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**THE LAST WORD FROM
FCC CHAIRMAN
SIKES**
Vol. 122 No. 52

WHEN IT COMES TO A WE'RE HEADS ABOVE



A promotional image for the TV show 'Arsenio Tonight'. Arsenio Washington is shown from the chest up, looking over a dark blue sign. He is pointing his right index finger at the sign. The sign contains the following text:

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Top of the Week

TAKING A SECOND LOOK AT BARTER

Buena Vista plan would allow syndicator, stations to review contract on ongoing basis

By Sharon D. Moshavi

Finding itself in need of extra inventory for makegoods on its "Disney Afternoon" cartoon block, and unable to get it from stations, Buena Vista Television is re-evaluating the barter business with an eye toward adding flexibility to syndicator-station contracts.

The plan as currently conceived by Buena Vista would make the cash-barter split adjustable, rather than fixed, thus giving stations and syndicators an option to respond both to variations in the ad marketplace and to stations' abilities to come up with the cash. The option could be exercised by either the syndicator buying additional inventory or by stations buying back inventory from the syndicator for cash.

One station executive said Warner

Bros. and Columbia are considering similar plans to make barter more flexible, although BROADCASTING could not obtain confirmation from either company.

Bob Jacquemin, president, Buena Vista Television, would not say when the company will start pitching the station community on the plan, but he said it has potential for all forms of syndicated programming. How often the options would be available is unclear.

An adjustable-split contract will work, Jacquemin says, only if the "vast majority" of stations are involved, since 70% national coverage is typically needed to sell a national 30-second spot to advertisers.

Syndicators and stations, even those somewhat skeptical about the



Ratings 20% below expectations for the Disney Afternoon cartoon block, which includes 'Tailspin,' prompted Buena Vista to rethink the barter business.

viability of the Buena Vista plan, agree that the barter market needs new, innovative approaches. "We're all looking for new and creative ways to get spots sold," says Rick Levy, senior vice president, One World Entertainment, a division of MTV Networks. Dick Coveny, executive vice president of Multimedia Entertainment, agrees: "We're in a business that has to remain as flexible as possible." Dick Kurlander, vice president, programming, at Pety Television, calls the Buena Vista idea "very complicat-

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TELCO TO COMPETE HEAD TO HEAD WITH MSO IN N.J.

By Harry A. Jessell

For Bell Atlantic, the future is now.

The \$13-billion-a-year regional Bell operating company last Tuesday announced plans to build an integrated broadband fiber-to-the-curb network in Dover Township, N.J., next summer and lease capacity to the upstart FutureVision of America to compete head to head with cable MSO Adelphia Communications in 38,000 homes.

Two days later, it challenged in federal court the statutory prohibition against telephone companies offering video services in their telephone market so it may eventually build a similar fiber network in the Washington suburb of Alexandria, Va., and itself pro-

vide video services to 60,000 homes in competition with Jones Intercable (see box, page 17).

Last week's moves were foreshadowed by two earlier announcements. In November, Bell Atlantic said it had agreed to construct a broadband network in Morris County, N.J., that will allow the incumbent cable operator Sammons Communications to upgrade and expand its service to 8,000 customers (BROADCASTING, Nov. 30).

And in October, it announced plans to conduct a trial of a video-on-demand service delivered via conventional copper telephone lines. That experiment will involve the homes of 400 Bell Atlantic employees in the

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EDITOR'S NOTE

In recognition of the holiday season, **BROADCASTING** will not publish a Dec. 28 issue.

We will return on Jan. 4 with the full budget of departments and breaking news.

FLEXIBLE BARTER / 4

New flexibility in barter allows midstream correction in deals between stations and syndicators.

TELCO'S MULTI-FRONT CAMPAIGN / 4

Bell Atlantic has accelerated its efforts to play in the programming arena, announcing plans to build a broadband fiber-optic network in New Jersey and challenging in federal court the telco video-service ban.

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Convinced there was a strong demand on the part of broadcasters, MCA has decided against a Lifetime cable deal for *Northern Exposure* in favor of broadcast syndication.

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TCI anticipates minimal near-term costs for introducing digital compression to its systems, and in fact



Al Sikes reviews his three-and-a-half years at helm of FCC (p. 35).

expects revenue from new services to generate a payback in three to four years.

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Digital Satellite Broadcasting Corp. of Seattle plans to put together a \$600 million national digital satellite broadcasting system that will provide 500 digital channels, most of them targeted to specific markets.

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On the eve of his departure as FCC chairman, Al Sikes talks with **BROADCASTING** about his accomplishments, frustrations and ideas for making

the job better.

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With their growing use of contests to attract viewers during sweeps month, and efforts to target diary keepers directly, TV stations' attempts to grab audience are beginning to resemble those of radio.

FM-TV ENTERS VIDEO FRAY / 46

CellularVision of New York, which already provides a 49-channel wireless TV service in Brighton Beach, will use reverse-polarity FM technology to offer up to 98 one-way video channels or a mix of one- and two-way services.

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FCC FINES STERN \$600K; OK'S DEAL

Infinity to appeal

By Joe Flint

While the \$600,000 indecency fine levied on controversial air personality Howard Stern's employer Infinity Broadcasting is a record, it could have been a lot worse if FCC Chairman Alfred Sikes had had his way.

The commission, with Sikes dissenting, approved Infinity's \$100 million acquisition of WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta from Cook Inlet Radio Partners. In addition, there will be no administrative hearing on Infinity's fitness as a licensee and the fine is not the largest the FCC had contemplated in the case.

Sikes was dead set against approving the deal and wanted a hearing on Infinity's fitness before he left his post as chairman on Jan. 19. Although Sikes may have had some initial support on a hearing from Commissioner Sherrie Marshall, in the end the four commissioners did not want to drag Cook Inlet down for being an innocent bystander and thought the commission also had no prior track record to justify a hearing.

Infinity, which is already appealing a \$6,000 indecency fine against Stern for a 1988 broadcast, will appeal this fine as well.

The \$600,000 fine is for the same broadcasts that netted Greater Media's KLSX(FM) Los Angeles a \$105,000 fine. The broadcasts aired on Infinity's New York, Philadelphia and Washington stations.

Infinity President Mel Karmazin told **BROADCASTING** the company is "respectful of the FCC's position, but we believe the program is in compliance with their indecency rules. We will respond by saying that the material broadcast by Howard is constitutionally protected material that has significant appeal to millions of Americans, and we believe it is not indecent as the courts have defined indecency." Infinity has 30 days to respond to the

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Televesting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Stibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Periman, Senior Vice President/Group Publisher; Jerry D. Neith, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

FCC's notice of apparent liability.

The Infinity/Stern proceeding insures that Sikes will go out with a bang. Relations between Sikes and his fellow commissioners were never smooth, and this was no exception. Many high-level sources at the FCC view Sikes's dissent as part of a personal vendetta against Stern.

At least one commissioner believes the Infinity proceeding got personal when Stern said he hoped Sikes's prostate cancer would spread. Although Infinity's Karmazin personally apologized, he was unable to convince Sikes to approve the deal.

In his dissent Sikes said he too did not want to punish Cook Inlet, but "although I have not reached a decision on whether Infinity has the requisite character to hold commission li-

censes, there are simply too many outstanding questions on this core issue for me to approve the assignment applications without condition."

Infinity, Sikes said, has a broadcasting record that is "far from impeccable." Said Sikes: We have continued to receive and process listeners' complaints about patently offensive language that seems to be the hallmark of that program...perhaps Infinity management has viewed our indecency fines merely as a cost of doing business and has made little attempt to comply with the law. If so, few things could be more telling about its character to remain a licensee."

Commissioner James Quello, who went back and forth at times on just how hard to hit Infinity and Stern, said in a statement that while the fine is

warranted, a hearing is not. "I am not convinced that 'Infinity' as a whole is synonymous with 'indecency.' At least I hope not." Quello also did not want Cook Inlet to suffer because of Stern. "To upset the sale," he said, "would simply penalize Cook Inlet for the sins of Infinity."

The Stern brouhaha also made for strange bedfellows. Right wing Senator Alfonse D'Amato (R-N.Y.) wrote a letter to Sikes criticizing the commission for going after Stern, while the American Civil Liberties Union also attacked the commission for its actions and wrote a letter to the Clinton transition team urging the new administration to make as "one of its highest priorities the halting of inappropriate limitations on freedom of artistic expression." ■

COSBY'S 'LIFE' CUT SHORT IN ACCESS

Carsey-Werner Distribution confirmed last week widespread speculation that *You Bet Your Life* with Bill Cosby won't be returning for year two. In a press release issued last Friday, producers Marcy Carsey and Tom Werner confirmed the cancellation, attributing it to the show's failure to draw a sizable audience in key markets.

The show performed poorly in New York, Los Angeles and a number of other large markets where it has already been downgraded. While the show did perform well in many markets, "there are certain realities in the syndication field we take into consideration in making this difficult decision," the producers said.

For now, it appears a number of metered market stations are sticking with the show until they find a suitable replacement in prime access. The "quick trigger" cancellations, instead, have come from the distributors of *Star Search* and *The Byron Allen Show*, expanded strips that were given very little prospect of success from the outset.

But the failure rate for first-run syndicated strips this season is no worse than last, when distributors cut their losses with the early cancellations of *Ron Reagan*, *Chuck Woolery*, *Love Stories* and *Now It Can Be Told*. While there may be fewer cancellations this year, that is mainly because there are fewer freshmen shows to fall prey to time period downgrades by stations.

Genesis Entertainment's *Infatuation* and Group W Productions' *That's Amore* are, perhaps, the two most imminent casualties, with both romance-based strips



The touted 'You Bet Your Life' with Bill Cosby won't be back next season

hovering around a 1 rating since their debuts. On the other hand, executives from both of those distributors have expressed the intention to move forward with the sophomore renewals of *The Whoopi Goldberg Show* and *Vicki!* (as in Vicki Lawrence), each averaging slightly above a 2 rating.

So in the new world order of increased competition and fragmentation within the syndicated television universe, a 2 rating or above is perceived to be a survivable level.

The major market hemorrhaging began several weeks ago, with CBS O&O WCBS-TV New York reported to be considering moving Paramount's *Hard Copy* from early

fringe to replace *You Bet* at 7 p.m., and KCBS-TV Los Angeles conducting a two-week replacement test of Genesis's *Real Life Stories of the Highway Patrol* at 7 p.m., temporarily in place of the game show.

You Bet averaged a 7 share during the November sweeps on KCBS; however, *Highway Patrol* improved the time period share by 57% with a first-week 6.9/11 average (NSI, Dec. 7-11). In fact, after completing the test in eight markets (averaging a first-week 5.5/12), Genesis Entertainment President Wayne Lepoff says the reality-based cop series will be launched in a slow market rollout pattern next March (on a straight cash basis) and nationally in fall 1993 (cash plus barter).

With the similar success of Twentieth Television's off-Fox *Cops*, CBS Station Group VP Karen Miller said the increased viewer demand for reality-based police and rescue series is creating a "rare opportunity" in prime access for "alternative" programming. —MF

**Success speaks for itself.
But in case you weren't listening...**

PROGRAMMERS, NIELSEN DISAGREE OVER CLAIM PEOPLEMETERS UNDERREPORT KIDS

By Sharon D. Moshavi

The peoplemeter underreports children's TV viewing: that's how programmers are reading the results of a telephone coincidental conducted by Nielsen to measure TV watching by children. The phone survey underscored syndicator and network charges that Nielsen has underreported kids' viewing since switching to peoplemeters five years ago.

The alleged underreporting hit a peak this season, with both ABC and CBS Saturday morning programming in the key category, kids 2-11, down 9% and 12%, respectively, as well as key syndicated product such as Disney Afternoon down 20%. Kids 2-11 TV viewing as a whole is down 3%. Many programmers are being forced to give advertisers makegoods because of the ratings shortfalls, a problem since the bulk of inventory was sold in a healthy upfront last spring.

The coincidental, the results of which were released to Nielsen clients last week, reached different con-

clusions than the peoplemeter about children's viewing. And David Poltrack, CBS's senior vice president, planning and research, claims the findings are similar to a telephone coincidental ABC, CBS, and NBC funded in the spring of 1991.

According to Poltrack, the coincidental reported twice as much viewing by non-family members in a household to kids programming than that registered by the peoplemeter. And the coincidental reported teen viewing of kids programs 25% higher than the peoplemeter, he says. That is on target with the 20% figure from the network-funded study, Poltrack adds. For kids 2-11, the coincidental showed just 5% more viewing than the peoplemeter by that group; the network study had shown 11% to 15%

more viewing.

Programmers aren't sure that the coincidental still didn't underreport viewers. Alan Wurtzel, ABC senior VP, research, says he has questions about some of the methodology Nielsen used in its coincidental, which consisted of telephone surveys of Nielsen families.

"It is reasonable to assume from the data that we need to do a better job of motivating teenagers and in reporting visitors," says Jack Loftus, Nielsen's VP, communications. Nielsen is also trying to improve reporting by kids,

most notably through the use of child specialists to train them to use the peoplemeter. But, Loftus added, the industry is "assuming that the coincidental is right and the peoplemeter is wrong. You just can't do that." ■



Programmers think Nielsen's peoplemeter kids ratings are goofy

BARTER

Continued from page 4

ed but conceivable."

Buena Vista's idea began to take shape last month when it approached

stations carrying "Disney Afternoon" about buying back time. The cartoon block is underdelivering its audience by about 20%, and Buena Vista was looking for inventory for makegoods. But, according to Jacquemin, stations

turned down the request because the inventory was selling so well.

That rejection forced Buena Vista to think about changing its strategy for the long term, Jacquemin says. The plan, he says, would lock neither station nor syndicator into a barter or cash arrangement when the market warranted something different.

Andrew Banks, managing director of ABRY Communications, is intrigued by the idea. Currently, if a syndicator has a hard time selling its spots, "it dumps them into the scatter market at very low prices, which hurts stations trying to sell their advertising time in the same show," he says.

Flexible barter arrangements have potential in a variety of program forms. One World Entertainment's Levy says his idea would be to vary barter time a syndicator would keep in a movie package. Syndicators, who often find controversial or racy titles more difficult to sell nationally than stations do locally, could keep less barter time in those titles, more in others. ■

'RUSH' SWITCHING TO CASH-PLUS-BARTER

Rush Limbaugh, which is having a successful first year on an all-barter basis, is being pitched for year two for cash-plus-barter by Multimedia Entertainment, said Dick Coveny, executive vice president.

With the new deal, Multimedia will keep just one minute. The split this season was three minutes for Multimedia, three and a half for stations.

The move to cash-plus-barter, though, will depend on the stations' response, said Coveny. Since *Limbaugh* is performing well, stations should be happy with the switch, according to Dick Kurlander, vice president, programming, Petry Television. *Limbaugh* is averaging a 3.2 or 3.3 national Nielsen rating; Multimedia had guaranteed advertisers a 2.5, said Coveny.

One reason for the move to cash, said Kurlander, is that despite *Limbaugh*'s success, the show's controversial edge made it tough for Multimedia to sell national advertising; controversy sells much better in local markets. Coveny agreed that advertising was a tough go initially, but the show's ratings have started to attract advertisers, he said. Multimedia is making the change, said Coveny, because, like most syndicators, "we feel we would rather be doing cash/barter."

—SDM



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DISCOVERY PITCHES NETWORK DIGITAL RERUNS-ON-DEMAND

But stations fear cable editorial control

By Peter Lambert

Although gaining key cable industry support, Discovery Communications may run into some mud on its quick-march campaign to convince the television industry to adopt its universal remote control for the age of 500 digital channels.

Discovery's "Your Choice TV" remote control/onscreen-menu system will bring additional aftermarket, on-demand program sales and ad revenues to broadcast, as well as cable, networks, says Discovery Chairman and Chief Executive Officer John Hendricks.

Reactions could be open, if not favorable, when he meets with one broadcast network this week and two others by mid-January. But affiliates fear the system will strengthen cable's role as video gatekeeper—an extension of channel carriage and positioning power over broadcasters.

Nevertheless, Hendricks is confident the industry will build Your Choice into digital cable consumer terminals—3 million by the end of 1994; 8 million by the end of 1995, and 40 million-45 million by late 1998.

In addition to numbered remote control buttons, the system employs 10 letter/icon buttons, each representing a gateway to a menu category, such as hit movies, sports, entertainment, special interest, HDTV and interactive. The prototype also features a four-way cursor, "Go" button, VCR record and other functions. Your Choice, he says, could become "a VHF tuner for compression.

"The genre-on-demand paradigm will give way to a program-on-demand paradigm," says Hendricks. "We're talking about selling our product by unit: After we cablecast or broadcast any product, it's available for somebody who wants to buy it."

Discovery's research—encouraged by its owners Tele-Communications Inc., Cox and Newhouse Cable—has found that consumers who miss a *Seinfeld* or *60 Minutes* broadcast are willing to pay 70 or 80 cents for delayed delivery. "This will happen,"

says Hendricks, "because there is so much revenue for the networks."

And not just in subscription fees. Noting that viewers taping *60 Minutes* "zap through the commercials," Hendricks argues advertisers would gain more eyeballs—or broadcasters could sell extra spots—through an on-demand aftermarket.

Network news product revenue might even add up to "the equivalent of the syndication revenue" denied the networks under current law, he says, adding that the networks and rightsholders could likely negotiate split revenue from replay of entertainment shows as well.

"Anything that is program-type driven is potentially detrimental to a local broadcast station, which tends to promote itself as a channel number," said National Association of Broadcasters Executive Vice President John Abel. "It gives editorial control over what goes into a category to this sole-provider cable system."

But Hendricks says the ratings will



Will networks benefit and stations become lost within digital cable menus?

determine offerings. "We all know video on demand is going to happen. Either you see yourself in the programming business, and try to exploit every means of selling your product, or you define yourself as a delivery mechanism and shut yourself off to new revenue"—words echoed nearly verbatim by several network executives last week. ■

CBS SEES PROFIT IN '94 WINTER OLYMPICS

After struggling to break even with the 1992 winter Olympic games in Albertville, France, CBS is off to a strong start in sales for the 1994 winter games in Lillehammer, Norway, and expects to make a profit, according to Peter Lund, president, CBS Marketing. The network paid \$300 million for the Norway games, and \$243 million for Albertville.

If Lund's expectations hold up, it would be only the second time since 1984 that an Olympics made money for the U.S. network rightsholder. In 1988, NBC claimed a "marginal" profit for the Seoul summer games.

"Every indication is we'll be in the black," said Lund of the Lillehammer games. He said that the upcoming games, with about the same amount of inventory as the Albertville slate, is around 50% sold out, and at "significantly higher" prices than Albertville. "We're pacing far ahead of where we were at this time leading up to the Albertville games [14 months prior to the opening ceremony]," he said.

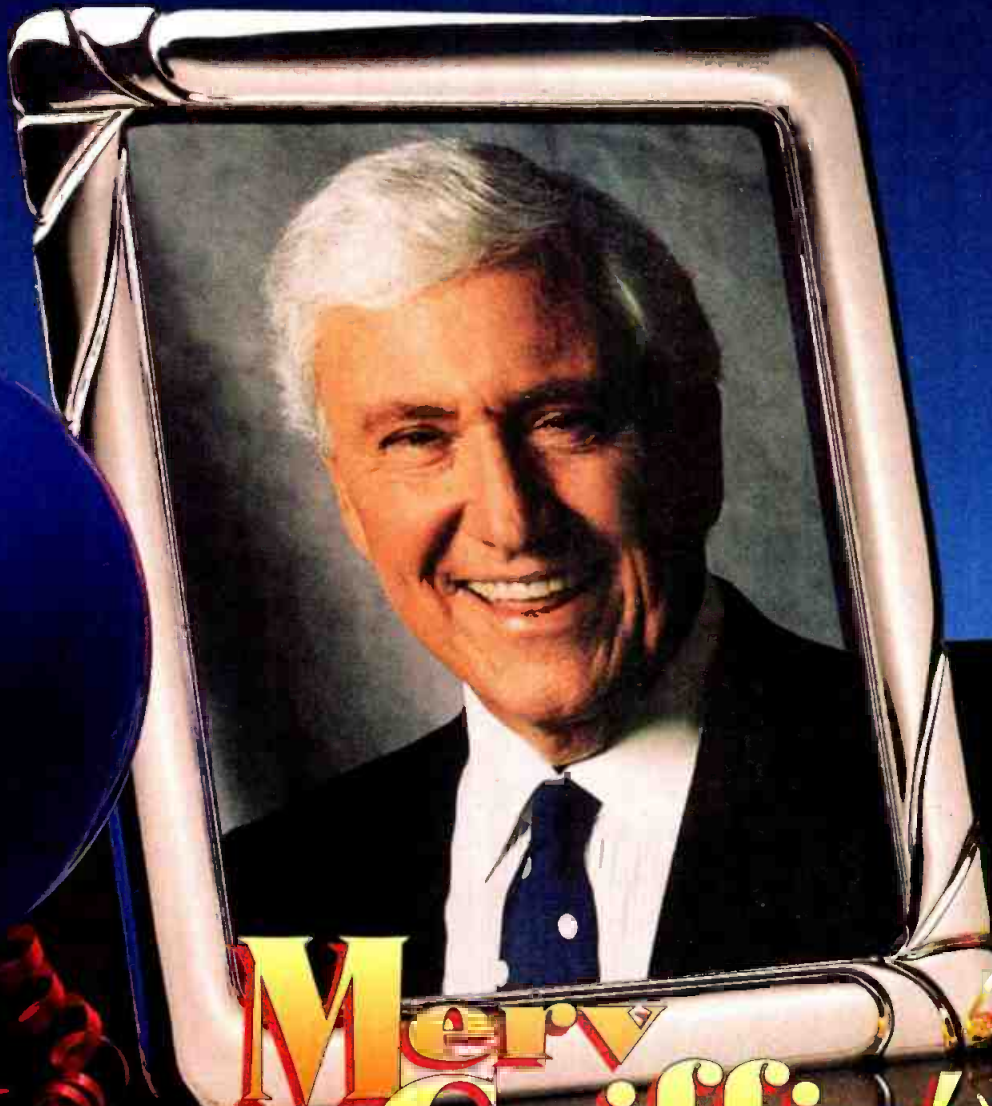
Lund cited three reasons for the resurgence in Olympic sales—the improved economy; the solid ratings for both the 1992 winter and summer games (Barcelona); and the fact that there will be just one Olympics in 1994, therefore tightening up inventory. Advertising agency sources report that a number of advertisers bought Albertville and Lillehammer as a package, with built-in price hikes (7%-8%) for the latter.

Lund's comments came shortly after the network last week named Greg Gumbel as the sole prime time host of the '94 winter games, a shift from the co-anchor format the network used during the 1992 games. CBS decided a single anchor was best suited to focusing on the events, rather than emphasizing studio reports.

—SM

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HIGH MARKS FOR ROSEANNE, LIMBAUGH

By Steve McClellan

Nielsen's November report cards were issued last week, and the news was mixed for the freshman class. *Roseanne* and *Rush Limbaugh* made the dean's list, while *You Bet Your Life* with Bill Cosby flunked in key major markets—and will not return for a second year, its producers confirmed last week (see page six).

In its first sweeps in syndication, *Roseanne* streaked to the top of the sitcom heap, with an average 6.9 rating and 14 share, according to a Petry Television analysis of Nielsen's November books, and upon which all ratings reported in this story are based. The sitcom improved its time period across the board in key demos, including a 6 share point boost among women 18-34 (7.5 rating).

Rush, the new late-night entry, wasn't far off the pace set by late-night syndication leader *Arsenio Hall*. *Rush* averaged a 2.6/12, and doubled

its time period's shares in key demographics, including men 18-34, which went from an average 11 share in the time period a year ago, to a 21 share last month. It was up three household share points from its lead-in and 7 share points from a year ago.

Arsenio averaged a 2.6/12, down 2 share points from its lead-in and down 20 share points from the time period a year ago. Its share among women 18-34 dropped 4 points, to 16, and its share among men 18-34 dropped 3 points to 12. *Whoopi*, the new late-night talker from Genesis, averaged a 1.7/8, down 5 share points from its lead-in and down 2 share points from last November.

The magazine category experienced some erosion. *Entertainment Tonight* was still on top with a 9 rating and 17 share, but was 4 share points down from its lead-in and down 3 share points from the time period a year ago. *Inside Edition* averaged a 9/17, 4 share points below lead-in, but

held its share from a year ago. *Hard Copy* scored a 6/16, down one share point from the lead-in and from the time period a year ago. *A Current Affair* earned a 5.8/14, down 3 share points from the lead-in and down 2 share points from a year ago.

New game shows struggled in the face of well-established *Wheel of Fortune*, which remained solid with 16.5/31, and *Jeopardy!*, which did 13.8/27. *That's Amore*, new from Group W, did a 1.1/5, down from lead-in and a year ago. *Infatuation* from Genesis did a 0.8/4, down in key categories.

Oprah Winfrey continues to dominate in talk shows, with an average 12.1/35, 12 share points above lead-in and one share point over last November. *Donahue* dropped 3 share points from a year ago, averaging 6.3/23. *Regis & Kathie Lee* was up 2 share points from a year ago with 5.3/23 and also grew 3 share points among women 25-54, where *Donahue* was down 3 share points. ■

TELCOS, MSO

Continued from page 4

Washington area (BROADCASTING, Oct. 26).

"These are important steps toward realizing our vision" of the full-service communications network of the future—"robust fiber two-way broadband," said Stuart Johnson, chairman and president of Bell Atlantic Video Services (BVS), a newly formed subsidiary.

In its New Jersey ventures, Bell Atlantic is capitalizing on the FCC's new video dialtone rules, which permit telcos to offer video delivery service to third-party programmers such as FutureVision without either party having to obtain a municipal cable franchise, pay franchise fees (typically 5% of revenues) or adhere to often costly local regulations.

The rules also relax the statutory telco-cable crossownership ban to allow video dialtone providers, among other things, to have a limited financial stake in programmers and to offer certain enhancements designed to ease use of the services.

Bell Atlantic's video thrust will be met by stiff opposition from the cable

industry. "If there is no cross-subsidy and if the telephone company and its customer-programmer obtain a local franchise and have the same regulatory burdens imposed on cable systems, then it's fine with us," said Peggy Laramie, a spokeswoman for the National Cable Television Association.

"But if there is a cross-subsidy and the telephone companies are relieved of franchise requirements, it's not ac-



Stuart Johnson: head of Bell Atlantic's new video subsidiary

ceptable," she said. "It's not fair competition and it's not fair to the captive ratepayers of the telephone company."

NCTA, Adelphia and possibly other cable operators are likely to attack Bell Atlantic's plans at the FCC, where they must pass regulatory muster. NCTA has already challenged the telco's Washington trial (BROADCASTING, Dec. 7).

Bell Atlantic's plans could also be undone by the courts. NCTA, the Community Antenna Television Association and municipalities have challenged the no-franchise provision of video dialtone, claiming it violates federal law. Once the FCC finalizes them, other aspects of the video dialtone rules are also likely to draw legal action.

Under a 10-year agreement, FutureVision will lease 60 channels on Bell Atlantic's Dover Township system, offering cable programming and other video and information services. Bell Atlantic will use the same system to provide telephone services and potentially competitive information services.

Four additional channels will be available initially for lease to other

programers, said Bell Atlantic spokesman Larry Plumb. That's enough for a switched video-on-demand service similar to the one Bell Atlantic is testing in Washington, he said.

As compression and transmission technology improves, Plumb added, the capacity of the system will increase to hundreds of channels, providing additional room for FutureVision and other programers.

According to Plumb, Bell Atlantic invited cable operators and other interested parties throughout New Jersey to lease capacity on its planned networks. Only Sammons and FutureVision stepped up.

What Bell Atlantic is spending on the New Jersey networks is proprietary, Plumb said. However, he added, the incremental cost of hardware needed to make the Dover Township network capable of delivering video is \$460 per home or \$17.4 million.

Bell Atlantic has no interest in FutureVision, Plumb said. But it does hold a warrant that would allow the telco to purchase up to 5% of FutureVision's shares, the maximum allowed under the video dialtone rules.

"We are convinced that New Jersey

Bell's new digital fiber optic network provides us with the platform to supply each home and business with a connection to unlimited entertainment and information services," said Bob Schena, president of the Downingtown, Pa.-based FutureVision, in a prepared statement.

The network also gives FutureVision flexibility, Schena said. Drawing from a pool of 124 video services, he said, "we will be able to deliver a customized mix of 60 channels to [any] given neighborhood. FutureVision's customers will choose from a list that has been tailored for their community."

According to Johnson, Bell Atlantic hopes to be an active user of the broadband networks it builds. Unlike cable operators, which operate closed systems, Bell Atlantic intends to build "open networks where we will be just one of many video providers," Johnson said.

If the courts fail to strike down the prohibition against telcos providing programing, Johnson said, Bell Atlantic would be content to provide video transport for customers as it is doing for FutureVision in New Jersey. "That

in itself is a credible business with an acceptable return," he said.

Bell Atlantic's two New Jersey ventures are part of a larger commitment to upgrade all of its networks in the state by 2010. Under the plan, every phone line in New Jersey would be able to carry phone, two-way video and data. The plan is tied to state approval of a new regulatory scheme.

BroadBand Technologies Inc., Research Triangle, N.C., is providing the technology for Bell Atlantic's foray. Although mostly fiber, the networks rely on conventional copper telephone lines or coax for the final curb-to-home link. To squeeze the information on to the telephone lines, Bell Atlantic would use one of two digital compression systems, asymmetric digital subscriber line (ADSL) or integrated services digital network (ISDN). Bell Atlantic is using the ADSL technology for the Washington trial. ■

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

TELCO GOES TO COURT OVER CROSSOWNERSHIP BAN

The U.S. government defendants named by Bell Atlantic in its suit to remove the 1984 Cable Act's cable-telco crossownership ban are sure to be joined by allies from the cable and broadcast industries.

"It's too early to predict the level of our involvement," a National Cable Television Association spokeswoman said. But NCTA action is almost certain. The National Association of Broadcasters officials indicated a similar position.

Bell Atlantic's complaint, filed last Thursday (Dec. 17) in U.S. District Court in Alexandria, Va., argues that the crossownership ban is unconstitutional. "Video programing is a form of speech protected by the First Amendment," the company said, and the crossownership ban is "on its face, an unconstitutional restraint on speech." The prohibition also violates telcos' Fifth Amendment rights to equal protection under the law, Bell Atlantic said, because their cable-TV competitors are legally clear to provide all forms of telephone service in their TV service areas.

If victorious in court, Bell Atlantic plans to overbuild a 60,000-customer, fiber-optic and advanced-digital system in Alexandria (assuming franchise approval by the Alexandria government). A complete system with conventional cable service, extensive pay-per-view capacity and interactive features could be built within 30 months. Most sectors of the city would receive service much earlier, a Bell spokesman said.

Jones Intercable, which operates the only cable sys-

tem in Alexandria, did not fight the idea of a new telco competitor. "We have never been opposed to fair competition and technological innovation," the MSO said in a statement. But Jones took exception to Bell Atlantic's contention that Alexandria consumers "will continue to suffer substantial and irreparable harm" if the telcos are denied. "We are confident we will provide our Alexandria customers and all our customers with the best entertainment, educational programing and information services available," Jones said.

While the fronts of resistance to the suit appear clear, none of the other regional Bell operating company appeared to be ready to join Bell Atlantic as plaintiffs last week. That should not be interpreted as lack of interest, said Ward White, vice president, government and public affairs, United States Telephone Association. Cable-telco crossownership has been a key issue for the USTA board, and "in general, there is support in the industry for this lawsuit," he said.

Bell Atlantic will have its friends on Capitol Hill as well. "We're still dealing with antiquated laws from a time when the industries were vastly different from a technological standpoint," an aide to Senate Communications Subcommittee member Conrad Burns (R-Mont.) said. Burns intends to reintroduce a bill to remove the prohibition—cosponsored in the last Congress by Vice President-elect Albert Gore—as part of a larger telecommunications infrastructure upgrade package.

—RMS

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

BRIGHT FUTURE

Rick Neustadt, who handled communications policy on Carter's White House staff, is in position to cop a top communications job in the Clinton administration—FCC, NTIA or in the White House. He was active in the campaign and is now working on the transition's domestic policy staff under Al From, although mostly on non-communications matters.

NEW YEAR DOINGS

FCC Commissioner Ervin Duggan and his wife Julia will spend New Year's weekend at Palmetto Dunes in Hilton Head, S.C., with a few hundred other members of the Renaissance Group, including, most notably, Bill and Hillary Clinton. Founded by Phil Lader, now head of Australia's Bond University, the by-invitation-only Renaissance Group comprises "high achievers" from all walks of life who meet to discuss the issues of the day. The Duggans and the Clintons have been longtime members. Other communications types due to attend this year: communications attorney Lew Paper and Susan Ness, a former banking executive specializing in media lending.

LOS ANGELES

LESS TALK

The talk show development ranks have apparently thinned by at least two: Western International Syndication Vice President and National Sales Manager Chris Lancey confirmed that the distributor has turned down Corposant Productions, a Philadelphia-based production company, on a proposed Jim Palmer talk show strip. Meanwhile, Tribune Entertainment President Don Hacker confirmed that Tribune's Faye Wattleton will not enter distribution for fall 1993, but is still being considered for midseason 1993-94 or fall 1994 entry.

NINJA TURTLES MOVE TO CABLE

After a five-year run in syndication, where *Teenage Mutant Ninja Turtles* successfully battled to create its own weekday afternoon niche on independent stations against daunting competition in The Disney Afternoon and Fox Children's Network cartoon blocks, Group W Productions will be moving the cartoon series to the USA cable network in fall 1993. Group W Productions President Derk Zimmerman confirmed that the distributor concluded a three-year licensing deal with USA late last week. Zimmerman declined to discuss the terms of the *Ninja Turtles*'s cable deal, but he said the move had the approval of fellow profit participants, series producer Fred Wolf Films and rightsholder Surge Licensing. With 141 episodes in the can, *Ninja Turtles* has continued to perform well, averaging a 4.8/28 share in the most recent November Nielsen Station Index sweeps, but given the competition from recent Disney and Fox (Warner Bros.) entries *Goof Troop* (8.8/33 average, kids 2-11 demo) and *Batman* (9.2/34, kids 2-11), the hard-shell martial arts strip appeared to be showing its age. —MF

ECONOMIC ALLIANCES

One of the more intriguing aspects of Paramount Domestic Television's recent deal with NBC to clear the John Tesh/Leeza Gibbons talk show project is the provision that allows Paramount to sell the strip to competing stations in markets where NBC affiliates may pre-empt the June 1993 daytime network effort. Although it is expected that more than 80% of the NBC affiliates will clear the talk/entertainment magazine, Paramount Television Group Chairman Kerry McCluggage confirmed that the studio's syndication arm has the OK to do mop-up sales in pre-empted markets, something that the network usually retains the right to do for affected programming.

'BAYWATCH' WATCHING

Despite *Baywatch*'s abbreviated stay on NBC (in the 1989-90 season) the show has made a splash in first-run syndication. Now All American, the company that distributes the hour-long series, is considering a *Baywatch* spinoff for later next year or early 1994. The company has been spending much of its efforts lately

in securing two-year renewals for *Baywatch* beginning in 1993-94—based on its ranking as second only to *Star Trek: The Next Generation* in the hour action genre—and clearing its second hour-long show *Acapulco H.E.A.T.*

NEW YORK

BACK BURNER

Suggestions that CBS affiliates might appoint a permanent executive director and set up their own meetings outside of the television network's auspices have been put on hold, but not forgotten. One likely scenario is that the affiliates' ad hoc "futures committee," which successfully negotiated a compensation issue with the network this year, will be made permanent. One of the first items on its agenda would then be questions of whether to have an executive director and holding a meeting apart from the network. Delaying decisions somewhat is the fact that the futures committee's current chairman, Cathy Creany, has been in negotiations to become vice president, general manager of ABC affiliate WFAA-TV Dallas (see "In Brief.")

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Monday Memo

“The FCC has begun determining who will have access to spectrum for PCS.”

Nine years ago there were no cellular telephone subscribers. Today there are over 10 million. More than 7,600 new customers sign up every day. Within five years, the number of subscribers will likely hit 18 million-20 million. In many markets, cellular systems are already operating at capacity.

The FCC has “theoretically” raised the possibility that UHF TV licensees be allowed to voluntarily convert their spectrum to cellular use to meet demand. Meanwhile, the FCC has begun the process of determining who will have access to new radio spectrum for the next generation of wireless communications: personal communications services (PCS). Cable TV companies, cellular carriers, phone companies, entrepreneurs and many other players are clamoring for the FCC’s blessing. But some critics argue that cellular carriers should be precluded on grounds that their current allocation of 25 mhz of spectrum is adequate to serve their customers’ wireless phone needs as well as provide the new PCS services. As they say on *Wayne’s World*: “Not!”

■ **Capacity limitations**—There are two ways to increase the capacity of cellular frequencies: (1) Switch from first-generation analog equipment to digital technology to cram more messages on each channel, or (2) re-use frequencies more efficiently by reducing cell size. Carriers are doing both. But there are practical limitations to how much additional capacity these steps can produce. Once a carrier has squeezed as much capacity from its spectrum as physics permits, the only choices are to degrade service to handle more customers or use more spectrum. Degrading service is absolutely unacceptable. Declaring cellular ineligible to use more frequencies in the PCS spectrum will punish carriers that have attracted customers through good

service, effective marketing and attractive prices.

■ **Analog user obligations**—Cellular carriers cannot gain full advantage of higher-capacity digital technology because they must reserve a chunk of their 25 mhz for analog service or else they’ll “Betamax” millions of customers who bought analog phones.

■ **Multimedia communications**—Subtract an estimated 10 mhz of spectrum now assigned to cellular carriers for this analog service obligation.

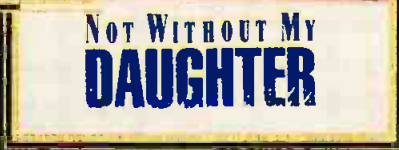
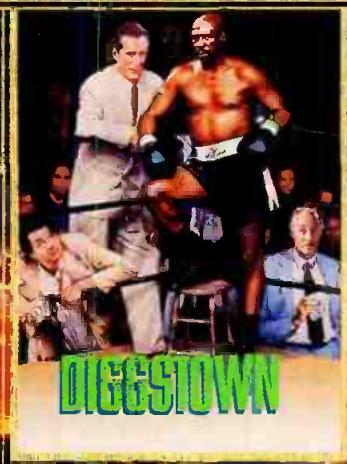
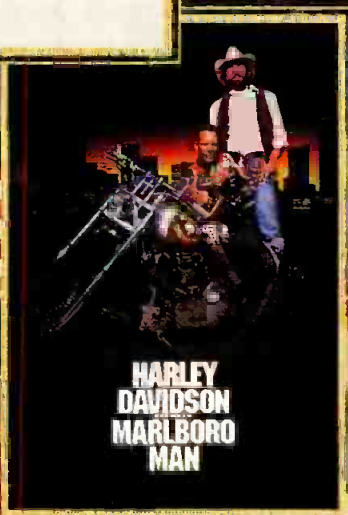
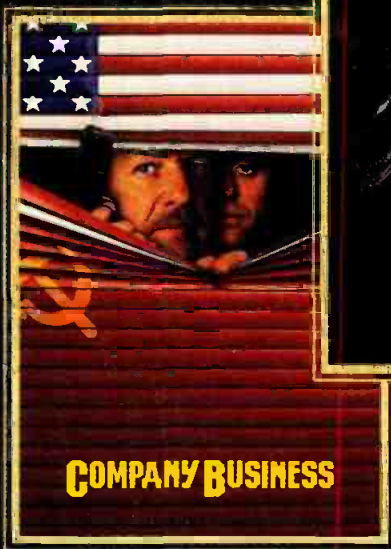
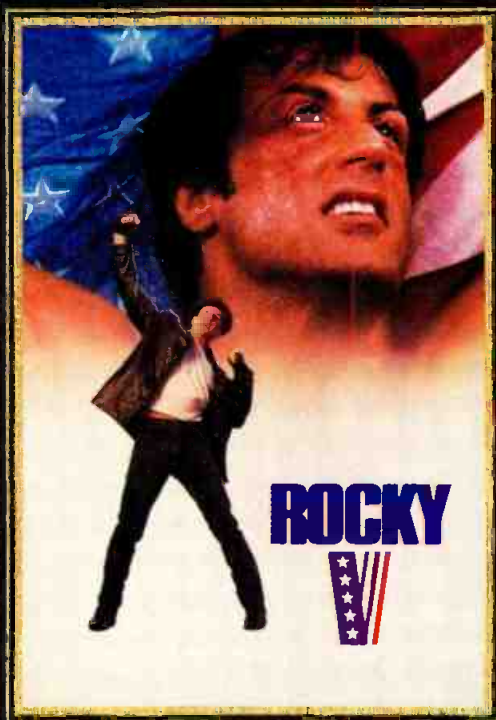
Subtract another 10 mhz for the increasing number of digital subscribers. That leaves just 5 mhz of existing cellular spectrum for all wireless services just beginning to go on sale or still on the drawing board. Some critics claim cellular carriers have enough spectrum to provide these new wireless services as well as fulfill their analog obligations and serve their digital voice customers. Wrong! The high-speed, digitalized data services will require a broad band of radio spectrum. Unless the FCC permits cellular access to new spectrum in the PCS band, they simply do not have enough cellular spectrum to provide these services to their customers.

■ **Indoor wireless**—Likewise, cellular is already responding to customers’ desire to use wireless phones indoors. Ask the reporters and delegates who made and received calls inside Madison Square Garden and the Astrodome during the political conventions. Microcells are bringing cellular service indoors to airports, train stations, sports arenas, shopping malls, even the Washington, D.C., subway system. But PCS frequencies are better suited for indoor microcells, while cellular frequencies are better suited to the special requirements of car phones. Permitting cellular carriers to access new spectrum in the PCS band will allow customers to enjoy one phone, one carrier, indoors and out. ■



By Thomas Wheeler, Cellular
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Television

MCA STICKS WITH BROADCAST 'EXPOSURE'

After considering basic cable sale, syndicator opts for two-year straight barter deals

By Steve McClellan

After taking a hard look at basic cable, MCA TV has opted to distribute the off-network *Northern Exposure* exclusively in broadcast syndication, for a very short first-syndication cycle. The show will bow in syndication in fall 1994.

MCA is taking a cue from the Columbia Pictures Television's *Designing Women* marketing plan, offering *Exposure* for a two-year, straight barter run. Stations would get seven minutes and MCA TV would retain six.

The comparison to *Designing Women* is appropriate because the show is being pitched as a one-hour comedy that draws a sitcom audience and that will play like a sitcom in syndication. Station sources say the show could work in late night and 5-8 p.m.

Sources also said MCA at one point was close to striking a deal with Lifetime, where the cable network would strip the show during the week and broadcast stations would air it on the weekends. One version of that deal also had Lifetime selling both the cable time and the national barter time in the broadcast airings on a cume basis, guaranteeing MCA a per-episode license fee (BROADCASTING, Nov. 30).

But as Lifetime and MCA struggled to come to terms on the guarantee, MCA TV continued to talk to other cable networks and broadcast stations. According to Shelly Schwab, president of MCA TV, he became convinced that there was strong demand on the part of broadcasters. "It was a very tough decision," said Schwab. "But ultimately we decided that was the better way to go."

Apparently, MCA is also willing to work with stations on terms. For example, one source said the syndicator indicated a willingness to let stations



Cicely's finest head for station market

air multiple runs on the weekend and less than five airings during the week in cases where a strip opportunity doesn't emerge. "They've indicated a willingness to be creative," said the source.

Some rep sources second-guessed MCA TV's strategy, suggesting it

might have been less risky and a surer bet to do a cable deal. "If [David] Letterman ends up on CBS at 11:30, that's going to tighten time period availability in late night," offered one critic. "And that is where the primary opportunity for this show lies."

Another rep source questioned whether the show had a broad-enough appeal for broadcast syndication. "It's a quality show with a desirable and loyal core network audience. But so was *St. Elsewhere* and its performance in syndication was disappointing."

Others believe MCA TV made the right call. "I think the love affair the industry currently has with talk shows will aid the recovery of the off-network-hour market," said one source. "Stations need counterprogramming. *Hunter* and *In the Heat of the Night* have performed well. Why not *Northern Exposure* instead of the 12th talk show being offered in the market?" ■

FOX BEEFS UP MOVIE PRODUCTION ARM

FNM Films Inc., Fox's in-house production division charged with supplying the network with made-for-television movies, is changing its name to Fox West Pictures Inc. and is beefing up production for the 1993 season.

At its inception, the division was expected to deliver one original made-for-a month for Fox's Monday movie night. It fell short of that mark, however, and since then Fox has been trying to jump-start the department. Coinciding with the name change, Rick Bieber, president, Fox West Films Inc., announced five new projects in development for the upcoming season.

Life Pod stars Ron Silver in a futuristic remake of the Hitchcock classic "Lifeboat"; *Based on an Untrue Story* features Morgan Fairchild and Robert Goulet in a parody of the movie-of-the-week genre; *Model by Day* is the story of a world-famous model who is a crime fighter by night; *12:01* is a psychological thriller about a man who relives the same day over and over again due to an experiment gone awry, and *Attack of the Fifty Foot Woman* is a co-production between HBO Pictures and Fox West that stars Darryl Hannah in a remake of the 1958 cult favorite. —SC

HARBERT TO SUCCEED IGER AT ABC



New ABC Entertainment boss Ted Harbert
By Steve Coe

Nearly a month after Bob Iger was named president of the ABC Television Group, he has tapped Ted Harbert, his executive vice president, to succeed him as president of ABC Entertainment.

Harbert, a 15-year veteran of the network, will oversee all aspects of prime time programming. The daytime and late-night dayparts will continue to be overseen by Dennis Swanson, president, sports, daytime and children's programming, and Phil Beuth, president, early morning and late-night entertainment, ABC TV Network Group, respectively. Harbert's appointment is effective Jan. 1.

The announcement last Monday confirming Harbert as the new entertainment president had been expected, since the 37-year-old executive was responsible for most areas of prime time programming as Iger's executive vice president. Most recently his duties included current series and specials, scheduling of prime time programming, development of reality and variety specials and acquisition of theatrical films. Stu Bloomberg, who is also executive vice president and who has overseen the development of prime time programs at the network, will continue in his job, working with Harbert.

There had been scattered speculation that Iger would split the presidency between Harbert and Bloomberg, with each continuing to oversee his

Making a list, checking it twice

According to a syndication source, the list of candidates for Viacom Enterprises' vacant president of worldwide marketing and domestic sales divisions now includes Alan Bennett, the recently departed executive vice president of sales at competing New York syndication house Television Program Enterprises. The top station sales post opened up when Dennis Gillespie, one of the principal architects of the record-setting 1988 off-network sales launch of *The Cosby Show*, agreed to move into a consultancy position for the restructuring entertainment group.

Also said to be on Viacom Entertainment Group Chairman Neil Braun's "short list" are Mort Marcus, former senior vice president of sales for Buena Vista Television; Scott Carlin, current senior vice president of sales for Warner Bros. Domestic Television Distribution; Michael Lambert, formerly president

of domestic sales at Twentieth Television; Jim Kraus, currently executive vice president and director of sales for MCA TV; and Jody Shapiro, former president of recently dissolved New Line Television Sales (absorbed into RHI Television Sales).

The ballooning NATPE list

The list of candidates to fill the soon-to-be-vacated presidency of NATPE now includes former BROADCASTING and *Electronic Media* publisher Dave Persson, says a New York station rep source. Noting Persson's extensive contact with the Hollywood production community and Washington regulatory establishment, another syndication executive said that NATPE's executive search committee is "actively seeking an organizational executive who has a firm grasp of the issues and knows the major players in the broadcast and cable communities."

A rumored candidate fitting that bill is

Television Bureau of Advertising President Ave Butensky, although the rep source said Butensky is happy where he is and has up to five years left on his contract.

The list of candidates has apparently ballooned since rumors began that NATPE has decided to boost the president's annual salary above \$200,000. Outgoing president Phil Corvo is said to receive \$185,000. Corvo, who will assume a consulting role as a new president comes up to speed, said NATPE has a "long list" and will make a hiring decision by late February or March 1993.

Lock, stock and chips

Cannell Distribution is bringing the entire set of its planned fall 1993 game show strip *Caesars Challenge*, host Ahmad Rashad and contestants to the San Francisco Moscone Center for NATPE International's programming conference taking place Jan. 24-28, 1993.

respective area, but Iger reportedly nixed the idea after minimal consideration. A similar structure existed at CBS before Jeff Sagansky, president, CBS Entertainment, was hired in 1989. Kim LeMasters, who preceded Sagansky, ran the entertainment division as president, but Barbara Corday, executive vice president, held much of the responsibility for development. The complaint from many producers and studio executives at the time was that communication from the network was muddled and it was difficult to get a clear-cut decision regarding projects.

Decisions immediately facing Har-

bert include several on the future of various high-profile but low-rated series. The network has not made a decision concerning the fate of *Homefront* (the show was put on hiatus last week, with original episodes to return in the spring), *Going to Extremes* and *Civil Wars*, among others.

Harbert joined the network in 1977 as feature film coordinator, ABC Entertainment. He has been closely involved with scheduling since 1979 as assistant to the vice president, program planning and scheduling, eventually rising to executive vice president in 1989. ■

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FOX STATIONS RE-UP WITH CNN

Contracts extended for a year to supplement Fox News Service

By Mike Freeman

Possibly looking to heal some old wounds with Turner Broadcasting System's CNN news service, the Fox Television Stations have extended their CNN contracts for one year to augment news feeds from the fledgling Fox News Service.

Less than six months ago, Fox Inc. Chairman Rupert Murdoch announced that Fox O&O stations would be phasing out their subscriptions to CNN's news service (BROADCASTING, June 29).

However, Mitchell Stern, executive vice president and chief executive of-

ficer of Fox Television Stations, said that the decision to renew with CNN is because the cable/ syndication news service continues to be the "backbone" of FNS's national and international news coverage, particularly for several of the stations' morning newscasts, he said.

"While the Fox News Service and the individual stations further develop their resources and expand their news presence, we feel that it will better serve our needs to continue to work with CNN," Stern said.

In related news, the man heading up Fox News's national programming efforts, former CBS news executive Van

Gordon Sauter, last week named Kim Montour, news director of Fox-owned WTTG(TV) Washington, as special assistant to the president of Fox News. Montour, who will relocate to Los Angeles next month, will be involved in encouraging Fox affiliates to expand or begin newsgathering operations locally and will help with the development of original programming for the Fox Broadcasting Co.

Filling WTTG's news director slot is Piers Ackerman, who has been editor-in-chief of *The Herald & Weekly Times*—one of Murdoch's News Corp.-owned newspapers—in Melbourne, Australia, since 1990. ■

SYNDICATION UPDATE

THEN THERE WERE TWO

Paramount Domestic Television and Cox Broadcasting Co. have completed a buyout of Great American Broadcasting's ownership interest in *Entertainment Tonight*, effectively reducing the three-way partnership to two in the longest currently running first-run prime access show in syndication.

According to New York rep source estimates, *ET* is said to gross more than \$100 million annually in cash license and barter advertising revenues, with the buyout of Great American said to be in the \$30 million-\$40 million range.

FIRST LOOK FOR ROSENTHAL

Rysher Entertainment has concluded a "first look," exclusive development deal with independent producer Gay Rosenthal, who is also slated to serve as co-executive producer of Rysher's teen-based talk-magazine strip, *Wavelength*, for fall 1993. Prior to her deal with Rysher, Rosenthal was senior producer of *One on One with John Tesh*, a daytime talk show that NBC canceled toward the end of last season.

'GUESS' WORK

Western International Syndication, DIC Enterprises and jeans

manufacturer Guess? Inc. have formally joined forces for the fall 1993 launch of *Guess Television*, a half-hour news magazine featuring the latest trends in fashion, music, TV, etc. Seven youth-oriented celebrities will be hosting the ensemble strip, including Carrie Hamilton, the daughter of comedienne Carol Burnett.

'FIREFIGHTERS' HEATS UP

Grove Television, a Chicago-based independent syndicator, has issued a 39-episode production order for *Firefighters* from Americom International Entertainment for weekly distribution beginning the week of Jan. 18, 1993. Top market clearances include WNYW(TV) New York, KCBS-TV Los Angeles, WFLD(TV) Chicago, WCAU-TV Philadelphia, WFXT-TV Boston, WRC-TV Washington, D.C., WDIV-TV Detroit and WAGA-TV Atlanta. Grove Television will be offering *Firefighters* on a straight barter basis.

TPS NETS 'WHEEL' VET

Turner Program Services, the syndication arm of Turner Broadcasting System, has signed *Wheel of Fortune* emcee Pat Sajak to host the year-end special *Variety Reviews '92*, which will feature

entertainment news and highlights from 1992 as covered in the pages of the industry magazine. TPS has cleared the special in 80% of the U.S., including 27 of the top 30 markets. TPS is offering the hour-long special on a straight barter basis for a January broadcast window.

BURT AND IRIS

Burt Reynolds, star of MTM Television's *Evening Shade* sitcom, which airs Monday nights on CBS, has committed to serving as host of NATPE's Iris Awards celebration at its annual convention on Thursday, Jan. 28.

SIMON UPPED AT BVPI

With plans to further beef up The Disney Co.'s television production overseas, David Simon has been named senior vice president for Buena Vista Productions International. Based in London, Simon is responsible for worldwide development and production for Buena Vista Productions, which produces regional versions of *Disney Club* programming for broadcast in 32 European territories. BVP operates seven production offices in Europe and the Far East. Simon will also continue as managing director of Buena Vista Productions Ltd.

SABAN DEBUTS NEW SLATE AT NATPE

Veteran distributor makes first appearance as exhibitor at annual conference

By Mike Freeman

Saban Entertainment has formally unveiled a slate of programming that the privately held company will be distributing in syndication through its newly formed Saban Domestic Distribution arm. The 12-year-old producer of long-form drama programming, animated TV programming and background soundtrack music for the U.S. and international broadcast marketplaces will be making its first NATPE appearance at this January's program conference in San Francisco.

Heading up the Saban push into the domestic arena is Senior Vice President David Goodman, who values SDD's slate of three new animated series for the 1993-94 season at \$50 million, including costs associated with program development, production, distribution and promotion.

Goodman was hired by Saban Entertainment's chairman and founder, Haim Saban, earlier this year after closing the doors on his financially troubled Goodman Entertainment Group. SDD has a staff of five salespeople, including former GEG staffers Peter Schmid and Mark Lieber, vice presidents of East Coast and West Coast sales, respectively.

SDD's first and most ambitious programming effort in syndication is the strip *The Hallo Spencer Show*, a live-action puppet show that Goodman says combines the entertainment and educational content of Jim Henson's *Muppet Show*, *Sesame Street* and *Eureka Castle*. In a significant departure from most other all-barter animated programs in syndication, Goodman says Saban will be offering the 52-episode strip on a 1½-minute national/4½-minute local per-episode barter split during the more lucrative spot-dollar second and fourth quarters. (The first and third quarters will have a two-minute national/four-minute local split.)

"We're a lot different than other major distributors in that we retain control over international distribution, which [president] Stan Golden handles for the company, giving us a larger share of the international revenues

than if we had to go to outside distributors," says Goodman, adding: "This allows us to return a larger portion of the barter inventory to stations because we're going to also recoup a significant portion of our revenue from international sales."

On the *Hallo Spencer* project alone, Goodman says that Saban, which he says is producing the show with "other [undisclosed] partners," is budget-

MORE CLEARANCES FOR 'LAKE'

Columbia's *Ricki Lake* talk show has now been cleared in 7 of the top 10 markets. Three Group W stations have signed on—KYW-TV Philadelphia, WBZ-TV Boston and KDKA-TV Pittsburgh. Another buyer is LIN Broadcasting's KXAS-TV Dallas. Earlier, Columbia reported that Chris-Craft's WWOR-TV New York and KCOP-TV Los Angeles cleared the show, as have WPWR-TV Chicago and KRON-TV San Francisco.

Word is that WWOR and KCOP have penciled it in at 5 p.m. for next fall, while WPWR is contemplating 4 or 5 p.m. KRON is said to be looking at 3 p.m., when *Geraldo* currently airs. —MF

ing \$370,000 per episode, or roughly \$19.4 million for the first 52 original episodes.

In the weekly series arena, Saban will be launching *The Mad Scientist's Toon Club*, an hour-long series in which a "mad scientist" will introduce two new animated shorts, *Samurai Pizza Cats* and *Tic Tac Toons*, for airing within the 52-episode series. Saban is offering *Mad Scientist* on a 4½-minute national/5½-minute local basis.

Also on tap is Saban's *Toon of the Month*, a package of 12 one-hour specials for broadcast in the 1993 and 1994 broadcast seasons. Starting in November 1993, Saban is planning on kicking off the holiday season with its animated version of *Cinderella*, followed by *The Nutcracker* in December

and *Kid 'n' Play* in February to tie in with Black History Month. The specials will be available on an even five-minute national/local barter basis.

With regard to adult programming, where Saban has established longtime presence as a producer of miniseries and made-for-television dramas for the broadcast networks, Goodman says that SDD has sold *The Saban Movie Network* in 130 markets representing over 85% of the U.S. Titles in the package, which is being offered on a barter basis (11 minutes national/13 minutes local), include *Heathers* (starring Winona Ryder and Christian Slater), *The Queen of Mean* (Suzanne Pleshette) and *Gun Runners* (Kevin Costner).

Goodman added that some adult series programming is in various stages of development, but he declined to discuss those projects individually. ■

A CALL FOR ENTRIES

The American Legion 1993 Fourth Estate Award Competition

Individuals, publications or broadcast organizations may submit work completed between January 1 and December 31, 1992.

The work must cover an issue of national interest, be in accordance with American Legion principles, and have contributed to the furtherance of the American way of life.

Past winners of this prestigious award include C-Span, LIFE Magazine, The Poughkeepsie Journal, and individual journalists from all across America.

Entry deadline is January 31, 1993. Award will be presented at the 1993 National Convention in Pittsburgh, Pennsylvania.

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Public Relations Division
700 North Pennsylvania Street
Indianapolis, IN 46204
(317) 635-8411



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Telephone number	Personnel	Network, audio news service, representative, and programming	Licensee name	

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Broadcasting's Ratings Week Dec 7-13

	ABC	CBS	NBC	FOX
MONDAY	14.6/23	13.9/22	14.8/23	NO PROGRAMING
8:00	64. FBI: Untold Stor 9.0/14	17. Evening Shade 14.8/23	20. Fresh Prince 14.2/22	
8:30	53. American Det. 10.1/16	28. Hearts Afire 12.9/19	21. Blossom 14.1/21	
9:00		5. Murphy Brown 16.4/24		
9:30	8. NFL Monday Night Football—Chicago Bears vs. Houston Oilers 16.0/27	21. Love and War 14.1/21	14. NBC Monday Night Movies—Shadow of a Stranger 15.1/24	
10:00		32. Northern Exposure 12.5/21		
10:30				
TUESDAY	12.7/21	16.1/26	7.9/13	NO PROGRAMING
8:00	10. Full House 15.9/26	15. Rescue: 911 14.9/24	84. Quantum Leap 6.4/10	
8:30	25. Hangin w/Mr. C 13.2/21		71. Reasonable Doubts 8.1/13	
9:00	3. Roseanne 17.1/26	4. CBS Tuesday Movie—A Killer Among Friends 16.7/27	63. Dateline NBC 9.1/15	
9:30	18. Jackie Thomas 14.7/23			
10:00	80. Going to Extremes 7.1/13			
10:30				
WEDNESDAY	11.3/18	12.1/19	11.2/19	9.3/14
8:00	62. Wonder Years 9.3/15	47. In the Heat of the Night 10.6/17	24. Unsolved Mysteries 13.7/21	61. Billboard Music Awards 9.4/14
8:30	51. Doogie Howser 10.2/16		38. Seinfeld 11.2/17	
9:00	5. Home Improvmt 16.4/24	51. The Hat Squad 10.2/15	56. Mad About You 9.7/15	
9:30	15. Coach 14.9/23		59. Law and Order 9.5/16	
10:00	70. Civil Wars 8.4/14	11. 48 Hours 15.6/27		
10:30				
THURSDAY	13.8/22	10.5/17	11.6/19	10.3/16
8:00		38. Top Cops 11.2/18	66. Out All Night 8.8/14	28. Simpsons 12.9/21
8:30	31. Best of Country '92 12.6/20		67. A Different World 8.7/14	38. Martin 11.2/17
9:00		56. Street Stories 9.7/15	13. Cheers 15.3/23	58. ILC: First Season 9.6/15
9:30		46. Knots Landing 10.7/18	27. Wings 13.0/20	78. Down the Shore 7.3/11
10:00	7. Primetime Live 16.3/27		36. L.A. Law 11.8/20	
10:30				
FRIDAY	14.4/25	10.0/17	8.9/15	6.4/11
8:00	23. Family Matters 13.8/23	26. Rudolph the Red-Nosed Reindeer 13.1/22	53. NBC Movie of the Week—Perry Mason: Case of the Maligned Mobster 10.1/17	77. America's Most Wanted 7.6/13
8:30	34. Step By Step 12.0/20	69. Designing Wmn 8.5/14		82. Sightings 6.5/11
9:00	19. Winnie the Pooh and Christmas Too 14.3/24	75. Bob 7.8/13		91. Likely Suspects 3.9/7
9:30		68. Picket Fences 8.6/16	82. I'll Fly Away 6.5/12	
10:00	8. 20/20 16.0/29			
10:30				
SATURDAY	10.8/19	7.2/13	9.1/17	8.2/14
8:00	50. ABC Movie Special Saturday—Sex and the Married Detective 10.3/18	73. CBS Saturday Movie—Who Framed Roger Rabbit 7.9/14	85. Here and Now 6.1/11	59. Cops 9.5/17
8:30			81. Powers That Be 6.7/12	47. Cops 2 10.6/19
9:00			53. Empty Nest 10.1/18	73. Code 3 7.9/14
9:30			44. Nurses 10.9/19	90. Edge 4.8/8
10:00	35. The Commish 11.9/22	86. Street Stories 5.7/11	49. Sisters 10.4/20	
10:30				
SUNDAY	11.1/17	19.0/29	10.6/17	7.4/11
7:00	76. Life Goes On 7.7/12	1. 60 Minutes 24.7/40	78. I Witness Video 7.3/12	89. Batman* 5.1/8
7:30		2. Murder, She Wrote 19.2/29		88. Shaky Ground* 5.3/8
8:00	38. Am Fun Home Vid 11.2/17			43. In Living Color 11.1/17
8:30	37. Am Fun People 11.3/17			64. Roc 9.0/13
9:00		12. CBS Sunday Movie—A Message From Holly 15.5/24	32. NBC Sunday Night Movie—Back to the Future, Part III 12.5/19	38. Married w/Childn 11.2/16
9:30	30. ABC Sunday Night Movie—Charles and Diana 12.8/19			71. Herman's Head 8.1/12
10:00				87. Flying Blind 5.6/9
10:30				92. Ben Stiller Show 3.8/6
WEEK'S AVGS	12.6/21	12.7/21	10.6/17	8.2/13
SSN. TO DATE	12.6/21	13.2/22	11.2/18	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

TCI SEES COMPRESSION PAYING FOR ITSELF

MSO's executives expect payback on digital convertors in three to four years

By Geoffrey Foisie

The near-term cost to Tele-Communications Inc. for introducing digital compression to its systems will be "de minimis," according to company executives. In fact, TCI is hoping the extra revenue from compression-enabled services will generate a "payback" on their capital investment in three to four years.

There are a number of reasons for TCI's relatively sanguine outlook for the technology conversion, most of which were discussed in the MSO's recent presentation at the PaineWebber investment conference in New York.

Some of the compression devices will be sold to TVRO dish owners in 1993, but the bulk of cable system convertors will not be sold until 1994 and 1995, according to TCI senior vice president, finance, Bernard Schotters. By then compression will be available to as many as 95% of systems, although not all would necessarily offer it.

Even then, sales will be limited, possibly because of manufacturing constraints, said Tom Elliot, technology senior vice president. Furthermore, the initial convertors are likely to go into "top-end" homes where demand for extra services makes it more likely the convertors will pay for themselves. TCI President John Malone has said the convertors might be rented at \$4-\$5 per month, or even higher.

Finally, said Elliot, the capital expenditure effect won't be "huge" because TCI intends to remove and reuse the analog convertors replaced by the digital units. The incremental cost of digital convertors over analog is roughly \$80.

And digital compression, in at least

Compression "is the most economic means of introducing broadband service..."

Bernard Schotters
Senior VP, finance, TCI

one sense, will help save money. The introduction of compression will initially help TCI add extra channels in systems where the MSO might other-

wise face capital upgrades using traditional technology. Schotters told BROADCASTING: "It is the most economic means of introducing broadband service, and does so with a great amount of speed."

For next year TCI will have larger expenditures—\$600 million or \$700 million—up from the \$500 million it will spend in 1992. Of that new sum, said Schotters, roughly \$200 million will be "demand-driven...that means it will be spent only to the extent that we are serving new homes or serving homes with new services." ■



NEW AWARDS SHOW FROM ESPN

A gathering of industry and entertainment notables in New York marked the inauguration of a new awards show on TV, this one created for sports by ESPN. Called "The American Sports Awards" or "ESPY's," the 2½-hour ceremony will be telecast March 4 on the basic cable network, followed by a two-hour syndicated version from Select Media for later broadcast airing. General Motors and Reebok will be "co-presenting sponsors" of the awards ceremony, to be hosted by comedian Dennis Miller. More than 30 awards will be presented, including 10 video awards for such categories as "most memorable play of the year." Video award winners will be determined by ESPN viewers, who will vote via 900 number. Pictured (l-r) are ESPN Sports Center's Chris Berman; Miller; honorary chairman Arthur Ashe; ESPN President Steve Bornstein; ESPN Sports Center's Robin Roberts, and actor Bill Murray.

DISCOVERY FINDS CRONKITE

Former CBS News anchor and board member Walter Cronkite (right, pictured with Discovery Chairman/Chief Executive Officer John Hendricks) last week signed a three-year contract with Discovery Networks to perform on-air and production roles for various projects, including anchoring and producing a series of quarterly specials under the working title *Walter Cronkite's World*. Cronkite's contract is exclusive in the cable industry—he will not appear on any other cable network in future projects. His contract with CBS News will not be affected, Discovery says. —JF



TWO NAMED TO TOP CABLE POSTS

Lack's move to ESPN signals interest in interactive TV; Siegel takes on day-to-day operations at TNT

By Sharon D. Moshavi

ESPN has named John Lack, who most recently headed ACTV, the interactive television company, to the newly created position of executive vice president, marketing and programming.

The hiring creates a layer between ESPN President and Chief Executive Officer Steven Bornstein and several areas of the network, most notably marketing and programming, whose senior people previously reported directly to Bornstein.

Lack's experience with interactive television is of interest to ESPN. "We're certainly looking at the interactive world, and when the time comes ESPN may have some applications, and Lack will help us there," says Bornstein.

ESPN has long talked of starting a second channel, and Lack has experience there as well. He was chief operation officer at Warner Amex Satellite Entertainment Co. when it was launching MTV, Nickelodeon and the Movie Channel.



John Lack

Brad Siegel, American Movie Classics vice president for programming and production, has been named executive vice president of Turner Network Television. He replaces Dennis Miller, now at Turner Pictures, as head of the network.

Miller's new job removes responsibility over original pictures from Siegel's position. But Siegel says he'll have his hands full running TNT on a day-to-day basis and "trying to take the network to the next level." He says he wants to build on the network's existing franchises—sports, original movies and its movie library.

With experience mostly in startup cable networks, Siegel says, "This is the first time I'm walking into something that's running very well." Another big difference: TNT is ad-supported while AMC is not.

Siegel will be responsible for all scheduling, acquisitions, marketing and promotion, advertising, and creative services—on-air promotion, interstitial production and the movie-star retrospectives the network offers regularly. ■



Bradley Siegel

NEW SOFTWARE OFFERED TO STREAMLINE SPOT

By Sharon D. Moshavi

Donovan Data Systems and Advanced Media Systems, a division of the cable rep firm National Cable Advertising, have created computer software designed to simplify the purchase of ad time in the spot cable market.

The software's ultimate goal is to create paper-free electronic communications between ad agencies, cable reps and systems.

Initially the system, called Cablepak Option for Spotpak (COS), will function mostly as a database for cable systems throughout the country. The data will come from AMS's Cable-Track Sysfile, which currently keeps track of more than 2,000 cable systems representing 48 million homes. It standardizes cable system identification by incorporating an identifying code for each system, pertinent addresses, and a list of ad-insertable cable networks, thus enabling ad agencies to electronically track spot cable schedules by system, says Linda Williams, president of AMS. Through the file's connection with DDS software—similar to that used by DDS agency clients for spot broadcast buys—agency planners will be able to keep track of spot cable in conjunction with spot broadcast, says David Solomon, executive vice president, DDS.

The cost to agencies is \$2,500, and Williams says the software will also be made available to cable rep firms that compete with NCA.

The ultimate goal of the alliance between AMS and DDS is to create electronic ordering and invoicing. According to one source, the two companies plan to start testing the system's capability with several yet-to-be-named cable MSO's early next year.

Electronic communications between buyers and sellers is a point the broadcast community, which has had a big headstart, has yet to reach: the broadcast rep firms agreed several months ago to try to develop a standard for an electronic system, and are expected to put out a request for proposals to potential vendors. One of those likely to be interested is DDS. ■

Broadcasting

Radio

NEW DAB SYSTEM WOULD BEAM 500 CHANNELS

Digital Satellite Broadcasting applies for FCC approval; price tag put at \$600 million

By Peter Viles

A new company has asked the FCC for approval to push forward with national, digital satellite broadcasting, proposing an ambitious \$600 million system that would provide up to 500 digital channels, nearly all of them targeted to specific markets or regions.

The proposal, announced last week by Seattle-based Digital Satellite Broadcasting Corp., would allow some local broadcasters to use the DSBC system to deliver local programming or existing local signals via satellite. According to DSBC President Richard Anglin, only 16 of the 500 channels would be used for national programming; the others would be divided up among 31 regions, with 16 channels available in each region.

The DSBC system, designed with help from General Electric's Astro Space Division, also aims to solve a major problem for satellite radio, its perceived weakness at reaching listeners in cars. DSBC has developed flat car antennas, roughly six inches in diameter, and plans to beam signals that are strong enough to insure clear reception almost everywhere cars go.

"Large sections of the country have very limited radio services today," Anglin said. "Our system will give people a wide range of CD-quality programming wherever they go, and make travel simpler, safer and more enjoyable."

Against strong opposition from broadcasters, Satellite CD Radio has waged a two-year campaign to convince the FCC to allow it to begin a satellite-delivered digital audio broadcasting (DAB) service. It appeared last week that DSBC would face similar opposition from broadcasters, who fear that such services will harm AM

HIGHLIGHTS OF THE SATELLITE RADIO SYSTEM

- Operation on a subscription or pay basis, with no national advertising; basic service projected to cost roughly \$5 per month.
- Programming consisting of standard music formats, foreign language channels, education services and travel information.
- A special DigiStar system designed to turn on selected receivers automatically for emergency weather and traffic warnings.
- Reception through flat, credit card-sized antennas mounted on the roof or window of automobiles and homes; estimated cost of receiver and antenna: \$200-\$300.
- Use of spread spectrum technology and 31 regional beams, thus letting operators share frequencies allocated for satellite digital radio.
- Signal strong enough to pass through obstructions such as cars and buildings.

and FM stations.

"Broadcasters believe the FCC shouldn't be granting applications for digital services when they haven't even begun to establish the ground rules for DAB," says NAB spokes-

woman Lynn McReynolds, responding to questions about the DSBC application. "It's way premature."

Anglin said he expects some opposition from broadcasters, but that DSBC already has some support from radio programmers including AEI Music Network and Kaye Smith Broadcast Programming. Further, he said, he expects some broadcasters to be supportive because of the opportunity for digital satellite delivery of local signals.

"We're providing so much capacity that we're attempting to address the issues the commission has raised about localism," Anglin said. "There are opportunities for local broadcasters to get in on this system."

He added: "This service is a complement to existing broadcasters and not a competitor to them because of its pay-per-view and subscription basis."

Anglin, a satellite expert who is the former president of Omnet Corp., estimated the cost of the system at \$600 million. He would not say how much financial backing DSBC has.

"We've talked to enough people that we're confident the system makes sense and that people will be interested in investing in it," he said. "There's a real business here. This is not a speculative venture." ■

USA TODAY SKY RADIO GETS FCC OK

USA Today's Sky Radio, the in-plane radio service launched this fall by Gannett, has received final FCC approval to provide news and sports programming to airline passengers on up to 2,000 planes.

The FCC order and authorization, released Dec. 7, authorizes Sky Radio to construct and operate receive-only stations on some 2,000 domestic airplanes. Sky Radio has been operating since Oct. 1 under temporary FCC approval, said USA Today spokesman Steven Anderson.

Anderson says Sky Radio is now available on about 30 planes, and that it has agreements with Delta and United airlines to expand that number. By 1995, he said, Gannett hopes to have Sky Radio service installed in 1,500 domestic planes, or roughly 40% of the domestic fleet. —PV

NATIONAL SYNDICATION LIKELY FOR D.C. DJ SIMPSON

Morning drive star jumps to competitor in six-year deal said to be city's biggest ever

By Peter Viles

Donnie Simpson, the morning drive disk jockey and programmer who helped build WKYS-FM into one of Washington's dominant stations, is moving across town to rival WPGC-FM and, possibly, to national syndication.

WPGC announced Simpson's hiring last week and said the station will soon begin talks with Simpson about a national syndication agreement. The station did not release terms of the six-year contract, but said it is "believed to be the largest talent contract in the history of Washington, D.C., radio or television." The *Washington Post* reported that Simpson's annual salary will exceed \$1 million.

Simpson already has some national name recognition that could help him make the move into national syndication. He is the host of "Video Soul," a daily afternoon show that airs on Black Entertainment Television.

Benjamin Hill, vice president and



DJ Donnie Simpson marks the station change with a commemorative T-shirt.

general manager of WPGC, said the success of Howard Stern's morning drive program was a major factor in convincing him that Simpson could succeed with a live, syndicated morn-

ing show.

"Content issues aside, Stern is a great example of the fact that operators are looking for talented people," Hill said. "I've learned a lot from watching Stern's growth."

Regardless of syndication, Simpson's shift marks a victory for WPGC in its long-running competition with WKYS. The stations have similar formats—WKYS, owned by Albimar Communications, is urban, while WPGC, owned by Cook Inlet Radio, is a mixture of contemporary hit radio and dance. According to Duncan's Radio Market Guide, WPGC billed an estimated \$11.1 million in 1991, and WKYS billed an estimated \$10 million.

Among listeners ages 25-54, Simpson and WKYS-FM have been near the top spot in morning drive in Washington for some time, ranking first in the spring and summer 1992 Arbitron surveys. Among listeners 12 and over, a less crucial measure, Simpson drew a market-leading 6.6 share in the summer survey. ■

SUPREME COURT TO HEAR N.C. LOTTERY AD CASE

Station near Virginia border appeals for right to carry spots for that state's contest

By Harry A. Jessell

The Supreme Court last week agreed to take up a case that may allow at least some broadcast stations in states without state lotteries to carry ads for lotteries in neighboring states.

Wishing to air spots for the Virginia state lottery, WKOC(FM) (formerly WMYK-FM) Elizabeth City, N.C., four years ago challenged the statutory restrictions on advertising lotteries that permit the airing of spots for state lotteries but only by stations in states that have them. North Carolina is one of 14 states without lotteries that border states with lotteries.

WKOC, which serves the Norfolk, Va., area, has argued it too should be exempt because most of its listeners are in Virginia and because North Carolina residents near the border are regularly bombarded by lottery advertising from Virginia stations.

Two lower federal courts agreed. In a 2-1 ruling, a three-judge panel of the U.S. Court of Appeals in Richmond said the ban was an "unconstitutional restriction" on the station's commercial speech. Given the fact that North Carolina listeners are regularly exposed to lottery information from Virginia stations, it ruled, the ban fails to directly advance the government's interest in discouraging gambling in North Carolina—a test the government must meet to justify the intrusion.

An FCC attorney said the lower court decisions are narrow, applying only to WKOC and, potentially, other stations in similar circumstances—that is, close to the border of a lottery state. Thus, it is unlikely the high court would completely repeal the prohibition in non-lottery states, she said. It could, however, extend the exemption to other border stations.

Although the ban is a federal law, it falls on the FCC to implement it and

to defend it in the lower courts. The FCC took no action against WKOC. The case stems from a suit brought by Paul Lucci and Wayne Souza in 1988 shortly after they purchased the station and Virginia started its lottery.

"We were stunned," said Lucci, who manages the station. "We just couldn't believe that there was this federal statute that barred stations like ours in the market we served. It was one of those ugly surprises."

According to Lucci, WKOC has been accepting the lottery advertising since the U.S. District Court ruled in its favor in January 1988. He would not say how much the station takes in from the lottery, but said it amounts to "several thousand dollars a month."

But the four years of litigation has been "very expensive," Lucci said. Assuming the station prevails at the Supreme Court and the ad dollars keep rolling in, he said, "the litigation should pay for itself in several years." ■

Washington

THE CHAIRMAN ASSESSES THE SIKES YEARS

Al Sikes hasn't always had an easy time of it in his three and a half years as chairman of the FCC, but as he heads out the door Jan. 19 for the last time, he can claim a record of regulatory reforms and initiatives that will shape broadcasting, cable and telecommunications for years to come.

The long queue for PCS spectrum, the telephone industry's growing interest in (and cable's growing angst about) "video dialtone," broadcasters' love-hate relationship with HDTV and their stricter adherence to FCC rules—all evidence of the impact Sikes has already had. The day before his 53rd birthday last week, Sikes sat down with BROADCASTING's Harry Jessell to discuss his record, his troubles in compiling it and his future.

What do you rank as your accomplishments?

We initiated a full spectrum of transforming technologies. Some we brought all the way to a conclusion; others are in midstream; still others are well down the stream. But generally speaking, they include high-definition television, a video dialtone-based network, low earth orbiting satellite systems that do mobile services, personal communications services and, really in the very early part of the stream, digital audio broadcasting.

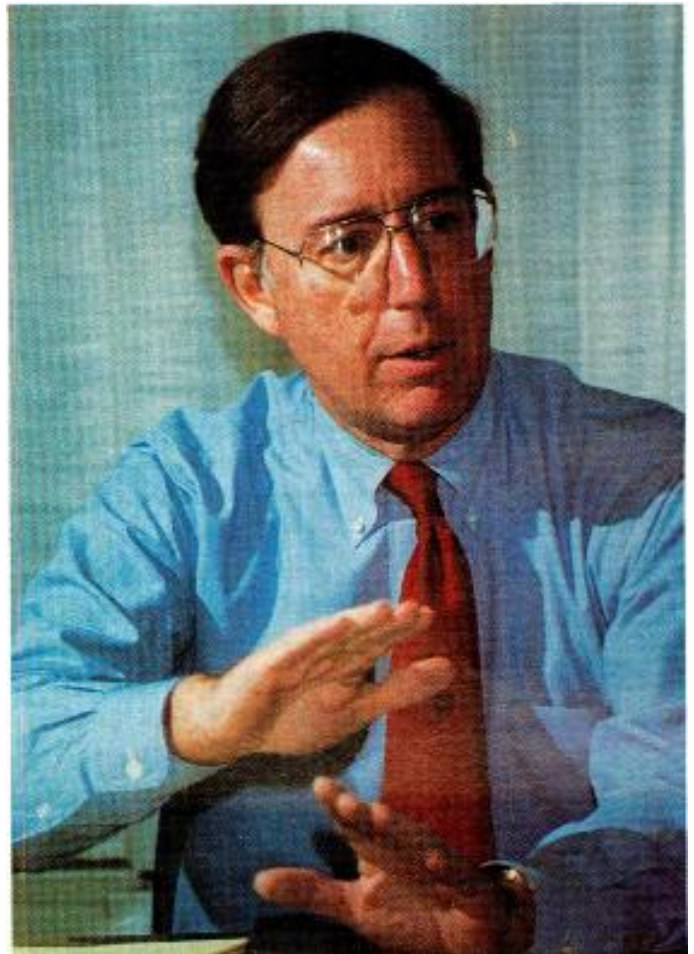
Beyond that, I think we made some significant strides in adapting the regulations where markets are now much more able to discipline providers. That would include radio and long distance, as probably the two biggest of our deregulatory actions.

We've also taken a couple of very key interconnection initiatives which allow local telephone competition, much as a series of decisions some years ago allowed MCI and others to come in and compete against AT&T. So that rather than having to do business exclusively with C&P as you now do now, you will have alternatives. It's going to be important in the new mobile services area. That's one of the reasons the cable people are rushing in to experiment with so-called PCS services.

And I think that we helped renew a respect for the laws on the books by enforcing them.

What have been the frustrations?

Well, in terms of policy I guess you're always frustrated when there are a couple of major items that you can't conclude before you leave. Again, in the area you cover, principally, TV deregulation is numero uno. We launched PCS rulemakings, but the final rules are yet to be ordered



and that is something I'd very much like to be here to do.

Obviously, fin-syn was a frustration.

In light of the appeals court decision vacating the 1991 fin-syn rules, do you feel vindicated?

I'm not one who tends to think in terms of vindication. I guess I feel better because I think it generally was a right decision. I think in the final analysis the commission will be judged by whether it's able to come up with something that's satisfactory and will stand legal scrutiny.

On fin-syn, Commissioner Andrew Barrett says you missed an opportunity to compromise by declining to join him in adopting rules and sunseting them after three years.

Sounds like revisionism to me. I don't remember that; there's also a lot of forgetting of other compromise proposals that were offered by me and Commissioner Quello.

This FCC has been characterized by a lot of friction among the commissioners. Is that typical? Or do you think relations were unusually strained during your years here?

First of all, I think a certain amount of tension is creative and intended, and I think after fin-syn that level of tension which is expected was suddenly characterized as fractious-

"I think we made some significant strides in adapting the regulations where markets are now much more able to discipline providers."

ness. Clearly, the fin-syn thing was divisive, frequently angry. So I can see how somebody coming out of that would begin to say: "These people don't like each other, you know, they can't get along." Therefore, every time tensions rose over an issue, radio deregulation, for example, people would say: "Well, gosh, there goes that FCC again."

That's a mischaracterization. My view is that with the exception of fin-syn, most of the tension, most of the friction, was typical, expected. And if the truth be known, probably intended, because there is an organic tension. You know, you've got five people all appointed by the President, all with pretty good resumes, all with fairly significant ambitions, all confirmed by the Senate, and all coming from different points of view.

And there is an expected level of shooting at the chairman because the chairman puts things on the table in the first instance. You know, one of the ways to gain a bit of attention is to shoot at the chairman.

Your critics say you have been unwilling to compromise and stubborn on key issues. And that has made life tougher than it had to be for you and the other commissioners. Is that fair?

I don't know, because I don't know the stubbornness level of certain of my predecessors. I probably would rank higher than some, lower than others. I came over here after having enjoyed three plush years at NTIA; in 1988 we concluded our work on Telecom 2000, we set out what we felt were the most important anticipatory directions for American telecommunications policy. Maybe coming over with that kind of background and with an agenda rankled some people. I'm told it did. Maybe I had too many things that came over with me from NTIA. But for the most part, I

think the bulk of the decisions were reached with sort of final harmony.

Or acquiescence, maybe.

Or acquiescence. I acquiesced in some things I would have preferred to not have acquiesced in, and I suspect that was true of the other commissioners. In fact, I know it was.

You're a chosen vehicle. You're a grenade, you're a land mine, you're a missile in the war. So if somebody decides that they want to get at me or get at somebody else, well, how best to do it? Let's get a reporter and say: "Sikes failed to do this, Sikes failed in the performance of that, Sikes spoke to this person and shouldn't have," or you know, whatever the situation might be. And yet, when I dealt with the commissioners, for the most part we dealt on a friendly basis and on a kind of objective policy basis.

Is there anything you would do to change the structure of the FCC? Should the power of the chairmanship be diffused, as Commissioner Ervin Duggan has suggested? Or is it necessary to have a strong chairman fully in charge of the bureaucracy to get things done around here?

In Washington you're two steps away from gridlock at any given point. Whether you're chairing a congressional committee, whether you're President of the United States, or whether you're chairman of the Federal Communications Commission. The checks and balances, both formal and informal, both direct and indirect, are really extraordinary. So the extent that you strip away any sort of leadership component from an agency, you simply exacerbate that problem and, therefore, I think it would be a bad mistake.

Some say that you were handicapped by not having a say in who your fellow commissioners would be and that it would have been a lot better if you had at least a veto over the appointment of other commissioners. Do you agree?

It is undoubtedly true that if the White House personnel office gives you a veto over who comes over, that does strengthen your hand. Certainly at the outset of the formation of this commission I did not have that authority.

So would you advise the new President to give the chairman a say in who his or her colleagues will be?

Not necessarily. But if a President has high expectations or feels comfortable with the person to be appointed as chairman of the agency, then I think it might well be something the President would want to do. But I think that's a decision that's got to be made at the White House.

The President, I suppose, should at least make sure the people are compatible and prepared to work as a team and not just pluck one person from Arkansas and another from the state of Washington?

The person from Arkansas and Washington might get along well, but if you're talking about a situation where two people compete to be the chair of the organization and then the White House says: "You win, but your consolation prize is you're going to be a commissioner," I think that is a mistake.

Some people that heard your speech at the bar association dinner recently felt you were being a little harsh in tweaking Barrett for absenteeism and Commissioner Sherrie Marshall for coveting the chairmanship.

It was said in fun. People have had fun at my expense. If you can't have fun without people characterizing it as bitterness.... The last trait at this juncture or at any juncture in my mind is bitterness.

One of the hallmarks of your tenure has been your crack-

down on broadcast indecency. What was the inspiration for it—personal or political?

It was political to the extent that I arrived over here with the Congress having passed a 24-hour ban on indecency. That was its clear expression through law. But it was not political in the sense I was attempting to gain favor with them by being more hardnosed in indecency. Everything I have done in that area I have done because I feel that if a society has no standards, then the society's failure is almost preordained. And I have said innumerable times to broadcasters that I believe that standards should be theirs, not ours. And certainly where we set the standards, they are so minimal that they result in an enormous freedom that I support.

At the outset, you mentioned HDTV as being very important to your agenda. But the latest word from the broadcasters is they are upset with the timetable you have set out. They feel it is too demanding, given the cost involved.

The broadcasters who urged that there be some time before they had to go to simulcast were right. Second, I think the commission has responded by creating review periods. There's a lot we can't know right now, so we should review the situation before we take the final step on simulcast.

Those are the kinds of potential relief valves that should cause the broadcasters to feel much more comfortable with the process. In the end, I think broadcasters are going to want the commission to stick pretty close to the timetable it has set, because they're going to want the opportunity to remain on the leading edge of advanced television.

What about your drive to relax the ownership restriction on TV as you did for radio? Is that doomed for the scrap heap during the Clinton administration, as you suggested in a speech earlier this year?

I didn't mean to suggest that. People have asked me what differences I think there might be, and I have said that maybe an approach to that issue would be a difference. I hope it isn't. But I can't answer the question.

You entered office determined to do something about the "unregulated cable monopoly," yet you ended up a critic of the cable legislation aimed at bringing cable rates and service under control. Isn't that inconsistent?

I talked unrelentingly here about the need to open cable up for competition and the fact that the Congress could help by breaking the municipal monopoly by providing some level of program access, although I certainly didn't recommend the level of program access that was eventually legislated.

Those are steps that I felt needed to be taken and I think are significant steps toward more competition. Beyond that, we've encouraged competition by issuing hundreds of MMDS licenses. We, of course, have now developed a video dialtone framework and we have started a new wireless video service in the 28 ghz band.

Because of what we've done, the extra work here at the FCC that is piled on as a result of the cable legislation should disappear in a few years. There will be enough competition that the FCC's work in rates and customer services won't be needed. But we're still sort of stuck with them.

Video dialtone—the package of reforms the FCC adopted to encourage telcos to provide video transmission service on a common carrier basis—appears to be working. Bell Atlantic and Nynex have already announced video dialtone plans. But will video dialtone produce the competition to cable?

I don't see video dialtone as the principal competitive force that disciplines cable. I see that as a potential competitive

force. I see direct broadcast satellites as the principal competitive force that's imminent; I see MMDS or wireless cable in a number of markets being offered very effectively and being therefore a competitive force.

My take on video dialtone is not: "Gosh, we need video dialtone in order to have competition with the cable industry." It is far more conceptual and ambitious than that.

What I want is a network or a network of networks that provides a video dialtone on a globally interconnected basis. And I want that to begin to enable the entrepreneurs to provide telecommuting, education, public services, in a dramatically new manner. And the monetary values of that are extraordinary.

You have also recommended to Congress that telco's role be more than just common carriers, that they should be able to

"If a society has no standards, then the society's failure is almost preordained."

be the service providers on the networks they build.

I certainly think they should be allowed to be one of the users. What I would suggest is that they will, at least at the outset, be a rather weak user except to the extent that they play off of their traditional talents in such things as Yellow Pages kinds of services, that they're not going to be formidable forces arrayed against a TCI or an ABC or a Paramount. But if the telcos end up competing in certain areas of video services, that certainly does not alarm me.

Any regrets?

I don't have any big regrets. There would only be regrets if we were low on accomplishments. But I think as a commission we've accomplished a huge amount.

I would like to have left the agency with resources consistent with the burdens, and I have not. And that's largely because of the Cable Act. I was a constant sort of voice in the wilderness in 1992 calling for additional resources. It's not regretful in a sense that I think we've neglected to point it out. It's just regretful.

What's next for Al Sikes?

Unlike some people who come out, I don't have a job I want. And, you know, I don't want to necessarily be this or that. I've got several things that I think are very interesting.

What about elected office? Is that out of the question?

Probably it is. I've occasionally thought I'd like to run for governor of Missouri, but I think the path to do that would have been to have stayed in my state in 1986 and not come here or gone back pretty quickly, maybe in '87 or '88, and run for a lower office and later tried to run for governor. But I didn't do that, so I suspect that that is behind me.

Is it safe to say you will stay in Washington?

No, it's not. We're very comfortable here, and if there's an interesting opportunity we wouldn't mind staying here, but I'm also a midwesterner. If there was an interesting opportunity there, I wouldn't preclude that.

COURT NARROWS SCOPE OF CABLE CHALLENGES

District court in Washington will hear oral arguments on must carry; puts rate regulation and program access on slower timetable; schedule for retransmission-consent consideration still unclear

By Randy Sukow

The must-carry provisions of the 1992 Cable Television Consumer Protection and Competition Act remain on track for a rapid March 1993 settlement by the U.S. District Court in Washington and possible Supreme Court review following a decision by a three-judge District Court panel.

By a 2-1 vote, the panel ruled last Tuesday (Dec. 15) it had discretionary jurisdiction to review all 17 sections (out of a total of 28) of the Cable Act currently under challenge from five cable industry plaintiffs. At the same time, it exercised its discretion and decided to consider only those sections of the act dealing with must carry (Sections 4 and 5).

The three judges will meet again on March 4, 1993, to hear oral arguments on must carry. Because four of the five cable plaintiffs argue that must carry and retransmission consent are linked and unseverable provisions, retransmission consent could also receive the same swift Supreme Court consideration.

Provisions besides must carry, including rate regulation and program

access, are now likely to move on a slower timetable through the FCC and D.C. Court of Appeals. As the administering judge for the panel, District Court Judge Thomas Penfield Jackson was left with the responsibility to decide further district court involvement with non-must-carry arguments. Immediately after last Tuesday's decision, Jackson scheduled a hearing for Friday (Dec. 18) to decide plaintiffs' requests for preliminary injunctions against those provisions (see "Top of the Week").

Last week's debate centered on congressional intent in the Cable Act's "Judicial Review" provision (Section 23), which mandates that a three-judge district court review all constitutional challenges to must carry and that any finding that must carry is unconstitutional must be reviewed by the Supreme Court within 20 days after the panel's decision. But Section 23 says nothing about the panel's jurisdiction over the rest of the act.

"I think you have the power to take this case and I think you have the power not to take it," said Allan Tuttle of Patton, Boggs & Blow, representing Discovery Communications. (Discovery and Time Warner are the only plaintiffs challeng-

ing cable provisions other than must carry and retransmission consent. The other plaintiffs are Turner Broadcasting System [TBS], Daniels Cablevision and the National Cable Television Association.)

The most likely scenario for March 4, as of last week, is that the panel will hear arguments against must carry from the five plaintiffs and a direct challenge to retransmission consent from Daniels Cablevision. The panel will then rule on must carry; Jackson will rule alone in the Daniels retransmission case.

But the panel may choose to rule on retransmission consent as it relates to must carry in the TBS, NCTA, Time Warner and Discovery suits. "These sections are quite interrelated" and severance of them would be contrary to the will of Congress, Tuttle claimed.

If those four plaintiffs win their must-carry battle, their case is structured to topple retransmission consent with it, said TBS attorney Bruce Sokler of Mintz, Levin, Cohn, Ferris, Głovsky & Popeo. If they lose, "our Section 6 [retransmission consent] claim drowns with our Section 4 claim," he said. ■

SCHUMER WANTS VIOLENCE RATING FOR TV SHOWS

Representative suggests system based on that used for films

By Geoffrey Foisie and Randy Sukow

House Crime and Criminal Justice Subcommittee Chairman Charles Schumer (D-N.Y.) last week proposed special warnings or a rating system—perhaps to be fashioned on the Motion Picture Association of America's movie rating system—to alert parents to the level of violence on broadcast and cable TV shows.

Schumer praised ABC, CBS and NBC for last week's agreement on voluntary standards to curtail network TV violence (BROADCASTING, Dec. 14), but said more is needed. Parents

could be told "explicitly that this violence may make our society more violent, your child more violent," he said during a subcommittee hearing in New York last Tuesday (Dec. 15).

Schumer did not put much flesh on the rating-system proposal. His intent, a Schumer aide said, was mainly to present the idea for industry discussion with the possibility of workable details later.

At first blush, TV industry witnesses were not optimistic about the idea. "I don't know many advertisers that will say: 'Gee, this is the kind of environment for me to advertise in,'" said Showtime Chairman Tony Cox. Such

a warning might be difficult for advertiser-supported networks to manage, he said.

But Cox said that cable networks, working with the National Cable Television Association, are discussing other ways to provide information on violent content: "We are discussing that right now...to see if more information, better information, advisories, perhaps some recognition in the form of PSA's that violent behavior can come out of this [and] that we have to exercise greater judgment. I don't think that is an inappropriate way to go."

Cox's very presence at last week's

hearing was a positive step for Schumer.

A week before the hearing the congressman had expressed frustration with Time Warner and Showtime's parent, Viacom, the two largest cable program service owners, for declining invitations to the hearing. Press attention to Schumer's complaints is believed to have resulted in Cox's appearance.

Schumer's frustration was deepened by the general perception that cable shows the most violent television programming and that cable companies were not cooperating with the TV networks in developing industrywide standards.

But after the hearing, that perception was found to be mistaken. Representatives from the standards and practices departments of the networks originally testified that Fox Television, cable and independent broadcaster organizations had been contacted before last week's standards agreement.

"I believe representatives from our Washington offices attempted to bring in other elements of the industry in other meetings. Those were unsuccessful...time kept passing. We did not want to look like we were dragging our feet. And we finally got together the only three people who would come together and meet on this and it was us," said Beth Waxman Bressan, vice president, programming and practices.

A day after the hearing it was left to Martin Franks, CBS vice president, Washington, to set the record straight. "We did not seek the involvement or approval of other television industry participants before we adopted the principles," he said. A three-network-sponsored industrywide conference on television violence planned for this spring is intended, Franks said, to be "our mechanism for including others in the television industry in this discussion."

Right up to the point the networks announced their new joint standards, Fox did not have a clue about them, said Preston Padden, a Fox senior vice president. Padden said he believed the network witnesses last week "simply made an honest mistake" and thanked Franks for clarifying the matter, but said that he was frustrated by widespread reports of Fox's uncooperative stance following the hearing. ■

BOTH SIDES FIND SOLACE IN MUST-CARRY DECISION

By Joe Flint

Both the broadcast and the cable industries found good news in a Los Angeles federal court's decision ordering Jones Intercable to pay Sunbelt Television \$3 million in damages for not carrying Sunbelt's KHIZ (TV) Barstow, Calif. (BROADCASTING, Dec. 14).

A jury found that, by not carrying the station, Jones Intercable was acting in an anti-competitive manner and trying to monopolize local advertising markets. Jones countered that the station's programming was redundant.

For cable attorneys, the decision signals there is no need for constitutionally required must carry because there are other solutions to remedy arguments over carriage.

Broadcasters say the decision demonstrates the need for must carry to prevent anti-competitive behavior by cable systems, and believe it will buttress their case in the current constitutional challenges to must carry before the U.S. District Court in Washington (see page 38).

The defendants in those challenges happily greeted the jury's decision in the Jones-Sunbelt case. "It's extremely helpful," said National Association of Broadcasters counsel Jack Goodman. Sunbelt's rationale—that government-mandated carriage of its station on Jones's Sierra Madre system is constitutional—is "identical" to the rationale NAB and other defendants intend to employ, he said.

"I think [Sunbelt-Jones] will be raised by both sides in this case," said Bruce Soklar, partner, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington, which is representing Turner Broadcasting System, one of five plaintiffs in the must-carry challenge. "But it won't drive the outcome of the case."

Soklar admitted that the decision provides a weapon to must-carry supporters, but it also allows must-carry challengers to demonstrate that other remedies—such as the Sunbelt-Jones antitrust approach—may be used to settle carriage disputes rather than federal law. But Soklar said it is impossi-

ble to predict the impact of Sunbelt-Jones before appeals in that case are heard.

"Certainly the case has implications to the bigger picture," said Wesley Heppler, partner, Cole Raywid & Braverman, that "directly impact cable operators' right to choose programming." It would also, he said, "eliminate any need for must-carry requirements."

There is also concern that Sunbelt's landmark victory could open the door to other suits against operators, said Mintz, Levin partner Frank Lloyd.

Cable and broadcast attorneys could recall no other case in which a broadcaster won such a challenge, and while many broadcasters have considered such suits, the costs and the time involved have kept them away, the NAB said.

The Sunbelt-Jones jury found that TV, radio, newspapers, billboards and other local media are not reasonable substitutes for one another in terms of advertising. The basic test, the court said, is whether "significant changes in the price of one of them will cause a considerable number of advertisers to switch from one medium to another. If so, the media may be in the same market."

The jury found that not to be the case, and said that Jones's refusal to allow Sunbelt on the system "injured Sunbelt in its business or property by causing it to lose sales on which it would have made a profit."

"It's plain that broadcasters and local cable compete for local advertising. Cable serves as a gatekeeper, and the decision not to carry will have a significant impact on local advertising markets. It prevents competitors from reaching audiences and is a restraint of trade," said David Donovan, vice president, legal and legislative affairs, Association of Independent Television Stations.

Jones Intercable has said it will appeal the decision to the Ninth Circuit Court in Los Angeles, but Jones Chairman and Chief Executive Officer Glenn Jones declined to comment on the case, and the attorneys who argued Jones's case did not return calls. ■

The cable industry had ample representation among the more than 300 businessmen and women, academics and assorted thinkers who participated in President-elect Clinton's economic "summit" in Little Rock last week. The cablers included Brian Roberts, Comcast; Tom Freston, MTV Networks; Bob Johnson, Black Entertainment Television; Kay Koplovitz, USA Network, and John Cooke, Disney Channel. From the telephone camp: Robert Allen, AT&T; John Clendenin, Bell South Corp.; Delano Lewis, C&P Telephone, and Barbara Wilson, U.S. West. If any broadcasters volunteered to be a part of the how-to-fix-the-economy discussion, they didn't make the cut.

Later debriefed by Brian Lamb on C-SPAN, Comcast's Roberts said he told the assembled that cable was no laggard in pushing technology. "CNN and C-SPAN are carrying this [conference], and we take it for granted that we don't have to rely on 30-second sound bites," he told C-SPAN's Brian Lamb. "It's the perfect example of what our communications infrastructure can do." Roberts added that he was impressed with the President-elect's grasp of the issues. He "asked the right questions," he said.

Sherrie Rollins has joined *U.S. News & World Report* and *The Atlantic* as senior VP, communications. A long-time ABC News spokeswoman and most recently an assistant to President Bush, Rollins quit her White House post after her husband, former Republican National Committee chairman Ed Rollins, signed on as Ross Perot's campaign manager.

Add one more name to the Clinton transition team that is checking out the FCC. It is Debbie Goldman, of the Communications Workers of America. Don't add the name of Peggy Taylor, of the AFL-CIO, who was rumored to be involved in the effort. Taylor said she had been asked to join the FCC team but declined, saying she couldn't afford the three weeks she was told the duty would require.

After 21 years at Capcities/ABC, first as its Washington VP and later as a consultant, Gene Cowan has ended his association with the broadcast group. Cowan said he plans to remain active as a consultant-lobbyist, however, sharing offices and possibly clients with former Group W lobbyist Jerry Udwin.

Cellular Telecommunications Industry Association President Tom Wheeler last week stepped up his campaign to make sure cellular operators are not shut out of the new personal communications services (PCS) spectrum, authoring a "Monday Memo" for BROADCASTING (see page 19) and addressing the Washington Conference Group Center for Technology.

The acronym "PCS" stands for personal communications spectrum, not any preconceived services, Wheeler said in the speech. The FCC should make spectrum available "without imposing narrow limits on what it will be used for," he said.

Wheeler also had kind words for outgoing FCC Chairman Al Sikes who, Wheeler said, "opened up the spectrum, made a terrific contribution, and established a basis for the next chairman to go on."

The Washington Chapter of American Women in Radio and Television's biennial reception for new members of Congress on Feb. 2 (5:30 and 7:30 p.m.) should pack the House Cannon Caucus Room, considering that the freshman class of the 103rd Congress numbers 121 and the invitation list runs to 5,000 names.

The chapter has already lined up 56 corporate sponsors (at \$500 a pop) and is looking for more. They include the Motion Picture Association of America, Turner Broadcasting, Time Warner, Katz Communications, Wexler Group, Scientific-Atlanta, Tribune Co., Wilmer Cutler & Pickering, MCI, Sprint, AT&T, Wiley, Rein & Fielding, Capital Cities/ABC and General Instrument.

Ellen Schned of the FCC's Office of Legislative Affairs is among those organizing the affair.

FCC Chairman Alfred Sikes last week presented two of his chief lieutenants, Office of Plans and Policy Chief Robert Pepper and Managing Director Andy Fishel, with gold

medals for "distinguished service" along with \$1,000 bonuses. Receiving a silver meritorious service medal and \$500 each were Janet Amaya, Mass Media Bureau; James Ball, Office of International Communications; Sheldon Guttmann, Office of General Counsel; Michael Hayden, Private Radio Bureau, and Alexander Zimny, Field Operations Bureau.

For the 10th straight year, the NAB is organizing a Holiday On-Air Initiative to combat drinking and driving. Member stations are receiving a 12-page pamphlet of helpful safe-holiday tips, patterned on *The Twelve Days of Christmas*, e.g.: "Four fun promotions...Three thoughtful PSA scripts...Two tuneful jingles," etc.

An NAB spokeswoman promised that at least one of the pamphlet's suggested "six savory mocktails," nonalcoholic drinks such as "Mistletoe Punch" (lemonade, orange juice, ginger ale) and "Banana Delight" (bananas, milk, almond extract), will be available at this year's NAB holiday bash, although cab service is being arranged for those choosing more traditional Christmas cheer.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) praised the foreseeable future of digital information superhighways and advanced communications infrastructure last week, speaking to a Washington seminar on the aftermath of the 1992 Cable TV Act sponsored by Warren Publishing. "It will be impossible for any nation to conduct a 21st Century economy with a 20th Century infrastructure," he said. When Congress reconvenes next month, Markey said he intends to start a push for digital infrastructure development language from a draft bill he circulated to colleagues last summer. That same draft bill would place controversial and strict regulation on telco ownership of information services.

Amy Zoslov, an attorney in the Mass Media Bureau's enforcement division, has been detailed to Commissioner Ervin Duggan's office to help out until Duggan hires a permanent aide to replace John Hollar who was promoted to senior legal adviser. ■



Washington Watch

Edited By Harry A. Jessell

Business

TV STATIONS WALK FINE LINE ON SWEEPS PROMOS

Make direct appeal to diary households, run more watch-to-win contests

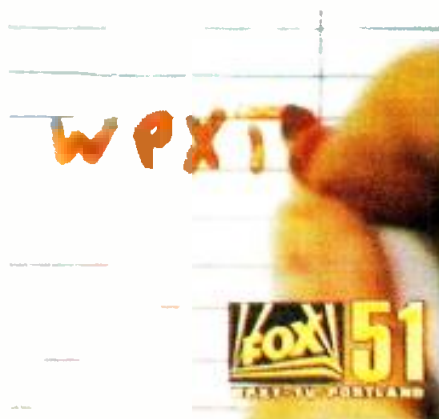
By Sharon D. Moshavi

TV stations trying to raise ratings during sweeps months is nothing new. But the just-released November sweeps ratings show the use and variation of contests is growing, and stations are also trying to target Nielsen and Arbitron households directly. This does not please the ratings services, nor some advertisers and competing stations. They say that with roughly one in 10 stations getting into the act, TV is beginning to resemble radio, with its contests and high-pressure tactics to reach diary households.

Contests and, in particular, diary appeals "are getting more and more prevalent. They are doing what the radio industry was notorious for years ago: trying to isolate people who fill out the diaries. It is truly unfair," says Howard Nass, senior vice president, corporate director of local broadcast, Foote Cone & Belding. Station contests are becoming more varied, says Jack Loftus, Nielsen vice president of communications, and diary appeals are especially gaining in use, he agrees.

Stations that run forced-view contests (on-air contests that require people to watch a show to win) get a small notation inside their Nielsen and Arbitron sweeps books. The notations alert advertisers to activities that might have affected a station's ratings. Stations that appeal directly to diary households or try to affect ratings in other, more blatant ways receive a cover note on their sweeps ratings books (both Nielsen and Arbitron have essentially the same rules for noting stations).

Eighty-two stations were noted for forced-view contests in the Nielsen November sweeps, and eight stations received the more serious cover notes.



WPXT Portland, Maine, ran this on-air promo during the November sweeps to encourage diary households to log in the station's call letters.

A total of 54 stations was noted by Arbitron. The discrepancy between the two totals is explained by the different number of complaints the two services receive. Neither Arbitron nor Nielsen polices station activities, relying instead on competing stations eager to turn in their competitors.

How much attention do advertisers pay to these notes when looking at a station's sweeps ratings? According to Sandy Pardo, vice president, media director, Houston-based Rives Carlberg, the agency takes contests and on-air announcements into consideration and, in many instances, will trend station shares downward as a result.

But advertisers also take advantage of these promotions. Rives client KFC sponsored forced-view promotions on NBC affiliates in several Texas markets during the sweeps. Foote Cone & Belding's Nass says he also takes a station's promotions into consideration when analyzing its ratings performance, but in non-metered markets, where there are no weekly ratings to compare it to, he is faced with a more difficult task in estimating

a station's "normal" audience size.

One national spot rep, who asked not to be identified, says advertisers do not notice when sweeps books cite station contests on the inside of the book, or even front-cover notations. "Everything is so computerized, nobody is selling out of the book, so nobody sees those notations," he says. "It only becomes a factor if a competitor points it out to an advertiser."

Nielsen and Arbitron are especially displeased when stations attempt to reach diary households directly. Of the eight stations given cover notes by Nielsen, three did a research survey, one aired a ratings-related feature and five had on-air announcements directed to diary households.

Mentioning Nielsen or Arbitron directly can get a show delisted entirely. That is what happened in New York, when Carsey-Werner ran an ad directing Nielsen families to watch *You Bet Your Life* on WCBS-TV one Friday night in November (the entire time period, in fact, was delisted). Most stations appealing to diary households try to get around that taboo by not using the words Nielsen or Arbitron, or even mentioning the word diary.

One station that did that, WPXT(TV) Portland, Maine, ran an ad showing a hand writing the name of the station (see picture), over which an audio said: "If you have to write this down, you're watching WPXT(TV)." The last week of November, Nielsen (prompted by a complaint from another station) called WPXT(TV), which changed the audio to simply identify the station. The incident resulted in the station's first cover note, but that is not dissuading the station from trying it again. "We got probably the best book we ever had," says Doug Finck, executive vice president and general

manager.

The three stations that conducted a research survey are owned by Price Communications. According to Robert Verde, general manager of Price's

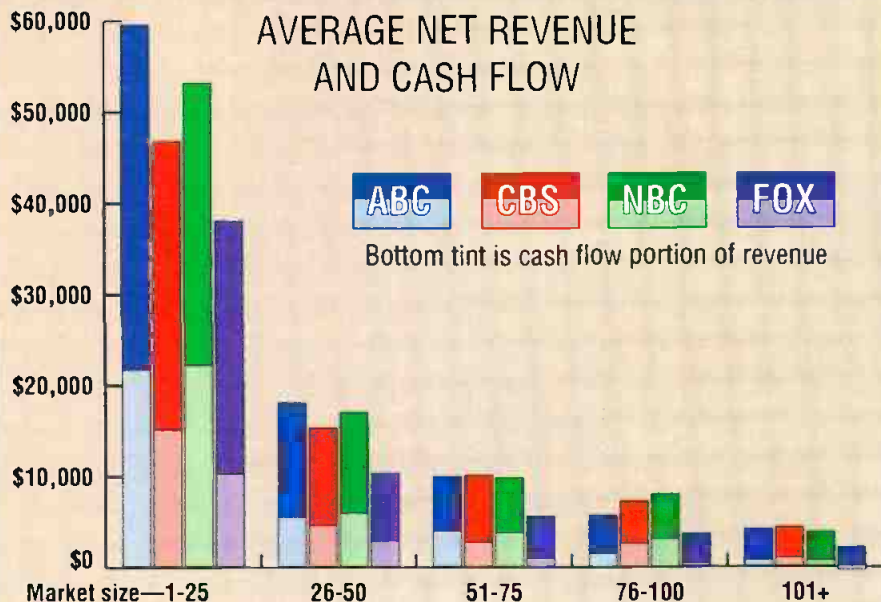
KJAC-TV Beaumont, Tex., the station sent out letters in November to 5,000 households that do not watch its newscasts (determined from monthly research reports), asking them to do so.

Each night, a few of their names (out of the 5,000) would appear on the screen; those picked had four minutes to call the station to claim a prize. In Beaumont, the 134th largest market in the country, a few thousand extra viewers can have a sizable effect on ratings.

One market in November saw a free-for-all competition in forced-viewing contests. In Dayton, Ohio, for example, three stations (ABC, NBC and Fox affiliates) ran contests and the market's CBS affiliate, WDTN(TV), ran the answers for all three stations' contests on its evening news. The three stations were cited in both Arbitron and Nielsen. WDTN was cited only in Nielsen; it didn't count as a notation in Arbitron, which is an example of the rare disparity between the notation methods of two ratings services.

KBVO(TV) Austin, Texas, which usually runs one forced-view contest during a sweeps period, ran four in November. But according to the Fox affiliate's promotion manager, Lori Leamons, KBVO first checked with Nielsen to make sure there were no problems with the contests, all of which received inside-the-book notations. The station rated the best book in its history. Leamons says it looks good to advertisers: "If anything, it shows we get behind anything we put on the air."

FACTS OF THE AFFILIATE BUSINESS



Source: National Association of Broadcasters, data for 1991

ABC and NBC affiliates generated higher cash flow, on average, than their CBS counterparts in the top 25 markets. According to an NAB analysis of data collected for the association's annual "Television Financial Report," in 1991 stations with ABC and NBC averaged just over \$22 million in cash flow while CBS affiliates had on average \$15 million, with Fox affiliates reporting \$11 million in cash flow—defined as pre-tax profits plus depreciation and amortization expenses plus interest expenses. The superior average performance of ABC and NBC affiliates extended into markets 26-50, although with less of a difference. Cash flow for affiliates of the first two networks averaged \$5.3 million, while CBS affiliates averaged \$4.3 million, and Fox affiliates generated on average \$2.7 million.

According to the NAB study, "A financial profile of television stations by network affiliation," there is at least some correlation, causal or otherwise, between cash flow and news expenditures. In 1991 NBC stations in the top 25 markets said they spent \$10.7 million on news; ABC stations, \$9.6 million; CBS, \$9.0 million, and Fox, \$2.5 million. Mark Fratrik, economist/vice president, NAB, noted that the study shows affiliates' expenditures on news have dropped little, despite the recent difficult business environment. In fact, expenditures for news by ABC and CBS affiliates increased in 1991, versus the prior year.

Fox affiliates have improved their financial performance, with the average pre-tax profit in the top 25 markets up 9% on a compound basis between 1989 and 1991. In markets 26-50 Fox affiliates turned an average pre-tax loss of \$1,000,000 into an average profit of \$202,000, and Fox affiliates in the remaining markets all lessened their pre-tax losses. Affiliates of the other three networks saw pre-tax profits generally decline over the last three years, except for ABC affiliates where, outside of the top-25 markets, they increased.

Almost 83.5% of 670 affiliates responded to the NAB's survey, and the NAB had data from all but one market in the top 25, said Fratrik. —GF

EMPLOYEE BUYOUT PROPOSED AT ABC TV NETWORK

Capital Cities/ABC confirmed that the company intends to offer a voluntary buyout to roughly 3,000 employees at the ABC TV network. Although no target could be confirmed, it was speculated that, because of a struggling economic growth, fewer than 10% of its employees might accept the package.

Details of the offer, which is said to be more generous than that made when Capital Cities first bought ABC in 1986, should be known this week. It will not be made to unionized technical and engineering employees at the network, nor to TV station and radio employees.

Changing Hands

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

WLMX-AM-FM Rossville, Ga. (Chattanooga, Tenn.) □ Sold by BTMI Inc., receiver, to MAK Broadcasting Inc. for \$7.7 million. Assignment includes WMFX-FM Columbia, S.C. **Seller** is headed by Paul W. Robinson Jr. and recently sold WOMP-AM-FM Bellaire, Ohio, for \$575,000 ("Changing Hands," Oct. 19). **Buyer** is headed by Malcolm Kahn, who also has 33.15% interest in permittee of WZJO(FM) Ocean Pines, Md. WLMX(AM) has news format on 980 khz with 500 w day. WLMX-FM has AC format on 105.5 mhz with 3 kw and antenna 270 feet above average terrain. WMFX(FM) has classic rock format on 102.3 mhz with 3 kw and antenna 322 feet above average terrain.

WPKX(FM) Enfield, Conn. □ Sold by Goldenberg Broadcasting to Multi-Market Radio of Springfield Inc. for \$5 million. Station will become part of new radio partnership between station's general manager Michael Ferrel, investor Robert F.X. Sillerman and radio personality Bruce "Cousin Brucie" Morrow. Multi-Market radio is also purchasing WHMP-AM-FM Springfield, Mass., for \$5.75 million and WYAK-AM-FM Myrtle Beach, S.C., for \$3 million, both of which Sillerman owns interests in. Morrow also owns WCZX(FM) Hyde Park, N.Y.

WPKX is on 97.9 mhz with 2.4 kw and antenna 528 feet above average terrain. *Broker: Media Services Group.*

KZHT(FM) Provo, Utah (Salt Lake City) □ Sold by Golden Bear-I Broadcasting Inc. to Christopher F. Devine for \$1 million. **Seller** is headed by Wallace A. Heusser, who also has interests in KKDJ(FM) Fresno, KKZZ(AM) Santa Paula and KELF-FM Camarillo, all California. **Buyer** is headed by C.R. Allen III (75%), Fred Phelan (15%) and Christopher F. Devine (10%). Allen is 45.16% owner of licensee of WWBZ(FM) Chicago. Allen is also 75% owner of licensee of KBER(FM) Ogden, Utah, and KXBR(FM) Greenfield, Mo. KZHT has CHR format on 94.9 mhz with 47 kw and antenna 2,798 feet above average terrain. *Broker: Star Media Group Inc.*

WITH(AM) Baltimore □ Sold by WITH of Baltimore Inc. to Capital Kids Radio Co. for \$762,500. **Seller** is headed by Jim McCotter and has no other broadcast interests. **Buyer** is headed by Lawrence Kessner and Virginia Carson and recently purchased WNTR(AM) Washington for \$650,000 ("Changing Hands," Nov. 23). They also have interests in WBFD(AM)-WRAX(FM) Bedford, Pa. WITH is full-timer with big band format on 1230 khz with 1 kw. *Broker: Questcom Radio Brokerage.*

WCNA(FM) Augusta, Ga. □ Sold by Wayne P. Farmer to GHB Broadcasting Inc. for \$750,000. **Seller** has no other broadcast interests. **Buyer** is headed by George H. Buck Jr., who recently purchased WKXC-FM Aiken, S.C. (Augusta, Ga.) ("Changing Hands," March 2). Buck also owns nine AM's and one FM. WCNA has easy listening format on 98.3 mhz with 2.38 kw and antenna 485 feet above average terrain. *Broker: Bergner & Co.*

KMSD(AM)-KPHR(FM) Milbank, S.D. □ Sold by Tobin Broadcasting Co. Inc. to Success Broadcasting Corp. for \$540,000. **Seller** is headed by Charles J. Tobin and has no other broadcast interests. **Buyer** is headed by Dan Sorenson and has no other broadcast

CLOSED!

KICT(FM), Wichita, Kansas from Radio Venture International, Inc., to Granite Broadcasting Corporation for \$1,260,000.

Elliot B. Evers represented the seller

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Solutions.

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RANDOLPH E. GEORGE
415-391-4877

GEORGE I. OTWELL
404-978-1294

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

RADIO and TELEVISION BROKERAGE
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**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$996,160 □ 7

FM's □ \$6,125,300 □ 4

AM-FM's □ \$12,050,000 □ 3

TV's □ \$0 □ 0

Total □ \$19,171,460 □ 14

1992 to Date:

AM's □ \$189,728,344 □ 232

FM's □ \$436,009,554 □ 289

AM-FM's □ \$352,499,895 □ 173

TV's □ \$1,394,888,087 □ 53

Total □ \$2,373,125,880 □ 747

For 1991 total see Jan. 27, 1992 BROADCASTING.

interests. KMSD has AC format on 1510 khz with 5 kw day. KPHR has classic rock format on 104.3 mhz with 97 kw and antenna 981 feet above average terrain. *Broker: LGG Brokerage of Detroit Lakes, Minn.*

KTTH(AM) South Lake Tahoe, Calif.
□ Sold by Emerald Broadcasting Co. to Grayghost Communications Inc. for \$450,000. Seller is subsidiary of Larson Communications, which owns two AM's and one FM. Buyer has no other broadcast interests. KTTH has full-service format on 590 khz with 2.5 kw day and 500 w night. *Broker: William*

A. Exline Inc.

WADM(AM)-WQTZ(FM) Decatur, Ind. (Fort Wayne) □ Sold by Midwest Communications Co. to JAM Communications Inc. for \$350,000. Seller is headed by Jeffrey P. Somerville. Fifty percent partner Richard Sommerville has interests in two AM's and one FM. Buyer is headed by Julia A. Moore and has no other broadcast interests. WADM has oldies format on 1540 khz with 250 w day. WQTZ has oldies format on 105.1 mhz with 2 kw and antenna 397 feet above average terrain. *Broker: Clyde*

Haehnle & Co.

WISL(AM) Shamokin, Pa. □ Sold by Laurel Broadcasting Co. Inc. to Northeast Broadcasting of Northumberland Inc. for \$300,000. Seller is headed by James P. O'Leary, who also has 35% interest in assignee. Buyer is headed by O'Leary and three partners and recently purchased WSPI(FM) Shamokin, Pa. ("Changing Hands," Sept. 7). O'Leary also has interests in licensee of WALI(AM)-WROG-FM Cumberland, Md. WISL has AC, country format on 1480 khz with 1 kw day and 250 w night.

NBC'S IN-STORE AD VENTURE BACK ON TRACK

By Sharon D. Moshavi

NBC's planned entry into in-store advertising appears to be on the verge of moving ahead, despite trouble that emerged some weeks ago when Site-Based Media, one of its partners in the venture, became embroiled in a possible stock fraud violation.

The venture—which includes TV sets displayed in store aisles carrying advertising and NBC-supplied programming and goes by the name On-Site Media—is currently being tested in Albuquerque; when the deal closes, Milwaukee is likely to be the next target, says Andrew Bugyis, senior vice president of Chicago brokerage house Mesirow Financial, who follows some of the companies involved in the venture. Although NBC, when it first announced the deal (BROADCASTING, March 23), said that its affiliates would be getting spots to sell, KOB-TV in Albuquerque has not been approached about it by the network, but "we'd like to be," says General Manager Dave Herman.

Site-Based Media's stock had already been banned from trading when NBC agreed to test a joint venture with the company in March 1992. That ban was imposed in New Jersey, in October 1991, because one of the company's officers, Robert Landau, had been convicted of wire fraud. New Jersey law bans stock trading of a company's shares when one of its principals has been convicted of a felony.

The ban was lifted in May, when Landau resigned, and the venture continued to be worked on and tested until



October. Then NBC's deal, says Bugyis, began to get shaky when controversial stock brokerage executive Robert Brennan became the target of a New Jersey Bureau of Securities investigation into the alleged unauthorized trading of Site-Based Media stock while it was banned. Brennan—who is alleged to have profited by \$69 million in the trading—is one of the primary investors in the company, which provides a supermarket service called Shoppers Video.

That investigation "derailed everything for a while," says Bugyis, and even sent the stock of co-partner Silent Radio plummeting, since investors assumed the venture with NBC was in jeopardy. But the deal got back on track, since "no accusations were leveled against the company," he says. Mike Wheeler, who is heading the venture for NBC, would say only that "discussions with [the potential partners] are proceeding."

No one has been charged to date, according to A. Jared Silverman, chief of the New Jersey Bureau of Securities. But nothing has been ruled out yet, including involvement by Site-Based Media itself. "The trading is still under investigation," says Silverman. Additionally, two shareholder suits alleging securities violations have included Site-Based Media as a defendant, along with Brennan and several brokerage firms.

Despite all this, the deal looks like it is ready to close soon. "It's in the hands of the lawyers," says Bugyis, noting that one of the things being hashed out is the licensing of the NBC peacock for use in the venture. "I would say it gets done any day now. If it doesn't get done soon, it won't get done at all. But I think it will." A new partner has come in: KDI Corp., which will manufacture the needed equipment. The other partner is food wholesaler Flemings Cos. ■

*This announcement is neither an offer to sell nor a solicitation of offers to buy any of these securities.
The offering is made only by the Prospectus.*

NEW ISSUE

December 14, 1992

2,000,000 Units

Saga Communications, Inc.

2,000,000 Shares of Class A Common Stock with
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Each unit (the "Units"), consists of one share of the Company's Class A Common Stock, \$.01 par value (the "Class A Common Stock") and two-fifths of one Warrant (the "Warrants"), each whole Warrant to purchase one share of the Class A Common Stock. The Class A Common Stock and the Warrants will be issued only in registered form and will separate on the date three months from the date of delivery of the Units or such earlier date, not less than two months from the date of delivery of the Units, as may be determined by the Underwriters.

Price \$11.50 Per Unit

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Technology

FM WIRELESS TV TO BITE THE APPLE

CellularVision commits \$20 million-plus to N.Y. expansion

By Peter Lambert

A startup company in Brighton Beach, N.Y. (Brooklyn), has taken much of the television industry by surprise this past week, bringing a new cellular, multichannel TV-voice-data player into the mix of cable, broadcast, multipoint microwave (MMDS), local exchange and satellite competitors. Still absorbing the news about Local Multipoint Distribution Service (LMDS), those competitors remain open but skeptical about its potential impact.

Last Monday (Dec. 15), with a proposed spectrum allocation and pioneer preference from the FCC in hand, CellularVision (CV) of New York committed more than \$20 million to expand its 49-channel, wireless TV service now operating in the 28 ghz frequency band in Brighton Beach, ordering 100,000 consumer antennas and converter boxes.

The reverse-polarity FM technology offers up to 98 one-way video channels or a mix of one- and two-way services. CV, which will franchise its system to operators nationwide, believes the hardware is highly cost competitive from day one.

CV will target the New York area with services including video on demand, interactive and high-definition TV, high-speed data, personal communications, telephone and educational services. "We expect to compete successfully with existing cable television providers because we offer higher-quality television transmissions at lower prices," says CV partner Shant Hovnanian.

However, CellularVision inventor and partner Bernard Bossard believes competitiveness with cable "is being overlaid. Our two-way capabilities



Inventor Bernard Bossard and partner Shant Hovnanian predict 5,000 subs by spring.

may make us complementary with cable."

CV did not disclose the terms of its contracts with MA/Com Inc. and Alpha Industries for antennas and with Hughes Aircraft and Catel Corp. for transmitters. But with each antenna-receiver unit running about \$260, the order may approach \$26 million. When a smart-card encryption system is integrated into the receiver by next spring, the unit price will rise to about \$350.

CV plans to own and install 5,000 units by the end of March 1993. Given approval of the FCC's 27.5-29.5 ghz band allocation for LMDS and its proposal to license two operators in each of 489 cellular service areas nationwide (BROADCASTING, Dec. 14), CV will seek other licenses. More than 950 LMDS applications were thrown out until a lottery or other licensing procedure is implemented.

The hardware comprises a satellite downlink; omni-directional transmitter; 4-by-4-inch receive antennas

mounted on subscriber windowsills, and set-top tuners. The company claims its per-subscriber construction, operating and maintenance costs will run under \$500, compared with more than \$3,000 for fiber optic; \$2,000 for cable; \$1,000 for DBS, and \$750 for standard multichannel multipoint distribution service (MMDS), or wireless cable.

CV launched last June, offering a \$25.95 basic package of 39 cable programming services; \$29.95 with Showtime and The Movie Channel. Although Turner Broadcasting has been reluctant to offer TNT, Bossard says, overall, access to programming has not been an issue, as it negotiates carriage of HBO, The Disney Channel, regional sports and pay-per-view services.

The proposed rulemaking does not rule out existing cable or local telephone companies from LMDS cross-ownership. But, at least on first blush, several cable executives pointed to line-of-sight difficulties and the threat of rain fade at high frequencies as

reasons to be skeptical about the 28 ghz service.

However, Bossard says rain fade is already figured into the 28.5-square-mile cell size. As for line of sight, while FM transmission allows relatively ghostless reception off of buildings, CellularVision plans to use reflectors or "very low cost repeaters, about \$700 each" to create microcells and fill in line-of-sight gaps.

Even so, Bossard concedes, "it would take a fortune" to make the service available to 90% of service area residents within three years, as the FCC proposes.

In an open letter dated Dec. 10, the Competitive Cable Association said: "This new action by the commission is no small adventure. There are about 100 video-size channels (each about 20 mhz) in the band 27.5-29.5 ghz. That should be enough to cure the problem that has so far impeded wireless cable."

Noting that "to date, this is only a single-cell test," Wireless Cable Association President Robert Schmidt says if LMDS truly affords competition in video, voice and data, WCA members "will line up" with other license applicants.

UNIVERSITY CONSORTIUM SIGNS ONTO TELSTAR

National Technological University (NTU) last week leased digital capacity aboard AT&T's Ku-band Telstar 401 satellite, joining PBS, which hopes to make Telstar the nation's "education satellite" when it is launched in late 1993.

NTU will operate 12-14 digitally compressed video channels on one leased transponder. Last summer, it became one of the first full-time satellite users to implement digital video compression (using Compression Labs's SpectrumSaver hardware) to expand its channels to a dozen (BROADCASTING, June 1).

A nonprofit consortium of engineering schools based in Fort Collins, Colo., NTU delivered 24,000 hours of engineering and science courses to 4,500 graduate and 105,000 continuing education students in 1991. Two months ago, the Satellite Educational Resource Consortium (serving more than 5,000 secondary school students in 28 states) also agreed to lease four digital carriers aboard Telstar.

In 1989, PBS purchased five Telstar transponders and plans to deliver all its programming digitally to small Ku dishes at affiliates and at learning institutions. "We encourage others to join us on Telstar 401 to offer teachers and students one-stop shopping for a wide variety of educational opportunities," said Sandy Welch, PBS executive vice president for education. -PDL

However, Schmidt adds, "so far, all the research and manufacturing are in AM. We're doing this today, and our cell reaches 50 miles."

By early January, he adds, WCA will begin sharing encouraging results from digital MMDS field tests in San

Bernadino, Calif. Top cable operator Tele-Communications Inc.'s \$200 million commitment to digital channel expansion (BROADCASTING, Dec. 7) "says the train will leave the station," Schmidt says. "We intend to be on that train." ■

I N S Y N C

USA NETWORKS BUYS PANASONIC'S D-3

Panasonic's D-3 half-inch digital composite videotape format made a significant foray into cable television last week with USA Networks's \$7.5 million purchase of D-3 record/playback and automation systems. To serve USA Network and the Sci-Fi Channel, the programer agreed to purchase four digital MARC 800 Type III library management systems, each with 10 internal videotape recorders and 800-cassette playback. An additional 30 D-3 VTR's will serve time-zone delay systems and post-production.

CABLE DEMO CENTER PLANNED IN BOULDER

Cable Television Laboratories' board of directors approved a \$12.4 million 1993 budget, including a regional hub field trial in the Pacific Northwest and creation of a cable technologies demonstration center in Boulder, Colo. Additionally, Alex Best, senior vice president of

engineering for Cox Cable Communications, succeeds Walter Ciciora, vice president of technology for Time Warner, as chairman of the Technical Advisory Committee.

The budget includes a 3%-4% increase over 1992 in research and development and in operating expenses, offset by a substantial reduction in capital expenditures (\$676,586, down from \$2 million in 1992).

OPPOSITION FILED TO FCC PLANS FOR PCS BAND

The Satellite Broadcasting and Communications Association (SBCA) and PBS have filed comments opposing all or part of the FCC's plans to make room for personal communications services by migrating terrestrial 2 ghz microwave users to the 3.7-4.2 ghz band (C-band).

"The home satellite dish industry simply could not operate due to interference" if the FCC carries out its proposals, says the SBCA in

comments on the FCC's ongoing emerging technologies notice.

PBS took issue with proposed technical rules governing microwave common carriers, including Micronet Inc., which PBS contracts to connect its technical and satellite operations centers in Virginia. Proposed efficiency standards requiring quadrature amplitude modulation would be "inconsistent" with the quadrature phase shift keyed modulation to be used for communications satellites and microwave when PBS goes digital in the mid-1990's, PBS said.

VIDEO PRODUCT SALES UP SHARPLY IN NOVEMBER

Retail sales of video products rose nearly 14% in November, reports the Electronic Industries Association, which expects strong December retail sales, given a 12% November increase in unit sales to dealers. Color TV and VCR sales both showed double-digit gains, with year-to-date VCR sales up 20% over 1991.

Classifieds

BROADCASTING Magazine will not publish a Dec. 28, 1992 issue. The classified advertising deadline for the Jan. 4, 1993 issue is Wednesday, Dec. 23, 1992 at noon.

RADIO

HELP WANTED MANAGEMENT

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, WXL0 Radio, Worcester Center, Worcester, MA 01608. EOE.

Sales mgr. for NW large market radio station. Requires passion for: Selling, leadership, team building, winning. 5 yrs successful media sales/sales mgt track record required. Resume references only to Box T-32. EOE.

G.S.M.: Midwest AM/FM broadcast company seeks energetic sales professional with minimum 3 years experience in sales management. Highly competitive small market opportunity with med/large market earnings potential. Top candidate must be a forward thinking team player, demonstrate a strong and consistent "value added" sales promotion track record with excellent presentation skills. Vendor experience a big plus. Competitive salary, bonus plan, company car, health and profit sharing will be offered. Great quality of life area. Reply to Box T-33. EOE/MF.

General manager wanted for Fort Myers radio station. Need sales-oriented take charge leader. Must have previous general manager experience. Resumes only to Steve Godofsky, President, Heritage Broadcast Group, Inc., PO Box 6447, Asheville, NC 28816. Equal opportunity employer.

WEFX, "The Fox"/WNLK, Fairfield County, CT seeks dynamic sales manager who can motivate, inspire, train and lead ambitious, goal oriented sales team. A great opportunity for a great manager. Send resume and salary history in confidence to: Don Lacerenza, VP/General Manager, PO Box 1350, Norwalk, CT 06851. EOE.

HELP WANTED SALES

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.

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.

Public radio station WWFM, Trenton, NJ seeks development and marketing manager. WWFM, with a classical music format, is a CPB qualified station, licensed to Mercer County Community College and also operates WWNJ-FM, Dover Township (Toms River) and translators located in Center City Philadelphia, Lebanon Township, NJ, and Easton, PA. Position requires minimum associate's degree, bachelor's preferred, proven broadcast sales, underwriting or development accomplishment, excellent English verbal and writing skills, experience with PC, persuasive on-air personality, professional image and be self-motivated. Responsibilities will include developing and carrying out a systematic approach to soliciting underwriting from business and non-profit sources. WWFM studios are located on the West Windsor campus of the college. Salary mid to high \$20's. Respond in writing with resume and cover letter to: Mercer County Community College, Personnel Services Dept. GS, PO Box B, Trenton, NJ 08690. EEO/AA employer.

HELP WANTED ANNOUNCERS

#1 light AC radio station in paradise is looking for AM drive announcer, ops manager. Strong production skills and successful track record a must. T&R: General Manager, WJYR FM, 706 21st Ave. North, Myrtle Beach, SC 29577. EOE.

HELP WANTED TECHNICAL

Engineering technician: New York City radio station seeks individual with a minimum of an Associates degree in Electronics Technology and at least five years related work experience in major market, commercial radio. Candidate must be capable of installing, operating, maintaining and troubleshooting broadcast, data processing and telephone systems. Remote broadcast production and engineering experience is essential. This is a union position. Absolutely no phone calls will be accepted. Please send resume to: John Rosso, WNEW-FM, 655 Third Avenue, New York, NY 10017. WNEW-FM is an equal opportunity employer.

HELP WANTED FUNDRAISING

Development associate, corporations: National Public Radio is inviting applications for the position of development associate-corporate underwriting in the development division. The development associate reports to the associate director for corporate underwriting and is responsible for meeting a portion of the unit's goal; participates in the planning of strategies and follow up efforts; prepares and gives oral presentations to prospective funding sources; initiates solicitations and follows up; and maintains close relationship with current donors. Applicants must have a BA or equivalent, minimum of 4 years fundraising and related experience with a proven track record, excellent verbal and written communication skills, ability to travel, and computer literacy. Send resume and cover letter to: National Public Radio, Personnel Department-#495, 2025 M Street, NW, Washington, DC 20036. EOE/AA.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced broadcasters wanted to live in paradise and build the Bahamas' first private radio station. Need program director with automation and computer skills; operations manager or general manager with real entrepreneurial ideas; need chief engineer who must commit for at least one year to live offshore. Please send resumes to Box T-34. EOE.

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 Banaszek, Director of Business Operations, Signal Hill Communications, Inc., 3535 E. Kimberly Rd., Davenport, IA 52807. EEO employer.

Project coordinator, The Hothouse Project: Cultural programming and program services. National Public Radio seeks a creative and highly organized self starter with production experience to advise and interact with producers submitting ideas for new, culturally diverse programming. Must be able to organize panel meetings and evaluation sessions, as well as manage budgets and contract process for funded projects. Strong writing skills, ability to relate effectively by phone and in person, knowledge of public radio operations, culture and the arts, and word processing a must. Position is full time with excellent benefits package. Salary in the low 30's. Please send resume to: NPR Personnel Dept.—#645, 2025 M Street, NW, Washington, DC 20036. EOE/AA. No calls please. Women and minorities are encouraged to apply.

HELP WANTED PERSONALITY/TALENT

NYC based syndicated live call-in medical talk show desires eloquent, informed, enthusiastic MD with broad knowledge. Please send resume and audition tape to: Baskind, PO Box 20841, Columbus Circle Station, NY, NY 10023-9991. EOE.

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.

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

General manager — consultant — 26 years — owner — GM, GSM, PD. Fast results, sales-ratings driven. Upgrades, new construction. South-Midwest. John 502-247-0090.

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

SITUATIONS WANTED TALENT/PERSONALITY

Air talent with degree, experience, and a great attitude looking to make a comeback. I am so confident, I know that I could do all musical formats. Call Dan 708-771-2935.

SITUATIONS WANTED ANNOUNCERS

Format change will leave me unemployed very soon. Family man, 16 years experience, seeking eastern medium or major AC/Oldies/Country. Mark Anderson 302-994-3934.

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

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

KYKK call letters for sale: Available to highest bidder. Deadline 12/31/92. Write: Paul Starr, KYKK, 619 North Turner, Hobbs, NM 88240. Or call 505-397-4969.

TELEVISION

HELP WANTED MANAGEMENT

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.

WSTR Television in Cincinnati seeks a strong marketer for local sales manager. The position requires outstanding professional selling skills, a proven track record of creating television marketing plans and developing new television advertising revenue. Cincinnati market experience a plus. Send your resume to: General Manager, Star 64 Television, 5177 Fishwick Drive, Cincinnati, OH 45216. We are an equal opportunity employer.

Executive director: Large, suburban non-profit public access facility seeks executive director to oversee operation of its television and radio channels. Administration, fiscal, personnel management, and television experience required. Excellent communication skills and knowledge of cable industry essential. Equal opportunity employer. Interested applicants should send cover letter, resume and salary requirements to: FCAC, Attn: ED Search Committee, 2929 Eskridge Road, Suite S, Fairfax, VA 22031. Deadline January 31, 1993.

Traffic manager: Fox affiliate seeks experienced traffic manager. Must be thoroughly versed in all aspects of Columbine traffic applications. Send resume to: General Manager, PO Box 8115, Spokane, WA 99203. EOE.

Business manager: Seeking an individual for the northeast section of the U.S. with an accounting degree or 2-3 years experience. Responsible for financial reporting and analysis, budgets and billings. Experience with personal computers and Columbine a plus. Send replies to: Box T-35. EOE.

WESH, the NBC affiliate in Orlando, FL has an opening for national sales manager. Candidates should possess national rep experience and/or sales management experience. Individual must be proficient in inventory management and pricing. Strong communicative skills a must. Send resumes to: Nick Nicholson, GSM, WESH-TV, 1021 N. Wyomere Rd., Winter Park, FL 32789. No calls. EOE.

CBS affiliate in top 50 market seeks LSM to direct local sales department. Candidate must have sales management experience, possess strong planning, training, leadership skills, and have measurable experience in developing business. Send resumes to Bill Haight, GSM, WHP-TV, PO Box 1507, Harrisburg, PA 17105. Confidential fax: 717-238-8744. EOE.

Local sales manager: Tribune Broadcasting-owned, WGNO-TV seeks goal-oriented manager with college degree and minimum five years broadcast sales experience. Prefer candidate with sales management experience and marketing background. Communication and motivational skills, as well as a positive attitude are a must. Send resume to Keith Cibulski, Human Resources Director, WGNO, #2 Canal St.-Suite 2800, New Orleans, LA 70130. EOE.

National sales manager: Opportunity for the right person to be a part of sales management team for a #1 CBS station. Candidate should have NSM or Rep experience with a proven track record. If you are competitive, aggressive, possess excellent people skills and are motivated by challenges, send your resume to John Hayes, General Sales Manager, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45420. WHIO-TV is an equal opportunity employer, part of Cox Enterprises, Inc., reped by TeleRep.

Gannett owned WFMY-TV CBS affiliate in Greensboro/Winston-Salem/High Point, NC has an immediate opening for a national sales manager. Applicants should have previous management and national sales experience. Send resumes (no calls please) to Peter McCampbell, GSM PO Box TV-2, Greensboro, NC 27420. EOE.

WDBD-TV Fox 40 in Jackson, MS, part of a growing group, is seeking a general manager with strong sales background, solid marketing skills, and independent or Fox affiliate experience. Send resume including present salary and references to D&K, Inc. at 7200 Wisconsin Avenue, Suite 310, Bethesda, MD 20814. M/F EOE.

HELP WANTED SALES

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.

Cable AdCom, MSO operated interconnect serving the nation's 45th market, is seeking a hungry television pro based in Harrisburg, PA. Minimum 3 years media sales experience plus a working knowledge of Nielsen research necessary. Call Mike Wall at 1-800-366-1880. M/F EOE.

Account executive: Terrific opportunity with proactive, progressive independent local sales team. Prefer 2-3 years broadcast sales/media experience. We are searching for an innovative, energetic and ambitious person to join the team. Send resume to: Len Weinstein, Local Sales Manager, WNUV-TV, 3001 Druid Park Drive, Baltimore, MD 21215. EOE M/F.

HELP WANTED TECHNICAL

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

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.

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.

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.

Chief engineer: Television start-up. Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. 5 years minimum experience. Compensation with ability. Send resume to Box T-36. EOE.

HELP WANTED NEWS

News director: East Coast medium size market, network affiliate, seeking news director with aggressive creative attitude. Work in dominant, highly competitive station with strong commitment to news. Health insurance, 401(K). Resumes only to Box T-37. EOE.

Anchor needed: UHF station in top ten market needs a co-anchor for the 6 and 11 o'clock newscasts. Spanish speaker a must. Two years broadcast journalism experience. Perfect opportunity for a solid reporter to move into the anchor slot. Reply to Box T-38. EOE.

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

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

Weekend weather/weekday reporter: Must have great weather tape and sharp reporting skills. No rookies. Tape and resume to: Rich Porter, ND, WICD TV15, 250 Country Fair, Champaign, IL 61821. EOE.

News producer: 2-3 years experience as a line producer required. We're looking for someone to continue moving our newscast upward. Strong writing skills a must. We need someone who knows how to produce a show from every angle. If you're creative and know how to pack in good content and make a show move, send resume and a recent newscast to Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. WBFF is an equal opportunity employer and a non-smoking facility. Application deadline is December 31, 1992.

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.

Executive news producer: 3-5 years experience as a top line producer required. Must be a great writer with ability to copy edit. We're looking for a leader with creative new ideas and good people skills. A chance to work with a young team on a successful prime time news hour. Send news philosophy, resume and a recent newscast to Joe DeFco, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. WBFF is an equal opportunity employer and a non-smoking facility. Application deadline is December 31, 1992.

Weekend sports anchor: WDEF-TV in Chattanooga is looking for an experienced sports anchor who can also report and shoot sports stories. The person chosen will become an important addition to an outstanding team. Send non-returnable resumes and tapes to Tony Windsor, News Director, 3300 Broad Street, Chattanooga, TN 37408. Minorities and women encouraged to apply. Park Communications is an equal opportunity employer.

General assignment reporter: Growing Great Lakes network affiliate seeks person with demonstrated reporting experience, initiative and ability. Weather background may be helpful. Tape/resume to: Evan Lovett, News Director, WICU-TV, Box 860, Erie, PA 16508. EOE.

Needed now: Experienced reporter/anchor. Solid story telling skills. Must be good writer, dedicated team player and willing to beat the competition at all costs. Join our Pacific Paradise, award winning news team by sending non-returnable tapes, references/resumes by priority mail. EOE. Attention: News Director-Guam Cable TV, 530 West O'Brien Drive, Agaña, Guam 96910.

TV news writer/producer: University extension, University of Missouri-Columbia seeks news writer/producer with good shooting or editing skills. Experience with BVE-910, A51, BVW, and long format a plus. Small shop with science, health, and consumer stories to spin and place. Requires travel, lifting, cooperation, and a Bachelor's degree in an appropriate field. Three years full-time experience required. Position open until filled. Starting salary of \$26,500, AA/EOE. No calls. Send cover letter, resume and three references to: Frank Fillo, 9 Clark Hall, Columbia, MO 65211. Women and minorities are encouraged to apply.

Weathercaster: Full time for number one station in midsize northeast market. Benefits. Meteorology degree not required. Resumes only. Reply to Box T-39. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: Experience required with Quantel paintbox, Digital FX, 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.

I-Team producer: Will produce investigative reports for newscasts and specials. Requires previous reporting experience, especially in handling research intensive stories. Requires writing skills, experience in videotape editing and broadcast graphics. Full time position requires flexibility in scheduling. Resumes to Special Projects Manager, 1950 N. Meridian Street, Indpls, IN 46202. M/F EOE.

Staff meteorologist/reporter: West Texas affiliate seeks a staff meteorologist/reporter. On-air experience required; degree and seal preferred. Experienced with Triton Computer Weather System essential. Candidates will do weekend five, six and ten pm weathercasts. Send tape, resume, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Producer/director: Progressive Midwestern production facility looking for an experienced individual to do it all, shoot, edit offline, and on. Team player with creativity, good client skills, and the ability to come in on time and budget. Send resume and VHS reel to: Commorato Video Productions, 4211 Engle Road, Fort Wayne, IN 46804. EOE.

Peabody, DuPont, Emmy winning company producing videos for top universities, arts institutions, hospitals wants free lance producers with network level journalism and creative skills. Send complete pieces longer than four minutes to Andrew Greenspan & Associates, 1111 Third Avenue South, Suite 458, Minneapolis, MN 55404. EOE.

D1 graphics editor: Wanted: Creative, experienced, client friendly, teamplayer. A compositing & layering wizard. Experienced on/or familiar with A-84, A-57, A-53, A-64, A-66, CMX Omni, D1, D2, 1", Beta VTR's. We also use Wavefront, Infit!, Quantel & Aurora paint systems. Join a great staff! Work with multiple networks! Submit tape & resume to: Turner Broadcasting, % Production Graphics, 1050 Techwood Drive, Atlanta, GA 30318. EOE. No calls please.

WHIO-TV is looking for a dynamic production manager/director. Applicant must have three to five years experience directing top rated newscasts and live programs, along with the ability to sell a state-of-the-art facility. Requires a degree in Communications, Marketing, or related fields. Send resume to Ted Lester, Director of Operations, WHIO-TV, PO Box 1206, Dayton, OH 45401. WHIO-TV is an equal opportunity employer.

SITUATIONS WANTED NEWS

Sports/news reporter: Dedicated, reliable individual seeking TV sports or 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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The American University School of Communications in Washington, DC, seeks graduate fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016-8017. EOE.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

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.

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.

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.

Betacam stock: Major production facility has large supply of one-pass and limited-use Betacam cassettes in 20-, 30-, and 60-minute lengths. Tapes available in large lots only. Price negotiable. For further information, please contact J.T. at 203-353-2900.

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

Your Yearbook is back!

The all new edition of
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coming

March 1993.

For information, call
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TELEVISION

HELP WANTED TECHNICAL

MAINTENANCE TECHNICIAN

Top-rated TV station in Baltimore has an immediate opening for a versatile technician with 5-plus years broadcast electronics repair/troubleshooting experience up to the component level. Qualified candidates will have a college degree in electronics or equivalent experience supported by a comprehensive background in video, audio, microwave and RF systems. An FCC general class license, SBE certification and CCD camera experience are essential. Our salary/benefits package is very attractive. For prompt consideration, send resume to:

Human Resources
P.O. Box 4861
Baltimore, MD 21211
Attn: BO&E

An Equal Opportunity Employer M/F/D/V

HELP WANTED NEWS

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
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WSB TELEVISION

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(Guests: Mike Wallace, Ed Koch, Ted Koppel, Senator Biden, etc.). Never before has there been an interviewer that consistently identifies fundamental truths and mistakes in our national leaders thinking. Do we need someone to do this? Do you? Send for Demo or complete show. Call Jan Helfeld (809) 791-5664.

EDUCATIONAL SERVICES

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NATIONAL WEATHER NETWORK OFFERS WEEK-END TV WEATHERCASTING SEMINARS FOR ASPIRING TALENT. GAIN PRACTICAL COMPUTER GRAPHICS EXPERIENCE & WORK THE CHROMAKEY. SHARPEN YOUR ON-AIR SKILLS AND PRESENTATION IN OUR COMPLETE STUDIO. PRODUCE YOUR ON-AIR DEMO TAPE AND BENEFIT FROM THE ADVICE OF WORKING PROFESSIONALS.
CALL NWN TODAY FOR BOOKING INFORMATION
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FOR SALE EQUIPMENT

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

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\$79,000.00

CONTACT: DIANE STAFFORD
GREENE, CROWE & COMPANY
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WANT TO BUY FMS

Commercial/NCE

Also CPs

Send Particulars

Write Box Q-14

FOR SALE STATIONS

Happy Holidays!

and a Special Thanks to all our Clients and Friends who helped make 1992 our best year ever! Here's to a better 1993 for all of us!

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We'll give you all the credit

BROADCASTING, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

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Deadline is Monday at noon Eastern Time for the following Monday's issue. See full details and rates in the Classified Section.

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Hartford Independent Television station. License and all assets. For more info call 717-266-6666.

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EARLY DEADLINE NOTICE
Due to the Holiday Season, the deadline for the Jan. 4, 1993 issue is Wednesday, Dec. 23, 1992 at noon.

Also, there will be no Dec. 28, 1992 issue.
Happy Holidays

BROADCASTING'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

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

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

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

DateBook

JANUARY 1993

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

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

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

Jan. 15—14th annual *National CableACE Awards* Friday night celebration. Biltmore Hotel, Los Angeles. Information: Anne Wolek, (202) 775-3511.

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—"Salute to the Superbowl," newsmaker luncheon sponsored by *International Radio and Television Society*. Speakers: Dick Ebersol, president, NBC Sports; Terry O'Neil, executive producer, NBC Sports; Bill Parcells, O.J. Simpson and Bob Trumpy, commentators, NBC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

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. 25-26—*Corporation for Public Broadcasting* board meeting. Washington, D.C. Information: (202) 879-9600.

Jan. 26-27—15th *International Sport Summit* trade show and conference. Beverly Hilton, Beverly Hills, Calif. Information: Scott Easton, (301) 986-7800.

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. 28-29—The *Alfred I. duPont-Columbia University* forum. Scheduled speakers: John Chancellor, NBC News; Ed Turner, CNN; Philip Balboni, Hearst Corporation; Richard Carlson, Corporation for Public Broadcasting, and Douglas Bennet, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

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 Angela Giroux, for INTV, (202) 887-1970.

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

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

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

Feb. 13-16—50th annual *National Religious Broadcasters* convention. 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, Sheraton Washington. Information: (202) 877-5006.

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 con-

vention. 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. Walt Disney World Dolphin and Swan Hotels, 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 December 7 through December 11 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WFIX(FM) Rogersville, AL** (BAPH921127GO; 93.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Eugene G. Hutchens, individual, to Country Boy Communications Inc., headed by Hutchens, for no cash consideration; application is filed for estate planning purposes. Hutchens has application pending for extension of time to complete construction of station. Assignor is also licensee of WKNI(AM) Lexington, AL. Filed Nov. 27.

■ **KWFM-AM-FM Tucson, AZ** (AM: BAL921201EA; 790 khz; 5 kw-D, 1 kw-N; FM: BALH921201EB; 92.9 mhz; 90 kw; ant. 2,037 ft.)—Seeks assignment of license from National Radio Partners Ltd. to Prism Radio Partners Ltd. for \$4 million ("Changing Hands," Dec. 7). Filed Dec. 1.

■ **KTHO(AM) South Lake Tahoe, CA** (BAL921127EB; 590 khz; 2.5 kw-D, 500 w-N)—Seeks assignment of license from Emerald Broadcasting Co. to Grayghost Communications Inc. for \$450,000 (see "Changing Hands," p. 43). Filed Nov. 27.

■ **WELX(AM) Callahan, FL** (BAP921120EE; 1160 khz; 5 kw-D, 250 w-N)—Seeks assignment of license from Florida AM Inc. to Spanish Broadcasting of America Inc. for \$11,160. Seller is headed by Jane A. Filler, who also has interests in WJVR(AM) Callahan, FL. Buyer is headed by Nestor C. Miranda, and has no other broadcast interests. Filed Nov. 20.

■ **WLMX-AM-FM Rossville, GA** (Chattanooga, Tenn.) (AM: BAL921117HY; 980 khz; 500 w-D; FM: BALH921117HX; 105.5 mhz; 3 kw; ant. 270 ft.)—Seeks assignment of license from BTMI Inc., receiver, to MAK Broadcasting Inc. for \$7.7 million. Assignment includes WMFX(FM) St. Andrews, SC (Columbia) (see "Changing Hands," p. 43). Filed Nov. 17.

■ **WADM(AM)-WQTZ(FM) Decatur, IN** (Fort

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Wayne) (AM: BAL921120EA; 1540 khz; 250 w-D; FM: BAPLH921120EB; 105.1 mhz; 2 kw; ant. 397 ft.)—Seeks assignment of license from Midwest Communications Co. to JAM Communications Inc. for \$350,000 (see "Changing Hands," p. 43). Filed Nov. 20.

■ **WDBI-FM Tawas City, MI** (BALH921119GK; 107.3 mhz; 3 kw; ant. 280 ft.)—Seeks assignment of license from Tawas City Broadcasting Co. to Ives Broadcasting Inc. for \$190,000. Seller is headed by Donald J. Backus, and has no other broadcast interests. Buyer is headed by Robert M. Currier, and recently purchased WHAK(AM) Rogers City, MI, for \$100,000 ("For the Record," Aug. 24). He also has interests in WHSB(FM) Alpena, MI. Filed Nov. 19.

■ **KGLE(AM) Glendive, MT** (BAL921202EA; 590 khz; 1 kw-D)—Seeks assignment of license from Christian Enterprises Inc. to Friends of Christian Radio Inc. for \$90,000. Seller is subsidiary of Enterprise Network, headed by Harold Erickson, and is also licensee of three AM's and two FM's. Buyer is headed by Merle Mullet, and has no other broadcast interests. Filed Dec. 2.

■ **KKNB(FM) Crete, NE** (BALH921130GQ; 104.1 mhz; 50 kw; ant. 613 ft.)—Seeks assignment of license from Agnew Broadcasting Ltd. to Rock Steady Inc. for \$185,300. Seller is headed by Douglas Agnew, debtor-in-possession, and has no other broadcast interests. Buyer is headed by Kim-

berly J. Krueger, and has no other broadcast interests. Filed Nov. 30.

■ **WKBR(AM) Manchester, NH** (BAL921030EI; 1250 khz; 5 kw-U)—Seeks assignment of license from Weston Properties XVIII Ltd. to Robert M. Bittner for \$40,000. Seller is headed by Joseph Robbat Jr., and has no other broadcast interests. Buyer is sole shareholder of licensee of WJIB(AM) Cambridge, MA. Filed Oct. 30.

■ **KCIA(FM) Medford, OR** (BAPED921120HF; 91.7 mhz; 1.25 kw; ant. -508 ft.)—Seeks assignment of CP from Grace Christian School to Dove Bible Institute for no cash consideration; assignor is surrendering station voluntarily for financial reasons. Assignor is headed by Colin Larson, and has no other broadcast interests. Buyer is headed by Perry A. Atkinson, who has 50% interest in licensee of KDOV(AM) Phoenix, OR. Filed Nov. 20.

■ **WISL(AM) Shamokin, PA** (BAL921130EE; 1480 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Laurel Broadcasting Co. Inc. to Northeast Broadcasting of Northumberland Inc. for \$300,000 (see "Changing Hands," p. 43). Filed Nov. 30.

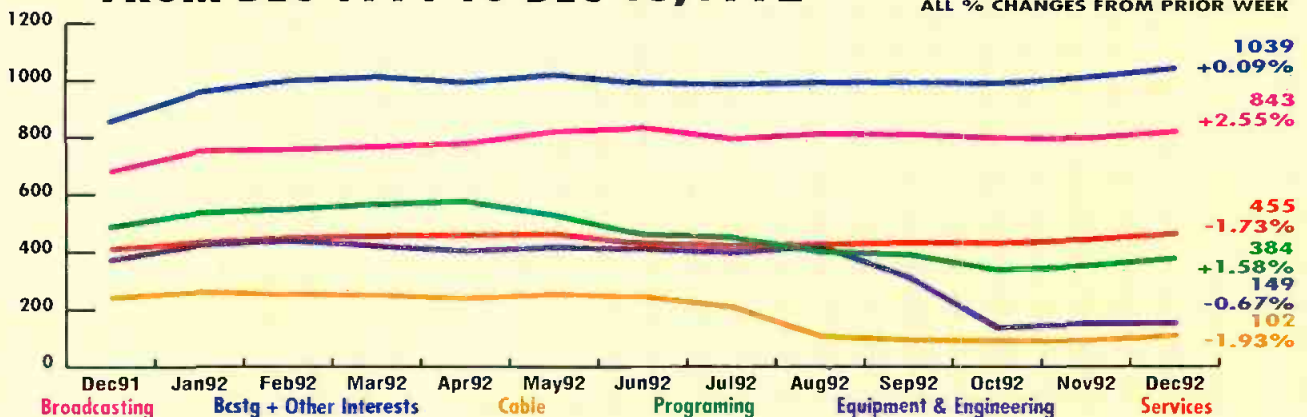
■ **WWBD(AM) Bamberg, SC** (BAL921125EA; 790 khz; 1 kw-D, 100 w-N)—Seeks assignment of license from Underwood Communications to Gaston Broadcasting Inc. for \$55,000. Seller is headed by Faye B. Gresham, and is also licensee of WWLT(FM) Denmark, SC. Buyer is headed by Eddie Gaston Jr., and has no other broadcast interests. Filed Nov. 25.

■ **WMFX(FM) St. Andrews, SC** (BALH921117GF; 102.3 mhz; 3 kw; ant. 322 ft.; see WLMX-AM-FM Rossville, GA, above).

■ **KMSD(AM)-KPHR(FM) Milbank, SD** (AM: BAL921118EC; 1510 khz; 5 kw-D; FM: BALH921118ED; 104.3 mhz; 97 kw; ant. 981 ft.)—Seeks assignment of license from Tobin Broadcasting Co. Inc. to Success Broadcasting Corp. for \$540,000 (see "Changing Hands," p. 43). Filed Nov. 18.

■ **KXYL-AM-FM Brownwood, TX** (AM: BAL921124EA; 1240 khz; 1 kw-U; FM: BALH921124EB; 104.1 mhz; 74 kw; ant. 400 ft.)—Seeks assignment of license from SEC-CESS Media Inc. to Central Texas Communications Inc.; asset purchase agreement to be filed as amendment. Seller is headed by Stephen R. Everett, and has no other broadcast interests. Buyer is headed by Lynn

STOCK MARKET PERFORMANCE AVERAGES FROM DEC 1991 TO DEC 15, 1992



Nabers, and has no other broadcast interests. Filed Nov. 24.

■ **KZHT(FM) Provo, UT** (BALH921118HL; 94.9 mhz; 47 kw; ant. 2,798 ft.)—Seeks assignment of license from Golden Bear-1 Broadcasting Inc. to Christopher F. Devine for \$1 million (see "Changing Hands," p. 43), Filed Nov. 18.

■ **KDFL(AM) Lakewood, WA** (BAL921022GS; 1480 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from KDFL Public Radio Association to Help Ministries Inc. for \$58,000. Seller is headed by Henry Perozzo, and has no other broadcast interests. Buyer is headed by Richard R. Ellison, and has no other broadcast interests. Filed Oct. 22.

Actions

■ **KXHW(FM) Marked Tree, AR** (BALH920722GG; 93.7 mhz)—Granted assignment of license from Marked Tree Media Partnership to B & H Broadcasting Co. for \$10,000 ("For the Record," Aug. 10). Action Nov. 30.

■ **KFL(AM) Eureka, CA** (BAL921001EA; 790 khz; 5 kw-D, 112 w-N)—Granted assignment of license from California Oregon Broadcasting Inc. to Eureka Broadcasting Co. Inc. for \$105,000 ("For the Record," Nov. 2). Action Nov. 30.

■ **KIDJ(FM) Guadalupe, CA** (BAPH921005HW; 105.5 mhz)—Granted assignment of CP from Armando Garcia to Spanish TV 59 for \$325,000 ("For the Record," Nov. 2). Action Nov. 23.

■ **WIBB(AM)-WKXK(FM) Macon-Fort Valley, GA** (AM: BAL920924GY; 1280 khz; 5 kw-D, 99 w-N; FM: BAPLH920924GZ; 97.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Middle Georgia Broadcasting Inc. to Taylor Communications Corp. for \$1 million ("For the Record," Oct. 19). Action Dec. 2.

■ **KICT-FM Wichita, KS** (BALH920821HS; 95.1 mhz; 100 kw; ant. 1,026 ft.)—Granted assignment of license from Radio Ventures International Inc. to Granite Broadcasting Corp. for \$1 million ("For the Record," Sept. 7). Action Nov. 30.

■ **WXLN(FM) Eminence, KY** (BALH921016HZ; 105.9 mhz; 3 kw; ant. 325 ft.)—Granted assignment of license from Midwestern Broadcasting Assoc. of Kentucky Inc. to Cross Country Communications Inc. for approximately \$210,000 ("For the Record," Nov. 16). Action Dec. 2.

■ **WKNY(AM) Neon, KY** (BAL921009EB; 1480 khz; 5 kw-D)—Granted assignment of license from Headwaters Broadcasting Corp. to Pine Mountain Broadcasting Inc. for \$50,000 ("For the Record," Nov. 16). Action Nov. 30.

■ **KVDP(FM) Dry Prong, LA** (BALED920828HA; 89.1 mhz; 3 kw; ant. 195 ft.)—Granted assignment of license from Dry Prong Educational Broadcasting Foundation for no cash consideration ("For the Record," Sept. 28). Action Nov. 24.

■ **KZWA(FM) Lake Charles, LA** (BAPH920824GO; 105.3 mhz; 50 kw; ant. 150 ft.)—Granted assignment of CP of B & C Corp.; application is filed to formally authorize B & C Corp. as official licensee ("For the Record," Sept. 21). Action Nov. 23.

■ **WRQT(FM) Bear Lake, MI** (BALH920526GS; 100.1 mhz; 3 kw; ant. 328 ft.)—Dismissed app. for assignment of license from Andrew L. Banas to partners Julie A. Ware-Nezki, Linda M. Morrison and Winona M. Van Brocklin; employment of current licensee Andrew Baras at station to serve as consideration ("For the Record," June 22). Action Nov. 23.

■ **WALM(AM)-WELL-FM Albion, MI** (AM: BAL920821EF; 1260 khz; 1 kw-D, 500 w-N; FM: BALH920821EE; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Thomas A. Bruinsma, bankruptcy trustee for Triad-Commco., to Donald R. Fox for \$340,000. Sale includes WELL (AM) Battle Creek, MI (see below, "For the Record," Sept. 14). Action Dec. 2.

■ **WELL(AM) Battle Creek, MI** (BAL920821ED; 1600 khz; 1 kw-U; see WALM(AM)-WELL-FM Albion, MI, above).

■ **KBXS(FM) Ely, NV** (BALH921009GU; 92.7 mhz;

350 w; ant. 941 ft.)—Granted assignment of license from KBXS Broadcasting Inc. to Stubbs Broadcasting Company Inc. for \$26,000 ("For the Record," Nov. 9). Action Nov. 30.

■ **KYOU(FM) Wendover, NV** (BAPH920210GU; 102.3 mhz; 93.8 kw; ant. 1,292 ft.)—Granted assignment of CP from Rita J. Taylor to Gerald L. Pugh for \$74,880 ("For the Record," March 9). Action Nov. 30.

■ **WKBR(AM) Manchester, NH** (BAL911022EG; 1250 khz; 5 kw-U)—Dismissed app. for assignment of license from Weston Financial Group to WKBR Inc. for \$160,000 ("For the Record," Nov. 11, 1991). Action Dec. 3.

■ **WIBG(AM) Ocean City, NJ** (BAL921019EK; 1520 khz; 1 kw-D)—Granted assignment of license from Quinn Broadcasting Inc. to Enrico S. Brancadora for \$140,000 ("For the Record," Nov. 16). Action Dec. 1.

■ **WKIP(FM) Arlington, NY** (BTCH921009GW; 96.9 mhz; 3 kw; ant. 1,010 ft.)—Granted transfer of control of Bridge Broadcasting Group Inc.; shareholders of licensee are exercising their stock purchase agreement ("For the Record," Nov. 9). Action Nov. 27.

■ **WFUL(FM) Webster, NY** (BAPH920818HJ; 102.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Webster Communications Inc. to Kimtron Inc. for \$950,000 ("For the Record," Sept. 7). Action Nov. 25.

■ **WKQT(FM) Newport, NC** (BAPLH920921HI; 103.3 mhz; 100 kw; ant. 600 ft.)—Granted assignment of CP from Recycled Radio Co. Inc. to New East Communications Inc. for \$262,581 ("For the Record," Oct. 12). Action Dec. 2.

■ **KHND(AM) Harvey, ND** (BTC920706EA; 1470 khz; 1 kw-D)—Granted transfer of control of Prairie Communications Inc. for \$66,572, assumption of debt. Norman Weckerly is selling his 77.8% of licensee to Todd Lewis and Gerald Klein. Principals have no other broadcast interests. Action Nov. 16.

■ **WRRO(AM) Warren, OH** (BAL921023EA; 1440 khz; 5 kw-U)—Granted assignment of license from Warren Broadcasting Company to general partners Robin Best and Lyle Williams for \$460,000 ("For the Record," Nov. 16). Action Dec. 4.

■ **WLMH(FM) Kane, PA** (BALH921014GR; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Clarion County Broadcasting Corp. to Beech Tree Broadcasting Co. for \$245,000 ("For the Record," Nov. 9). Action Dec. 2.

■ **WPIT-AM-FM Pittsburgh** (AM: BAL921008HG; 730 khz; 5 kw-D; FM: BALH921008HH; 101.5 mhz; 48 kw; ant. 505 ft.)—Granted assignment of license from KISS Ltd. to Salem Media of Pennsylvania Inc. for \$6.5 million ("For the Record," Nov. 2). Action Dec. 2.

■ **KZZB-FM Beaumont, TX** (BALH920424HT; 95.1 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Triplex Communications Inc. to Gulfstar Broadcasting for \$425,000 ("For the Record," May 11). Action Nov. 25.

■ **KRRG(FM) Laredo, TX** (BALH920921GQ; 98.1 mhz; 100 kw; ant. 737 ft.)—Granted assignment of license from Sunbelt Radio Group Inc. to Encarnacion A. Guerra for \$1.2 million. Seller is headed by Richard N. Lea, and recently sold KVSE(FM) Brownsville, TX ("Changing Hands," Dec. 7). Buyer is also licensee of KJBZ(FM) Laredo, TX. Action Nov. 20.

■ **WZFM(FM) Narrows, VA** (BALH921006HV; 101.3 mhz; 1.5 kw; ant. 469 ft.)—Seeks assignment of license from Monarch Communications to Faye A. Nicholson for no cash consideration ("For the Record," Nov. 9). Action Dec. 3.

■ **KSGT(AM)-KMTN(FM) Jackson, WY** (AM: BTC921019EB; 1340 khz; 1 kw-U; FM: BTCH921019EO; 96.9 mhz; 48 kw; ant. 940 ft.; see KMER(AM) Kemmerer, WY, below).

■ **KLDI(AM)-KRQU(FM) Laramie, WY** (AM: BTC921019EC; 1210 khz; 10 kw-D, 1 kw-N; FM: BTCH921019EC; 102.9 mhz; 100 kw; ant. 1,220 ft.)—Granted transfer of control of Crecelius-Lund-

quist Communications Corp. for \$274,000 ("For the Record," Nov. 9). Action Nov. 30.

■ **KMER(AM) Kemmerer, WY** (BTC921019EL; 950 khz; 5 kw-D)—Granted transfer of control of Crecelius-Lundquist Communications Corp. for \$215,000. Transfer includes KSGT(AM)-KMTN(FM) Jackson, WY (see above, "For the Record," Nov. 16). Action Nov. 30.

■ **KPOW(AM)-KLZY(FM) Powell, WY** (AM: BTC921019EM; 1260 khz; 5 kw-D, 1 kw-N; FM: BTCH921019EN; 92.5 mhz; 100 kw; ant. 1,857 ft.)—Granted transfer of control of Crecelius-Lundquist Communications Corp. for \$215,000. Edward K. Crecelius is selling his 51% of company to partner Jerold T. Lundquist. Transfer includes KSGT(AM)-KMTN(FM) Jackson, KMER(AM) Kemmerer and KLDI(AM)-KRQU(FM) Laramie, all Wyoming. Action Nov. 30.

NEW STATIONS

Applications

■ **Wetumpka, AL** (BPH921125MD)—Vision Communications Ltd. seeks 97.9 mhz; 3 kw; ant. 100 m. Address: P.O. Box 284, Dadeville, AL 36853-0284. Applicant is headed by partners Philip L. Williams, Connie C. Culbertson and Donald G. Bailey. Williams and Bailey have interests in licensee of WDV(FM) Dadeville, AL. Filed Nov. 25.

■ **Wetumpka, AL** (BPH921125ME)—J & W Promotions Inc. seeks 97.9 mhz; 3 kw; ant. 100 m. Address: 3713 Highway 94 North, St. Charles, MO 63301. Applicant is headed by John Roland, William E. White and Bettie J. Williams. Roland and White have interests in KIRL(AM) St. Louis and WAPZ(AM) Wetumpka, AL. White also has interests in applicant for new FM at Pleasant Hope, MO. Filed Nov. 25.

■ **Wetumpka, AL** (BPH921125MH)—Elmore County Broadcasting Inc. seeks 97.9 mhz; 3 kw; ant. 100 m. Address: Rte. 3, Box 129, Tallahassee, AL 36978. Applicant is headed by Ned N. Butler, and has no other broadcast interests. Filed Nov. 25.

■ **Breese, IL** (BPED921125MA)—Sabbath Inc. seeks 97.5 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Seller is headed by Craig S. Gill, and is applicant for seven other FM's, including Mount Olive, IL, below, and Winamac, IN, under "Actions". Filed Nov. 25.

■ **Mount Olive, IL** (BPED921125MB)—Sabbath Inc. seeks 105.3 mhz; 6 kw; ant. 100 m.; see Breese, IL, above. Filed Nov. 25.

■ **Lake Charles, LA** (BPED921120MA)—The University of Southwestern Louisiana seeks 90.3 mhz; 50 kw-V; ant. 160 m. Address: P.O. Box 42171; Lafayette, LA 70504. Applicant is headed by Ray P. Authement, and has no other broadcast interests. Filed Nov. 20.

■ **Edinburg, VA** (BPED921125M)—Valley Baptist Church and Christian School seeks 88.3 mhz; 1 kw; ant. 130 m. Address: Route 2, Box 30; Edinburg, VA 22824. Applicant is headed by James D. Bailey, and has no other broadcast interests. Filed Nov. 25.

Actions

■ **Litchfield, CT** (BPED900108MA)—Returned app. of Fine Arts Radio Inc. for 89.9 mhz; .1 kw; ant. 55 m. Address: 1 Eliot Place, Fairfield, CT 06430. Applicant is headed by Kurt A. Anderson, and has no other broadcast interests. Action Dec. 4.

■ **St. Augustine, FL** (BPED900423MA)—Granted app. of Ocala Radio Ministries Inc. for 91.9 mhz; 3 kw; ant. 100 m. Address: P.O. Box 2, Ramey, PR 00604. Applicant is headed by Noe Chaparro, and has no other broadcast interests. Action Dec. 4.

■ **Winamac, IN** (BPED920610MH)—Returned app. of Sabbath Inc. for 100.1 mhz; 6 kw; ant. 100 m.; see Breese, IL, above). Action Nov. 24.

■ **Eagle Grove, IA** (BPH911004ME)—Granted app. of Minn-Iowa Christian Broadcasting Inc. for

100.7 mhz; 25 kw; ant. 100 m. Address: P.O. Box 72, Blue Earth, MN 56013. Applicant is headed by Paul Schneider and Maurice E. Schwen, and is licensee of KJLY(FM) Blue Earth, MN. Action Dec. 1.

■ **Carlisle, KY** (BPH901204MM)—Granted app. of TAMI Inc. for 100.7 mhz; 6 kw; ant. 82 m. Address: 10 Trinity Place, Fort Thomas, KY 41075. Applicant is headed by James P. Gray, who is also permittee for new FM at Ripley, OH. Action Oct. 28.

■ **Ocean City, MD** (BPH901226MB)—Granted app. J.H. Communications for 106.9 mhz; 3 kw; ant. 100 m. Address: 517 Croatan Rd., Virginia Beach, VA 23451. Applicant is headed by general partners Joseph A. Booth and Robert H. Cauthen Jr., and is licensee of WXRI(FM) Windsor, VA. Action Nov. 30.

■ **Bronson, MI** (BPED910916MA)—Granted app. of Michiana Christian Broadcasters Inc. for 94.7 mhz; 6 kw; ant. 100 m. Address: 1573 West Chicago Rd., Coldwater, MI 49036. Applicant is headed by Wayne S. Reese, and has no other broadcast interests. Action Dec. 1.

■ **Jamestown, NY** (BPED920303MG)—Granted app. of State University of New York for 88.1 mhz; .265 kw; ant. 170 m. Address: State University Plaza, Albany, NY 12246. Applicant is headed by Jennifer Roth and D. Bruce Johnstone, and has no other broadcast interests. Action Dec. 7.

■ **Summerton, SC** (BPH911003ME)—Granted app. of Summer Town Partners for 95.5 mhz; 6 kw; ant. 100 m. Address: Rte. 4 Box 1552, Manning, SC 29102. Applicant is headed by general partners Jean M. Hovermale and Christine Harvin, and has no other broadcast interests. Action Nov. 20.

■ **Killington, VT** (BPH851030MN)—Granted app. of Killington Broadcasting Ltd. for 105.3 mhz; 11 kw; ant. 884 m. Address: Box 34, HCR 70, Plymouth, VT 05056. Applicant is headed by general partners Daniel W. Ewald and Walter J. Sczudlo, and has no other broadcast interests. Action Dec. 1.

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.

■ **Mobile, AL** WHIL-FM 91.3 mhz—Nov. 13 application of Spring Hill College for mod. of CP (BPED-901211MC) to make changes: ant.: 325 m.; TL: 2.5 km northeast of intersection of SR 181 and US 31, near Spanish Fort, Baldwin County, AL.

■ **Bakersfield, CA** KTQX(FM) 90.1 mhz—Nov. 10 application of Radio Bilingue Inc. for CP to make changes; change ant.: 61 m.; TL: SW corner of Panorama Dr. and Mt. Vernon Ave., Bakersfield.

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

■ **George, CA** KATJ-FM 100.7 mhz—Nov. 6 application of Island Broadcasting Associates Ltd. for CP to change antenna supporting structure height.

■ **Labelle, FL** WKZY(FM) 92.1 mhz—Nov. 10 application of Omega Broadcasting Corporation for mod. of CP (BPH-900830IH as mod.) to make changes; change tower location.

■ **Punta Gorda, FL** WCCF(AM) 1580 khz—Nov. 13 application of WQLM-FM Inc. for mod. of (BP900718AE) to reduce power to .106 kw/.160 kw (160 kw-CH) and make changes in antenna system.

■ **Alea, HI** KGUY(FM) 107.9 mhz—Nov. 17 application of KTSS-FM Inc. for CP to make changes; change antenna supporting-structure height.

■ **Honolulu** KCCN-FM 100.3 mhz—Nov. 16 application of Honolulu Broadcasting Corp. for CP to make changes; change antenna supporting-structure

height.

■ **Boise, ID** KIDO(AM) 630 khz—Nov. 16 application of Sundance Broadcasting of Idaho Inc. for CP to correct coordinates to 43 30 55.5 - 116 19 42.5.

■ **Virdein, IL** WRVI(FM) 96.7 mhz—Nov. 17 application of Virdein Broadcasting Corp. for CP to install directional antenna.

■ **Fort Wayne, IN** FWFV(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.

■ **Noblesville, IN** WXTZ(FM) 93.9 mhz—Nov. 12 application of Weiss Broadcasting of Noblesville Inc. for mod. of CP (BPH-880301MQ) to make changes; change ERP: 2.75 kw (H&V) ant.: 492 ft. (150 m.) TL: 10511 Greenfield Ave., Noblesville.

■ **Holcomb, KS** KBUF(AM) 1030 khz—Nov. 16 application of KBUF Partnership for CP to reduce power to 1 kw; make changes in antenna system: change from DA to non-DA.

■ **Leoti, KS** KWKR(FM) 99.9 mhz—Oct. 27 application of Threjay Inc. for CP to make changes: ERP: 97 kw (H&V).

■ **Millerstown, KY** WJCR-FM 90.1 mhz—Oct. 28 application of FM 90.1 Inc. for CP to change community of license to Upton, KY.

■ **Radcliff, KY** WLVK(FM) 103.5 mhz—Aug. 4 application of W & B Broadcasting Inc. for mod. of CP (BPH-871110MU) to make changes: ant.: 137 m.; TL: 3110-B South Wilson Road, Elizabethtown, Hardin County, KY; specify directional antenna; class changed to C3. Informal objection filed 11-10-92.

■ **Lansing, MI** WJIM(AM) 1240 khz—Oct. 29 application of Double L Broadcasting of Lansing Ltd. for CP to correct coordinates to 42 44 23 - 84 30 43.

■ **Natchez, MS** WRHG(FM) 97.3 mhz—Nov. 3 application of James C. William for mod. of CP (BPH-880816OV) to make changes. ERP: 1.45 kw H&V, ant.: 209 m. and TL: 625 Beltline Hwy., Natchez.

■ **Belmont, NH** WCNH(FM) 93.3 mhz—Nov. 17 application of Steven Chartrand for mod. of CP (BPH-880225MT) to make changes; change ERP: .302 kw (H&V); ant.: 311 m.; TL: summit of Bean Hill, Northfield, Merrimack County, NH.

■ **Lancaster, NH** WLGW-FM 102.3 mhz—Nov. 2 application of Michael W. Beattie for mod. of CP (BPH-880719MC) to change ERP: 6 kw H&V.

■ **Las Cruces, NM** KZIA(TV) ch. 48—Nov. 19 application of Southwestern Broadcasting Co. Inc. for CP to change ERP(vis): 1496 kw.

■ **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.

■ **Xenia, OH** WDJK(FM) 95.3 mhz—Nov. 9 application of Dayton Area Radio Inc. for CP to make changes: ERP: 6 kw (H&V), ant.: 98 m., install directional antenna.

■ **Phoenix, OR** KDOV(AM) 1300 khz—Nov. 18 application of Dove Communication Network Inc. for CP to increase day power to 20 kw.

■ **Toledo, OR** KZUS-FM 107.1 mhz—Nov. 9 application of Agpal Broadcasting Inc. for mod. of license (BLH-801128AB) to change frequency to 100.7 (per docket #89-13) and to increase ERP to 2.5 kw (H&V) (per second report and order in docket #88-375).

■ **Allentown, PA** WFMZ(FM) 100.7 mhz—Nov. 13 application of Maranatha Broadcasting Co. Inc. for mod. of CP (BPH-870331IL as mod.) to make changes; change ERP: 10.9 kw (H&V); ant.: 327 m.

■ **Port Matilda, PA** WXXZ(FM) 107.9 mhz—Nov. 9 application of STS Broadcasting Ltd. for mod. of CP (BPH-900510MF) to make changes; change TL: 2.7 kw SW of Port Matilda, PA.

■ **Middletown, RI** WOTB(FM) 100.3 mhz—Nov. 12 application of Perry Comm. of Rhode Island Inc. for mod. of CP (BPH-910617IH as mod.) to make changes; change ERP: 4.2 kw (H&V).

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

■ **Monterey, TN** WKXD-FM 106.9 mhz—Nov. 18 application of Joe B. Wilmoth, JWC Broadcasting for mod. of CP (BPH-920117IB as mod.) to make changes: change ERP: 25 kw (H&V); ant.: 223 m.; TL: Water Tank Hill, .82 km, at 347 deg. true, from Hwy 70 and I-40 overpass, Putnam County, TN.

■ **Nashville, TN** WNAB(TV) ch. 58—Nov. 20 application of WNAB - Channel 58 Nashville Inc. for MP (BPCT-840402 kw) to change ERP (vis): 1,165 kw; ant.: 224 m.; TL: 1.2 km at 176.5 true from intersection of Pleasant Hill Rd. and Clovercroft Rd. near Nolensville, TN (35-55-20 - 86-42-46); antenna: Bogner BUI24A, (DA)(BT).

■ **Morrisville, VT** WLVB(FM) 93.9 mhz—Nov. 6 application of Radio Vermont Inc. for mod. of CP (BPH-871231MX) to make changes; change ERP: 5.4 kw (H&V); TL: on Terrill Hill, 3.1 km northwest of Morrisville.

■ **Lynchburg, VA** WMXQ(FM) 105.9 mhz—Oct. 14 application of Friendship Broadcasting Corp. for mod. of CP (BPH-870918NC as mod.) to make changes: TL: VA-1105 Main Street, Madison Heights, Amherst County.

Actions

■ **Anchorage** KSKA(FM) 91.1 mhz—Forfeited and canceled app. of Aurora Community Broadcasting Inc. (BPED-800722AH) for CP to make changes in antenna system; change TL to: 32nd Near Spenard Rd., Anchorage; change type trans.; decrease ant.: 38.8 m. and change TPO 61 11 20 - 149 54 34. Action Nov. 18.

■ **Hot Springs, AR** KLXQ(FM) 96.7 mhz—Granted app. of Great American Broadcasting Co. of AR Inc. (BPH-920924IC) for CP to make changes; change ERP: .94 kw (H&V); ant.: 246 m.; TL: Trap Mountain, Hot Springs; change main studio location. Action Nov. 18.

■ **Yellville, AR** KCTT-FM 97.7 mhz—Forfeited and canceled app. of A & J Broadcasting Co. (BPH-860110IH) for CP to change ERP: 3 kw (H&V); 36 15 39 - 92 41 41. Action Nov. 18.

■ **San Diego** KNSD(TV) ch. 39—Granted app. of Gillett Commun. of San Diego Inc. (BPCT-920818KE) for CP to change ERP (vis): 2500 kw. Action Nov. 20.

■ **Woodlake, CA** KUFW(FM) 90.5 mhz—Forfeited and canceled app. of Farmworkers Communications Inc. (BPED-861027IB) for CP to authorize main studio outside community of license to .5 mi. outside city limits of Woodlake. Action Nov. 18.

■ **Ouray, CO** KURA(FM) 105.7 mhz—Granted app. of Outreach Sound Inc. (BMLH-920615KF) for mod. of license to (BLH-901219KD) to change antenna type. Action Nov. 23.

■ **Palm Bay, FL** WEJF(FM) 90.3 mhz—Granted app. of Palm Bay Public Radio Inc. (BMPED-920724IB) for mod. of CP (BPED-841113MA) to make changes; change ERP: 2 kw H&V; ant. 90 m. Action Nov. 23.

■ **Eastman, GA** WUFF-FM 92.1 mhz—Forfeited and canceled app. of Farnell O'Quinn (BPH-900618IG) for CP to make changes; change freq: 92.1 mhz (per MM docket #88-460); ERP: 4.6 kw (H&V); ant.: 111 m. Action Nov. 18.

■ **Pocatello, ID** KSEI-FM 102.5 mhz—Forfeited and canceled app. of Pacific Northwest Broadcasting Corp. (BPH-88062710) for CP to change ant.; 316 m.

■ **Lagrange, IL** WTAQ(AM) 1300 khz—Granted app. of Illinois Lotus Corp. (BMP-911025AB) for MP (BP861106AA) to augment standard nighttime pattern. Action Nov. 23.

■ **Goshen, IN** WZOW(FM) 97.7 mhz—Granted app. of Northern Indiana Broadcasters Inc. (BPH-920402IC) for CP to make changes; change ERP: 1.88 kw (H&V); ant.: 147 m. (H&V). Action Nov. 19.

■ **Clear Lake, IA** KLKK(FM) 103.1 mhz—Forfeited and canceled app. of Mad Hatter Broadcasting Inc.

(BPH-840924AT) for CP to make changes; change antenna: 328 ft.; correction in actual TL: Highway 107, 4 mi S of Clear Lake: 43 03 35 - 93 22 47. Action Nov. 18.

■ **Manhattan, KS** KTDF(FM) 104.7 mhz—Granted app. of Little Apple Broadcasting (BMPH-920610IE) for mod. of CP (BPH-871104MB) to make changes: TL: 6.4 km S of Westmorland, KS, 1.6 km west of State Hwy 99. Action Nov. 24.

■ **Alma, MI** WQAC(FM) 90.9 mhz—Granted app. of Alma College (BMPED-920727IA) for mod. of CP (BPED-910903MA) to change TL: Tyler Student Center, ALMA College, Alma. Action Nov. 23.

■ **Luverne, MN** KLQL(FM) 101.1 mhz—Forfeited and canceled app. of Luverne-Siouxland Inc. (BPH-870302IM) for CP to change ant.: 300 m.; major environmental action as defined under section 1.1305. Action Nov. 18.

■ **Havre, MT** KPQX(FM) 92.5 mhz—Forfeited and canceled app. of North Montana Broadcasters Inc. (BPH-870331IU) for CP to make changes: TL: 27 mi. SE of Havre, bearing N 140 deg. E; change to 1485 ft.; 48 15 07 - 109 18 20 CP.

■ **Red Lodge, MT** KAFM(FM) 99.5 mhz—Granted app. of Silver Rock Communications Inc. (BMPH-910815ID) for mod. of CP (BPH-890411B as mod.) to make changes; change ERP: 45 kw (H&V); change frequency from 99.5 to 99.3 (per MM docket #89-125); change to class C (per MM docket #89-125). Action Nov. 23.

■ **Mount Washington, NH** WHOM(FM) 94.9 mhz—Granted app. of Northland Broadcasting Inc. (BPH-920603II) for CP to make changes, ant.: 14 m.; and to correct site coordinates. Action Nov. 17.

■ **Glassboro, NJ** WGLS-FM 89.7 mhz—Granted

app. of Glassboro State College (BMPED-920731IA) for CP to make changes; change ERP: .158 kw (H) .640 kw (V); ant.: 49.9 m.; TL: approximately .35 km east of intersection of Rte. 47 and Fish Pond Road, adjacent to Glassboro State College Campus in Glassboro. Action Nov. 24.

■ **Rosendale, NY** WFNP(FM) 88.7 mhz—Granted app. of State University of New York (BPED-920429MF) for CP to change principal community from New Paltz, NY, to Rosendale, NY. Action Nov. 23.

■ **South Zanesville, OH** WCVZ(FM) 92.7 mhz—Dismissed app. of Christian Voice of Central Ohio Inc. (BPH-920717IG) for CP to make changes; change ERP: 16.15 kw (H&V); change ant.: 124 m.; TL: 13720 Township Road, 203 Northeast, Perry County, OH; change class to B1; change community of license from Zanesville, OH, to South Zanesville, OH. (per MM docket #89-581). Action Nov. 19.

■ **Wooster, OH** WCWS-FM 90.9 mhz—Granted app. of The College of Wooster (BMPED-920831IB) for mod. of CP (BPED-910911MD) to make changes: 1.03 kw (H&V), ant.: 68 m. Action Nov. 24.

■ **Nowata, OK** KRIG(FM) 94.3 mhz—Forfeited and canceled app. of KGBH Radio Group (BPH-880407IZ) for CP to change TL: 6 mi. NW of city limits of Nowata: 36 46 28 - 95 42 19; major environmental action as defined under section 1.1305. Action Nov. 18.

■ **Klamath Falls, OR** KLAD-FM 92.5 mhz—Granted app. of B & B Broadcasting Inc. (BLH-891205KA) for mod. of license to cover file BPH-870303IB for changes. Action Nov. 18.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	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	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.
† Construction permit.

† Penetration percentages are of TV household universe of 92.1 million.
Source: Nielsen, NCTA and Broadcasting's own research.

■ **Chester, PA** WDNR(FM) 89.5 mhz—Dismissed app. of Widener College (BPED-791228AG) for CP to increase ERP: 100 w; ant.: additional 70 ft.; petition for reconsideration filed 10-25-91; petition for reconsideration granted 12-30-91; pet. to deny filed 2-28-92. Action Nov. 19.

■ **Pittsburgh** WDSY-FM 107.9 mhz—Granted app. of Entertainment Communications Inc. (BPH-920722IC) for CP to make changes; change ERP: 17.7 kw (H&V); ant.: 252 m. Action Nov. 24.

■ **Salem, SD** KIKN(FM) 100.5 mhz—Granted app. of Big Sioux Broadcasting Inc. (BMPH-920107IH) for mod. of CP (BPH-870309MB) for changes; change ERP: 100 kw (H&V); ant.: 299 m.; change to class C1 (per MM docket #89-53). Action Nov. 23.

■ **Crossville, TN** WXVL(FM) 99.3 mhz—Granted app. of Crossville Radio Inc. (BPH-920731ID) for CP to make changes; change TL: approx. 11 km NNW of Crossville, TN. Action Nov. 24.

■ **Franklin, TN** WRLT-FM 100.1 mhz—Granted app. of GMX Communications of Tennessee Inc. (BPH-920303ID) for CP to make changes; change main studio location. Action Nov. 6.

■ **Henderson, TN** WFKX(FM) 95.9 mhz—Granted app. of Wolfe Communications Inc. (BPH-900424IA) for CP to make change ERP: 6 kw H&V. Action Nov. 18.

■ **Spring City, TN** WAYA(FM) 93.9 mhz—Granted app. of Walter E. Hooper III (BPH-920731II) for CP to make changes: TL: 2 km southeast of Tranquility, TN, change to channel 230C3 (per docket #89-398). Action Nov. 24.

■ **Arlington, TX** KSNN(FM) 94.9 mhz—Forfeited and canceled app. Evergreen Media Corp. of Dallas (BPH-831115AU) CP to make changes; change ERP to: 100 kw (H&V); change ant. to: 1140 ft.; 32 28 20 - 97 11 56. Action Nov. 18.

■ **Borger, TX** KQFX(FM) 104.3 mhz—Forfeited and canceled app. of South Central Broadcasting Inc. (BPH-830524AE) for CP to change TL. Action Nov. 18.

■ **Llano, TX** KXAM-TV ch. 77—Granted app. of KXAM Inc. (BMPCT-910916KF) for MP (BPCT-851105KE) to change ERP (vis): 3,236 kw; ant.: 269 m.; TL: 8 mi. southeast of Llano, TX, off SR 71,

Llano County, TX. Antenna: Dielectric TFU-36J(BT): 30-40-36 - 98-33-59. Action Nov. 19.

■ **San Diego, TX** KUKA(FM) 105.9 mhz—Granted app. of Armando Marroquin Jr. (BMPH-920729IE) for mod. of CP (BPH-881128MA) to make changes; change ERP: 6 kw H&V; ant. 100 m.; TL: Highway 44, 3.4 mi. west of Alice Jim Wells Co., TX (see BALH-920624GJ). Action Nov. 18.

■ **Wichita Falls, TX** KWFS(FM) 103.3 mhz—Forfeited and canceled app. of American General Media-Lubbock Inc. (BPH-861222ID) for CP to make changes: TL: 3.4 km east of TX Hwy 26 on Hwy 240, Haynesville, TX; change ant.: 309.6 m. 34 05 35 - 98 52 44; petition for reconsideration dismissed 4-21-89. Action Nov. 18.

■ **Clarksville, VA** WLCQ(FM) 98.3 mhz—Granted app. of Clarksville Broadcasting Co. Inc. (BPH-920720IA) for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: US Hwy 58, 1.5 km east of intersection with US Rte. 732 at Aaron's Creek in Halifax County, VA; change to class C3 (per MM docket #91-323). Action Nov. 18.

■ **Mechanicsville, VA** WCDX(FM) 92.7 mhz—Granted app. of Sinclair Telecable Inc. (BPH-920728IE) for CP to make changes: ERP: 4.5 kw (H&V); ant.: 235 m.; TL: 2345 Basie Road, Richmond, Henrico County, VA; frequency changed from 92.7 mhz to 92.1 mhz; class changed from A to B1. (per MM docket #90-87). Action Nov. 24.

■ **Pound, VA** WDXC(FM) 102.3 mhz—Granted app. of WDXC Radio Inc. (BPH-920917IC) for CP to make changes, ERP: 35 kw H&V, ant.: 400.8 m., TL: Payne Gap Fire Tower, Pound; and to correct coordinates. Action Oct. 14.

■ **Walla Walla, WA** KNSN(FM) 97.1 mhz—Forfeited and canceled app. of S T L Inc. (BPH-86120116) for CP to change ERP: 64.8 kw (H&V). Action Nov. 18.

ACTIONS

■ **Proposed** and solicited comment on procedural and substantive alternatives for rate regulation on basic tier service, cable programming services, equipment offered to subscribers, and commercial

leased access offered to programmers, as part of its implementation of Cable TV Consumer Protection and Competition Act of 1992 (1992 Cable Act). (MM docket #92-266, Report DC-2285, by Commission December 10 by NPRM [FCC 92-544].)

■ **Asked** for comment on issues concerning cable consumer protection and customer service, in accordance with 1992 Cable Act. (MM docket #92-263, Report DC-2288, by Commission December 10 by NPRM [FCC 92-541].)

■ **Initiated** second round of proceedings, in accordance with 1992 Cable Act, to implement Act. This proceeding expands Commission regulation of equal employment opportunity policy and practices in cable and broadcast TV industries. (MM docket #92-261, Report DC-2290, by Commission December 10 by NPRM [FCC 92-539].)

■ **Invited** comment on provisions that will govern access to multichannel video programming, as well as program carriage agreements, in accordance with 1992 Cable Act. (MM docket #92-265, Report DC-2289, by Commission December 10 by NPRM [FCC 92-543].)

■ **Proposed** to adopt implementing regulations, in response to Section 3 of 1992 Cable Act, to prohibit cable operators from requiring subscribers to purchase any tier of service (other than basic service tier) in order to obtain video programming that is offered on per channel or per program basis, such as Home Box Office or Showtime. (MM docket #92-262, Report DC-2287, by Commission December 10 by NPRM [FCC 92-540].)

■ **Raleigh, NC** Granted application of Bernard Dawson for new FM on channel 275A; denied applications of Rem Malloy Broadcasting, Peebles Broadcasting Company Interactive Media, Free Air Corporation and Special Markets Inc. (MM docket 88-306 by Further Supplemental Initial Decision [FCC 92D-69] adopted December 2 by ALJ Joseph Chachkin.)

■ **Decatur, TX** Granted application for modification and extension of time filed by Decatur Telecasting Inc.; granted assignment application, without prejudice, of Decatur Telecasting Inc. and Word of God Fellowship Inc. (By MO&O [DA 92-1651] adopted December 3 by Chief, Video Services Division.)

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Fates Fortunes

TELEVISION

Hilary Estey, director, development, Telepictures Productions, Burbank, Calif., named VP, development.

Jean MacCurdy, senior VP/GM, Warner Bros. Animation, Burbank, Calif., named president.

Bill Featherstone, director, southeast sales, The Samuel Goldwyn Co., Dallas, joins Grove Television Enterprises, Dallas, as VP, sales, south-

Laurie Thompson, former partner, Zittler, Soblin, Ernst and Young, Toronto, joins Alliance Communications Corporation there as CFO.

Emily Phillips, account executive, national spot sales, Telemundo, New York, named national spot sales manager.

Appointments at KYW-TV, Philadelphia: **Larry Kane**, co-anchor, WCAU-TV Philadelphia, joins as host, editor-in-chief, of station's unnamed prime time news magazine sched-

Mark Morosoff, master control director, KNXV-TV Phoenix, Ariz., named videotape editor.

Steve Karlin, weekend weather anchor, KCCI-TV Des Moines, Iowa, named anchor.

Ron Petrovich, news director, WNEM-TV Saginaw, Mich., joins WXIN-TV Indianapolis in same capacity.

Derek Dalton, former national sales manager, WTXX-TV Hartford, Conn., joins WGN-TV Chicago as



Hilary Estey
Telepictures Prod.



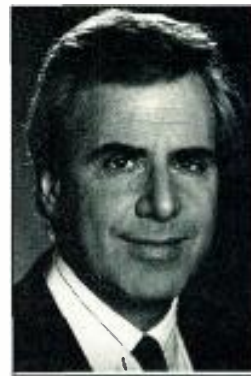
Jean MacCurdy
Warner Bros. Animation



Bill Featherstone
Grove Television



J.J. Jamieson
NBC Entertainment



Larry Kane
KYW-TV

west division.

J.J. Jamieson, manager, miniseries and motion pictures for television, NBC Entertainment, Burbank, Calif., named director.

Jack Cafferty, co-anchor, WNBC-TV New York, joins WPIX-TV New York in same capacity.

Jessica Stark, senior production manager, ABC's *Good Morning America*, New York, named production executive, ABC Entertainment Production Operations and Administration assigned to *GMA*.

Appointments at WPGH-TV Pittsburgh: **Jim Lapiana**, GSM, named director, sales; **Terry Gaughan**, national sales manager, named local sales manager; **Kevin Moylan**, account executive, Petry, Detroit, joins as national sales manager; **Dennis Welsh**, local sales manager, named general/national sales manager.

Mark Harrad, director, corporate relations, Viacom International, New York, named VP, corporate relations.

uled to debut summer 1993; **Stephanie Stahl**, part-time reporter, named reporter.

LuAnn Yattaw, producer/traffic manager, KITN-TV Minneapolis, joins WCCO-TV there as traffic manager.

Sara Lee Kessler, anchor, WWOR-TV Secaucus, N.J., elected to board of directors, Yeshiva University's Stern College for Women, New York.

Richard Soto, independent producer, Los Angeles, joins PBS, Alexandria, Va., as director, drama, performance and cultural programming.

Barry Kelly, assistant news director, WIVF-TV Nashville, joins WAFF-TV Huntsville, Ala., as news director.

Sheri Halfon, VP, finance, administration, Avenue Entertainment, Los Angeles, named senior VP/CFO, Avenue Pictures, there.

Dennis Buckman, sports reporter/producer, ESPN, Bristol, Conn., joins WTHN-TV New Haven, Conn., as sports reporter.

national sales manager, East.

Tabitha Soren, political correspondent, producer, writer, MTV, New York, joins NBC News's *Today* as contributing correspondent.

Leon Rosen, president, LCN, Los Angeles, joins Western International Media's newly formed Television Marketing Group there in same capacity.

Michael Loman, independent producer, writer, New York, joins Children's Television Workshop's *Sesame Street*, New York, as executive producer.

Sally Lowder, local sales manager, KSTU-TV Salt Lake City, joins KTVX-TV there as marketing director.

Joseph Defeo, executive director, WBFF-TV Baltimore, named news director.

Appointments at MGM Domestic Television Distribution, Los Angeles: **Wendy Kravitz** and **Lyle Foster**, sales assistants, named account execu-

tives, western and eastern divisions, respectively.

John Wilson, anchor, WTSP-TV St. Petersburg, Fla., joins WTVT-TV Tampa, Fla., in same capacity.

Paula Manings-Horn, director, sales, Stars Production Services, Long Island City, New York, named VP, sales/marketing.

Appointments at Camelot Entertainment Sales, New York: **Kevin Brown**, account executive, daytime television, ABC, New York; **Marie Cocolicchio**, network supervisor, McCann-Erickson, New York, and **Patrick Collines**, Hal Riney & Partners, New York, join as account executives.

Appointments at *Sally Jessy Rapha-*



Stephanie Stahl
KYW-TV



Marla Pirner
Interep Radio Store



Dennis Johnson
NAMIC



Jay Nordby
All News Channel



Ben Price
Discovery Network

el, New York: **Kerrie Moriarity**, associate producer, named producer; **Hillary Schumer**, office manager, named manager, operations.

Richard Dominick, producer, *Jerry Springer*, Chicago, named coordinating producer.

Susannah Lee Jeffers, VP, business, legal affairs, J2 Communications/National Lampoon, Los Angeles, joins World International Network, Beverly Hills, Calif., as director, business, legal affairs.

RADIO

Marla Pirner, president, Media Product Management, Sherman Oaks, Calif., joins The Interep Radio Store, New York, as executive VP/director, research.

Appointments at WJJD(AM)-WJMK-FM Chicago: **Gary Price**, program director, named operations director; **Kevin Robinson**, program director, WBUF-FM Buffalo, N.Y., joins in same capacity for WJMK-FM.

Greg Fadick, production director, WAAF-FM Boston, joins WIOD(AM)-WFLC-FM Miami in same capacity.

Tim Marshall, account executive, KLDZ-FM Lincoln, Neb., named sales manager.

Jim Lofuts, former director, sales, WUSL-FM Philadelphia, joins WARM(AM)-WMGS-FM-WYXY-FM Wilkes-Barre/Scranton, Pa., as GM.

Fran Gretz, office manager/volunteer coordinator, WCAL-FM Northfield, Minn., joins American Public Radio, Minneapolis, as assistant to the senior VP and director, cultural programming.

Chuck Dickemann, program manager, KDKA Pittsburgh, joins Shane Media Services, Houston, as con-

sultant.

Jim Prain, GSM, KRXY-FM Lakewood, Colo., joins WSB(AM)-FM Atlanta in same capacity.

CABLE

Dennis Johnson, senior VP, original programming, West Coast, Showtime Networks Inc., Los Angeles, elected president, National Association of Minorities in Cable.

Richard Benivengo, VP, programming, scheduling, acquisition, pay television, Playboy Entertainment Group, Inc., Beverly Hills, Calif., named senior VP, programming, production, pay television.

Jay Nordby, director, affiliate relations, Telemundo Group, Inc., New York, joins All News Channel there as VP.

Appointments at Discovery Communications, Inc., Bethesda, Md.:

Ben Price, director, advertising sales, western region, The Discovery

Channel, Los Angeles, named VP, advertising sales, western region, Discovery Networks, there; **Barbara Bennett**, controller, VANCE Systems, Chantilly, Va., joins Discovery Communications, Bethesda, as VP, financial planning, analysis; **Moses Alade**, manager, general accounting dept., and **Michael Donohue**, manager, billing, collections, Discovery Communications Inc., Bethesda, named senior managers, general accounting and billing, collections, respectively; **Lesli Rotenberg**, senior manager, Discovery Networks, Bethesda, named director, ad sales marketing, promotion; **Jessica Rodriguez**, senior coordinator, international department, Discovery Communications, Bethesda, named manager; **Lisa Delligatti**,

senior manager, southwestern region, affiliate sales, relations, Discovery Networks, Bethesda, named director, Canadian sales, affiliate sales, relations, The Learning Channel, Bethesda; **Darlene Chapman**, marketing manager, affiliate marketing, sales, southeastern, mid-Atlantic region, Black Entertainment Television, Washington, D.C., joins The Learning Channel, Los Angeles, as account manager, western region, affiliate sales, relations.

Norman Mintle, executive producer, Christian Broadcasting Network's *The 700 Club*, Virginia Beach, Va., named VP, programming, marketing.

Thoren Schroeck, VP, sales, Matthews & Co., Dallas, joins Group W Satellite Communications, Chicago, as account executive.

ADVERTISING

Appointments at Saatchi & Saatchi Advertising, New York: **David Le-**

vine, senior VP, creative director, DMB&B, New York, joins in same capacity; **Joseph McDonagh**, senior VP, director, creative services, Dentsu America, New York, joins in same capacity, Toronto office; **William Yamada**, executive VP, creative director, WRG/BDDP, New York, joins as senior VP, creative director.

Appointments at Seltel, New York: **Dan Giffin**, GM, Atlanta office, **Bob Webb**, national sales manager, New York, **Michael Custardo**, GM, Chicago office, and **Dave Ware**, GM, Los Angeles office, named VP's.

Alvin Achenbaum, vice chairman, professional services, Backer Spielvogel Bates Worldwide, New York, leaves to form marketing consulting firm.

Bruce Delahorne, group account director, DDB Needham Worldwide, Chicago, named senior VP.

Patricia Cullen, regional account supervisor, Meridian Enterprises Corporation, St. Louis, joins D'Arcy Masius Benton & Bowles there as account manager.

INTERNATIONAL

Honor Borwick, freelance script editor, London, joins Grundy Worldwide there as drama development executive.

Frank Brown, deputy director, advertising, MTV Europe, London, named director, advertising.

TECHNOLOGY

Charles Dutcher, VP/GM, Conus Communications, Minneapolis/St. Paul, named president/GM.

Douglas Talley, chairman, chief technical officer, Digital Radio Laboratories, Carson, Calif., joins International Cablecasting Technologies, Los Angeles, as VP, chief technical officer.

Appointments at Cable Television Laboratories Inc., Boulder, Colo.: **Baryn Futa**, COO, assumes additional responsibilities as executive VP; **Stephen Dukes**, director, Advance Network Development, named VP; **Dorothy Raymond**, general coun-

sel, assumes additional responsibilities as VP/assistant secretary; **Scott Bachman**, director, technical operations projects, named VP, operations technologies projects.

WASHINGTON

Eric Udler, exhibit sales manager, National Solid Wastes Management Association, joins the National Association of Broadcasters as exhibit sales manager.

DEATHS

Louis Mattioli, 38, publicist for the Arts & Entertainment Network, New York, died Dec. 1, following a sudden illness in Manhattan. Mattioli joined A&E in 1987 as viewer relations coordinator before his promotion to publicist in 1990. He also worked as a writer, director and performer. Survivors include his father and sister.

David Smith, 81, retired engineer, business executive and educator, died Dec. 3 of cancer at Bryn Mawr Hospital, Bryn Mawr, Pa. His engineering career began in 1934 when he joined Philco (then the Philadelphia Storage Battery Company), after completing undergraduate and graduate work at MIT. In 1939 he was appointed Philco's director of research. He was named VP, research and engineering, and elected to the board of directors at the end of WW II. He was responsible for expanding Philco's military and commercial communications in the field of large command and control systems, microwave TV relay systems, high-speed digital computers and reconnaissance satellites. He was named VP, research and engineering, for Philco-Ford, after Ford's acquisition of Philco in 1964. He was a member of the first National Television Systems Committee and served as vice chairman of the second National Television Systems Committee. Survivors include four children.

John Corbett, 69, veteran Buffalo, N.Y., radio and TV personality, died Dec. 7, after a long illness at Sarasota (Fla.) Memorial Hospital. Corbett was featured on WBEN(AM)-TV from 1948-77. For 20 years he hosted WBEN's *Breakfast Club* and also hosted a drive time program, *Car and*

Kitchen, for 12 years. On WBEN-TV he had a midday series, *Johnny from JN's*, a precursor of current shopping shows that was later known as *Speaker of the House*. He also had a live call-in morning show, *Contact*. Corbett was the author of "Through a Looking Glass Darkly—in Color," an examination and discussion of responsibility in the television industry. Survivors include his wife, Susan, two daughters and two sons.

Nicholas King, 68, director, United States Information Agency's New York Foreign Press Center, died Dec. 9, of an apparent heart attack in his Manhattan office. King served as press attache in the American embassy in Paris from 1963-69, then as senior adviser for public affairs for the United States Mission to the United Nations when it was headed by President George Bush. In 1980 he wrote "George Bush: A Biography." Before joining USIA, King was a freelance journalist with the *Baltimore Sun* and *The New Republic*. He was a former editorial writer for the *New York Tribune* and a foreign correspondent for UPI in London and Paris. Survivors include his wife, Joan, and three children.

Sidney Dale, 75, retired broadcast engineer with Voice of America, died Dec. 12 from complications following a stroke at Fairfax Hospital, Springfield, Va. Previously, Dale worked for WHK(AM) Cleveland. He retired in 1987 after spending nine years at VOA. Survivors include his wife, Elizabeth, and two children.

Frederic Gregg, Jr., 72, communications executive and consultant, died Dec. 14, of renal failure at St. Joseph's Hospital, Atlanta. He was responsible for the creation of LIN Broadcasting, one of the first major multiple-station radio and television groups. Starting as a single radio outlet in Lexington, Ky., LIN Broadcasting grew to 12 stations located in Nashville, Norfolk, Va., Louisville, Ky., Dallas and St. Louis. After selling LIN in 1969, he owned and operated a group of Minnie Pearl fast-food franchises in the Southwest. He also packaged communications properties for sale. Gregg also secured and operated cable television franchises in the Midwest. Survivors include his wife, Peggy, six daughters and two sons.

JOHN FREDERICK STURM

After a 15-year apprenticeship at NBC and CBS, John Sturm stepped out last February as a major Washington lobbyist in his own right. The funny thing is, the medium he is now representing in Washington is not television. As a senior vice president for the Newspaper Association of America (created from the merger last June of the American Newspaper Publishers Association and seven fraternal organizations), the 45-year-old Sturm protects the interests of a much older mass medium.

For Sturm, such concerns as must carry, retransmission consent and fin-syn have given way to newsprint recycling, postal rates and, most important these days, keeping the telephone industry out of electronic information services that may compete with newspapers.

But the change is not all that great, Sturm says. "Common threads" link broadcasting and newspaper publishing—old line advertising-supported media facing tough competitive challenges, he says. They are, for instance, equally interested in preserving First Amendment protections and opposing the perennial efforts to limit the deductibility of advertising expenditures. And on a host of issues, he says, he finds himself dealing with many of the same congressional committees and subcommittees he did while at the networks.

Sturm's emergence as a top lobbyist is long overdue, says former FCC chairman and attorney Dick Wiley, who has been a friend and mentor since bringing him to Washington in the early 1970's to work at the FCC. "He's a very positive 'can do' individual—a Dale Carnegie personality with the skills to match," says Wiley. He had been "one of Washington's best kept secrets."

The newspaper industry led a charge last year to restore restrictions on the ability of the regional Bell operating companies to offer information services, which in the guise of electronic yellow pages could cut deeply into publishers' classified advertising. Sturm's immediate task is



to remount that effort.

Persuading Congress to enact legislation will be a daunting task. Arrayed against the measure will be the full might and wealth of the seven Bell operating companies.

Sturm insists NAA's opposition stems not so much from fear of competition as from putting the telcos in a position where they could frustrate the newspapers' own ambitions in information services over telephone lines.

Telcos cannot be trusted to treat newspapers fairly if they are offering their own competitive services, he says. Sturm likes the pizza analogy: It would be tough to be in the pizza business, he says, if you had to use Dominos' for delivery.

Telcos have a history of anti-competition, he says. "Every one of these guys is on parole."

After the FCC, Sturm joined NBC in 1977 and five years later moved to CBS, where he worked for several bosses, most recently, Martin Franks. The opportunity at NAA opened after the publisher-members hired former *USA Today* publisher Cathleen Black to head the associa-

tion and she immediately began shaking things up.

Although NAA is based in the distant Washington suburb of Reston, Va., Sturm's Washington operation is newly ensconced, appropriately enough, in the National Press Building, not too far from either the White House or the Capitol.

Ask about Sturm's upbringing and he talks about his sleek contemporary walnut office furniture. It's manufactured in his hometown of Jasper, Ind., by a company (Inwood Office Furniture) founded by his father and now run by his brother.

"I'm not trying to sell you office furniture," he jokes after claiming it's the best furniture for the money and pulling out a catalog he just happens to have in the credenza.

As a teenager in Jasper, Sturm says he loaded boxcars for the family business, but also pursued his interest in radio at WITZ-AM-FM, spinning records and doing play-by-play of high school sports. Radio stayed a part of his life for the next several years. As a business student at Notre Dame, he ran the

school's carrier-current station and the fine arts FM station, WSND. As a law student at the Indiana University in Bloomington, he handled news and play by play at WTTS(FM). To engage Sturm in small talk, just mention the fortunes or rare misfortunes of Notre Dame football or Indiana basketball. He's a big booster of both.

Sturm is a member in good standing of an informal half-business, half-pleasure

tennis group that includes Wiley, FCC Chairman Al Sikes and Commissioner James Quello. But between his new job and the demands of two small children, Sturm laments, "I don't get on the courts as much as I used to." ■

Senior vice president, government, legal and public policy, Newspaper Association of America, Washington; b. Feb. 10, 1947, Grand Rapids, Mich.; BS, accounting, University of Notre Dame, South Bend, Ind., 1969; JD, University of Indiana, Bloomington, 1972; captain, U.S. Army Reserves, 1972; trial attorney, FCC, Washington, 1972-75; legal assistant, Commissioner Charlotte T. Reed, 1975-76; legal assistant, FCC Chairman Richard Wiley, 1976-77; attorney, NBC, Washington, 1977-83; director (and later vice president) government affairs, CBS, Washington, 1983-92; m. Polly Kelleher, May 24, 1986; children—Patrick, 4; Kathryn, 3.

In Brief

NBC will use its post-Super Bowl slot to premiere *Homicide*, an hour drama from Emmy- and Oscar-winning director/writer Barry Levinson and Emmy-winning writer/producer Tom Fontana. It will premiere Jan. 31 following the game in the hopes of getting a large sampling of the game's huge audience. *Homicide* stars Ned Beatty and Yaphet Kotto.

ABC has placed *Delta*, *Room for Two* and *Homefront* on hiatus following their Dec. 17 airings, saying all three will return in the spring with original episodes. Taking their place on Thursday are *Matlock* (8-9 p.m.), replacing the two comedies, and *Jack's Place*, which had a brief run last season, taking over for *Homefront*. *Matlock* and *Jack's Place* will return to the lineup beginning Jan. 14.

Barry Diller completed his purchase of \$25.2 million in shares of

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.4/220/98
2. Jeopardy!	12.6/208/97
3. Star Trek	10.2/243/99
4. Oprah Winfrey Show	9.6/227/97
5. Entertainment Tonight	9.3/178/94
6. Worldvision I	8.3/139/93
7. Married... With Children	8.2/189/96
8. Tri Star Showcase III	8.1/177/97
9. Wheel Of Fortune-wknd	8.1/177/75
10. Current Affair	7.8/178/94
11. Roseanne	7.3/132/85
12. Inside Edition	7.1/162/89
12. Magic II	7.1/169/93
14. Designing Women	6.3/203/99
15. Donahue	6.2/214/97

QVC from the company's chairman, Joseph Segel, his wife and Liberty Media. According to a filing last week with the Securities and Exchange Commission, a stockholder's agreement between Liberty Me-

dia, Comcast and Diller gives him options on six million other QVC shares over the next five years, and the right to make enough additional purchases from two other parties to the agreement so as to "equalize" their holdings. The filing also said that the three partners would continue to work to obtain majority representation on QVC's board.

King World last Thursday purchased \$73.2 million worth of stock from Chairman Roger King, President Michael King and Executive VP/COO Stephen Palley. The repurchases, involving both regular and option related shares, resulted in over \$30 million in profit to the three executives. King World said the action was taken at the request of the board to minimize potential tax consequences to the company "if tax legislation restricting the deductibility of executive compensation is enacted next year." Last Friday the board also approved a stock repurchase plan of up to two million shares.

Last Monday (Dec. 14), **KTVU San Francisco began simulcasting its morning show *Mornings on 2* on cable's SportsChannel**. The unusual cable-broadcast agreement calls for the two-hour morning show to be carried on SportsChannel at 7-9 a.m. Monday-Friday.

WPYR(FM) Memphis was sold by Diamond Broadcasting to Barnstable Broadcasting for \$4.25 million. Seller is licensee of three AM's and two FM's.

Arbitron has signed a multi-year contract with Citadel Communications and Coronet Communications, affiliated companies that together own five TV stations. Two of the stations, WMGC-TV Binghamton, N.Y., and WHBF-TV Rock Island-Moline, Ill.-Davenport, Iowa, are switching from Nielsen to Arbitron. The

NAMES WHO'LL MAKE NEWS AT BROADCASTING/IRTS SEMINAR

John C. Malone, CEO and president of Tele-Communications Inc., will keynote the first "Television: The View from the Top" seminar co-sponsored by BROADCASTING magazine and the International Radio and Television Society. Date and place: Feb. 19, 1993, at New York's Waldorf-Astoria Hotel. The full-day event will include a debate on broadcast vs. cable advertising between Ave Butensky, president of the Television Bureau of Advertising, and Robert H. Alter, vice chairman of the Cabletelevision Advertising Bureau, as well as panels on television syndication, cable programming and the advertising agency outlook.

Among seminar participants are Tom Burchill of Lifetime, Tony Cox of Showtime, Jerry Dominus of J. Walter Thompson, Betsy Frank of Saatchi & Saatchi, Tom Freston of MTV, Marvin Goldsmith of ABC-TV, Steve Goldman of Paramount TV, Jim Greenwald of Katz, Steve Grubbs of BBDO, Phil Guarascio of General Motors, John Hendricks of Discovery, Bob Jacquemin of Buena Vista Television, David Kenin of USA Network, Dick Robertson of Warner Bros. TV, John Ryan of Worldvision, Lucie Salhany of Twentieth Television, Barry Thurston of Columbia Pictures TV and Bob Watson of AT&T. FCC Commissioner Ervin Duggan will deliver the day's ending "summary and verdict."

Programming chiefs of the TV networks will make their annual joint appearance during the seminar lunch.



MARK GOODSON 1915-1992

Mark Goodson, 77, TV producer whose genre-defining game shows included *What's My Line?*, *Family Feud* and *The Price Is Right*, died Dec. 18 of cancer at his home in Manhattan.

Goodson was born in Sacramento, Calif., in 1915 to Russian immigrant parents. In 1937 he joined KCBS(AM) San Francisco as a disk jockey. Two years later, he created his first game show, *Pop the Question*, while working as station manager and announcer at KFRC(AM) San Francisco. Goodson co-produced a radio game show *Winner Take All*, with the late Bill Todman for CBS in 1946.

The resulting partnership, Goodson-Todman Productions, flourished in television, with Todman (who died in 1979) acting as salesman for Goodson-created shows including *Concentration*, *To Tell the Truth*, *Password* and *Match Game*. Goodson developed their first television show, *What's My Line?*, which debuted in February 1950 on CBS and ran for 17 years.

The 1992 *Guinness Book of World Records* recognizes Goodson as "the most prolific producer in television history," with more than 20,800 total broadcast hours. At least one Goodson-produced show has appeared on national television in the United States every week since February 1950.

Goodson was one of 60 charter inductees into BROADCASTING's Hall of Fame in 1991. He is to be inducted into the Television Academy Hall of Fame in 1993. He is survived by one son and two daughters. —MB



New York's Center for Communication held a reception for Canada's annual Banff Television Festival, scheduled next June 7-13. Present were the Center's Executive Director Irina Posner and two of the Center's directors: Robert Batscha (l), president, Museum of Television and Radio, and Howard Stringer, president, CBS Broadcast Group.

other three stations—KCAU-TV Sioux City, Iowa; KCAN(TV) Albion, Neb., and WVNY(TV) Burlington, Vt.—are already Arbitron subscribers.

Viacom Entertainment is exploring possible development of a cartoon block for distribution in syndication. No details have been forthcoming on what company executives have in mind, although Viacom owns Nickelodeon, the kids cable channel that produces a batch of cartoons in-house (*Ren & Stimpy*, et al.).

In a rare example of a top-20 market affiliate pre-empting its weekday afternoon network programing, CBS affiliate **KDKA-TV Pittsburgh has signed with Buena Vista Television to clear the two-hour Disney Afternoon block** starting in fall 1993. According to a BVT spokesman, more than 20 affiliates carrying DA programing pre-empt their network programing; however, most of those fall in markets ranking below the 172nd ADI. BVT has been aggressively campaigning non-Fox affiliates since The Fox Children's Network expanded to two hours (also 3-5 p.m. in many markets) leaving Fox affiliates—like incumbent WPGH-TV Pittsburgh—few available time periods for the Disney block.

Late last week, **Group W Productions announced the rollout of a**

new fall 1993 reality-based strip, Teen Court, which will focus on first-time juvenile offenders going through the criminal justice system. Propelling the launch was the signing of Fox Television Stations' three O&O's—WNYW(TV) New York, KTTV(TV) Los Angeles and WFLD(TV) Chicago—as well as all five major market Group W stations.

Universal syndication arm MCA TV announced that it is going to distribute the animated weekly Exo-squad for the 1993-94 season. The show is the first syndicated offering from two-year-old Universal Cartoon Studios. MCA TV is targeting weekend clearances for the initial 13-episode order, which is being licensed on a straight barter basis, and is planning an additional 39 episodes for 1994-95. Universal's animation arm is also in "pre-development" of *Beethoven*.

CBS affiliates have just lost the chairman-elect of their board. **Cathy Creany**, GM of Meredith Broadcasting's WTVH-TV Syracuse, N.Y., last Friday **was named GM of Belo Broadcasting's WFAA-TV Dallas**, an ABC affiliate. Current CBS Affiliates Board Chairman Mick Schafbuch said the board should have a new nominee in time for the next meeting in February. Creany will replace David Lane, who is undergoing treatment for a tumor.

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Advertising deadline: January 20, 1993

Issue date: February 1993



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4/7**



4/6**



REAL STORIES OF THE HIGHWAY PATROL

YOU BET YOUR LIFE

Source: *NSI & ARB Overnights 12/7-12/10/92 **NSI & ARB Monthly Average Nov. '92

REAL STORIES OF THE HIGHWAY PATROL

"Real Stories of the Highway Patrol" maintained or increased ratings and share in all seven markets where it was tested...with an average of 18% improvement (both in prime access and late night time periods)!

Look for this half-hour strip to be an important part of your station's lineup...very soon!

 **GENESIS**
ENTERTAINMENT

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