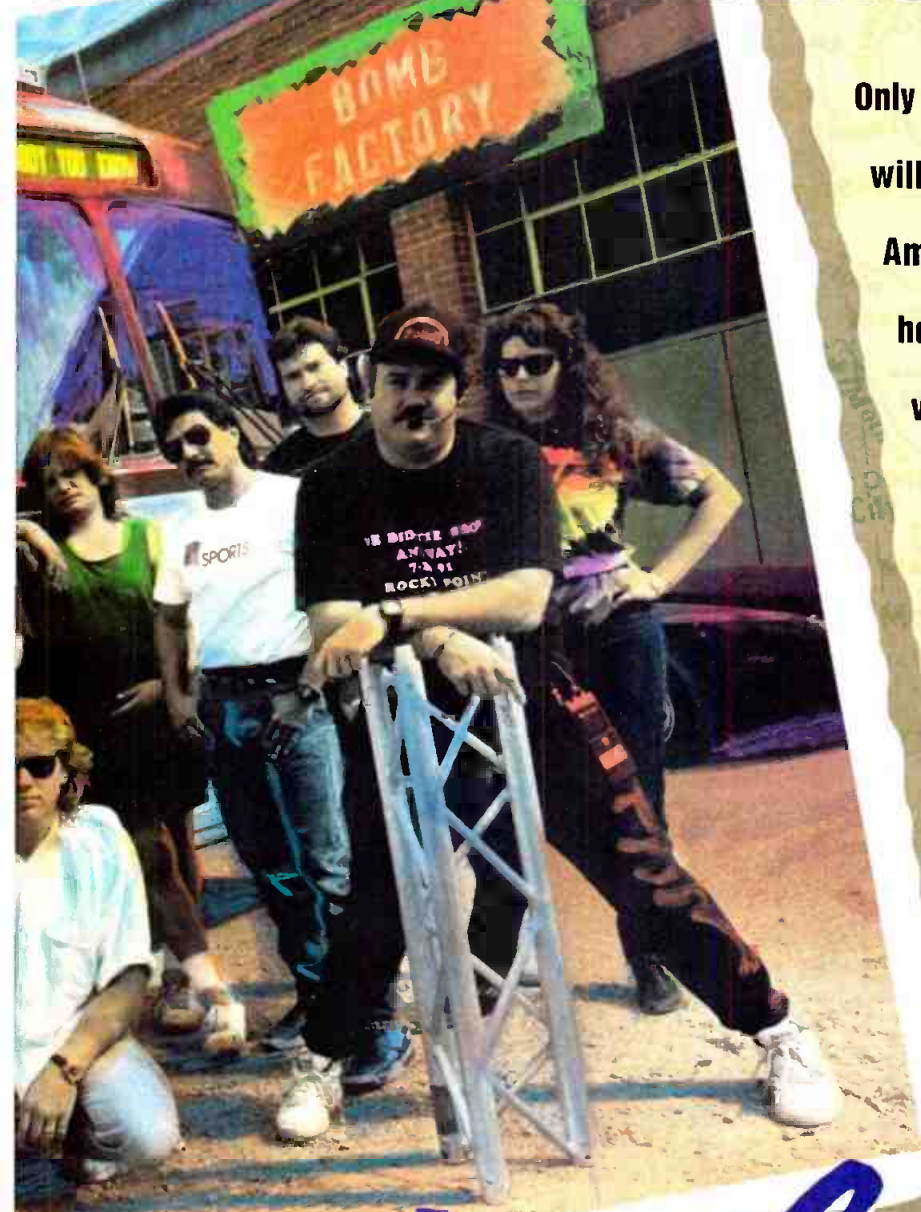


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financial reality. In effect the contract is self-renewing," in that it's tied to the number of seasons the show was renewed on NBC, he said. It also does a 25 share. "We deliver a higher number to midnight than many stations do at 11:30 p.m.," he said.

The CBS-Letterman deal could further tighten time period availability in late night because the deal would also give Letterman CBS's 12:30 a.m. time slot to produce another show.

One current show perceived to be vulnerable is *Whoopi* from Genesis Entertainment. The talk show's ratings in November were anemic, and as Genesis Executive Vice President Phil Oldham admits, there's a perception the show is "a little slow and boring." But Oldham said the company was addressing the problems and intended to bring the show back for year two.

"We're aware of the problems," he said. "But other shows have had a

disastrous first book and come back to be major franchises. Two examples are *Entertainment Tonight* and *Regis & Kathie Lee*."

Oldham said host Whoopi Goldberg was aware of the problems and agreed to try to inject some "spontaneity" into the show when it returns to production in January. "She wants to do a second year," he said. "And in syndication there's really nothing in development so far to replace it." ■

BURT DUBROW ON THE TWO FACES OF TALK

Burt Dubrow is the busiest producer in the talk show business. He is the only executive producer of two talk shows currently on the air—Multimedia's 'Sally Jessy Raphael' and 'Jerry Springer.' In addition, the 20-year talk show veteran is developing a third talk show that Multimedia hopes to launch next fall, 'Weekday,' with Rob Weller and Dana Fleming. In the following interview, the 20-year-old talk show veteran addresses the sleaze factor of talk, the new respectability coming out of this year's election campaigns and other issues.

Talk shows have been called an oral history of our times. Many people believe if that is true, then America must be obsessed with deviant sex and 12-step programs. Do they have a point?

There are times when talk shows exaggerate a bit. We are on TV and we do have a responsibility to gather a crowd. It's pretty elementary. If we put something on and they don't watch, we know they aren't interested.

So sex sells?

Let's not over-intellectualize the talk show and let's not take ourselves too seriously. If Sally does a Chippendales [dancers] show or Phil puts a dress on or Jerry does a show with transsexuals, so what? The problem is, the press says that's all we do. When Jerry does an hour with Jesse Jackson, they don't write about that.

Some shows do seem preoccupied with the sensational, especially during the sweeps.

That gets back to drawing an audience.

Look, all I'm saying is that we have to balance the serious with the fun. Talk shows are entertainment, and we want the viewers to have a good time. So we'll do the fashion show or the makeover, as well as the Amy Fisher case.

During the election campaign, talk shows grabbed headlines by providing a new forum for the candidates to get their messages across. Why now, as opposed to four or eight years ago?

We didn't come up with it; the candidates did. They looked for a way to reach audiences more directly.

Were they looking for a fairer shake than they believe they were getting from traditional newscasts?

That's part of it. The atmosphere on a talk show is certainly more friendly, and it's more directly interactive with the

audience they're trying to reach. It was also exciting television and they were saying, "Let the audience come at me rather than Sam Donaldson or some other reporter on the attack."

How many talk shows can the market sustain?

I used to think it could go on and on, but I think now we are reaching a point where time periods are becoming an issue. I think as long as there are good personalities, there will be room for talk shows. The trouble is when you get people who think anybody can do it. It lessens the credibility of the others.

What is the most difficult challenge to producing two daily talk shows?

The toughest thing is to keep the identities of the shows separate. What I need to do is focus the identity of the show through the host. I think as executive producer there is a lot I can do to shape that particular personality, to nurture it and define it. It's a process that never ends.

How are the Sally and Jerry shows different?

Sally's niche is compassion. She's caring, listening—talk to Sally, that kind of thing. Jerry's a lawyer, a former mayor and news anchor. He's more of an advocate for women.

Sounds a lot like Donahue.

That's the best compliment you can give me.

Tell us about the third show you're working on, *Weekday*.

We just finished the pilot. If I had to compare it to something on the air, it would be *Regis & Kathie Lee*—sort of a blend of information and fun. It will be multi-segmented with a live audience.

If it goes forward, will you executive-produce?

I have the ability to oversee all three shows. The key is to find a great production staff and creative people to work with. ■



Television

CLOSING TIME FOR 'CHEERS'

Paramount, producers and star reportedly agree to go out on top

By Steve Coe

Cheers, one of the series that anchored NBC's race to the top of the ratings in the 1980's, will be retired at the end of this season.

Surprisingly, the decision was not the result of acrimonious renewal negotiations between the network and Paramount Network Television, but rather a decision reached by Paramount, the executive producers James Burrows and Glen and Les Charles, and star Ted Danson. The loss leaves NBC with large shoes to fill in their Thursday night lineup.

"When we started *Cheers* we weren't certain we'd last 11 episodes, let alone 11 seasons," said the executive producers. "The entire run of the series has been a dream come true for all of us. We are grateful to our loyal viewers over the years, but we feel it's better to end the series too early than too late."

The decision on whether the show would continue each year for the past several has come down to the ability of the network and studio to agree on a renewal fee, and a vote by cast and crew whether to return for another season.

It has been assumed the vote by cast members hinged on whether star Ted Danson wanted to do another year. However, one source said the decision not to continue was made primarily by CharlesBurrowsCharles, the production company that produces the series with Paramount. "CBC and Paramount have had a partnership with regard to *Cheers*, but Ted was part of the decision-making process as a courtesy. He really wasn't germane to the



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final decision because the show could have continued without him but that was never seriously considered. The producers and Paramount had always taken the stance that they didn't want the show to go out on a low note either in the ratings or creatively, and now the show will go out while it's still fun and creative."

Another source, however, put the decision at the feet of Danson, saying the details for a 12th season had already been agreed upon by Paramount and NBC and that "CBC was also on board."

The decision to discontinue the series, by whomever, means that all parties appear to lose. For Danson, the star of the show, the absence of another season means a loss of almost \$12

million. That is what the actor reportedly pulls in per season for his portrayal of bartender Sam Malone. For Paramount and CBC, NBC was paying more than \$2 million an episode in license fees for the series and each season's worth of episodes padded the volume of episodes being sold very successfully in syndication. By the end of this season the syndication package will total 271 episodes.

Perhaps the biggest loser, however, is NBC, which, regardless of the comings and goings of other shows on Thursday night, felt confident the night was theirs as long as *Cheers* could be found at 9 p.m. The show is one of the main reasons that *Wings*, as the lead-out show, has been as successful as it has, and is responsible for

providing a considerable audience to *L.A. Law*, although that show has dropped in ratings.

"We, along with millions of *Cheers* fans, celebrate what we feel is one of America's all-time great television comedies," says Warren Littlefield, president, NBC Entertainment. "While we regret that this will be their last season, we respect their decision and are grateful to the talented producers, writers and cast for giving us an unparalleled 11-year run."

The network may take some comfort in the knowledge that the show may be back in some form for the 1993-94 season. A source said a spin-off idea from the show is under consideration, but no decision has been made. ■

NEW WORLD CREATES NEW DIVISIONS

Action, family programming will be produced in different divisions, headed by Rick Ungar

By Steve Coe

New World Entertainment has formed two new divisions for the development and production of children's and family programming. The two new areas, New World Family FilmWorks and New World Action Adventure, will be overseen by Rick Ungar, president and chief operating officer. New World's Marvel Productions, who will serve as president and

chief executive officer of the two new divisions.

Ungar says the two new divisions will be differentiated by the type of programming each department produces. "New World Family Film Works will be softer programming for the entire family. And the action stuff we do will be done out of New World Action Animation." He cited Marvel Productions' *Biker Mice from Mars* as the type of action programming to be

produced out of the action animation division.

The first project from the action division will be *War of the Worlds*, an animated action series set to debut in fall 1994. Ungar says the project will almost certainly be sold in syndication.

New World is also developing an animated project with singer-composer Barry Manilow to be produced under the FilmWorks banner. ■

DISNEY EXPANDS INTO LONG FORM

By Steve Coe

Already the leading supplier of network comedies, Disney is expanding its long-form activities by signing a deal with ABC to produce at least five made-for-TV movies for the 1993-94 and 1994-95 seasons. The deal was announced last Tuesday by Dean Valentine, executive vice president, Walt Disney Television, who also said Disney will increase its made-for output for the other networks.

"The last two years have seen us emerge as the largest single supplier of half-hour comedies in the television industry; our goal now is to be the industry leader in long form, as well,"

says Valentine.

The first project in the ABC deal is *A Family Promise*, written by Anna Sandor, whose credits include last year's Emmy-winning *Miss Rose*

White. The project will be executive-produced by Janet Faust Krusi. Disney has also enlisted the services of Marian Rees Associates to produce one or more of the projects. ■

LYNN SIGNS DEAL WITH COLUMBIA

Director Jonathan Lynn, who most recently oversaw Eddie Murphy's theatrical "The Distinguished Gentleman," has signed an exclusive development deal with Columbia Pictures Television. Lynn currently has a series commitment with NBC but will be developing projects for all networks. The multi-year deal includes the development of comedies, dramas and miniseries. His first project, for NBC, is a half-hour comedy, and Columbia expects to pitch the project to network executives this week. If all goes well, the series would be ready for inclusion on NBC's fall schedule. Lynn also created and co-wrote the BBC series *Yes, Minister* and *Yes, Prime Minister*. ■

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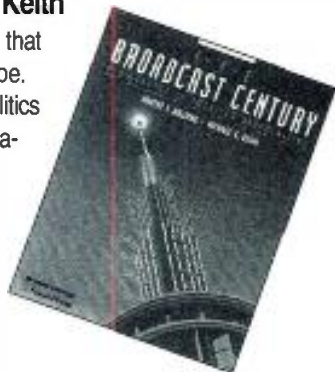
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Broadcasting's Ratings Week Nov 30-Dec 6

	ABC	CBS	NBC	FOX
MONDAY	13.7/21	15.7/24	12.9/20	NO PROGRAMING
8:00	47. FBI: Untold Stor 10.0/16	19. Evening Shade 14.8/22	25. Fresh Prince 13.7/21	
8:30	45. American Det. 10.2/16	19. Hearts Afire 14.8/22	29. Blossom 12.7/19	
9:00	21. NFL Monday Night	8. Murphy Brown 17.0/25	27. NBC Monday Night Movies—A Town Torn Apart 12.8/20	
9:30	Football—Denver Broncos vs. Seattle Seahawks	18. Love and War 14.9/22		
10:00	14.7/24	14. Northern Exposure 16.4/26		
10:30				
TUESDAY	16.2/26	13.5/22	8.0/13	NO PROGRAMING
8:00	8. Full House 17.0/27	32. Rescue: 911 12.0/19	80. Quantum Leap 7.1/11	
8:30	15. Hangin w/Mr. C 16.2/25		84. Reasonable Doubts 6.8/10	
9:00	1. Roseanne 23.3/35	24. CBS Tuesday Movie— Hard to Kill 14.2/23	46. Dateline NBC 10.1/17	
9:30	2. Jackie Thomas* 21.0/32			
10:00	52. Going to Extremes 9.8/17			
10:30				
WEDNESDAY	12.9/20	13.3/21	11.8/19	7.2/11
8:00	53. Wonder Years 9.7/15	34. Ch Brown Xmas 11.8/18	11. Unsolved Mysteries 16.7/26	68. Beverly Hills, 90210 8.5/13
8:30	63. Doogie Howser 9.2/14	31. Garfield's Xmas 12.2/18	36. Seinfeld 11.7/17	91. Melrose Place 5.9/9
9:00	4. Home Improvmt 19.8/29	30. In the Heat of the Night 12.3/18	69. Mad About You 8.3/13	
9:30	5. Coach 19.0/29	17. 48 Hours 15.6/27	65. Spy Magazine's Hit List 8.8/15	
10:00	48. Civil Wars 9.9/17			
10:30				
THURSDAY	9.0/14	9.7/16	11.9/19	11.9/19
8:00	74. Delta 7.7/12	73. Top Cops 7.8/12	69. Out All Night 8.3/13	13. Simpsons 16.6/26
8:30	86. Room for Two 6.6/11	58. Malcolm X: The Real Story 9.5/15	53. A Different World 9.7/15	26. Martin 13.0/21
9:00	74. Homefront 7.7/12	34. Knots Landing 11.8/20	16. Cheers 15.9/25	41. ILC: First Season 10.7/17
9:30			22. Wings 14.3/22	78. Down the Shore 7.2/11
10:00	32. Primetime Live 12.0/20		37. L.A. Law 11.6/19	
10:30				
FRIDAY	11.5/20	8.9/16	8.8/15	6.8/12
8:00	38. Family Matters 11.4/20	48. Golden Palace 9.9/17	84. Inspector Gadget 6.8/12	71. America's Most Wanted 8.2/14
8:30	44. Step By Step 10.4/18	58. Major Dad 9.5/17	80. Noel 7.1/12	89. Sightings 6.3/11
9:00	48. Dinosaurs 9.9/17	58. Designing Wmn 9.5/16	53. NBC Movie of the Week—Perry Mason: Case of the Fatal Framing 9.7/17	94. Likely Suspects 4.4/8
9:30	67. Camp Wilder 8.7/15	57. Bob 9.6/17		
10:00	22. 20/20 14.3/25	76. Picket Fences 7.5/13		
10:30				
SATURDAY	9.2/16	7.2/13	9.0/16	8.2/14
8:00		80. Miracles and Other Wonders 7.1/12	88. Here and Now 6.5/12	58. Cops 9.5/17
8:30	65. ABC Movie Special Saturday—Columbo: Uneasy Lies the Crown 8.8/15		83. Powers That Be 7.0/12	42. Cops 2 10.6/18
9:00		78. CBS Saturday Movie— The 'Burbs 7.2/13	43. Empty Nest 10.5/18	72. Code 3 7.9/13
9:30			40. Nurses 10.8/18	93. Edge 4.8/8
10:00	48. The Commish 9.9/18		53. Sisters 9.7/17	
10:30				
SUNDAY	17.7/26	18.7/28	11.0/16	6.2/9
7:00		3. 60 Minutes 20.6/32	91. Secret Service 5.9/9	90. Tiny Toons Xmas 6.2/10
7:30	10. ABC Movie Special—To Grandmother's House We Go 16.9/25	11. Murder, She Wrote 16.7/24	39. I Witness Video 11.3/16	96. Ben Stiller Show 3.8/6
8:00				62. In Living Color 9.4/14
8:30				77. Roc 7.4/10
9:00	7. ABC Sunday Night Movie—National Lampoon's Christmas Vacation 18.5/27	6. CBS Sunday Movie— Man Upstairs 18.8/28	27. NBC Sunday Night Movie—Revenge on the Highway 12.8/19	64. Married w/Childn 9.1/13
9:30				86. Herman's Head 6.6/9
10:00				95. Flying Blind 4.3/6
10:30				97. Whoops! 3.0/5
WEEK'S AVGS	13.1/21	12.7/20	10.5/17	7.7/12
SSN. TO DATE	12.6/21	13.3/22	11.2/18	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

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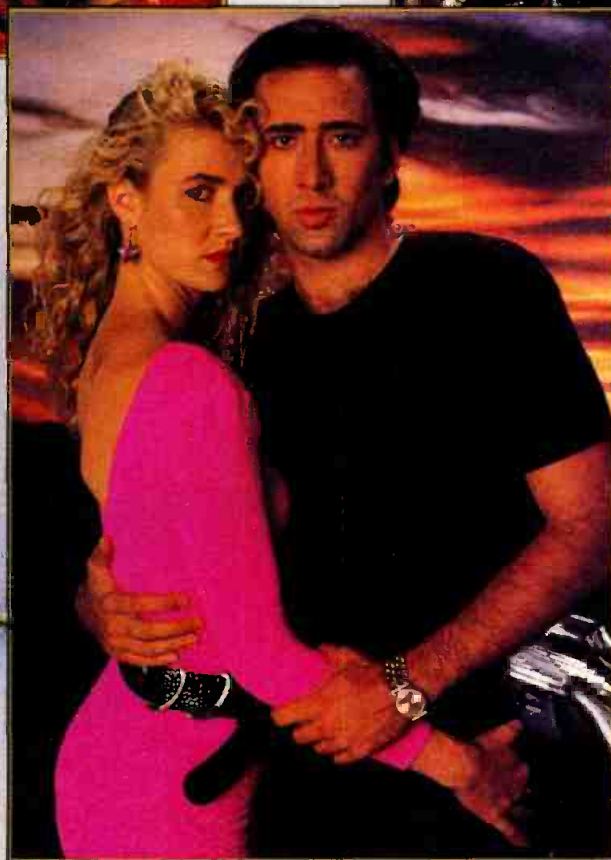
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Cable

HOME THEATER MEETS HOME SHOPPING

Designs on industry by Diller, Liberty Media raise speculation about QVC/HSN merger

By Geoffrey Foisie

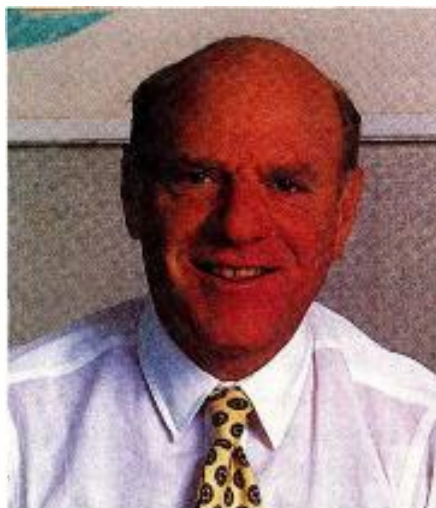
Control of the \$2 billion TV home-shopping giants—QVC and Home Shopping Network (HSN)—was being pursued last week, and observers were wondering whether the timing of the suitors was coincidental or part of a bigger plan, perhaps to merge the two companies into a single industry giant.

Such a merger had been contemplated earlier this year, but the companies' two founders could not agree on a price. Last week's events suggest that both founders will have far less influence going forward.

The week began with Liberty Media's and Comcast's pending request that they be given more representation on QVC's board of directors. The two MSO's, which jointly control at least 54% of the company's stock, had two directors each on the 11-person board already; together, they would gain a majority vote if granted one more director each.

Their position became even stronger on Thursday when former Fox chairman Barry Diller linked up in principle "to form a group" with Comcast and Liberty Media. Diller, QVC said, would "acquire a significant stake in QVC," and was also "in discussions looking toward his joining QVC in a senior executive capacity." QVC management and directors had endorsed Diller's alliance Wednesday.

Life was not quiet at HSN either. Liberty Media announced last Monday it had agreed to buy class B shares from HSN Chairman Roy Speer, giving Liberty 23% of HSN's equity and 75% of the voting power. In return Liberty agreed to pay Speer \$60 million in cash and 4 million of its own class A shares, giving the transaction a



Former Fox chairman Barry Diller: in the market for home-shopping buy

total value of over \$150 million.

Although Liberty said in its statement it expected the HSN transaction to close prior to 1993, it is subject to antitrust review. If Liberty's interest in both companies raised an antitrust issue, one source suggested the company could "put" its stake to Comcast for a previously arranged \$300 million. A Comcast spokesperson said she was unaware of such an arrangement.

The transaction could also raise a crossownership issue at the FCC. Home Shopping controls 12 TV stations, and Liberty has interests in 2.9 million cable subscribers, at least some of them in cities where HSN has stations. Although HSN has filed to spin off its stations in a company called Silver King Communications, the cable holding company might have to agree to divest the Silver King stock if the spinoff did not occur until after Liberty purchased Speer's interest. Control by Liberty could help HSN stations gain carriage on cable sys-

tems; in the 1992 Cable Act Congress specifically directed the FCC to rule on the must-carry status of broadcast home-shopping channels.

Even if Speer himself keeps the Silver King stock there could be a problem, since he would have effective control of the stations after the spinoff (BROADCASTING, Aug. 31) while continuing as chairman of HSN and sitting on the board of Liberty.

Liberty has suggested that its primary motive for obtaining control of HSN is to gain control of its telephone-answering, credit-checking and billing system. The company is said to have invested \$100 million in telephone and automated response equipment that HSN said can handle 2 million calls in a 24-hour period. This, and certain digital storage capability, is said to interest Liberty as it becomes increasingly involved in expanded pay per view and other offerings.

But Marc Riely, a securities analyst with McDonald, Grippo & Riely, is one of those who thinks that Liberty has bigger plans than buying access to a telephone-ordering system: "To me there are a lot of chess moves going on here." Riely estimates that, if nothing else, a merger of HSN and QVC could save as much as \$40 million in general and administrative costs annually. A combined HSN/QVC would have revenue of over \$2 billion annually.

When QVC and HSN were discussing a merger earlier this year, neither of QVC's large MSO shareholders objected to the plan, a source said.

HSN no longer owns the initial proprietary part of its telephone system: the automated human-voice technology was spun off to HSN shareholders earlier this year as Precision Systems Inc. (PSi). Last week PSi's stock doubled, to 15/16. ■

CABLE UPGRADES BOOST SUPPLIER FORTUNES

Stock prices respond to MSO investments in fiber-optic, compression technology

By Rich Brown

As 1992 draws to a close, cable equipment manufacturers are finding it has been a very good year. Two major developments—the increasing number of systems installing fiber-optic upgrades and the imminent arrival of digital compression technology—are said to be among the factors that will continue to boost their business in the future.

Scientific-Atlanta has seen its stock price rise from \$17 to \$37 during the last year, representing a rise of 113%. General Instrument, which last June made an initial public offering of 22 million shares at \$15 per share, is now seeing its stock trade at more than \$37 per share, a 66% increase. Another publicly traded equipment company, C-Cor Electronics, has grown from roughly \$9 a share to more than \$14, a rise of 59%.

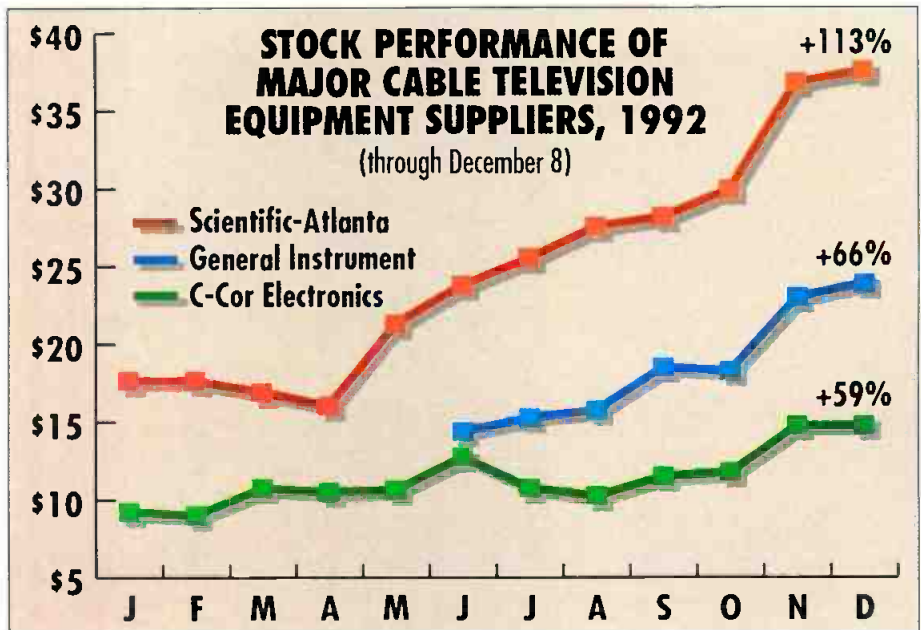
“The stocks have had a good run, and you’re not going to see that end in 1992,” said Jim Kedersha, an analyst with Cowen & Co. “This stuff is just starting. I think they are going to have several good years ahead.”

Kedersha said the “kick in the pants” that has prompted cable’s increasing investment in technology—the new level of competition from telephone and direct broadcast satellite companies—is a kick that is expected to keep on coming.

General Instrument and Scientific-Atlanta are both benefiting from cable companies’ installation of fiber optics in their networks, said Goldman Sachs analyst Mary Henry. The next step, she said, will be the installation of compression equipment in 1993 and 1994.

Some industry observers said the large amount of money already being spent on research and development by TCI, Time Warner, Viacom, Cox, Comcast and other top MSO’s is an indication that operators are prepared to invest in new technologies.

Equipment suppliers are awaiting more announcements like the one made earlier this month by Tele-Communications Inc., the nation’s largest multiple-system operator, which said it plans to invest \$200 million to im-



plement digital compression technology on its systems in the next year. In announcing the company’s compression deal with General Instrument and AT&T, TCI President and Chief Executive Officer John Malone said he expected other cable operators to quickly follow suit.

So far, both General Instrument and Scientific-Atlanta are benefiting from an unwillingness by the cable industry to be dependent on one digital compression supplier. TCI, HBO, PBS and programers in Canada, Mexico and Hong Kong have adopted the GI/AT&T compression technology, while Viacom has adopted Scientific-Atlanta’s compression system.

Comcast is among those MSO’s eager to implement compression technology to expand channel capacity,

according to company president Brian Roberts. He said at last week’s PaineWebber media conference in New York that his company has been holding compression discussions along the lines of the TCI deal but was not ready to make an announcement.

“I think there’s a race on,” Roberts said of the developing compression technology. “If somebody can sell us a box for an additional fifty dollars, I’ll buy it.”

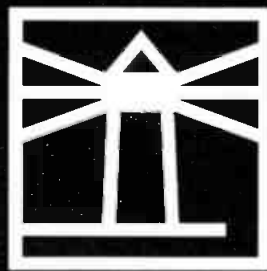
Meanwhile, Comcast, like many other operators, continues to boost the revenues of equipment suppliers with fiber-optic upgrades of its systems. Comcast Senior Vice President and Treasurer John Alchin said the company has slated about \$50 million in capital expenditures to upgrade its Storer Cable systems in 1993. ■

VIACOM TO TAKE NICKELODEON ABROAD

Viacom expects to announce plans soon to expand its Nickelodeon kids’ network abroad, said Chairman Sumner Redstone at last week’s PaineWebber media conference in New York. Redstone said Viacom is looking to build upon the company’s international expansion of its cable division, which now includes MTV Europe, expected to reach 50 million subscribers by the end of 1993, and MTV Asia, now seen in 5 million homes. Viacom President and Chief Executive Officer Frank Biondi said Nickelodeon hopes to sign country-by-country deals with local partners rather than the region-by-region arrangements made abroad for MTV.—RB

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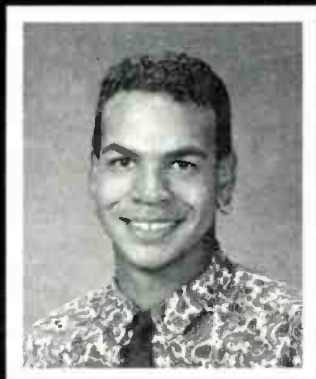
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ALFONSO HUCKLEBERRY
Freshman, Ohio University

"It's simple for me: If I didn't have the scholarship I would be taking some kind of telecommunications in the Marines."



BRIAN CHICHESTER
Junior, University Of South Florida

"I've been working my way through college at the local newspaper, which is giving me great experience. Still, the scholarship is invaluable to me because it makes it easier to concentrate on my studies."



LAURA WHITE
Senior, Kent State University

"I've been working and saving for college since high school and now, for the first time in eight years, I have time to do my homework and the luxury of working at a job in my field."



JOSEF FEDERMAN
Graduate School, Columbia University

"The first year the scholarship gave me the freedom to volunteer at AP rather than find a paid job as a waiter - and that AP internship did turn into a job."

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Tiffany Phebus, Tiffany Woods *Un. of Pennsylvania* David Boyer *Un. of Richmond* Megan Fitzmorris *Un. of South Carolina* John Dunlap *Un. of South Dakota* Colin Strombeck *Un. of South Florida* Brian Chichester *Un. of Southern Calif.* Shawn Bailey, Lynn Franey, Timothy Hanlon, Robert Kato, Toni Sciacqua *Un. of Tennessee* Jimmie Hollifield, Jr., Tamara Ratliff, Jamie Edward Bumpus *Un. of Texas* Mary Lou Pickel, Ronald Rowland *Un. of Utah* Mahdis Ariazand *Un. of Washington* Wendy White *Un. of Wisconsin/Madison* Kathleen Culver, Laura Streicher, Wayne Svoboda *Un. of Wyoming* Todd S. Adams *Utah State Un.* Christa McKinnon *Washburn University* Stephanie Taylor *Washington State Un.* Katrina Bylsma, Gordon McLean *Wayne State University* Monice Mitchell *Weber State University* Ray Friess, Jr. *Wesleyan University* Jonathan Chesto *Western Carolina Un.* William Choate *Western Kentucky Un.* Eric Cooper *Western Washington Un.* Mara Applebaum, Margret Graham, Michael Wilker *Whitworth College* Krista Vasquez *Winston-Salem State Un.* Ernest Simpson *Winthrop College (S.C.)* Shelley Canupp *Youngstown State University* Susan Yarb

Radio

MIDDLE-MARKET GIANT TAKES HIS FIRST STEPS

Phalen re-enters station trading with a lot of equity and under-radioed towns as targets

By John Gallagher

With \$36 million in equity as ammunition, Bill Phalen may well be the most heavily armed middle-market radio operator in the country.

Last week, Phalen purchased two Tucson, Ariz., combos, KNST(AM)-KRQQ(FM) and KWFM-AM-FM for a total of \$8.5 million ("Changing Hands," Dec. 7), creating the first duopoly in the market. Operating KNST(AM)-KRQQ(FM) alone, Phalen can snare 25% to 30% of Tucson's \$16 million radio revenue base; by operating both combos, Prism Radio hopes to control half the market.

He was also plowing familiar ground by buying KNST(AM)-KRQQ(FM) for \$4.5 million from Nationwide Communications, the company to which he had sold it in 1984 with the rest of his former radio group, Western Cities Broadcasting, for \$43.5 million.

But nostalgia was not a factor in the repurchase. The combo happens to fit the corporate buying strategy of Prism Radio: niche-formatted stations in un-

der-radioed markets in the 25 to 60 range with revenue bases of roughly \$20 million to \$50 million.

The new stations, when added to Prism's roster of WOKV(AM)-WKQL(FM) Jacksonville, Fla., acquired in May for \$3.75 million, give the company a total of six stations.

In 1989-90, with radio stations trading at multiples hovering at six times cash flow, Phalen decided the time was right to re-enter the market. With San Francisco investment bankers John Duff and Tom Goodrich, he started raising equity for another group. A commitment from their major investor, J.P. Morgan Bank, in hand, they were ready to start shopping. "With equity and debt, we're hoping to do about \$70 [million] to \$80 million in transactions," Phalen says, with all-cash transactions the mode at the outset.

Phalen and his group, working out of California for now, are looking for stations with distinct formats that are in strong competitive positions, such as the number-one soft adult contemporary or number-one album-oriented rock. In Tucson, Phalen plans to move

the news-talk format on 1,000-watt KNST(AM) to the stronger 5,000-watt KWFM(AM), leaving KNST without a format until he maps out a strategy.

They are also looking for strong signals. "It has to be equal to or better than the other signals in the market," Phalen says. "If it's a hair short of what the others are, I won't buy it."

Eschewing Arbitron

Phalen will organize the company differently this time around, in response to what he feels is a change in the way successful operators do business. "To succeed, you have to have a retailer's mentality," he says. "The industry is more sophisticated. We're going to become a service-quality company, with a lot of emphasis on training."

That training will consist of custom-designed, companywide sales seminars, something Phalen claims are offered by less than a handful of operators. And sales pitches will not rely on ratings numbers. "I don't think the customer is interested in how we do in an Arbitron. I think the customer is interested in what we can do for them as an advertising vehicle," he says.

Instead of ratings, Phalen will calculate ad rates based on the amount of inventory used, or demand pricing, just as other service-oriented businesses set rates. "I would rather take those dollars [used to subscribe to Arbitron] and put them into making my people better."

Phalen, admitting he is better at improving on other people's ideas than at coming up with them himself, says he would like to pattern Prism Radio—and his philosophy on running it—on the two companies he considers benchmarks for the industry: NewCity Com-

EXPLOIT OWNERSHIP RULES, BURKE ADVISES

Capital Cities/ABC Chief Executive Officer Dan Burke did not refer to radio in his formal presentation at last week's PaineWebber media conference, but in remarks after the meeting Burke said the new duopoly and multiple-ownership rules were something the company was "going to have to deal with.... Companies will have to either enhance [their station portfolios] or withdraw."

Asked his opinion about the FCC's regulatory proceeding involving radio disc jockey Howard Stern, Burke said he would rather "keep my feelings to myself," but suggested he had less than complete admiration for Stern: "All I can say is Howard Stern is not on any of our radio stations." Some of the issue, he added, may be "generational.... Younger people are more tolerant." Burke is 63. —GF

munications, headed by President Richard Ferguson, and Infinity Broadcasting, run by President Mel Karmazin. "Infinity is probably more hierarchical, whereas NewCity is more local," he says, but both Ferguson and Karmazin stand out from their peers because "they see the industry differently—they're more focused, they have better insight and a better understanding than others."

But it all starts and ends with the customer, Phalen says, and he believes a decentralized company can best serve advertisers and audience. "In a corporate environment, information starts at the top and kind of slowly filters down to the bottom, if it ever gets there. The type of company I'm going to run will be where information starts at the bottom and comes up."

Phalen started Western Cities with his brother Richard in 1970 with the purchase of KLUC-AM-FM Las Vegas. Western Cities acquired eight stations in five Sunbelt markets in 12 years for less than \$10 million and, in the heady trading days of the '80s, "almost all of them were 100% leveraged," he says.

With a desire to "take some time off" and with an opportunity to make a sizable return on its investment, the group exited radio with the sale to Nationwide, a \$43.5 million deal Western Cities pulled off with only \$200,000 invested by stockholders. ■

GAY SATELLITE SERVICE DEBUTS

KGAY, a satellite-delivered audio service tailored to gay and lesbian listeners, began broadcasting Nov. 28 with an eclectic mix of alternative music, news and features.

The Denver-based service is available to satellite dish owners (estimated at 3.9 million homes). Some 75-100 services, some of which are also licensed by the FCC for over-the-air transmission, now broadcast via satellite.

KGAY was founded and will be managed by Clay Henderson, who has been involved in various gay and lesbian broadcasting ventures over the past two decades. Dan Radcliff, KGAY program director, said the station accepts advertising, but has not lined up any advertisers for its debut. —PV

SLIGHT GAIN SEEN FOR NETWORK

By Sharon D. Moshavi

Network radio, which suffered through dismal advertising revenues this year, is in for a better—although still pretty dismal—market next year.

Bringing in about one-quarter of the revenues of national spot radio, the two categories combined have seen advertising dollars drop 6.4% in 1992, to \$1.9 billion, according to Robert Coen, senior vice president, director of forecasting, McCann-Erickson. Ernst & Young figures have network radio ad revenues dropping 12%, and fourth-quarter revenues are still trailing behind the same period last year.

Forecasters are close in their expectations for network growth next year:

- Coen sees radio as a whole up 8%, with network a few points lower.
- The Radio Network Association is forecasting 4% growth.
- Other research firms, such as Myers & Associates and Standard &

Poor's, are expecting a 4-5% gain.

But even with the growth, revenues will still fall below 1991 levels and, at about \$400 million, will just about match 1990 revenues, according to Rick Devlin, president of the RNA.

Some advertisers are less optimistic about network chances in 1993. "There's no reason to assume it will get better," says Jean Pool, senior vice president, director of local broadcast, J. Walter Thompson.

"Radio will be the last category to get real big growth in broadcasting, and network radio will be the last of the last."

But the industry is already starting to see positive signs for the first quarter, according to Devlin. Advertisers across all categories who had significantly cut back on network radio in 1992 are starting to recommit their dollars, he says. "And if we come out of first quarter looking alive and well, that's good, [since] second quarter is always stronger." ■



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Washington

TELCOM 'MANDATES' HAVE CLINTON'S ATTENTION

Progressive Policy Institute recommendations include broadband fiber-optic network, auctioning use of spectrum and national discussion on responsibilities of mass media

By Harry A. Jessell

The Progressive Policy Institute, a Washington think tank with the ear of President-elect Bill Clinton, last week offered 388 pages of suggestions for the incoming administration, including recommendations for a "broad national discussion" on what it sees as the negative impact of TV on families and initiatives to foster the development of a national broadband fiber-optic network.

PPI's "Mandate for Change," as part of its deficit-slashing proposals, also calls for spectrum auctions and reduction in the deductibility of advertising.

PPI is a spinoff of the Democratic Leadership Council, the organization of moderate Democrats Clinton helped found in the wake of the 1984 presidential election and chaired prior to launching his run for the Presidency last year.

The DLC and PPI have also been a source of transition personnel. DLC President Al From is the transition's chief domestic policy adviser, and its vice president, Robert Shapiro, is among his top economic advisers.

Many of PPI's ideas were incorporated into the Clinton campaign's policy papers and rhetoric. How many will find their way into administration policy next year remains to be seen. Responding to questions at a Washington press conference called to release "Mandate," Shapiro said the recommendations are, in essence, "just advice." "The decisions are his [Clinton's], not mine," he said.

"Mandate for Change," published by Berkley Books and now available in bookstores, is sweeping in its scope, addressing the economy, defi-



Providing input to the Clinton transition are Robert Shapiro (l) and William Galston

cit cutting, health care, crime, the environment and government reforms. Ideas having a direct impact on electronic media constitute a small part.

To upgrade the nation's infrastructure and promote an "entrepreneurial business climate," the nation needs to upgrade its telecommunications network, says one of the chapters on economic reforms. Citing a study by Robert Cohen of the Economic Strategy Institute, the chapter says productivity would be boosted by more than \$300 billion by 2010 "if we replace copper wires with new fiber-optic cable capable of vastly increasing the amount of information transmitted into businesses and homes. Such a network could mix video, voice, text, and data transmissions, turning the family television set into an interactive 'telecomputer.'"

The network is too expensive—\$100 billion to \$400 billion—for the government to build, it says. "Instead, the new President should press for regulatory changes that encourage electric utilities to become investors in the new system, along with the local

phone companies and perhaps cable television companies.

"Without a penny of public spending, we could speed the completion of a network that might do as much for our economy in the 21st century as the interstate highway system did after World War II," it says.

PPI first floated the idea, in a separate report last summer, that utilities could drive the development of high-capacity networks. Written by PPI Vice President Jeremy Rosner and visiting fellow Steven Rivkin, the report—"Shortcut to the Information Superhighway"—said electric and other power utilities would cover the cost of new networks by using them for energy load management, if state regulations were changed to encourage it.

To the dismay of the telephone industry, the Rosner-Rivkin report dismisses the idea of permitting telephone companies to offer video services as a means of giving them incentive to upgrade their networks. Relaxing the current prohibition "may cede them a way to dominate tomor-

row's information economy."

"It's very important for our long-term growth that we create a broadband network," said Shapiro, author of much of the economic proposals in "Mandate" and one of the Clinton transition's top economic advisers. The utility-driven scheme is not the only way to bring about the broadband network, he said. "There are various ways of doing it. We will see which one makes the most sense," he said without elaboration.

The chapter on pro-family policies calls for a "cultural agenda" aimed at regulating mass media, primarily television, with which, it says, children spend twice the time they spend with their parents.

Because of television's influence, it says, the new President should "initiate a broad national discussion concerning the responsibilities of publicly licensed media in a free society." It cites research showing that "televized violence exacerbates aggressive behavior" and parental concerns that television intensifies "hard-to-control consumer and sexual desires among children."

The chapter also endorses the 1990

Children's Act, which limits commercials in children's programming and requires broadcasters to air educational programming. Results of the Children's Act have so far been "disappointing," it says. Broadcasters have shirked their obligation by relabeling entertainment programming like *GI Joe* cartoons as educational, it says.

"There is a law on the books, and no one has impugned its constitutionality successfully," said William Galston, author of the chapter and a professor at the University of Chicago. "The law ought to be enforced and ought to be taken seriously by the broadcasting industry," he said.

"The American people are deeply concerned about the role of television in shaping their children's lives," he said. "They have the right to be concerned. The concentration of advertising, the concentration of violence and other negative features of children's programming are matters of legitimate public concern.

"For a very long time," Galston said, "We have believed in this country that the broadcast media which are licensed represent a public trust, and a public discussion about certain role

parameters, not micromanaging, but certain broad parameters, is within the legitimate scope of government."

"Mandate" proposes a long list of spending and tax subsidies that, if dropped, could trim billions off the annual deficits. Auctioning "use of the electromagnetic spectrum," it says, would save \$1.7 billion in fiscal '93 and \$3.5 billion over four years. Amortizing the deductibility of ad costs would garner \$3.3 billion in '93, and \$16.5 billion over four years.

And in what would be a blow to Washington lobbyists, "Mandate" proposes reducing the deductibility of business expenses for meals and entertainment from 85% to 50%. That would save \$11.9 billion over four years, it says.

The volume also proposes governmental reforms that could affect the regulated broadcasting, cable and telephone industries. Among other things, it calls for a "sunset" commission "to review all programs and regulations [at least once every seven years] to determine whether they should be reauthorized" and a sunset law requiring federal agencies to eliminate two regulations for every new one. ■

BREAUX PUSHES TELECOMMUNICATIONS-POLICY PANEL

Senate Communications Subcommittee member John Breau (D-La.) last week confirmed his desire to form an industry blue-ribbon commission on telecommunications policy to aid Congress in its deliberations ("Closed Circuit," Dec. 7).



Breau told BROADCASTING last week he had written a letter to President-elect Bill Clinton urging formation of the group. "I think we need to do that because I think we've been in many fights, jurisdictional disputes, staff interfighting. I think we need a blue-ribbon commission that can make recommendations outside the political realm," he said.

But Breau could not provide further details on the possible makeup of the commission and which members of the Clinton transition team would be involved.

An increased involvement in communications issues suggests Breau may be positioning himself to succeed Vice President-elect Al Gore as the most prominent Senate Democrat on telecommunications infrastructure issues. During his Senate tenure, Gore championed the cause of communications technology and service advancement through encouragement of the home-satel-

lite industry and support of telephone company entry into cable television and other information services. At the same time he favored heavy reregulation of the cable television industry.

Breau would probably have a more cable-friendly style, perhaps encouraging closer cooperation between cable and telephone companies in the construction of advanced video networks invigorating fiber optic and digital compression technologies. He voted for the 1992 Cable Act (S. 12) when it first came to a vote in the Senate last January, but was believed to be among the swing senators undecided on how to proceed on the conference report as late as a week before the voting last Sept. 22 (he eventually voted in favor). During the January debate he led a failed drive for an S. 12 amendment denying must-carry status to broadcast stations that featured home-shopping services or a large number of infomercials.

Breau, 48, has served in Congress since 1972, the last six years as a senator. He easily won a second term this year. He chairs the Senate Commerce Committee's Merchant Marine Subcommittee but ranks behind five other Democrats on the Communications Subcommittee, where he has served since 1989. Breau is also chairman of the Democratic Leadership Council, a group of Democratic moderates formerly headed by President-elect Clinton.

—RMS

The Clinton transition hit the FCC full force last week as a closemouthed group of Democratic Hill staffers and communications attorneys set up shop on the fifth floor of the Washington headquarters and began gathering information on policy, personnel and budget.

Leading the effort was Washington attorney Ronald Plessler. On his team were several well-known House and Senate aides with plenty of experience with communications policy: Toni Cook and John Windhausen of the Senate Communications Subcommittee, David Leach of the House Energy and Commerce Committee, and Gerald Waldron of the House Telecommunications Subcommittee.

Others include New York communications attorney Stuart Shorenstein and Howard University professor Clay Smith and Villanova professor Henry Perritt.

Former astronaut Sally Ride, head of the transition "cluster" to which Plessler reports, visited the FCC team and commission officials last Wednesday. Caught coming out of FCC Chairman Alfred Sikes's office, she said her team's mission was to "take a snapshot" of what was going on at the FCC and not to make policy recommendations. She declined further comment.

Squads of two or three transitioners checked in with each of the commissioners on Wednesday and Thursday. Like Ride, all insisted on secrecy, referring questions to the transition's press office—a font of non-information.

And where was House Telecommunications Subcommittee aide Larry Irving while his colleagues were running around at 1919 M Street? Apparently doing his own thing for the transition. Robert Shapiro, vice president of the Progressive Policy Institute and one of the Clinton transition's top economic advisers, told BROADCASTING Irving had been tapped to formulate telecommunications infrastructure policy for transition's economic team.

Irving, instrumental in the drafting of the regulatory Cable Act of 1992 and a regular critic of efforts to deregulate broadcasting, declined comment.

Rebuilding the nation's infrastructure—transportation, environmental and telecommunications—has been a central theme of the Clinton campaign and transition. As a member of the transition's economic team, Shapiro said he is responsible for most of the infrastructure thinking, but Irving has been assigned telecommunications.

Irving's transition role lends credence to rumors that he may end up at the Commerce Department as head of the National Telecommunications and Information Administration, assuming it survives any Clinton administration governmental reorganization.

Washington attorney and FOB Phil Verveer may have so far eschewed a formal role in the Clinton transition, but not so his wife. Melanne Verveer resigned as executive vice president of People for the American Way to help out on Hillary Clinton's staff. The Verveers are long-time friends of the Clintons. Founded in 1980 by Norman Lear, the Washington-based People for the American Way has championed First Amendment rights for public broadcasting and for schools, museums and other public institutions.

Outgoing FCC Chairman Al Sikes took some parting

shots at two of his fellow commissioners at the Federal Communications Bar Association's dinner last week in his honor, twitting Andrew Barrett for absenteeism and Sherrie Marshall for her support of the fin-syn rule and for coveting the chairmanship.

Although delivered with tongue in cheek, many of the jokes landed hard and struck some of the 600 lawyers on hand as more bitter than humorous.

Commissioners James Quello and Ervin Duggan would like to be chairman between the time Sikes leaves office Jan. 19 and Clinton appoints a successor. Marshall, too, wants to be chairman, and "she doesn't want to be temporary chairman," Sikes said, referring to her several challenges to his leadership during their three and a half years together. He also characterized the new fin-syn rules, which she championed over his opposition, as the "new Marshall plan."

Sikes presented the Where's Waldo Award to Barrett for being the only commissioner who has to check in at the lobby security desk for a visitor's pass and awarded Barrett's travel agent the Serendipity Award for the windfall that has come from making Barrett's travel plans.

Sikes also ridiculed the fin-syn rules, which passed despite his and Quello's dissenting votes, disagreeing with the court's opinion that they are a "Rube Goldberg-like contraption." They are easy to understand to "anyone who understands Hollywood accounting," he quipped. He awarded Hollywood, which is trying to force Circuit Judge Richard Posner to recuse himself from the fin-syn case, the Federal Judiciary Ethics Award for "seeking to maintain the highest standards of judicial propriety in the face of an adverse decision."

Finally, Sikes awarded Howard Stern, who prayed that Sikes's prostate cancer would spread throughout his body, the Sloan-Kettering Humanitarian of the Year Award.

Congressman Barney Frank (D-Mass.) told BROADCASTING last week he would try to push his yet-to-be introduced bill to kill retransmission consent through the Judiciary Committee, of which he is a member, not Energy and Commerce, whence the provision to the 1992 Cable Act sprang.

Frank says he senses that Judiciary Chairman Jack Brooks (D-Tex.) and Copyright Subcommittee Chairman William Hughes (D-N.J.) are "unhappy" with the way the bill turned out and anticipates getting the bill to the floor quickly. "Broadcasters say: 'It's not fair, why not pay us for our programming?'" he says. "My answer is: 'Fine, start paying me for my air and I'll do that.'"

During Senator Al D'Amato's (R-N.Y.) tough re-election fight, Infinity's Howard Stern endorsed him and gave him a lot of free airtime. D'Amato last week returned the favor, urging the FCC not to fine Stern for indecency in a letter to Chairman Al Sikes. "Government action to limit free speech, whether in response to the religiously motivated right or the politically correct left, is un-American," he wrote. The fines are designed to "muzzle Stern, and that is censorship plain and simple." ■



Washington Watch

Edited By Harry A. Jessell

PLESSER CRITICIZED FOR FORMER ASSOCIATIONS

Public interest groups critical of transition team communications head because of work for Direct Marketing and Information Industry associations

By Joe Flint

Ronald Plesser, the Washington attorney chosen by President-elect Bill Clinton to oversee communications issues (including the FCC) for the transition team, has come under fire by public interest groups because of his work for two trade associations.

Plesser, a partner in the Baltimore-based law firm of Piper & Marbury, has acted as counsel to the Direct Marketing Association and The Information Industry Association. Both associations represent companies that distribute and market information including government information for profit.

Critics of the associations say they advocate private sector control of information for the public.

At issue is how information from the government gets to the public. James Love of the Taxpayers Asset

Project described Plesser as the "most ferocious opponent of librarians and citizen groups who want to broaden access to government." Plesser, Love added, wants to "weaken privacy laws and inhibit access to government information."

Other areas that Plesser has worked on, according to Marc Rotenberg, director, Computer Professionals for Social Responsibility, include telephone records and who is granted access. "DMA is thrilled about the growth of 800-number services and is generating huge mailing lists. The issue is, are telephone records going to be sold to companies for direct marketing or kept private," Rotenberg said.

Rotenberg told BROADCASTING his organization is planning to meet with the transition team this week to discuss Plesser's appointment. "It's not that Plesser should not be at the table, just not at the head of the table."

Ironically, according to lawyers fa-

milar with Plesser, he got started in information issues working for Ralph Nader, who is now overseer of some of the groups protesting his appointment.

"Plesser is lobbying for policies that do not benefit public interest," said Jeff Chester, a co-director of Ralph Nader's Center for Media Education.

Chester said it is a "wrong first signal by an incoming administration" and puts double duty on Clinton to find people who reflect such policy.

Although Plesser's position on information issues has been criticized by the public citizen groups mentioned above, no one questions his ability.

"He's good at putting a public interest spin on what is not in the public interest," said Love, of the Taxpayers Asset Project.

"We are not happy with the work he's done, but he is damn effective." ■

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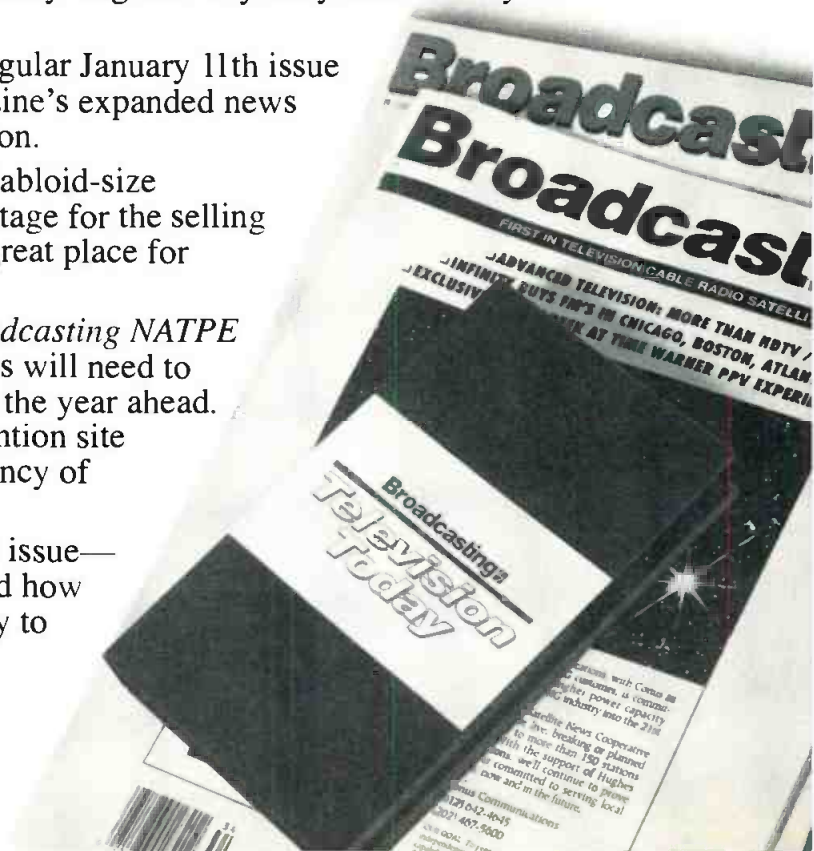
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MUST-CARRY ORAL ARGUMENTS SET FOR SPRING

District Court issues 'standstill' order regarding carriage of noncommercial stations

By Randy Sukow

The three-judge panel of the U.S. District Court in Washington formed to review the 1992 Cable Television Consumer Protection and Competition Act last week scheduled Thursday, March 4, 1993, for the opening of oral arguments over five suits challenging the act's must-carry provisions.

In the meantime, the three judges will hear arguments tomorrow (Dec. 15) on the court's jurisdiction over other provisions of the Cable Act beyond must carry. (The act's section on "Judicial Review" explicitly calls for a three-judge panel to review the constitutionality of must carry but does not indicate whether other provisions should fall under its jurisdiction.)

The panel, meeting for the first time last Monday (Dec. 7), also approved a "standstill" order delaying FCC enforcement of the Cable Act's automatic must-carry provision for all non-commercial television stations. The order was drafted with language from the Justice Department, the FCC and Turner Broadcasting System (TBS), one of the five cable organizations challenging must carry. Must carry for noncommercial stations was to have taken effect on the Friday before the standstill order, Dec. 4.

All of the parties involved in the Cable Act litigation agreed to the standstill, including the National Association of Broadcasters, the Association of Independent Television Stations and several organizations representing public television.

Broadcasters much preferred the standstill to the possible alternative of the District Court issuing a temporary restraining order (TRO) on public TV must carry, said Jeff Baumann, NAB executive vice president and general counsel. Approval of a TRO would have required the court to find grounds for delay; such a finding could adversely affect future deliberations on must carry for all stations. A court-approved standstill settlement agreed upon by all parties has no precedential bearing.

Under the standstill order, cable systems may decline carriage of public TV stations "on grounds deemed ap-

propriate, including the pendency of the above-captioned lawsuits." Public stations may still file FCC complaints if declined carriage, but "the FCC shall not take any remedial action in response to a complaint...until the conclusion of the 120-day period stated in the Cable Act." Cable systems may then wait "at least 45 days" after

the date of the FCC order to carry the complaining noncommercial station.

The order further states that "the FCC furthermore shall not in any manner or at any time sanction a cable operator for declining a request for carriage." The standstill will expire as soon as the District Court panel enters a final must-carry order. ■

COMMENTERS CLASH OVER CABLE INDECENCY RULES

By Joe Flint

Cable system operators, users of leased access and public, educational and governmental (PEG) programmers clashed over how the FCC should best implement rules for indecent programming on such channels and whether operators should be required to carry such channels at all.

At its November meeting, the FCC proposed rules requiring cable operators to channel indecent programs, as identified by programmers, to a single leased access channel and requires operators to block access to such channels unless a subscriber requests access.

Operators could also prohibit the use of PEG access channels for programming that contains obscene material, sexually explicit conduct or material soliciting or promoting unlawful conduct.

The commission also sought comments on how to define indecency and what sort of blocking devices operators should use.

The National Cable Television Association said access channels "strip the operator of control over its channel capacity and reduce the number of channels available for programming."

"Being compelled to carry leased access and PEG programming is a violation of Time Warner Entertainment's rights as a First Amendment speaker," the company said. Being required to carry such channels, Time Warner continued, "unconstitutionally compels it to speak in a manner that it would not otherwise choose."

That said, the MSO proposed that the commission rules should include

allowing cable operators to require certification, notice and indemnity regarding indecent material from commercial program providers and PEG program providers.

Operators should also be allowed to place all indecent programming on a separate channel and block the channel unless a subscriber requests access in writing, Time Warner said.

Arguing against handing over editorial control to the operator or at least asking for certificates to verify that no indecent programming will be aired without prior approval and an "appropriate timeslot" were several access operators.

"Editorial control by the cable operator or any other entity managing public access endangers the principle of public access," said Manhattan Neighborhood Network, a nonprofit organization responsible for administering the public access channels in the Borough of Manhattan. The indecency definition, it said, is "disturbingly vague." "We feel that this provision will threaten people's First Amendment rights and create a chilling effect on the use of public access by potential users."

All costs for implementing the rule, Manhattan Neighborhood Network said, should be paid for by the operator. "Of course, the cable subscriber will ultimately bear the added cost," it said.

The Boston Community Access and Programming Foundation said the rule is "a solution in search of a problem" and that the commission "has an obligation to see whether its goals can and are being accomplished through less intrusive means." ■

RECENT ACTIONS:

The FCC launched seven rulemaking proceedings for implementing the Cable Act and including rate regulation and program access (see "Top of the Week"). Commission appeared to be leaning toward establishing a benchmark method for establishing rates. FCC will also request rate information from cable systems facing effective competition and from 250 random systems facing no effective competition. Commission also issued notice to cable systems that have raised rates since Act was passed that those rate increases will be scrutinized and a rollback is not out of the question. Separately, three-judge panel of U.S. District Court reviewing Cable Act scheduled oral arguments challenging must-carry provision for March 4, 1993.

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

offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002. **Commission issued notice of proposed rulemaking last Thursday (Dec. 10)—see "Top of the Week." 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. **Commission issued notice of proposed rulemaking last Thursday (Dec. 10)—see "Top of the Week." 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

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. **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 programming from broadcast to basic and premium cable services and PPV. **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 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 issued notice of proposed rulemaking last Thursday (Dec. 10)—see "Top of the Week." Final approval target: April 1. Congressional deadline for completion: April 3.**

6. Anti-buythrough. Systems with addressable capability required to

times for service calls, billing and refund rules. **Commission issued notice of proposed rulemaking last Thursday (Dec. 10)—see "Top of the 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. Commission suggested 25% national cap for cable subscribers was possibility. Cross-ownership 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. **Commission issued notice of proposed rulemaking last Thursday (Dec. 10)—see "Top of the 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. **Commission issued notice of proposed rulemaking last Thursday (Dec. 10)—see "Top of the 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

Technology

CABLE PONDER'S ZENITH'S DIGITAL 'AFTERBURNER'

System combining modulation and compression may increase channels, decrease costs

By Peter Lambert

Still celebrating Tele-Communications Inc.'s Dec. 2, \$200 million commitment to digital video compression deployment to the home by 1994, cable television engineers are saying another new technology may multiply the benefits—and even cut costs—of deploying compression within the same timeframe proposed by TCI.

If General Instrument/AT&T, Scientific-Atlanta and other manufacturers build Zenith Electronics' 16-VSB (vestigial sideband) cable modulation scheme into their compression systems, say several executives, cable operators may be able to deliver not six, but up to nine high-quality, slightly compressed signals per 6 mhz channel from headend to home.

For small cable systems willing to sacrifice some picture quality for maximum expansion of services, the combination of compression and Zenith's modulation scheme could mean more than 20 signals per channel.

And, says one engineer, the modulation scheme may actually lower the costs of implementing digital transmission. Zenith seeks to sell VSB and is open to licensing it to compression manufacturers. "Our take on compression deployment is that its timing is very similar" to the deployment timing for 16-VSB, says Wayne Luplow, division vice president, advanced research and development, for Zenith.

Zenith unveiled the system three weeks ago, claiming it uses auxiliary acquisition and synchronization data streams to double the amount of video/audio source data delivered in 6 mhz, from 21.5 to 43 megabits-per-second—without additional compression (BROADCASTING, Nov. 23).



Zenith R&D Manager Richard Citta shows how to double cable data bits.

According to Zenith, the system can carry 23 taped video signals compressed at 1.5 mbps; 17 taped signals at 2 mbps; nine live signals at 4 mbps or two HDTV signals within a standard channel.

Prototype hardware's first demonstration during the Dec. 2-4 Western Cable Show in Anaheim played to positive reviews from engineers, including Walt Ciciora, vice president of technology for Time Warner Cable.

"I believe you have to offer six to eight channels per 6 mhz to make pay per view work," says Ciciora, who also chairs Cable Television Laboratories' task force on digital compression implementation from cable headend to home. With 16-VSB, he says, "you may not have to trade off as much picture quality to achieve that."

Implementation of headend-to-home compression by Time Warner in the 1993-94 timeframe "is not unlikely," he says, although, unlike TCI (with its preponderance of smaller systems), Time Warner "is focusing on

fiber first, compression later," to bring new, two-way video, audio and data services to mainly urban, contiguous systems.

If proved workable in the field, says Ciciora, the combination of compression and 16-VSB modulation "may allow us to play the game two ways. You can go with 23 movies at VHS quality; you can go with 10 movies at better quality, and you can mix and match."

Although too soon to evaluate, says Dan Pike of Prime Cable, "It would appear Zenith has a highly refined, very high efficiency modulation format—a sort of afterburner to compression."

Nick Hamilton-Piercy, vice president of engineering and technical services for Rogers Cablesystems of Canada, got his hands on VSB-16 for about 30 minutes in Anaheim. "From a technical point of view, it was about the most profound event of the show, a real windfall, because it raises the number of quality signals per channel from about six to eight or nine."

Asked whether the cable industry might have to slow its rollout of compression to incorporate the modulation scheme, he suggests 16-VSB adoption "might even accelerate decisionmaking on compression," both because it doubles channel capacity and because it may prove easier and cheaper to implement than the 64 QAM (quadrature amplitude) proposals currently under consideration.

Prime's Pike believes it would be "convenient, but not required," that the industry as a whole adopt 16-VSB. With so many co-ventures among compression/transmission proponents, he believes openness among them has been demonstrated and will allow the best solutions to prevail.

Like Luplow, Hamilton-Piercy ex-

pects that the deployment timetables can converge. In Rogers's case, compressed digital services will launch over satellite in 1993—Canadian Home Shopping on Jan. 1; YTV (children's programming) in March, and Vision (religious programming) next summer. But GI and AT&T will not begin to provide set-top converters for testing until mid-1993, several months after the Motion Picture Experts Group settles MPEG 2 standards in March. Rogers plans no volume set-top rollout before late 1994.

Confirming that 16-VSB could be incorporated into a compression system, Vito Brugliera, vice president of product development for Zenith Cable Products, says the system is optimal for the "somewhat benign" cable environment. Zenith believes the 4-VSB version incorporated in its HDTV system has proved robust over the air, but it provides half the data capacity of 16-VSB. That unique cable applicability may also fuel interest. ■

HDTV CENTER TO OPEN IN L.A.

By Peter Lambert

New York-based REBO Studio and TVN Entertainment Corp. will jointly launch a new Advanced High Definition Television Production Center in Los Angeles by early 1993.

Described by REBO Chairman Barry Rebo as a co-marketing venture, the center—located in TVN's satellite pay-per-view uplink center in Burbank, Calif.—will provide satellite transmission of "HDTV films and special events," as well as HDTV post-production facilities and telecine, film-to-HDTV conversion equipment.

Planning to debut an 11-channel PPV service to cable affiliates next month, TVN President Stuart Levin said: "With the introduction of digital compression during the coming year, and with the FCC's scheduled adoption of HDTV standards, REBO and TVN expect a dramatic upsurge in HDTV production, and we want to be ready to offer the full range of HDTV services."

Saying his New York studio will remain up and running indefinitely, Rebo expects FCC adoption of a ter-

restrial HDTV transmission standard next year "will illicit a lot of interest in Hollywood. There are certainly many people interested in widescreen pay per view. I think TVN shares the vision that there will be a 16-by-9 market in the home.

"We are staying focused on the near future," he said. "All the blue sky notwithstanding, after six years [producing in HDTV], this is the time to move actively, if cautiously, toward real-market opportunities."

The speed and depth of investment in the new studio may reflect that caution. "A good part of the lack of response to HDTV has been paying for the high cost of production equipment," Rebo said. "We're determined to lower the cost to the point where users find it cost-effective."

He expects to serve as more than an effects lab, with early clients serving a closed-circuit market for business and a "secondary market" for concerts, sports and other special events. ■

SATELLITE FOOTPRINTS

SOMALIA CONNECTION

Intelsat has rotated a trans-Atlantic satellite to allow ABC, CBS, CNN and NBC direct links from Somalia to the U.S. "To facilitate newsgathering operations, we have moved Intelsat 502's east spot beam over Somalia so the U.S. networks can access this beam with their transportable transmission equipment," said John Hampton, Intelsat executive VP, operations and services.

FOX STEPS UP BIRD USE

Fox Broadcasting has become a network whose operations and facilities can begin to be compared

with its broadcast brethren and competitors. Since Sept. 1, Fox has expanded its full-time satellite leases from two to six transponders aboard AT&T's Telstar 303. Fox Inc. Senior VP Andrew Setos says Fox News Service is now providing eight hours daily of contribution feeds via satellite and Vyxx fiber backhaul service from Washington to Fox's brand-new satellite operations center (SOC) in Los Angeles. The SOC and "sectional program release facility"—both miraculously assembled in 89 days by Fox and Glendale, Calif.-based National TeleConsultants Inc.—allow Fox to deliver regionalized advertising in every time zone for the first time.

IN SYNC

S-A, NTL TO PRODUCE COMPRESSION EQUIPMENT

Scientific-Atlanta has reached a joint product development and marketing agreement with National Transcommunications Ltd. (NTL), Winchester, U.K., aimed at bringing MPEG-standard digital video compression systems to broadcast, cable and satellite markets. S-A says any hardware developed by the two manufacturers will become part of S-A's network architecture design. Viacom Networks adopted S-A's compression system last month for satellite distribution initially to SMATV, then cable in the U.S.

CALL FOR NAB '93 INFORMATION

The National Association of Broadcasters launched a "fax-on-demand" service—(301) 216-1847—Dec. 7 for NAB '93 attendees

seeking convention information or registration forms. The 24-hour service requires no access code. Scheduled for April 18-22, 1993, at the Las Vegas Convention Center, NAB '93 will inaugurate the NAB MultiMedia World Conference (April 19-22) and feature the NAB HDTV World Conference (April 19-22), the Broadcast Engineering Conference (April 18-22), Society of Broadcast Engineers Day (April 20) and regulatory, marketing and management agendas.

NEW TOWER FOR WCIX

WCIX(TV) Miami has contracted LDL Communications to design, build and deliver a new tower to replace one toppled by Hurricane Andrew last August. The new tower is to measure 1,767 feet and the top of the antenna 1,839 feet. It will become operable by the fall of 1993.

Business

CAPITAL CITIES/ABC'S FINANCES SPELLED OUT

Burke says ABC Sports is budgeting 'modest' profit for 1993; company has ability to pursue \$5 billion-\$8 billion acquisition

By Geoffrey Foisie

Final-year financial results for Capital Cities/ABC will "not be materially better" in 1992, investors and journalists were told last week. Speaking at the PaineWebber media conference in New York, company executives had some good news to relate, including positive ratings results for the broadcast year-to-date. For the near term, profit growth is held hostage by a weak revenue picture, said Daniel Burke, president and CEO, CapCities/ABC. He told the audience that TV network group costs will actually decline, on a comparative basis, despite a "punishingly expensive" *Roseanne*. As for the broadcast group, costs are expected to increase 4.7%, in part because increases for several King World Productions shows carried by the Capital Cities/ABC-owned stations were "way over the rate of inflation."

The revenue budgeted for ABC Productions' own shows will more than double next year to roughly \$160 million. Burke noted that based just on domestic revenue, the division's shows will incur deficits: "The studios were not just whistling."

Capital Cities/ABC continues to generate additional cash, creating a hoard that as of Sept. 27 stood at \$1.15 billion, an amount greater than its total debt. Burke said that the company's current balance sheet would allow it to undertake an acquisition in the \$5 billion-\$8 billion range. Other possibilities for using the cash included a major share repurchase; a significant dividend payout (Burke termed that "the least likely" option), and undertaking more start-ups, although he added there were no new start-ups

planned now.

Chief Financial Officer Ron Doerfler said the company has continued its share repurchase program, and that as of Nov. 30, 271,540 shares had been repurchased at an average \$433.65 per share, for a total of \$117 million (CapCities/ABC last Tuesday closed at 478½, up 15¾). During the same time period it also repaid \$480 million in debt.

Burke said it is not



CapCities/ABC's Burke

likely the company will spend a lot for rights to professional sports telecasts. He praised sports division president Dennis Swanson for reducing losses in the division by 85% since ABC was bought by Capital Cities: "At the time we arrived at ABC, 57 of 61 events were losing money." Burke said he believed the division had even budgeted a "modest profit" for 1993. ■

TIME WARNER TO SELL OFF OR INCREASE MINORITY HOLDINGS

Holmes says company may liquidate \$3 billion in assets; details plans for Queens system

By Sharon D. Moshavi

Time Warner wants to either sell off or take control of its minority equity stakes, Senior Vice President Geoffrey Holmes said last week.

Holmes told analysts attending the PaineWebber media conference that "our objective is to take this \$3 billion in non-cash contributing assets and either liquidate them or convert them into cash-contributing assets."

While he would not elaborate much on which assets the company had in mind, he mentioned Time Warner's cable system holdings. The company owns 50% of systems controlling 1.5 million subscribers, and Holmes said the company was very interested in

either selling its stake in those systems or swapping cable properties with other MSO's. In September, Time Warner sold its minority stake in Mile-Hi Cablevision of Denver.

Other minority stakes Time Warner holds include Turner Broadcasting System (21%), Whittle Communications (37%), Court TV (33%) and Black Entertainment Television (15%). Along with the other cable partners on TBS's board—TCI, Comcast and Continental—the company has first rights to buy CNN should Ted Turner ever sell. In such a scenario, Time Warner also has rights to take operational control of the network.

Holmes also detailed Time Warner's plans to roll out the fiber

architecture the company is testing now in its Quantum system in Queens, N.Y. The company hopes to have more than 75% of its subscribers wired into the new system in the next five to seven years. Coupled with compression, which the company anticipates will directly reach subscriber homes by the first quarter of 1994, Time Warner is preparing for systems with 500 to 600 channels.

The company spent between \$300 million and \$330 million on capital expenditures for its cable systems last year, and expects to increase that amount—although Holmes did not say by how much—in 1993.

Time Warner saw bright spots in

HBO's performance thanks to the network's multiplexing efforts, in which it offered three channels with time-shifted programming to subscribers. HBO subscriber numbers in multiplexed systems were up 6.7% from January to June. Time Warner is offering multiplexed HBO to 2.3 million of its approximately 17 million subscribers, and hopes to increase the number to 5 million by the end of 1993, said Holmes. Earnings for HBO before interest, taxes, depreciation and amortization for 1992 are expected to be up 10% over last year to \$216 million, despite a \$40 million investment in the Comedy Channel and foreign start-up pay services. ■

Changing Hands

WNNK-AM-FM Harrisburg, Pa. □ Sold by Keymarket Communications to June Broadcasting Inc. for \$12 million. Seller is headed by Kerby Confer and recently sold WDCK(FM) Richmond, Va., and purchased WZLB(AM)-WFRG-FM Rome, N.Y. ("Changing Hands," Nov. 2). It is also licensee of 3 AM's and four FM's. Buyer is subsidiary of Calendar Broadcasting, headed by Phil Giordano, former executive at ABC Radio Networks. He recently purchased WXBM-FM Pensacola, Fla. ("Changing Hands," Sept. 28). Giordano also owns three AM's and four FM's. WNNK(AM) is fulltimer with CHR format on 1400 khz with 1 kw. WNNK-FM has CHR format on

104.1 mhz with 22.5 kw and antenna 725 feet above average terrain. *Broker: The Ted Hepburn Co.*

KAZY(FM) Denver □ Sold by subsidiary of Summit Communications to Z-C Radio Acquisition for \$5.5 million. Seller is headed by James Wesley Jr. and is also licensee of stations in New York, Dallas, Atlanta and Baltimore. Buyer is headed by Zell Chilmark, and plans to merge with Jacor Communications within year. KAZY has AOR format on 106.7 mhz with 100 kw and antenna 987 feet. *Broker: H.B. La Rue Media Brokers.*

WORD-FM Pittsburgh □ Sold by Salem Communications to Entertainment Communications Inc. (Entercom) for estimated \$4 million. Seller recently sold WKPA(AM) and acquired WPIT-AM-FM, all Pittsburgh ("Changing Hands," Nov. 2). It owns nine AM's and six FM's. Buyer is also licensee of Pittsburgh stations WEEP(AM)-WDSY(FM), and also owns three AM's and 11 FM's. WORD-FM has beautiful music format on 104.7 mhz with 50 kw and antenna 500 feet above average terrain. *Brokers: Gary Stevens & Co. and Blackburn & Co.*

KBTM(AM)-KJBR(FM) Jonesboro, Ark. □ Sold by Patteson Brothers Broadcasting to Duke Entertainment for \$1.75 million. Seller has no other broadcast interests. Buyer is headed by Larry Duke, and also owns KFIN(FM) Jonesboro, Ark. KBTM is

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PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$762,500 □ 1

FM's □ \$11,875,000 □ 5

AM-FM's □ \$15,940,000 □ 4

TV's □ \$0 □ 0

Total □ \$28,577,500 □ 10

1992 to Date:

AM's □ \$188,732,184 □ 225

FM's □ \$429,884,254 □ 285

AM-FM's □ \$340,449,895 □ 170

TV's □ \$1,394,888,087 □ 53

Total □ \$2,353,954,420 □ 733

For 1991 total see Jan. 27, 1992 BROADCASTING.

fulltimer with talk format on 1230 khz with 1 kw. KJBR has CHR format on 101.9 mhz with 100 kw and antenna 1,059 feet above average terrain. *Broker: Sunbelt Media (Bill Caite).*

WKNY(AM)-WDST(FM) Kingston, N.Y. □ Sold by Saw Mill Broadcasters Inc. to CHET-5 Broadcasting Ltd. for \$1.65 million. Seller is headed by Richard Landy, who owns cable properties and is licensee of WZAD(FM) Wurtsboro, N.Y. Buyer is headed by Gary H. Chetkof, assistant general counsel of The Sillerman Companies and president of radio syndication company. WKNY is fulltimer with AC format on 1490 khz and 1 kw. WDST has alternative AC format on 100.1 mhz with 2.9 kw and antenna 308 feet.

KRTR-FM Kailua, Hawaii (Honolulu) □ Sold by Mount Wilson FM Broadcasters Inc. to Ohana Broadcasting Inc. for \$1.25 million. Seller is headed by Saul Levine, and is also licensee of three AM's and two FM's. Buyer is headed by Austin Vali and has no other broadcast interests. KRTR-FM has AC format on 96.3 mhz with 75 kw and antenna 2,120 feet.

ARBITRON OUTLINES PORTABLE PEOPLEMETER PLAN

By Sharon D. Moshavi

Arbitron has unveiled details of its planned portable peoplemeter service (BROADCASTING, Dec. 7) for both TV and radio, scheduled to launch in two U.S. markets by the end of 1994. The company concedes there are still a lot of unanswered questions about how they will use the proposed new technology.

The portable peoplemeter will be a device survey participants will wear or carry. Arbitron has yet to design it, but it will be no bigger than a telephone pager, the company says. The peoplemeter will pick up codes encrypted in programming by TV and radio stations and will be used for both in- and out-of-home viewing. The data will be delivered to Arbitron either by downloading the device through a modem or physically mailing it to Arbitron. The company also envisions its use by cable networks and cable systems. "There's a lot

we still don't know," says Arbitron's new president, Stephen Morris, who spoke briefly at the presentation of the new service.

Arbitron has pulled in several partners for the venture. The BBM Bureau of Measurement, a cooperative non-profit Canadian TV and radio ratings service, is investing \$500,000 over two years in the project's design research and implementation. BBM will launch the technology in two Canadian markets in spring 1995. Arbitron declined to say how much it was spending on the project. The Australian ratings service AGB McNair plans to license the technology for use there.

Two companies have been contracted to create the system: Martin Marietta Aero and Naval Systems of Baltimore and Intellisys Automation of California.

Ken Wollenberg, executive vice president, sales and marketing, at Arbitron, says the company will not raise client prices for the new service, but stations will face the still-undetermined cost of encrypting signals. Initially, individual stations will get their own codes. Arbitron hopes later to encrypt individual programs and commercials as well.

The lower expense of the pocketmeters—less on average than a set-top peoplemeter, says Arbitron—will enable the company to survey larger sample sizes, meter smaller markets and perhaps meter on a continuous rather than occasional basis, according to Wollenberg.

Many significant details remain to be worked out, such as tracking whether people are using the device and exactly where they are watching or listening—that could be a particular problem for the radio industry, which traditionally has been keenly interested in where people are listening.

Arbitron's proposed peoplemeter is getting mixed reviews from the advertising and broadcasting communities. Howard Nass of Foote, Cone & Belding says his skepticism stems from Arbitron's failed national ratings service, ScanAmerica, which folded in September. "It requires a big investment by the company, which lost tons of money on ScanAmerica. I question if they can go through with it." ■



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RADIO

HELP WANTED MANAGEMENT

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.

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.

General manager: Maine resort area; summer, fall & winter activities needs experienced, proven performer to complete station turnaround. Are you that leader? Send complete resume/information to Box T-14. EOE.

General sales manager: Expanding Champaign Illinois based group seeks individual that can train, manage aggressively and sell for our newest property. Send resume/details of your sales management background to Mark Rollings, PO Box 882, Chesterfield, MO 63006 or Fax to 314-458-1835. EOE.

Aggressive salesman, motivated manager, seeking ownership opportunities, long hours, small market, need partner. That's me. If that's you too. Fax resume to Cliff Somers in New Mexico, 505-864-8205. EOE M/F.

General sales manager—PLUS. Manage and grow staff of top rated regional FM; expand vendor and other programs. Plus, corporate duties with New England group for right person. Send resume, your philosophy in confidence to: General Manager, WXLO Radio, Worcester Center, Worcester, MA 01608. EOE.

HELP WANTED SALES

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.

A.E.'s: Work hard and play hard in five of America's richest and most beautiful resort markets, Aspen, Vail, Breckenridge, Steamboat Springs, and Gunnison, all Colorado. Our operations are on the cutting edge of technology. Yes you can make good money in small market. Rapid growth offers upward mobility. Send resume to Paul Moore, Rocky Mountain Radio, PO Box 5559, Avon, CO 81620 or fax to 303-949-0266. No phone calls. EOE.

New Jersey radio advertising salesperson. Knowledge of ethnic and northern New Jersey markets a plus. Box 1326, Newark, NJ 07101. EOE.

There are 7 salespeople looking for a new leader for 1993. Their sales manager went to a larger market and we are now seeking a replacement. 1992 was a great year. If you think you can help us increase our business in '93 and want to take on the challenge, send your resume to Box T-17. Great company, great package, great market great opportunity. EOE.

Director international radio program sales: Major media company seeks sales person with international business and syndication experience. Ability to plan and juggle several projects simultaneously. Foreign language proficiency a plus (eg. Spanish, Mandarin). 25% travel. Base plus commission and excellent benefits. EOE. Resume to Box T-16.

Beautiful historic, coastal Charleston SC powerhouse AC, 100 KW WXTG, and regional AM is looking for a dynamic, experienced radio salesperson to work and live in one of America's selected ten super cities. Fax letter & resume to 803-577-7726. EOE.

Sales manager: Fast growing #1 rated station in medium northwest market has an excellent opportunity for "street smart" goal oriented sales manager. Family community offering outdoor recreation and university. Station is regional leader. Good advancement potential. Reply to Box T-15. EOE.

HELP WANTED ANNOUNCERS

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.

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.

Sr. editor: Our company, a subsidiary of a Fortune 200 communications company, is seeking a senior editor for our electronic information services division. The individual selected will oversee the division's day to day editorial functions and prepare and announce news and information for department news services and products. Qualifications include: Degree in radio/TV or Communications preferred; 3+ years experience writing and reading news broadcasts based on wire services; familiarity with news, sports, and business news; excellent news judgment; experience with audio production equipment; a broadcast-quality voice; ability to work days, nights and weekends on short notice. Position includes a complete benefits package. If interested, please send resume and salary requirements to: Box T-18. EOE.

HELP WANTED PERSONALITY/TALENT

Nationally syndicated radio (short form/18-35). Seeks a vivacious crew. (1 M/1 F), to make live calls. Must be imaginative, natural, quick thinking w/o script. Please send resume/sample tape: 3-15 Productions, 502 Commercial Street, Boston, MA 02109. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program manager: History-making duopoly opportunity awaits someone with dynamic programming skills. KUUL-FM, an established 100,000 watt Oldies station; plus, pending FCC consent, KMJC-FM, a 100,000 watt Adult Contemporary station. This person will also serve as a viable member of the corporate leadership team of Signal Hill Communications. Davenport, IA. Position available until 02/01/93, however position will remain open until filled. Applications should be received no later than 01/08/93. Send resume and letter of application to Debbie Basazek, Director of Business Operations, Signal Hill Communications, Inc., 3535 E. Kimberly Rd., Davenport, IA 52807. EEO employer.

SITUATIONS WANTED MANAGEMENT

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.

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.

GM/GSM: Major market turnaround specialist. 100% record of improving top line at 3 consecutive stations as SM. 100% record of improving top and bottom line at 3 as GM. Prefer New England, Northeast. No magic. Hard work and proven systems. Give me what I need to win, you keep the profits. Reply to Box T-19.

SITUATIONS WANTED ANNOUNCERS

PD/personality: Currently on-air in major California market seeking full-time challenge. 16 years experience programming, production, promotions, continuity. All formats. Solid track record and references. Mark: 408-688-5604.

Talk show host: 20 year veteran looking for return to radio after 11 years in television. Opportunity more important than money. Call Bob 615-968-1922.

Honor graduate broadcasting school licensed, talented, clear speaking voice seeks on-air position, production, any position available. Willing to relocate. 404-449-3296, 404-564-5605. Ask for Robert.

Mature announcer with many years experience. Was morning man, but any shift acceptable. Speech training, college, non-smoker. Call Bill 804-220-5896.

SITUATIONS WANTED SALES

All around broadcaster with 30 years experience. Seeks position as salesman-announcer combo. Prefer sunbelt in small to mid-size market. Experience MOR, Country, Oldies. Write to Box T-20, or call 703-221-4324 evenings EST.

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 Bealy 215-657-0653.

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

CHR programmer with 15 years successful track record searching for medium or large market as PD/operations. Specialist in maturing format to sellable demos and working with sales on promotions that increase listenership and revenue. Expertise in focused product, music scheduling, talent development, and marketing. Employed with industry-wide references. Please reply to Box T-21.

MISCELLANEOUS

Ron Balonis' Broadcast Engineer's Computer Toolbox? Write: COMPUTER TOOLBOX, 118 Rice Street, Trucksville, PA 18708. Or, call it up: 1-717-696-1490 (300/1200.8.N.1).

TELEVISION

HELP WANTED MANAGEMENT

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.

President/CEO: Friends of Louisiana Public Broadcasting. Friends of Louisiana Public Broadcasting (FLPB) is a 501(c)(3) nonprofit corporation which provides financial support to the Louisiana Public Broadcasting Network (LPB), a service of the Louisiana Educational Television Authority (LETA). FLPB is seeking a president/CEO to be responsible for administrative and management duties associated with the planning, development and coordination of all FLPB fundraising activities including individual, corporate, and special events, and also for long-range planning that incorporates the strategies associated with public television's task force on funding. The FLPB president/CEO must have the capability to lead a committed staff and work cooperatively with the staff of Louisiana Public Broadcasting to provide the leadership necessary for developing a plan of action for expanded statewide support and long-range development activities. Minimum qualifications are a bachelor's degree and seven years of successful experience in marketing, management and public relations, preferably in the area of public broadcasting. Individual must have proven leadership abilities and demonstrated success in developing creative fundraising strategies. Familiarity with computers is extremely desirable. Salary for the position is competitive, commensurate with experience and qualifications. Letters of application, including current resume, salary history and references, should be sent to Dick Dunhan, Search Committee, PO Box 1028, Baton Rouge, LA 70821. Deadline for applications is Friday, January 8, 1993. Friends of LPB is an EEO/AA employer and does not discriminate on the basis of race, religion, sex, age, national origin or disability.

Local sales manager to lead team of five experienced reps to the next level. Experience in research, business development and sales promotion required. If you're ready to take over a successful small market operation send your resume to: Tom Combs, WLFI-TV, 2605 Yeager Road, West Lafayette, IN 47906. EOE.

Sales manager: Mid-sized, midwest Fox affiliate seeks LSM. Results driven position requires strong commitment to people, growth and development. Five years minimum management experience. Reply in confidence to Box T-22. EOE.

Small market, Midwest affiliate is seeking an experienced professional to administer all functions of our traffic department. Duties will include inventory control, continuity, log editing and revenue reporting. Qualified applicants need experience with the Columbine system and be able to work with sales staff. Please send resume and cover letter to Box T-23. Equal opportunity employer.

HELP WANTED SALES

Major broadcast group in mid-Atlantic market is seeking an enthusiastic, highly motivated individual for an entry level sales position. Qualified candidates will have an applicable college degree or two years sales experience. Send resume to Box T-24. Women and minorities are encouraged to apply. EOE.

Marketing consultant: Are you ready to move up? ABC affiliate in 45th market has an opening for an AE who can put vendor & new business on the air while maximizing a traditional list. Knowledge of ratings, Star and MMP helpful. Send cover letter and resume to: WHTM-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

Account executive: For single station market in one of the fastest growing areas in the country. Area includes Laughlin, Nevada. Fax resume to Tom Kelley, KMOH-TV at 602-757-8848. EOE.

WPTT TV 22, a top 20 Indy, seeks driven sales rep with 1-3 years TV experience for \$45,000 list. Send letter/resume to: Michael Hills (LSM), 750 Ivory Ave., Pittsburgh, PA 15214. EOE.

HELP WANTED MARKETING

KOVR-TV in Sacramento is looking for a highly competitive, creative manager to oversee marketing of our television station. Strong news promotion background, previous promotion manager experience a must. Send tape and resume to: General Manager, KOVR-TV, 2713 KOVR Dr., West Sacramento, CA 95605. No phone calls accepted. Our broadcast group 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.

HELP WANTED TECHNICAL

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.

Master control director: Fox-Atlanta, experienced master control operators needed. 4-day week, great facility. WATL Fox 36, Room M. One Monroe Place, Atlanta, GA 30324. EOE.

Excellent opportunity for capable, experienced transmitter engineer to work with network VHF station in beautiful Texas resort city. Reply to Box T-25. EOE.

Chief engineer for VHF Fox affiliate: KTBV-TV 4, Anchorage, Alaska. Must have FCC General Class license and SBE certification. Degree desirable with 10 or more years broadcast electronic experience. Knowledge of old and new VHF transmitters and Sony studio, on air and post production equipment. Must be able to supervise and manage. Salary D.O.E. Equal opportunity employer. Send resume, credentials and references in confidence to: General Manager, KBTY TV 4, 1840 S. Bragaw Ste 101, Anchorage, AK 99508.

TV maintenance engineer: We are seeking an individual with a minimum of four years experience in the maintenance of television broadcast equipment. Digital experience with such equipment as Ampex ADO, ESS, and AVA as well as computer experience is essential. Work with Grass Valley Switching and Routing, Sony Beta and one inch tape equipment. Transmitter, microwave, RF and two-way experience also desirable. Send resume and salary requirements to: Joseph A. Taylor, Chief Engineer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

WPTT-TV 22 is searching for a chief engineer. Applicant must have UHF transmitter experience, an FCC license along with SBE certification. Individual will be self-motivated and expected to maintain entire operation. Communication skills are a must. Send resume to: Kevin O'Leary, Operations Manager, PO Box 2809, Pittsburgh, PA 15230. No phone calls accepted. EOE.

HELP WANTED NEWS

News/weather and sports: Small market TV is demanding and exciting. Located in South Central U.S. We are looking for people who aren't afraid to work and be involved. We are small but demand excellence. If you are a weekend news/sports or weather anchor and want an opportunity to become our main Monday-Friday 6 & 10 anchors send us your resume. If you are now a great reporter and think you can anchor our weekend shows plus report 3 days a week give us a try. Bring us the basics...journalistic ability/good grammar and diction/personality and team player work habits. We will give you work, work, and more work... plus a great place to learn and develop your skills. We are an equal opportunity employer. Send resumes to Box T-26. We will contact you for a tape.

Top 50 affiliate looking for co-anchor. We want the best, so please no beginners or wanna-bes. Send resume, salary history and brief statement of your professional goals. Reply to Box T-27. EOE.

East Coast affiliate seeks enthusiastic, energetic morning anchor. Must have at least two years anchor and reporting experience. Send resume to Box T-28. EOE.

Video operations supervisor: Position is part of our news management team responsible for the daily supervision of our news photography staff, quality control of our video product and high standard execution of news operations technical support. Requires demonstrated ability to manage people and technical resources effectively and to establish and maintain productive working relationships with other newsroom and station managers and associates. Responsible for ENG control and planning and supervising all live remotes. Requires a minimum of five years in a personnel management role—three of which must have occurred during the last six years. Requires minimum of ten years of progressively responsible professional experience in a news operation or other ENG capacity. We are an affirmative action equal opportunity employer. M/F ADA.

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.

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.

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

Producer: KTBC-TV that "championship newsball" 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 photographer: Excellent opportunity for creative, experienced photojournalist in large-market newsroom. No "picture takers" needed. We want an innovative, self-starting professional communicator who knows how to use pictures and sound to tell a compelling story. Send tape and resume to: Mark Shafer, News Operations Manager, KMOV-TV, One Memorial Drive, St. Louis, MO 63102. EOE.

NBC affiliate has opening for a news director/co-anchor. Assistant ND or weekend anchor/producer background helpful. Send resume, demo reel, salary history and availability to: Personnel Manager, KTGF-TV, 118 Sixth Street South, Great Falls, MT 59405. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Executive writer/producer: If you're a creative writer and a demanding producer who delivers quality programs on time with big and small budgets... read on. We are a successful production company in the Washington D.C. area looking for a dynamic, self-starting executive writer/producer with 7 years major market experience & national broadcast credits. Candidates must have extensive background in documentary, newsmagazine and reality-entertainment formats; plus be familiar with international production and co-productions. Company offers state-of-the-art facilities, terrific staff and excellent benefits. Send resume, cover and salary requirements to: Mr. Windstrom, PO Box 221843, Chantilly, VA 22022-1843. 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.

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 McClinnis, Art Director, KDFW-TV, 400 N. Griffin, Dallas, TX 75202. EOE.

Promotion manager: Network "boomer" mkt 100-125 seeks aggressive, progressive, creative promotion manager to join our winning team. Knowledge of all areas of promotion and "creative services" a must. Programing and sales marketing experience a big plus. Great southeast sunbelt market. Group owner. Women and minority candidates are encouraged to apply. Letter, resume to Box T-29. EOE.

State-of-the-art production facility associated with NBC affiliate, has immediate openings for production people with strong lighting/shooting/editing backgrounds. Excellent chance to use full range of your abilities. Send demo, resume, salary history and availability to: Continental Productions, Personnel Manager, 118 Sixth Street South, Great Falls, MT 59405. EOE.

Manager of continuity and traffic. New Hampshire Public Television seeks a person experienced in TV continuity and traffic to supervise a staff of three in the programing department. Responsibilities include: Writing and supervision of on-air promotion, all broadcast logs, coordination of satellite and land line feeds, shipping, and other programing functions. NHPTV is located on the seacoast, 60 miles north of Boston. Minimum qualification: Associates degree and two years supervisory experience in broadcasting or equivalent combination. Familiarity with public broadcasting systems preferred. Proven writing and television production skills and promotion experience highly desirable. Salary: \$21,820-33,330, commensurate with experience. Starting salary usually not to exceed \$24,700.00. Send letter, resume and writing sample to Program Manager, NHPTV, PO Box 1100, Durham, NH 03824. Resumes will be reviewed beginning January 4, 1993. No telephone inquiries please. EOE.

Graphic artist: Experience required with Quantel paintbox, Digital F/X, and short lead-time broadcast design and production. Responsibilities include design and execution of promotion graphics, and news and sports graphics for daily newscasts. Must be creative and work well under deadline pressure. Weekend and evening shift. Letter, resume and non-returnable 3/4" or Broadcast Beta tape (no calls or faxes) to William Burton, Director of Promotion and Station Advertising, WPVI-TV, Suite 400, 4100 City Line, Phila., PA 19131. EOE.

Artist: Paintbox, graphic and animation artist needed for mid-west market. Heavy daily news graphics plus promotion and production. Need a team player who loves pressure and wants to have impact on total look/feel of station. Art degree required. 3-5 years paintbox with Topaz Imagepaint software preferred. Women and minorities are encouraged to apply. Send resume/tape to: Personnel Dept. WDTN, PO Box 741, Dayton, OH 45401. 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.

Well versed broadcaster seeks position of general manager or operations manager. Background includes large and small market, VHF and UHF, network and independent. Currently an active consultant wanting to return full time to TV. Reply to Box R-28.

SITUATIONS WANTED SALES

Diamond in the rough: 20 years on the air is enough! Hungry for growth opportunity as account executive. I have radio sales experience. Call Bob 615-968-1922.

SITUATIONS WANTED NEWS

Sports/news reporter: Dedicated, reliable individual seeking TV sports & news reporting position. 4 years on-air radio experience, TV news internship plus on-air anchoring experience at cable station. Solid writing skills and strong on-air presence. Willing to take an entry level position. Ready to go wherever and whenever opportunity calls. Gil Jr. 203-364-5354.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent college grad. R-TV major with two years experience in production/master control. Seeking position with heavy ENG work. Ready to work (flexible). Looking for creative environment, phone 713-242-8646.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Telecommunications: Ball State University, Muncie, Indiana. Corrected advertisement: Faculty position available Fall 1993 with specialty in video field production and editing, radio/TV writing, radio/TV sales or law. Minimum qualifications: ABD with completion of a doctorate from an accredited institution of higher education in Broadcast Telecommunications or related field of study (approved by department chairperson and college dean) by **August 20, 1995**. Preferred qualifications: At least one year teaching experience at college or university level; evidence of research, scholarship and/or experience in radio/TV. May teach sections from a combination of electronic news gathering and editing, writing, basic video production, radio and/or TV sales, and communication law. Send resume, names, titles and phone numbers of four references and official transcripts to John Eiden, Administrative Manager, Department of Telecommunications, Ball State University, Muncie, IN 47306. Position open until filled; selection process will begin **immediately**. Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

The department of communication at the State University of New York College at Fredonia invites applications for a tenure track assistant or associate professor position in Rhetoric and Video beginning in Fall 1993 subject to budgetary approval. Teaching and research competencies expected in video production (field production) and contemporary rhetorical theory (including mass media applications). Experience in one or more of the following areas is expected: Media theory and criticism, video graphics, persuasion. Applicants should have appropriate terminal degree. Fredonia has a 5000 student campus located near Lake Erie. The department enrolls 250 majors and offers programs in video and audio production, media management and human communication. Applications must be received by January 31, 1993 and should include a vita, 3 letters of recommendation and graduate transcript. Send to: Dr. Ted Schwalbe, Chair—Department of Communication, McEwen Hall Room 326, SUNY College at Fredonia, Fredonia, NY 14063. EOE/AA. Women and minorities are encouraged to apply.

Radio/TV/film, assistant professor-tenure track, Fall 1993. Primary responsibility; Teaching multi-camera studio television production, including drama. Other areas: EFP, ENG, audio production, TV/film writing, and additional non-production areas. PhD or MFA required (ABD considered) in RTVF with significant professional production experience. Women and minorities encouraged to apply. Send resume, application letter, graduate transcript and VHS show reel of professional work to: Dr. Ginger Clark, Search Committee Chair, Department Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. Send at least three letters of recommendation separately. TCU is an EEO/AA employer.

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 STATIONS

Need good used solid state 100 watt translator transmitter. VHF in, UHF out. Call Mike Lee. 806-383-2226 or fax to 806-381-9859.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

AM and FM 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.

Transmitters: Harris 55, excellent, many recent upgrades. Channel 33 and 17. Philips 110, Channel 54, Townsend 30MX, any channel, 1988. Townsend 120, 1986, any channel, many spares. Also Klystrons, financing. Pauza Company, LTD. 615-238-4200.

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

WNIN-FM is accepting bids for operating equipment, etc. To receive specifications write or call: Jerry Kissinger, WNIN-FM, 405 Carpenter Street, Evansville, IN 47708-1027. 812-423-2973.

New EMC-2 non linear edit system for sale: 486 25Mhz, (two) 1-Gig optical, (one) 2-Gig hard, 19" VGA, NTSC/S-VHS output, VLAN TX/RX pair, latest software. Contact: Mark Rhodes at 413-637-0500.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

RADIO BUSINESS OPPORTUNITY

Electronic Manufacturing Firm

Our client's broadcast equipment has been sold nationally for over ten years. New products ensure growth. Owner has other interests. \$225,000. Serious inquiries only.

**PM Services, 15 Central Way
Suite 312, Kirkland, WA 98033**

TELEVISION HELP WANTED SALES

Major Canadian post-production video facility specialized in broadcast quality standards conversion (PAL-SECAM-NTSC) is looking for dynamic persons to represent us in California, New York, and Illinois. The work involved consists in offering standards conversion services to companies selling (or buying) TV programs, movies, etc. to and from foreign countries.

We offer the very best quality conversion at 30 to 50% less than U.S. facilities, partly because of the advantageous exchange rate between the U.S. and Canadian currencies.

If you have an established network of contacts in the field of importation/exportation of video programs of any kind, this is an excellent financial opportunity, full or part time. Fax your resume attn. Pierre Corbeil at 1-514-982-0796.

HELP WANTED NEWS

NEWS WRITERS/ EDITORS

NBC DESKTOP NEWS is seeking writers/editors for new multimedia news service venture.

Strong candidates should be computer literate, succinct writers/editors who have journalistic experience, solid news judgment, the ability to think creatively while summarizing events for corporate clients, and proven ability to work under continual deadline pressure.

Please send your resume to:

Personnel Associate
NBC Cable

2200 Fletcher Avenue
Fort Lee, NJ 07024

An Equal Opportunity Employer M/F

HELP WANTED PROGRAMING PROMOTION & OTHERS

Experienced Producers Wanted

National Talk Show;
One-Hour One-Topic Format.
Washington, D.C. Based.
Resumes to **Box T-30 (No Tapes).**
EOE.

MPT

Associate Producer

Give us your best spots: Experienced on-air promotion producer wanted to create compelling tune-in and image spots. Requires two years full-time video promotion experience in TV or cable, college degree, two-machine editing experience and demonstrated ability to write and produce creative spots. Familiarity with logs/traffic ops and Wordperfect preferred. Non-returnable 1/2" tape required with resume. EOE.

Send resume and letter of application by December 28, 1992 to:

**Human Resources Department
Maryland Public Television
11767 Owings Mills Blvd.
Owings Mills, Md. 21117**

SENIOR WRITER/PRODUCER

We just lost our on-air promotion producer to the network. If you are your market's best writer/producer and are currently cranking out spots that sizzle and sell news and programming, we'd like to hear from you. We encourage women and minorities to apply. Send tape and resume to:



Director of Personnel,
WISN TV
P.O. Box 402
Milwaukee, WI 53201
EOE

PROGRAMING SERVICES

NATIONAL WEATHER NETWORK

NWN TV...

"THE COMPLETE WEATHER PACKAGE"
CUSTOMIZED AND LOCALIZED TV WEATHER
VIA SATELLITE INCLUDING THE ON AIR METEOROLOGIST. LOW CASH/BARTER

CALL TODAY: EDWARD ST. PE' ...
601-352-6673

EARLY DEADLINE NOTICE

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

**ALLIED FIELDS
EMPLOYMENT SERVICES**

California Broadcast Job Bank


For application information call
(916) 444-2237

California Broadcasters Association

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

RTNDA Job Service

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

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

JOBPHONE

Inside Job Openings, Nationwide

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

1-900-726-JOBS
\$3.99 Per Minute (5627)

**GOT THE 900 NUMBER BLUES?
TRY MEDIALINE**

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

To subscribe call 800-237-8073/California 408-848-5200


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

FOR SALE EQUIPMENT

FOR SALE

GRASS VALLEY KALEIDOSCOPE DPM-1
\$79,000.00

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

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.

**FOR SALE EQUIPMENT
CONTINUED**

**SAVE OUR PLANET,
SAVE YOUR MONEY.**

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



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FINANCING ON ALL

**BROADCASTING
EQUIPMENT**

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



Call Mark Wilson
(800) 275-0185



Use Our Experience For Your Business

WANTED TO BUY STATIONS

WANT TO BUY FMS

**Commercial/NCE
Also CPs
Send Particulars
Write Box Q-14**

FOR SALE STATIONS

UPPER MIDWEST

3-station group, including 100,000-watt FM. Attractive high-growth market. Profitable. Serious buyers only. \$1.4 M
Reply to Box T-31

B-1 FM CP for sale in rich Calif.

San Joaquin Valley — Signal will cover 328,000. Price \$150,000 with 50% down includes most major equipment to go on air. Partially finished Studios-Offices available at Buyer's option. If you can move quickly contact Roy Rowan, Bkr, 818-783-0505.

FOR SALE STATIONS CONTINUED

FORT WAYNE METRO FM/AM/LPTV WITH C.P. FOR LPTV IN ADJOINING COUNTY. LPTV ON FOUR CABLE SYSTEMS, OWNED STUDIO & TRANSMITTER SITE, GOOD REVENUE BASE, ASKING \$400,000 FOR RADIO OR \$550,000 FOR ALL, OWNER & BANK FINANCING POSSIBLE.
ROEHLING BROADCAST SERVICES, LTD.
7021 HARMON CT, INDIANAPOLIS, IN 46227
317-889-1025

NEW ENGLAND MEDIA, INC.

HARTFORD CT REGION
full time AM. \$500K terms
Call Mike Rice 203-456-1111

102 ROUTE 7, ST. ALBANS, VT 05478
(P) 802-524-5963 (F) 802-527-1450

STRONG CASH FLOW AND MARKET DOMINANCE

BUY IT ALL! North Dakota Class C FM with coverage into major state market. 1992 sales trend \$300K with trailing cashflow over \$140K. New studio. New equipment — highly automated. Real estate included. Everything in mint condition. Great family lifestyle. 3500+ sq. ft. brick residence (replacement cost \$175K). Low rate financing in place. Station price \$575,000 or package it with the residence for \$650,000. Easy terms to service debt. Family illness necessitates sale. This is one of the best opportunities in the country. Florida it isn't but is in a 4 seasons area. Make a VERY good living. Call owner at 1-800-827-2483.

**FLORIDA
FM Class C
HADDEN & ASSOCIATES
• ORLANDO •
407-365-7832**

**For Sale
Major Market
Stations**

AM \$5,500,000

FM \$4,500,000

Broker
FAX 805-541-1906

**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 Mimi 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.

Rates: Classified listings (non-display) Per issue: Help Wanted: \$1.00 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$32 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half-inch increments). Per issue: Help Wanted: \$1.38 per inch. Situations Wanted: \$0.9 per inch. All other classifications: \$1.38 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.

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

Date Book

DECEMBER

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.

Dec. 17—*New York Women in Film* annual gala holiday awards luncheon. Honorees: Kay Koplovitz, founder, USA Networks; Linda Ellerbee, broadcast journalist, producer and editor; Diane Sokolow, film and television producer and Nora Ephron, author. Marriott Marquis Hotel, New York. Information: (212) 838-6033.

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 confer-

ence. 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. 15—14th annual *National CableACE Awards* Friday night celebration. Biltmore Hotel, Los Angeles. Information: Anne Wolek, (202) 775-3611.

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. 19-21—48th annual Georgia Radio-TV Institute sponsored by *Georgia Association of Broadcasters*. Athens, Ga. Information: Marlene Sanders, (404) 395-7200.

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

Jan. 22-24—"Economic Challenges of the Next Four Years," sponsored by the *Foundation for American Communications, The Ford Foundation, Los Angeles Times, Society of Professional Journalists* and the *California Society of Newspaper Editors*. Sheraton La Reina, Los Angeles. Information: Chris Gardner, (213) 851-7372.

Jan. 23—*Associated Press TV-Radio Association of California-Nevada* regional seminar. KESQ-TV, Palm Desert, Calif. Information: (213) 626-1200.

Jan. 26-27—Fifth annual *Pennsylvania Cable Academy*. Harrisburg Hilton Hotel and Towers, Harrisburg, Pa. Information: (717) 234-2190.

Jan. 28-29—*North American National Broadcasters Association* annual meeting. Corporation for Public Broadcasting, Washington, D.C. Information: (613) 738-6553.

Jan. 29—*New York Festivals* 1992 television advertising and public service announcements awards banquet. Sheraton New York Towers, New York. Information: (914) 238-4481.

Jan. 13-Feb. 1—*West Virginia Broadcasters Association* annual winter conference. Marriott Hotel, Charleston, W. Va. Information: (304) 344-3798.

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 Angeia 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. Los Angeles. Information: (703) 330-7000.

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) 689-4420.

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) 465-3777.

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) 255-1608.

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

For the Record

As compiled by BROADCASTING from November 30 through December 4 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KBTM(AM)-KJMR(FM)** Jonesboro, AR (AM: BAL921118EE; 1230 khz; 1 kw-U; FM: BALH921118EF; 101.9 mhz; 100 kw; ant. 1,059 ft.)—Seeks assignment of license from Patteson Brothers Inc. to Duke Radio Broadcasting Inc. for \$1.75 million (see "Changing Hands," p. 67). Filed Nov. 18.

■ **KISI(FM)** Malvern, AR (BALH921119GJ; 101.5 mhz; 6 kw; ant. 318 ft.)—Seeks assignment of license from Donald C. Harbour to Lyons Communications Inc. for \$125,000. Seller has no other broadcast interests. Buyer is headed by Monte L. Lyons, and has no other broadcast interests. Filed Nov. 19.

■ **KRTR(FM)** Kailua, HI (BALH921119GA; 96.3 mhz; 75 kw; ant. 2,120 ft.)—Seeks assignment of license from Mount Wilson FM Broadcasters Inc. to Ohana Broadcasting Inc. for \$1.25 million (see "Changing Hands," p. 67). Filed Nov. 19.

■ **WDKY-TV** Danville, KY (BTCCT921116KE; ch. 56; 3,427 kw-V; 342 kw-A; ant. 1,150 ft.)—Seeks transfer of control of Superior Communications of Kentucky Ltd. for no cash consideration; application is filed to request approval for internal reorganization. Superior Communications purchased station earlier this year for \$10.3 million ("Changing Hands," May 11). Licensee is headed by Perry Sook, and has no other broadcast interests. Albert M. Holtz, stockholder and officer of general partner of licensee, has interests in licensees of three AM's and three FM's. Filed Nov. 16.

■ **WNNY(AM)** Charlotte, MI (BAL921118EA; 1390 khz; 5 kw-U)—Seeks assignment of license from ERC Media Inc. to Midwest Broadcasting Corp. for assumption of land contract. Seller is headed by Richard McIntosh, and has no other broadcast interests. Buyer is headed by Ralph D. Van Luven,

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; 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.

who is applying for new FM at Flint, MI. Filed Nov. 18.

■ **WNBY-AM-FM** Newberry, MI (AM: BAL921117HU; 1450 khz; 1 kw-U; FM: BALH921117HV; 93.5 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Jack St. Andre, deceased, to Peggy L. St. Andre, for no cash consideration as part of estate transfer. Principals have no other broadcast interests. Filed Nov. 17.

■ **WKNY(AM)-WDST(FM)** Kingston, NY (AM: BAL921123GL; 1490 khz; 1 kw-U; FM: BALH921123GM; 100.1 mhz; 2.9 kw; ant. 308 ft.)—Seeks assignment of license from Saw Mill Broadcasters Inc. to CHET-5 Broadcasting Ltd. for \$1.65 million (see "Changing Hands," p. 67). Filed Nov. 23.

Actions

■ **WYNI(AM)** Monroeville, AL (BTC921008EB; 930 khz; 5 kw-D, 48 w-N)—Granted transfer of control of HUB City Broadcasting Corp. for \$140,000 ("For the Record," Nov. 9). Action Nov. 24.

■ **WTNW(AM)-WFFX(FM)** Tuscaloosa, AL (AM: BAL920901HC; 1230 khz; 1 kw-U; FM: BALH920901HD; 95.7 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Arrow Communications of Alabama Inc. to Alabama Universal

Corp. for approximately \$1 million ("For the Record," Sept. 28). Action Nov. 20.

■ **KGMN(FM)** Kingman, AZ (BTCH850913GF; 100.1 mhz; 360 w; ant. 761 ft.)—Granted transfer of control of New West Broadcasting systems Inc. for \$250,000 ("For the Record," Sept. 30, 1985). Seller is headed by Bruce D. Owens. Buyer is headed by Joseph E. and Rhonda Hart, husband and wife. Action Nov. 17.

■ **KJYK(AM)-KKLD(FM)** Tucson, AZ (AM: BAL921006EB; 1490 khz; 1 kw-U; FM: BALH921006EC; 94.9 mhz; 97 kw; ant. 1,952 ft.)—Granted assignment of license from Duchossois Communications Company of Arizona Inc. to Behan Broadcasting LLC for \$4 million ("For the Record," Nov. 9). Action Nov. 19.

■ **KTCN(FM)** Eureka Springs, AR (BALH921006HX; 100.9 mhz; 1.1 kw; ant. 531 ft.)—Granted assignment of license from Bank of Eureka Springs to New Life Evangelistic Center Inc. for \$90,000 ("For the Record," Nov. 9). Action Nov. 23.

■ **KXEX(AM)** Fresno, CA (BTC921013EB; 1550 khz; 5 kw-D, 2.5 kw-N)—Granted transfer of control of Atlas Broadcasting Inc. for no cash consideration ("For the Record," Nov. 16). Action Nov. 25.

■ **KGIL(AM)** San Fernando, CA (BAL921006EA; 1260 khz; 5 kw-U)—Granted assignment of license from Buckley Communications Inc. to Mount Wilson FM Broadcasters Inc. for \$2.5 million ("For the Record," Nov. 9). Action Nov. 20.

■ **KVMD(TV)** Twentynine Palms (Los Angeles), CA (BTCCT920603KG; ch. 31)—Granted transfer of control of Desert 31 Television Inc. to Mike Parker for assumption of debt ("For the Record," June 22). Action Nov. 23.

■ **KHIH(AM)** Boulder, CO (BALH920812HI; 94.7 mhz; 100 w; ant. 984 ft.)—Granted assignment of license from Sterling Radio of Denver Inc. to CLG Media of Denver Inc. (see KZOK-AM-FM Seattle, below). Action Nov. 20.

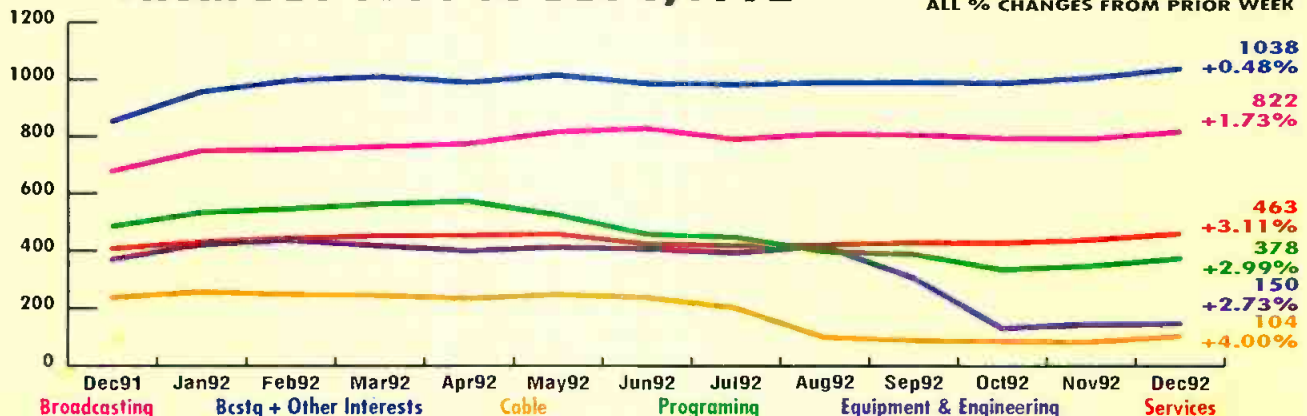
■ **KRXY-AM-FM** Denver (AM: BAL920929EA; 1600 khz; 5 kw-U; FM: BALH920929EB; 107.5 mhz; 100 kw; ant. 670 ft.)—Granted assignment of license from KRXY Radio Inc. to Jefferson-Pilot Communications Co. for \$6.1 million ("For the Record," Nov. 16). Action Nov. 24.

■ **WTMC(AM)** Ocala, FL (BAL920902EC; 1290 khz; 5 kw-D, 1 kw-N)—Granted assignment of li-

STOCK MARKET PERFORMANCE AVERAGES FROM DEC 1991 TO DEC 8, 1992

NASDAQ: 667.12 (+2.01%)
S&P Ind.: 512.83 (+1.46%)

ALL % CHANGES FROM PRIOR WEEK



cense from Sunstar Telecom Inc., debtor-in-possession, to The American Network Group Inc. for \$250,000 ("For the Record," Sept. 28). Action Nov. 23.

■ **WXBM(FM) Milton, FL** (BALH920917GP; 102.7 mhz; 100 kw; ant. 1,320 ft.)—Granted assignment of license from WXBM Inc. to June Broadcasting Inc. for \$4.5 million ("For the Record," Oct. 26). Action Nov. 23.

■ **WCCF(AM)-WQLM-FM Punta Gorda, FL** (AM: BAPL920914EG; 1580 khz; 1 kw-D, 122 w-N; FM: BALH920914EH; 92.9 mhz; 50 kw; ant. 492 ft.)—Granted assignment of license from WQLM-FM Inc. to Interart Broadcasting Southwest Florida Inc.; asset purchase agreement will be filed as amendment ("For the Record," Oct. 26). Action Nov. 20.

■ **KKOA(FM) Volcano, HI** (BAPH920916HD; 107.7 mhz; 6 kw; ant. 100 m.)—Granted assignment of CP from Mary Miho-Finley to Li Hing Mui Inc. for \$51,163 ("For the Record," Oct. 26). Action Nov. 18.

■ **WKID(FM) Vevay, IN** (BALH920922GO; 95.9 mhz; 2.7 kw; ant. 480 ft.)—Granted assignment of license from Gray & Gray Communications Inc. to Raydell Media Group Inc. for \$32,146 ("For the Record," Oct. 26). Action Nov. 13.

■ **KJCB(AM) Lafayette, LA** (BAL920918EA; 770 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Jackson Co. Broadcasting System Inc. to R & M Broadcasting Inc. for \$100,000 ("For the Record," Oct. 26). Action Nov. 16.

■ **WDMV(AM) Pocomoke City, MD** (BAL920508EB; 500 w-D, 243 w-N)—Granted assignment of license from Five Star Broadcasting Inc. to Birch Broadcasting Corp. for \$127,500 ("For the Record," June 1). Action Nov. 25.

■ **WNTX(FM) Nantucket, MA** (BALH920831GR; 96.3 mhz; 50 kw; ant. 405 ft.)—Granted assignment of license from Quality Broadcasting Inc., debtor-in-possession, to Radio Nantucket Inc. for \$500,000 ("For the Record," Sept. 21). Action Nov. 25.

■ **KSTL(AM) St. Louis** (BTC920810EB; 690 khz; 1 kw-D)—Granted transfer of control from Estate of William K. Haverstick (deceased) to Corinne F. Haverstick for no cash consideration ("For the Record," Aug. 31). Action Nov. 24.

■ **WVYV(FM) Grifton, NC** (BALH920702GL; 99.5 mhz; 16.5 kw; ant. 830 ft.)—Granted assignment of license from Grifton Radio Inc. to Taylor Communications Corp. for \$1.4 million ("For the Record," July 27). Action Nov. 23.

■ **WKZL(FM) Winston-Salem, NC** (BAPLH920916GE; 107.5 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for \$6.5 million. Assignment includes WGFN(FM) Gallatin, TN (see below, and "For the Record," Oct. 12). Action Nov. 23.

■ **WVAY(TV) Wilmington, NC** (BALCT920812KE; ch. 3; 64.57 kw-V; ant. 1,953 ft; see KZOK-AM-FM Seattle, below). Action Nov. 20.

■ **KEED(AM)-KSND(FM) Eugene, OR** (AM: BAL920928EB; 1600 khz; 5 kw-D, 1 kw-N; FM: BALH920928EC; 93.1 mhz; 100 kw; ant. 850 ft.)—Granted assignment of license from Community Pacific Broadcasting Co. Ltd. to McKenzie River Broadcasting Co. Inc. for \$1.01 million ("For the Record," Oct. 19). Action Nov. 17.

■ **WHUM(FM) Avis, PA** (BTCH920911GP; 99.9 mhz; 450 w; ant. 823 ft.)—Granted transfer of control from CNW Communications Inc. to Kennedy Broadcasting Inc. for assumption of defaulted \$188,504 promissory note ("For the Record," Oct. 26). Action Nov. 19.

■ **WJOC(AM) Chattanooga, TN** (BAL920925EC; 1490 khz; 1 kw-U)—Granted assignment of license from Tennessee Valley Sports Inc. to Bobby E. Godgibsen; purchase agreement not with application ("For the Record," Oct. 26). Action Nov. 20.

■ **WGFN(FM) Gallatin, TN** (BALH920916HC; 104.5 mhz; 49 kw; ant. 1,312 ft.; see WKZL(FM) Winston-Salem, NC, above). Action Nov. 23.

■ **WVLR(FM) Appomattox, VA** (BALH920723GL; 102.7 mhz; 22 kw; ant. 745 ft.)—Granted assignment of license from LBS Broadcasting Inc. to L-R Radio Group Inc. for \$1.24 million ("For the Record," Aug. 24). Action Nov. 20.

■ **KZOK-AM-FM Seattle** (AM: BAL920812EC; 1590 khz; 5 kw-U; FM: BALH920812ED; 102.5 mhz; 100 kw; ant. 1,170 ft.)—Granted assignment of license from Sterling Radio of Seattle Inc. to CLG Media of Seattle Inc. for assumption of liabilities arising from series of loan restructurings of CLG parent company Chrysler Capital. Assignment includes WWAY(TV) Wilmington, NC, and KHIH(AM) Boulder, CO ("For the Record," Sept. 7, and above). Action Nov. 20.

■ **KKFX(AM) Seattle** (BAL920807EC; 1250 khz; 5 kw-U)—Granted assignment of license from Radio Holdings Inc. to CMN Inc. for \$700,000 ("For the Record," Aug. 31). Action Nov. 24.

■ **WAXS(FM) Oak Hill, WV** (BALH920824HX; 94.1 mhz; 25.5 kw; ant. 650 ft.)—Granted assignment of license from Adventure Communications Inc. to Plateau Broadcasting Inc. for \$500,000 ("For the Record," Sept. 14). Action Nov. 19.

NEW STATIONS

Applications

■ **Eva, AL** (BPH921110ME)—R & B Communications, Inc. seeks 99.9 mhz; 3 kw; ant. 138 m. Address: P.O. Box 248, Decatur, AL 35602. Applicant is headed by Ronald W. Rose, and is licensee of WAVD(AM) Decatur, AL. Filed Nov. 10.

■ **Nogales, AZ** (BPED921110MD)—World Radio Network Inc. seeks 91.1 mhz; 3 kw; ant. 49 m. Address: Box 3333, McAllen, TX 78502. Applicant is headed by Stanley Swanson, and is licensee of five FM's in Texas. Filed Nov. 10.

■ **Fisher, IL** (BPED921102MG)—Sabbath Inc. seeks 102.5 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Nov. 2.

Actions

■ **Grand Junction, CO** (BPCT920610KK)—Granted app. of John Harvey Rees for ch. 4; 10.6 kw. Address: P.O. Box 10 (800 Gold Creek Rd.), Ohio City, CO 81237. Applicant has no other broadcast interests. Action Nov. 20.

■ **Pemberton, NJ** (BPED910114MA)—Granted app. of Burlington County College for 88.9 mhz; 120 kw-H, 2.5 kw-V, ant. 52 m. Address: County Rte. 530, Pemberton, NJ 08068. Applicant is headed by Michael J. Traino, chairman, and has no other broadcast interests. Action Nov. 25.

■ **New Paltz, NY** (BPH880630NS)—Granted app. of New Paltz Broadcasting Inc. for 93.3 mhz; 35 kw; ant. 289 m. Address: P.O. Box 336, New Paltz, NY 12561. Applicant is headed by Betty L. Walker, and has no other broadcast interests. Action Nov. 16.

■ **Union City, TN** (BPH910808MC)—Granted app. of Twin State Broadcasting Inc. for 105.7 mhz; 6 kw; ant. 100 m. Address: 329 S. Second St., Union City, TN 38261. Applicant is headed by Rodney Taylor, and has no other broadcast interests. Action Nov. 18.

FACILITIES CHANGES

Applications

■ **Centre, AL** WKYD(FM) 105.9 mhz—Oct. 22 application of Cherokee Broadcasting Corp. for CP to change ERP: 6 kw H&V.

■ **Fort Bragg, CA** KOZT(FM) 95.3 mhz—Oct. 29 application of California Radio Partners for CP to make changes; change ERP: 13 kw H&V; class B1

(per MM docket #92-25).

■ **Quincy, CA** KSPY(FM) 100.3 mhz—Nov. 2 application of John K. LaRue for mod. of CP (BPH-890313MR as mod.) to make changes: ERP: .25 kw (H&V), change to class C3 (per docket #92 55).

■ **Fort Valley, GA** WKXK(FM) 97.9 mhz—Nov. 4 application of Middle Georgia Broadcasting Inc. for mod. of CP (BPH-910416IB as mod.) to make changes; change ERP: 10.5 kw (H&V).

■ **Jeffersonville, GA** WWST(FM) 97.5 mhz—Oct. 23 application of A. L. P. Ltd. for mod. of CP (BPH-880602ND) to make changes: ERP: 29.5 kw H&V, ant.: 197 m.; TL: 1 mi. east of Georgia Route 49 on Kelly Road in Jones County, GA; class: C2, change antenna supporting-structure height (per docket #92-16).

■ **Boise, ID** KBSU(AM) 730 khz—Nov. 12 application of Idaho State Board of Education for MP (BP871016AA) to change TL to 11321 West Hubbard, IN, NW quarter of section 15, township 2 north, range 1 East Boise, ID; increase day power to 15 kw; and make changes in antenna system: 43 30 55.5 - 116 19 42.5.

■ **Angola, IN** WINM(TV) ch. 63—Nov. 10 application of Tri-State Christian TV Inc. for CP to change ant.: 473 ft. (144 m.) ERP (vis): 1374 kw; antenna: RCA TFU-36J Special (ND).

■ **Fort Wayne, IN** WFWI(FM) 92.3 mhz—Nov. 6 application of Edgewater Radio Inc. for mod. of CP (BPH-880421MM) to make changes; change ERP: 3.8 kw (H&V); ant.: 402 ft. (123 m.); TL: behind 3431 Hillegas Road, Fort Wayne.

■ **Kaplan, LA** KMDL(FM) 97.7 mhz—Oct. 29 application of Mid-Acadiana Broadcasting Corp. CP to make changes in ant. 163 m.; change coordinates: 30 06 09 - 91 59 30.

■ **Westernport, MD** WWPB(FM) 92.7 mhz—Oct. 6 application of Ernest F. Santmyre for CP to make changes: ERP: .32 kw (H&V), ant.: 417 m., TL: 8.5 mi. (13.7 km) S of Westernport, change to channel 266A (per docket #89-580).

■ **Mankato, MN** KYSM-FM 103.5 mhz—Nov. 4 application of F.B. Clements & Co. Ltd. for CP to make changes; change ERP: 100 kw (H&V).

■ **Meridian, MS** WXHT(FM) 102.1 mhz—Oct. 23 application of Charisma Communications Co. for mod. of CP (BPH-880505PU) to make changes: ERP: 1.14 kw H&V, ant.: 161 m.; and TL: 3.2 km S. of intersection of U.S. Rt. 45 and interstates 20-59, 1.1 km south of Meridian.

■ **Columbia, MO** KARO(FM) 101.5 mhz—Oct. 29 application of Columbia FM Inc. for CP to make changes: ERP: 4 kw H&V, ant.: 108 m., TL: 405 Tower Drive, Columbia (within corporate limits).

■ **East Orange, NJ** WFMU(FM) 91.1 mhz—Sept. 13, 1989 app. of Upsala College for CP to make changes; change ant. 151 m.; TL: 40 47 19 - 74 15 20; correct licensed facilities; inf objection denied 9-30-92, pet for recon filed 10-30-92.

■ **Paulding, OH** WERT-FM 99.7 mhz—Nov. 2 application of Community Broadcasting Inc. for mod. of CP to relocate main studio outside of community of license.

■ **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.

■ **Covington, TN** WKBL-FM 93.5 mhz—Nov. 5 application of WKBL Radio for CP to make changes; change ERP: 6 kw (H&V); ant.: 100 m.

■ **Jellico, TN** WPMC(TV) ch. 54—Nov. 6 application of Pine Mountain Christian Broadcasting Inc. for MP (BPCT-870327KN) to change ERP (vis): 26.1 kw; ant.: 395 m.; antenna: Antenna Concepts ACB16C-54, (DA)(BT) TL: atop Walnut Mountain,

(36-24-36 - 84-10-38)

- **Lebanon, TN** WJFM(FM) 98.9 mhz—Nov. 3 application of Bay Pointe Broadcasting Inc. for mod. of CP (BPH-890111MA) to make changes; change ERP: 5 kw (H&V); ant.: 97 m.; TL: 510 Trousdale Ferry Pike, Lebanon.
- **Harker Heights, TX** KLFX(FM) 105.5 mhz—Oct. 26 application of Mid-Texas Communications Inc. for CP to make changes; change ERP: 50 max kw (H&V); change to class C2 (per MM docket #89-525); change directional antenna.
- **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).
- **Kimberly, WI** WHBY(AM) 1150 khz—Nov. 6 application of Woodward Communications Inc. for CP to make changes in nighttime antenna system.

Actions

- **Fairbanks, AL** KBCN(AM) 1300 khz—Granted app. of Great Alaska Electric Radio Inc. (BMP-920731AA) for MP (BP920124AC) to increase power to 5 kw night-day; make changes in antenna system and diplex with KCBF antenna at 3528 International Way, Fairbanks, AK; 64 51 49 - 147 45 06. Action Nov. 13.
- **Goleta, CA** KMGQ(FM) 106.3 mhz—Granted app. of Richard C. Phalen (BPH-911023IE) for CP to make changes; change ERP: .245 kw (H&V); ant. 252 m. Action Nov. 17.
- **Pismo Beach, CA** KWBR(FM) 95.3 mhz—Granted app. of James H. Elison (BMLH-911114KA) for mod. of license to increase ERP: 4.2 kw H&V (per docket #88-375). Action Nov. 12.
- **Shingletown, CA** KCFM(FM) 105.3 mhz—Granted app. of Michael Robert Birdsill (BMPH-920615IG) for mod. of CP (BPH-870320MC) to make changes; change ERP: 10 kw (H&V); ant.: 322 m.; TL: .25 mi. north and .25 mi. east of Shingletown. Action Nov. 17.
- **Dublin, GA** WKKZ(FM) 92.7 mhz—Granted app. of Kirby Broadcasting Company (BMPH-920713IC) for mod. of CP (BPH-900209IB) to make changes to antenna supporting structure height and antenna: 127 m. Action Nov. 4.
- **Lumpkin, GA** WYAZ(FM) 99.3 mhz—Denied app. of Radio Lumpkin Inc. (BMPH-920722IG) for mod. of CP (BPH-891214MI) to make changes; change main studio location. Action Nov. 6.
- **Agana, GU** New FM 89.3 mhz—Granted app. of New Guam Educational Radio Foundation (BPED-920228MJ) for CP for 89.3 mhz; ERP: 2.8 kw H&V, ant.: 148 m.; 13 29 17 - 144 49 30. Action Nov. 13.
- **Honolulu** KAIM-FM 95.5 mhz—Granted app. of Christian Broadcasting Association (BMPH920902IG) for mod. of CP (BPH-910905IL) to make changes; change TL: Palikea Ridge, 6 km WNW of Waipahu, Honolulu. Action Nov. 3.
- **Battle Ground, IN** WIIZ(FM) 98.7 mhz—Granted app. of WVZE Inc. (BMPH-920713IF) for mod. of CP (BPH-891006MW) to make changes; ERP: 4.4 kw (H&V), ant.: 117 m.; TL: 2510 South 30th Street, Lafayette, Tippecanoe County, IN. Action Nov. 9.
- **Bremen, IN** WYEZ(FM) 96.9 mhz—Granted app. of WMRI Inc. (BMPH-910911IC) for mod. of CP (BPH-880722MH) to make changes; change ERP: 2.99 kw (H&V) ant.: 141 m.; TL: approx 1.2 km east of intersection of North and Hepton Roads, Kosciusko County, IN. Action Nov. 4.
- **Grand Rapids, MI** WVGR(FM) 104.1 mhz—Granted app. of Regents of Univ. of Mich. (BMLH-890817KB) for mod. of license (BLH-800402AB) to

cover change in TPO and transmission line, and correct main studio to specify satellite operation. Action Nov. 5.

- **Hatch, NM** KWQQ(FM) 101.1 mhz—Forfeited and canceled app. of Turquesa Enterprises (BPH-850712RL) for CP for new FM on 101.1 mhz; ERP: 97.66 kw H&V; ant.: 990 ft.; TL: approx. 1 mi. N of jct. I-25 and NM #140; SL-RC: T.B.D. 32 41 28 - 107 03 45; call sign deleted. Action Nov. 17.
- **Somerset, PA** WVSC-FM 97.7 mhz—Granted app. of Ridge Communications Inc. (BPH-920713IE) for CP to make changes; change ERP: 3.5 kw (H&V); ant.: 131 m. Action Nov. 13.
- **Tobyhanna, PA** WPMR-FM 107.9 mhz—Granted app. of Tiab Communications Corp. (BMPH-900627IB) for mod. of CP (BPH-870615MJ) to change ERP: 2 kw H&V; ant.: 172 m. Action Nov. 13.
- **Camden, SC** WPUB-FM 94.3 mhz—Granted app. of Kershaw Radio Corp. (BMLH-910305KA) for mod. of license to increase ERP: 3.3 kw (H&V) (per docket #88-375). Action Nov. 5.
- **Centralia, WA** KCED(FM) 91.3 mhz—Returned app. of Centralia Community College (BPED-920804MA) for CP to make changes; change ERP: 5 kw (H); ant.: 40 m.; TL: 300A Clear View Height Road, Centralia. Action Nov. 6.

Arvin as that community's first local service. Comments are due January 21; replies February 5. (MM docket 92-276 by NPRN [DA 92-1525] adopted November 4 by Chief, Allocations Branch, Mass Media Bureau.)

- **Marco, FL** Proposed allotting channel 255A to Marco as that community's first local service and reserving channel 255A for noncommercial use. Comments are due January 21; replies February 5. (MM docket 92-282 by NPRM [DA 92-1581] adopted November 17 by Chief, Allocations Branch.)
- **Harlem, GA** Proposed substituting channel 236C3 for channel 236A, and modifying CP for WREY(FM) accordingly. Comments are due January 21; replies February 5. (MM docket 92-278 by NPRM [DA 92-1528] adopted November 5 by Chief, Allocations Branch.)
- **Clinton, MO** Effective January 14, 1993, substituted channel 237C3 for channel 237A and conditionally modified license of KDKD(FM) accordingly. (MM docket 92-163 by R&O [DA 92-1446] adopted October 19 by Chief, Allocations Branch, Mass Media Bureau.)
- **Columbia Falls, MT** Proposed substituting channel 240C2 for channel 240A at Columbia Falls and modifying CP (BPH-911122MC) accordingly. Comments are due January 21; replies February 5. (MM docket 92-281 by NPRM [DA 92-1580] adopted November 16 by Chief, Allocations Branch.)
- **Liberty, NY** Proposed allotting channel 271A to Liberty as its second FM service. Comments are due January 14, 1993, replies January 29, 1993. (MM docket 92-270 by NPRM [DA 92-1475] adopted October 22 by the Chief, Allocations Branch.)

ALLOCATIONS

- **Arvin, CA** Proposed allotting channel 2223 to

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	11,275	1,410	12,685
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	1,505	183	1,688
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	1,291	1,061	2,352
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%

¹ Includes off-air licenses. [†] Penetration percentages are of TV household universe of 92.1 million.
² Construction permit. Source: Nielsen, NCTA and Broadcasting's own research.

■ **Broken Bow, OK** Proposed substituting channel 291C2 for channel 291C3 and modifying license of KKBI-FM accordingly. Comments are due January 21; replies February 5. (MM docket 92-277 by NPRM [DA 92-1524] adopted November 4 by Chief, Allocations Branch.)

■ **McAlester, OK** Proposed substituting channel 286A for channel 285A and modifying license of KTMC-FM accordingly. Comments are due January 21; replies February 5. (MM docket 92-280 by NPRM [DA 92-1568] adopted November 12 by Chief, Allocations Branch.)

■ **Hempstead, TX** Proposed substituting channel 287C3 for channel 287A at Hempstead. Comments are due January 21; replies February 5. (MM docket 92-279 by NPRM [DA 92-1545] adopted November 9 by Chief, Allocations Branch.)

■ **South Hill and Lawrenceville, VA** Effective January 15, allotted channel 255A to South Hill and modified license of WSSV-FM accordingly; allotted channel 288A to Lawrenceville and modified license of WHFD-FM accordingly; terminated proceeding. (MM docket 92-128 by R&O [DA-1569] adopted November 12 by Chief, Allocations Branch.)

ACTIONS

■ **Chico, CA** Advised Mr. Michael R. Birdsell, in response to an inquiry concerning Commission's adoption of clarification of its main studio requirement, on whether brokered licensee may share staff with brokering licensee with which it shares main studio. (By Letter [DA 92-1607] adopted November 19 by Chief, Complaints and Investigations Branch, Enforcement Division, Mass Media Bureau.)

■ **Los Angeles** Revoked construction permit for noncommercial educational station KEEF-TV, dismissed applications for modification and line to cover modified facilities. (MM docket 88-420 by Initial Decision, [FCC 92D-66] issued November 19 by

ALJ Joseph Chachkin.)

■ **Fernandina Beach, FL** Granted application of Annette B. Godwin for new FM on channel 287A at Fernandina Beach; denied six competing applications. (MM docket 91-17, by ID [FCC 92D-68] issued November 25 by ALJ Joseph P. Gonzalez.)

■ **Tampa, FL** Granted, in part, action for review filed by WTVT License Inc., licensee of WTVT(TV), which requested that Commission modify an order by Chief of Mass Media Bureau establishing scope, timetable, and procedures for discovery with respect to issue of whether WTVT overcharged candidates Lawton Chiles, Bob Martinez and Bill Nelson during 1990 elections; denied application for review filed by Chiles, Martinez and Nelson. (By MO&O [FCC 92-528] adopted November 25 by Commission.)

■ **Augusta, GA** Denied petitions filed by WRDW Associates, WAGT Television Inc. and Augusta Family Broadcasting Inc. to deny application of Pegasus Broadcasting Inc. and Spartan Radiocasting Company; conditionally granted application for consent to transfer of control from Pegasus Broadcasting Inc. to Spartan Radiocasting Company. (By MO&O [FCC 92-527] adopted November 25 by Commission.)

■ **Las Vegas** Ordered Channel 33 Inc., licensee of KFBT(TV), to forfeit \$10,000 for violation of Commission's lottery rules. (By MO&O [DA 92-1618] adopted November 30 by Chief, Mass Media Bureau.)

■ **Syracuse, NY** Dismissed petition filed by WKFM Syracuse Inc. seeking reconsideration of grant of FM broadcast application to Forus Broadcasting of New York Inc.; canceled construction permit of Forus Broadcasting of New York Inc. and deleted its call sign WVOA-FM1. (By MO&O [DA 92-1547] adopted November 9 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Worcester, MA** Notified Zapis Communications Corporation of its apparent liability of forfeiture in amount of \$4,000 for broadcast of conversation without first having informed other party. (By MO&O [DA 92-1593] adopted November 23 by the Chief,

Mass Media Bureau.)

■ **Salem and Sioux Falls, SD** Dismissed Sioux Falls College's application for review of proposal to change channel of its station KCFS(FM) Sioux Falls. (MM docket 89-53 by MO&O [DA 92-1449] adopted October 19 by Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Brandon, VT** Granted application of Mirkwood Group for new FM on channel 268A at Brandon; denied competing application of Bach 'N' Roll Radio of Brandon Inc. (MM docket 90-636, by ID [FCC 920-67] issued November 25 by ALJ John M. Frysiak.)

■ **Whitewater, WI** Approved settlement agreement and dismissed application of F.W.K. Broadcasting Co.; granted application of Scott M. Trentadue for new FM on channel 293A. (MM docket 91-201 by MO&O [FCC 92R-87] adopted November 17 by Review Board.)

CALL LETTERS

Grants

Existing FM's

KVCK-FM KTYZ-FM Wolf Town Wireless Inc.; Wolf Point, MT
 KYHT(FM) KNKG Antelope Broadcasting Co. Inc.; Yermo, CA
 KZKK(FM) KZTS Dakota Communications, Ltd.; Huron, SD

Existing TV's

KBVU(TV) KZJA Sainte Sepulveda Inc.; Eureka, CA
 KSVI(TV) KOPD Big Horn Communications; Billings, MT

Certification

KKNG(FM) Centennial Broadcasters; Laramie, WY

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Fates Fortunes

TELEVISION

Appointments at Warner Bros. Domestic Television Distribution, Burbank, Calif.: **Cynthia Lieberman**, former director, publicity, Twentieth Television, Los Angeles, joins as executive director, publicity; **Ed Harrison**, former publicity manager, KTLA-TV Los Angeles, joins as asso-



Cynthia Lieberman
WBTD



Ed Harrison
WBTD



Joanne Burns
Buena Vista Television



Gary Nielsen
WOKR-TV



Bob Wormington
KSHB-TV

ciate director, publicity.

Joanne Burns, VP, research, Buena Vista Television, Burbank, Calif., assumes additional responsibilities as department head for Disney's syndicated and network television divisions, as well as working on corporate projects for The Walt Disney Studios.

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

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

Tom Mazza, VP, current programs, network television division, Paramount Pictures, Hollywood, named senior VP.

Tracy Dolgin, senior VP, marketing, HBO Video, New York, joins Fox Broadcasting Company, Los Angeles, as executive VP, marketing.

Bob Wright, a 28-year veteran of ABC's publicity and public relations department, announced his retirement. The 55-year-old Wright, who oversees ABC's public relations ac-

tivities on the West Coast, will spend much of his time traveling. No replacement has been named for Wright, who has been VP of the department since 1986.

John Kessler, reporter, KRON-TV San Francisco, named co-anchor, KRON-TV's *Daybreak*.

Charlotte Moore English, station manager, KSBH-TV Kansas City, Mo., named VP/GM.

James Clayton, director, sales, WCBS-TV New York, joins WLWT-TV Cincinnati as VP/GM.

Peggy Cooley, director, program acquisition, scheduling, KPBS-TV San Diego, Calif., named program manager.

Lynda Van Horn, research consultant, Master Builders, Cleveland, joins WKYC-TV Cleveland as research/marketing director.

Kathleen McLain, VP/GM, WAGM-TV Presque Isle, Maine, joins KNOE-TV Monroe, La., as general sales manager.

Dave Verhasselt, reporter/photographer, WXOW-TV Lacrosse, Wis., joins WISC-TV Madison, Wis., as reporter, Rock County bureau.

Nannette Wilson, senior producer, WRC-TV Washington, D.C., joins WBAL-TV Baltimore as executive producer.

Vicki Jo Hoffman, director, television distribution, Select Media, Los Angeles, joins Grove Television there as VP, sales, western region.

Anna Ferguson, broadcast negoti-

ator, Bayer Bess Vanderwarker, Chicago, joins Blair Television there as account executive.

Ken Matz, anchor, WCIX-TV Miami, joins WCAU-TV Philadelphia as anchor/reporter.

Jerry Fox, GM, WTVQ-TV Lexington, Ky., joins Jim Owens & Associates, Inc., Nashville, as VP/GM.

Ronald Daugherty, GM, KAWE/KAWB-TV Bemidji and Brainerd,

Minn., joins WQLN-TV-FM Erie, Pa., as VP/COO.

Paul Claeys, sales associate, Katz Continental Television, Los Angeles, named sales executive.

Tom Shields, account executive, WSYT-TV Syracuse, N.Y., joins Katz Continental Television, New York, as sales executive.

Michael Yorkman, account executive, New York Yankees, joins Katz Independent Television, sports sales unit, in same capacity.

Renie Freedman, senior account executive, WUSA-TV Washington, D.C., named marketing manager.

Appointments at WCVB-TV Boston: **Elizabeth Cheng**, executive producer, programming, assumes additional responsibilities as communications director; **Ethel Shepard**, publicist, named manager, media relations.

Geoff Calnan, VP, on-air promotion, Fox Broadcasting Company, Los Angeles, named senior VP, advertising, promotion.

Martha Zornow, senior counsel, law, business affairs, MTV Networks,

New York, named VP, counsel/corporate, Viacom International, there.

New board members elected to board of trustees, WTTW-TV Chicago: **Alexandria Nichols**, VP, executive committee, The Field Museum of Natural History, Chicago; **Penny Pritzker**, president, Classic Residence by Hyatt, and president, Penguin Realty Limited Partnership, Chicago, and **Desiree Rogers**, director, Illinois Lottery.

Phil Doran, co-executive producer, Lorimar Television's *Getting By*, Culver City, Calif., named executive producer.

Nina Mauro, account executive, Katz Radio, New York, named senior account executive.

Dave Broome, account executive, Los Angeles, named senior account executive.

Marilee Gaffney, account executive, KWSS-FM San Jose, Calif., joins Eastman Radio, San Francisco, in same capacity.

Appointments at Radio Pennsylvania Network, Harrisburg, Pa.: **Katie Jo Lohr**, director, sales, named GM; **Scott LaMar**, reporter, named director, affiliate relations, programming; **Dean Murray**, news director, WCHA(AM) Chambersburg, Pa.,

counsel, Cox Cable Communications, Atlanta, named VP/general counsel.

Don Oden, senior VP, marketing services, Jones Intercable, Denver, joins National Cable Television Institute there as director, marketing.

Walter Ward, senior publicist, West Coast, Showtime Networks Inc., Universal City, Calif., named manager, consumer public relations.

Appointments at Black Entertainment Television, Washington, D.C.: **James Ebron**, VP, network sales, named executive VP, corporate media sales; **Sheila Johnson**, VP, corporate affairs, named executive VP, cor-



Katie Jo Lohr
Radio Pa. Network



Scott LaMar
Radio Pa. Network



Martha Tod Dudman
WDEA(AM)-WMJ-FM



Richard Eigendorff
MTV Networks



Michael Waring
NAB

RADIO

Beth Colon, former local sales manager, WCTC(AM) New Brunswick, N.J., joins WMTR-FM Morristown, N.J., as GSM.

Appointments at Premiere Radio Networks, Los Angeles: **Dave Price**, national marketing director, named marketing research director; **Joe Montione**, regional marketing director, named national marketing director.

Tony Booth, station consultant, Richmond, Va., joins WLEE(AM) there as GM.

Kevin Mulligan, sports programming, production consultant, SportsChannel Pacific and SportsChannel, Los Angeles, joins Sports Byline, San Francisco, as COO.

Jack Clarke, local sales manager, KOGO(AM) Ventura, Calif., named national sales manager, KOGO(AM) KBBY-FM, there.

Jim La Marca, program director, KBSG(AM) Seattle, joins Broadcast Programming there as VP/sales manager.

joins as anchor/reporter.

Jim Higgins, senior VP, New York sales, Unistar Radio Networks, New York, named senior VP, national sales.

Josh Nash, VP, manager, Banner Radio, Minneapolis, joins WLTE-FM there as national sales manager.

Peg Kelly, station manager, WYNY-FM New York, joins Shadow Broadcast Services, Rutherford, N.J., as VP, sales.

Bob Lind, VP/Radio Group, Capitol Broadcasting Co., Raleigh, N.C., named VP/GM, WRAL-FM Raleigh, N.C.

Martha Tod Dudman, executive VP/GM, WDEA(AM)-WMJ-FM Ellsworth, Maine, named president/GM.

CABLE

Richard Eigendorff, VP/assistant treasurer, Viacom International Inc., New York, named senior VP/CFO, MTV Networks, there.

James Hatcher, secretary, general

corporate affairs; **Debra Lee**, VP/general counsel, named executive VP/general counsel, secretary; **Jeffery Lee**, VP, network operations, named executive VP, network operations; **Curtis Symonds**, VP, affiliate sales, marketing, named executive VP, affiliate sales, marketing.

Andrew Orgel, president/CEO, Video Jukebox, Miami, joins National Community Network, Denver, as principal and board member.

Appointments at MTV: Music Television, New York: **Salli Frattini**, staff production manager, named executive in charge of production; **Lauren Levine**, head of programming, MTV Europe, named supervising producer; **Carol Donovan**, senior producer, named supervising producer.

Robert Russman, senior VP marketing, Simmons Communications, Stamford, Conn., joins Insight Telecast, Fremont, Calif., as senior VP, cable marketing.

Thomas Harbeck, VP, video creative services, TNT, Atlanta, named senior VP, marketing, TBS Superstation, there.

WNEW BANKS ON CARL

New York Giants linebacker Carl Banks, pictured here in a trading card from the NFL's Pro-Line Collection, has taken on hosting duties at WNEW(AM) New York, starting in a post-game and morning show covering the season and different opponents. "I graduated from Michigan State in communications, and I figured it would be a waste if I didn't pursue what I studied all those years," Banks said. The trading card series includes nine shots in a variety of settings of each selected player. —MB



Pat Mitchell, executive producer, founding partner, VU Productions, Los Angeles, joins TBS Productions, Atlanta, as senior VP.

ADVERTISING

Janice Figueroa, director, strategic planning, Griffin Bacal Inc., New York, named senior VP.

TECHNOLOGY

Rudy Wann, VP, finance, IDB Communications Group, Los Angeles, named VP, finance, CFO.

Appointments at C-Cor Electronics, State College, Pa.: **Frederic Amt**, manager, sales, marketing, pressure sensors division, Eaton Corp., Bethel, Conn., joins as VP, sales, marketing; **Thomas Thorpe**, sales engineer, DACOM, Inc., Hagerstown, Md., joins as senior sales engineer; **Joseph Santer**, central sales manager, CATEL Telecommunications, Inc., Fremont, Calif., joins as regional account executive, West Central region.

WASHINGTON

John Hollar, attorney, Wiley, Rein & Fielding, joins the Federal Communications Commission as senior legal adviser to Commissioner Ervin Duggan.

Appointments at National Association of Broadcasters: **Michael Waring**, director, political communications, named VP, government

relations; **Kathleen Ramsey**, independent consultant, government relations, named director, broadcaster/congressional relations; **Tristan Carter Warren**, director, congressional liaison for the House, assumes similar duties working for the Senate; **DeDe Ferrell**, manager, congressional liaison for the House, named director, congressional liaison for the House.

DEATHS

Vincent Gardenia, 70, character actor of stage, screen and television, died Dec. 9 from a heart attack in his Philadelphia hotel room. Gardenia was performing in Philadelphia in the play "Breaking Legs" at the Walnut Theatre. He was nominated

twice for an Oscar: in 1973 as a baseball manager in "Bang the Drum Slowly" and in 1987 as the father in a Brooklyn family in "Moonstruck." His television credits include CBS's *All in the Family* (1973); ABC's *Breaking Away* (1980-81); NBC's miniseries *Kennedy* (1983). Gardenia won an Emmy in 1990 for HBO's *Age Old Friends*. He recently had a recurring role on NBC's *L.A. Law*.

James Terrell, 69, independent television pioneer, died Nov. 27 of cancer at Medical City Hospital, Dallas. Terrell was the first GM of KTVT-TV Fort Worth, in 1962. He recently served as president of Gaylord Broadcasting Co., which owns KTVT-TV, and executive VP of Gaylord Entertainment Co., which owns Opryland USA, including the Grand Ole Opry, The Nashville Network and Country Music Television. During his 42-year career with Gaylord Broadcasting, Terrell held various positions, including president, Cencom Cable Television, vice chairman, Opryland USA Inc., director, Gaylord Broadcasting Co., treasurer/personnel director, Gaylord Broadcasting, and sales manager and news director of WKY-TV Oklahoma City, Okla. Survivors include his wife, Betty, and one son.

Edgar Crilly, 69, former owner, KSJB(AM) KSJM-FM Jamestown, N.D., died Nov. 25 of a heart attack while visiting his family in Galena, Ill. Crilly was owner and president of Triple R Inc., which controlled the stations. He recently sold the stations. Survivors include two daughters.

STANTON GETS FIRST AMENDMENT AWARD

CBS President Emeritus Frank Stanton will receive the Radio and Television News Directors Foundation First Amendment Leadership Award at the association's March 24, 1993, banquet and celebration of the First Amendment. "During his tenure at CBS he earned the reputation as the broadcast industry's leading statesman as he led campaigns on behalf of the industry for broadcasting access to Congress and the courts matching that of the print press. He was also a tireless fighter for the elimination of section 315 of the Communications Act, the equal time rule," RTNDA said in announcing the award.

Stanton, who began his career at CBS in 1935 and was named president in 1946, a post he held until his retirement as vice chairman in 1973, has also twice won the RTNDA's Paul White Award, the second time after refusing to comply with a congressional subpoena for outtakes of the CBS documentary *The Selling of the Pentagon*. Stanton will be honored along with longtime NBC News commentator John Chancellor, who is receiving the Leonard Zeidenberg First Amendment Award, named for the late chief correspondent for BROADCASTING. —JF

NEIL STEVEN BRAUN

When Neil Braun took over at Viacom Entertainment last July, one of the first things he did was an exercise in which he scheduled a 24-hour, seven-day-a-week program service using only product from the extensive Viacom library. The reason, says Braun, is that it's important for program suppliers in today's increasingly fragmented and competitive market to think beyond the traditional marketing of programs.

"When I took this job nobody gave me a mandate," says Braun. "In effect they said, 'you figure it out.' The television business today is an exploration."

In his first four months on the job, Braun has reorganized the company. He has signaled that Viacom will rely less on the high-overhead business of selling off-network shows, and that original program production solely for the sake of projected back-end profits is not the way to go.

He has also created a new president of domestic markets post, yet to be filled, which signals a new outlook at Viacom Enterprises, the company's sales arm. "It's my way of saying there is too much confluence between network, first-run and cable and their interplay. I want somebody who is thinking about the way program play patterns could happen and not necessarily the way they have happened."

Having said that, Braun stresses that his president of domestic markets will be experienced first and foremost in the first-run syndication business. "My first priority is to establish a franchise in first run, which is why we were so aggressive with [a bid for David] Letterman and why we're so committed to *Montel Williams*."

Braun has spent much of his career figuring out new ways to finance the production of "software," including theatrical films, and programing for cable, broadcast and home video.

After law school, and a stint at a corporate law firm in New York, Braun joined International Film Investors, where he spent three years working the financial markets to fund such independent film projects as "The Killing Fields," "Gandhi" and "The



Howling."

In 1982, Braun was brought to HBO by then executive vice president Frank Biondi. "We had this vision of creating the biggest studio in the world at HBO," says Braun. "That was before home video took off, and HBO was the most important TV window for the studios. HBO had the capacity to do it."

But fate (and Victor Kaufman, who was at Columbia Pictures) intervened. "Victor saw the same opportunity while at Columbia and came up with a scenario that usurped —my word—the opportunity we saw at HBO for Columbia's benefit." Kaufman's idea was TriStar Pictures, founded as a joint venture of HBO, Columbia and CBS.

"It was the most brilliant film financing deal in history," says Braun. Especially for Columbia, which took a piece off the top as distributing partner, "and CBS and HBO got to contribute dispropor-

tionately to the bottom." It was a venture HBO had planned to do itself. "We turned it down the first time, but Victor maneuvered it so he sort of put a gun to our head where it was decided at the highest levels of Time Inc. to do the deal."

That was because Kaufman had set up an alternative deal where Columbia, Twentieth Century Fox and ABC would acquire Showtime. Obviously such a deal was not in the best interests of HBO. So Time agreed to TriStar. "Columbia broke the deal, literally leaving Fox and ABC at the closing," Braun recalls. "That's how manipulative and orchestrated the deal was, with negotiations down two parallel paths to the last moment."

It's not surprising to hear Braun describe his four-year ride at HBO as "a fairly unique experience." He was on the fast track, rising in three years from department head to senior VP.

In 1986, he left to join Imagine Films, just being formed by filmmakers Ron Howard and Brian Glazer, as president and COO. Two years later, Imagine forged an alliance with Universal Pictures, and Braun opted not to relocate to the West Coast, where, it became clear, the company had to be based. "In terms of a comfort zone, I have a New York style and sensibility," says Braun. "I'm better than at schmooze."

When Braun left Imagine, he talked to two executives about what to do next—

HBO chief Michael Fuchs and Viacom head Biondi. He had worked closely with both men at HBO. "Michael offered me a consultancy, but Frank had a real job opportunity." ■

Senior VP, Viacom International, and chairman and chief executive officer, Viacom Entertainment, New York; b. Nov. 17, 1952, New York; B.A., history/political science, University of Pennsylvania, Philadelphia, 1974; J.D., University of Chicago Law School, 1977; corporate attorney, Paul, Weiss, Rifkind, Wharton & Garrison, New York, 1977-78; senior VP and general counsel, International Film Investors, New York, 1978-82; director, motion picture planning, HBO, New York, 1982; VP, motion picture planning, 1983; senior VP, film programming, 1985; president and COO, Imagine Films, New York, 1986-88; senior VP, corporate development and administration, Viacom International, New York, 1988-92; present position since July 1992; m. Anne Flick, Sept. 23, 1978; children: Samantha, 3; Spencer, 1.

In Brief

Bill Korn, Group W Television president, last week was named **president of Group W**, including



the company's radio and TV stations, Group W Productions, and Group W Satellite Communications. Korn, whose promotion is effective Jan.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 29. Numbers represent aggregate rating average stations/% coverage)

1. Star Trek.....	13.2/246/99
2. Wheel Of Fortune.....	13.2/220/98
3. Jeopardy!.....	11.1/204/96
4. Oprah Winfrey Show.....	9.2/215/95
5. Entertainment Tonight.....	8.5/177/94
6. Portfolio XV.....	8.4/189/96
7. Wheel Of Fortune-wknd.....	8.0/176/73
8. Married...With Children.....	7.8/185/95
9. Current Affair.....	7.6/179/95
10. Warner Bros. Vol. 29.....	7.5/135/93
11. Inside Edition.....	7.4/165/90
12. Designing Women.....	6.3/200/98
12. Donahue.....	6.3/216/98
12. Roseanne.....	6.3/131/85
15. Baywatch.....	5.9/170/83

1, replaces Burt Staniar, who himself was recently promoted as one of four presidents of Group W's parent company, Westinghouse Electric Corp. Before joining Group W Televi-

sion two years ago Korn was a principal at the Marketing Corporation of America. In 1972-86 he held a variety of posts at PepsiCo, including president-CEO of subsidiaries Wilson Sporting Goods and Frito Lay. A replacement for Korn as president of Group W Television could be announced as early as this week, and is expected to come from within the ranks of the company.

The FCC last week proposed adding Local Multipoint Distribution Service (LMDS) to the multichannel TV distribution mix, granting pioneer preference to the Suite 12 Group and proposing allocation of the little-used 27.5-29.5 ghz band to a national, cellular LMDS service. The Suite 12 technology would offer multichannel video and other telecommunications services, eventu-

FOX O&O'S PUT UP BIG BUCKS FOR BART

Twentieth Television President Greg Meidel confirmed last week that the Fox Inc. syndication division's sale of *The Simpsons* to the seven Fox Television Stations was a "pre-emptive offering" that effectively excluded other major-market stations from turning in bids. Veteran syndication executive Keith Samples, who served as a consultant to Gracie Films, would not reveal the total dollar figure, but said the Fox deal was a terrific offer. "It is the third best offer for an off-network sitcom behind *The Cosby Show* and *Who's the Boss?*," he said. Twentieth was not legally bound to an open bidding process, and according to Meidel, the Fox O&O deal had the "blessing of the profit participants," specifically referring to the animated sitcom's producer, Gracie Films.

According to competing station sources in the Los Angeles market, KTTV(TV) led the Fox O&O group with an offer approaching \$260,000 per episode for triggering in fall 1994 or fall 1995. The record per-episode price in the market belongs to *Cosby*, which sold to KCOP(TV) for an estimated \$360,000. Columbia Pictures Television's *Who's the Boss?* is believed to have sold for \$300,000 in L.A.

Sources also estimate that Fox O&O flagship

WNYW(TV) New York turned in a bid of between \$220,000 and \$240,000 per episode, and put WLFD(TV) Chicago's bid in the \$180,000-\$200,000 range. KDAF(TV) Dallas, KRIV-TV Houston and WTTG(TV) Washington were each estimated to have put forward \$70,000-\$90,000 per episode. No estimates were available for KSTU(TV) Salt Lake City.

In all, the low-end estimates from the first six Fox O&O markets could translate to up to \$900,000 in cash license fees, possibly putting *The Simpsons* on track to exceed the national \$1.5 million to \$2 million per episode commanded by *Cheers*. One competing syndication source contends that the Fox O&O deal is in the \$500,000-\$600,000-per-episode range and will more likely place *The Simpsons* in the \$1.5 million neighborhood.

Many stations are likely to trigger the cash-plus-barter sitcom (one minute national ad time for the first three years) in fall 1995, but Twentieth will also be offering stations the option of triggering in fall 1994 with two plays on weekends. Stations, however, will still have to carry the five minutes of barter each weekend for *The Simpsons*'s first season in return for obtaining the earlier run.

-MF

ally in digital form. The FCC asked for comments on the pioneer technology and on a proposal to license two 1,000 mhz operators in each of 489 service areas by lottery or auction. It initially proposes that existing cable TV and local exchange carriers be eligible licensees. Licensees would be required to reach 90% of a service area's residents within three years.

ABC and NBC affiliates generated higher average cash flow than CBS affiliates in 1991, according to the NAB's analysis of its annual TV station financial survey. Average cash flow for ABC and NBC affiliates in the top 25 markets was over \$22 million, while for CBS affiliates it was \$15 million and for Fox stations, just over \$11 million. In markets 26-50, cash flow for ABC and NBC stations averaged \$5.3 million, while CBS affiliates averaged \$4.3 million and Fox affiliates \$2.7 million.

Fox acknowledged last week that Keenan Ivory Wayans has left 'In Living Color,' which he created and executive produced, and has terminated his exclusive television and feature film deal with the studio.

Cluster Television formally rolled out its production slate for the 1993-94 season: *Conan the Adventurer*, currently a weekly animated action cartoon, will expand as a half-hour strip with the production of 65 new episodes; an updated *Transformers Generation 2*, 13 newly produced computer-generated half-hour episodes; and 40 half-hour episodes of *The Pink Panther*.

Saban Entertainment made the formation of Saban Domestic Distribution official last week with the unveiling of a \$50 million programming slate. Heading up Saban's domestic syndication arm is senior vice president David Goodman, who joined the company earlier this year after closing the doors on Goodman Entertainment Group. Saban's slate of first-run syndicated children's series for fall 1993 are *The Hallo Spencer Show*, *The Mad Scientist Toon Club* and *Saban's Toon of the Month*. SDD has also cleared its first movie package, *Saban Movie Network*, in 130 markets representing more than 80% of the U.S.



The Washington area chapter of the Broadcast Pioneers honored veteran professionals from a number of disciplines during its annual banquet Dec. 4. L to r: Ted Dorf, honored for his long association with WWRC(AM) and WGAY-FM Washington; Laurence E. Richardson of honored radio stations WINA(AM) and WQWZ(FM) Charlottesville, Va.; Peter Hackes, longtime broadcast newsman and latter-day movie personality ("Broadcast News"); Jane Cohen, Allbritton Communications (a former executive of the National Association of Broadcasters and president of American Women in Radio and Television); Paul Duke, host of public broadcasting's Washington Week; Mac McGarry, master of ceremonies for the dinner and host of It's Academic; Wallace E. Johnson, president of the Washington chapter; Harold Kassens, veteran broadcast engineer; Tom Draper, president of honored television station WBOC-TV Salisbury, Md. Not pictured: honoree Tom Puro, longtime broadcasting executive and former president of the Association of Maximum Service Telecasters.

COEN PREDICTS AD SPENDING GAINS FOR MEDIA

Advertising revenue for national broadcast will grow 5.7% (up \$24.1 million) in 1993, according to the semiannual forecast McCann-Erickson's senior vice president, Robert Coen, presented last week.

Cable TV networks, Fox, and spot radio are expected to exceed that rate of growth, he said, and the three broadcast networks will fall a bit below the 5.7% mark. Coen also predicted local broadcast would gain 7.8%, or \$16.1 million, in ad revenues for 1993.

One area that will help the advertising business in 1993, Coen believes, is a decreasing reliance by companies on promotion, both trade and consumer.

Coen predicts total advertising will be up 6.9% for 1993. Total advertising expenditures for 1992 came quite close to the prediction Coen made back in June (when he lowered his initial prediction, in December 1991): spending will be up 5% for the year—Coen had predicted 5.3%.

Usually noted for his optimism, Coen actually underestimated growth in many television categories for 1992. According to his figures released last week, network television growth (which Coen predicted would grow 4.5%) was up 7.5% this year, buoyed by the Olympics and the elections—without those, network revenues would have been up 6%. Cable and syndicated TV ad revenues, which rose by 8% and 10%, respectively, also exceeded Coen's forecasts six months earlier of 6% and 9%, respectively. Spot TV grew by 7.5% in 1992, even with what Coen had predicted for the category.

—SDM

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Editorials

THEY JUST DON'T GET IT

Come up with a code on TV violence within three years, or else. That was Congress's at-gunpoint "suggestion" to the broadcasting industry in the 1990 TV violence bill. The industry's politically correct response was to acquiesce, which it did last week, holding the chisel as the government once again chipped away at its editorial control. The congressmen behind the bill have insisted all along that the guidelines are voluntary, while in the same breath saying they are "clearing the way for the networks to act on their own and not have federal regulation forced upon them." They are clearly not voluntary because broadcasters, left to their own devices, would not adopt them.

The absence of Fifth Estate opposition to the violence bill has been cause for concern on this page, but being a member of the print press, we have a greater luxury of saddling our First Amendment high horse without fear of riding into an ambush. We wish all broadcasters could share that fervor and freedom (which makes the Ward Qualls and Frank Stantons of the world that much more impressive), but their reticence is understandable. Who among us wants to be tarred with a pro-violence or anti-children brush?

We've just about run out of analogies for this kind of government content control, which is probably just as well because, when all the rhetoric is stripped away, the issue is very straightforward. Should the government have the power, direct or indirect, to abridge the freedom of this country's principal news and information medium?

No.

LIGHTS, CAMERA, CRITICISM

The military's complaints about media coverage of Operation Restore Hope in Somalia remind this page of Claude Raines's comment in *Casablanca* that he was "shocked" to find gambling going on at Rick's cafe (a comment made while pocketing his winnings from the gaming tables there). The Marines publicized the day and date of the mission, the Marine commander was making himself available for interviews not long after the landing and the Corps had touted the operation as a great way to show its stuff to the world.

The military's suggestion that the lights were intrusive and potentially dangerous to personnel is ludicrous. The greatest danger on the beach was that some of the journalists could have been run over by amphibious landing craft. Had there been any other danger, the media representatives, who outnumbered the Marines, would have been the

first in harm's way. Given the absence of resistance, a fact known to the military and media, the lights and cameras may have provided the only real punch to the Marine's action. A midnight storming of the beach at Mogadishu was obviously intended as a show of force. The Marines provided the force, the media were there to show it.

"They invited us to the event and told us exactly when and where it would occur," Radio-Television News Directors Association President David Bartlett said last week. "I think they got exactly what they wanted. They shouldn't be complaining after the fact."

We agree.

TONGUES TIED

CPB was busy two weeks ago proposing responsive sorts of things that demonstrated its eagerness to be balanced and objective in the programing it funds. All well and good, save that the motive behind this good-deed-doing was not an independent spirit of equanimity but a congressional edict that last June imposed a mini-fairness doctrine on public broadcasting as the quid pro quo for funding. CPB must make a report to Congress next month on its progress toward that balancing act.

In addition to planning town meetings and viewer hot-lines, CPB is telling stations to hold local producers to objectivity and balance guidelines currently in place. CPB officials insist this does not mean the corporation will be taking an increased role in programing decisions beyond its discretion over what to fund, but that discretion is obviously itself a programing decision by proxy.

Congress's insistence on micromanaging the media, commercial or noncommercial, betrays a continuing disregard for the Constitution.



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