

MAR 8

Broadcasting & Cable

The Newsweekly of Television and Radio

DBS



Hubbard-HBO-Viacom:
DBS co-venturers / 6

JOURNALISM



Gartner takes the fall
for NBC News / 10

PROGRAMING



'Entertainment Tonight'
goes for 3,000 / 30

RADIO



Rush ratings still
climbing / 33

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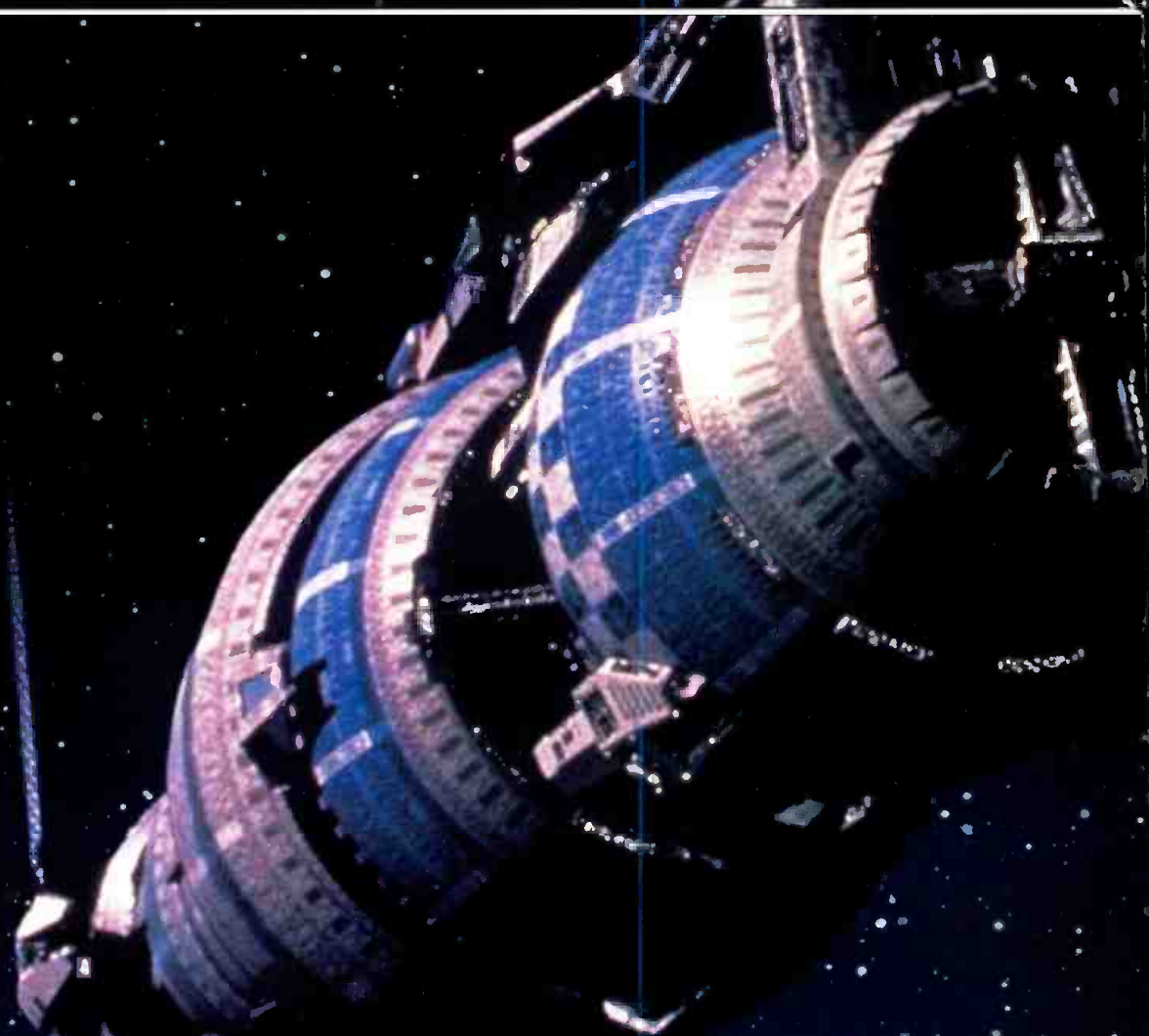
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19

MICHAEL FUCHS

and HBO's multimedia approach
to programing the '90s

WHAT A B



5 BABYLON

PTEN
PRIME TIME
ENTERTAINMENT NETWORK

LAST-OFF!

BABYLON 5 LAUNCHES BIG!

MARKET	STATION	HOUSEHOLD RATING	HOUSEHOLD SHARE	INCREASE VS. FEB. 92
LOS ANGELES	KCOP	8.6	13	+86%
CHICAGO	WPWR	7.7	11	+267%
PHILADELPHIA	WPHL	6.0	8	+60%
SAN FRANCISCO	KBHK	9.4	13	+225%
BOSTON	WSBK	6.3	10	+100%
WASHINGTON	WDCA	9.0	13	+117%
DALLAS	KTXA	5.4	8	+60%
DETROIT*	WXON	8.3	11	+38%
HOUSTON	KTXH	6.1	9	+80%
CLEVELAND*	WUAB	10.5	17	+89%
SEATTLE	KSTW	10.1	17	+143%
MINNEAPOLIS	KMSP	13.0	20	+100%
ST. LOUIS	KPLR	11.0	16	+78%
SACRAMENTO	KRBK	8.3	12	+71%
PHOENIX	KUTP	8.2	12	+140%
DENVER	KDVR	6.3	13	+44%
BALTIMORE	WNUV	6.0	9	+29%
ORLANDO	WOFL	14.1	19	+217%
SAN DIEGO	KUSI	5.9	9	+200%
INDIANAPOLIS	WTTV	9.1	13	+63%
PORTLAND	KPTV	12.7	19	+138%
MILWAUKEE	WVTV	8.7	13	+44%
KANSAS CITY	KSMO	8.7	11	+267%
CHARLOTTE	WJZY	7.9	12	+50%
CINCINNATI	WSTR	6.3	10	+150%
SAN ANTONIO	KABB	6.7	10	+11%

Source: NSI/**ARB Overnights



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TIME WARNER, VIACOM SIGN ONTO DBS

Fledgling DBS had a growth spurt last week when programming powerhouses Time Warner and Viacom signed up with Hubbard's United States Satellite Broadcasting. "This is going to be the premier distribution system for programming into the home," said USSB Chairman/CEO Stanley Sporin. DBS detractors weren't moved: "It's going to be very good as a rural service," maintained one analyst. / 6

CBS took the February sweeps, but Fox took its first Saturday morning. / 8

GARTNER RESIGNS

Fallout from NBC's "Dateline" debacle continues. NBC News President Michael Gartner resigned last week and the network's credibility, according to a Times Mirror poll, has plummeted. / 10

Former NBC News president Reuven Frank avers that TV news's credibility problem lies in the words, not the pictures. / 10

NO BONANZA IN RETRANS FOR HOLLYWOOD

Hollywood shouldn't expect any magic out of this week's FCC hearing on must carry and retransmission consent. The commission is likely to rule that programmers aren't entitled to any retrans payments unless the clause is already included in their contracts with broadcasters. / 14

A three-judge panel in Washington hurled hardball questions at five cable plaintiffs challenging the Cable Act's must-carry provisions. / 14

MCA LAUNCHES AD HOC TELEFILM NETWORK

MCA TV is bringing a bullpen of star theatrical talent into the competition for prime time clearances. Its Universal Action Network will offer 24 two-hour telefilms from John Landis ("Animal House"), Hal Needham ("Smokey and the Bandit") and other producers/directors in its lineup starting in January 1994. / 23



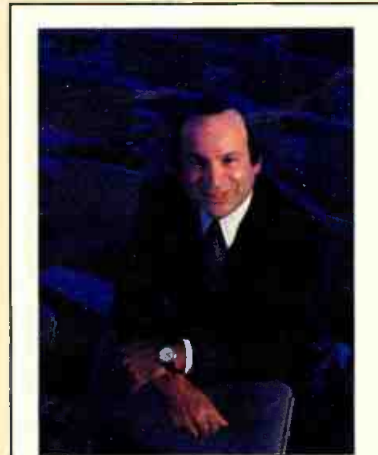
Launch-partying BROADCASTING & CABLE: publisher Peggy Conlin, Fox's Lucie Salhany, editor Don West. / 16

IFE put its imprint on newly acquired MTM Entertainment by naming Tim Robertson to head the company and Chuck Larsen to run the syndication division. / 23

PERFORMING ARTS CHANNEL PLANNED

The latest compression wannabe is Ovation, an Alexandria, Va.-based cable channel focusing on the performing arts. The network, set to launch sometime next year, has already signed its first star performer: National Gallery of Art Director Emeritus J. Carter Brown will be chairman. / 28

Mind Extension University signs up with Nielsen, enters the ad market. / 28



On the Cover

HBO Chairman/CEO Michael Fuchs on "the coming together of television, the computer and all the technology." / 18

Photo by Tom Sobolik/Black Star

"We don't have a compulsion to build a 500-channel highway, because we don't know where the cars are."—Comcast Cable's Thomas Baxter / 10

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ET HITS 3,000TH EPISODE

The secret behind the ratings success (an 8.8 Nielsen average) and longevity (3,000 episodes) of "Entertainment Tonight" is experience in local TV news, says producer Jim Van Messel. / 30

UP BY ARBITRON BOOTSTRAPS IN ATLANTA

"Don't hang up," Atlanta radio stations importune their listeners in an effort to boost response when Arbitron calls. With participation falling—it's down to 38% nationally—the stations have devoted \$400,000 worth of airtime to a test promoting survey participation. / 32

Meteor: Rush Limbaugh audience up 58%. / 33

INQUIRIES LAUNCHED INTO KIDS TV RULES

Stations that have sought to satisfy their kids TV educational requirements with "Casper" and "GI Joe" cartoons will soon face inspection from two fronts. The FCC has launched an inquiry designed to clarify broadcasters' obligations under the Children's TV Act, and a House subcommittee will look into compliance in a hearing this Wednesday. / 34



House Speaker Tom Foley opposes free broadcast time for politicians / 39

FCC warns it will stick fast to its mandate to advance DAB, HDTV technologies. / 39

House Telecommunications Chairman Ed Markey will present a spectrum allocation bill as an alternative to auctions. / 40

ASCAP FEE FORMULAS TO CHANGE

A New York court's ASCAP decision could be music to the ears of many broadcasters, depending on which method they use to calculate their fees. / 42

JANUARY REVENUES DISAPPOINT

High hopes for first-quarter station revenues came down to earth with the release of TVB's January figures. Local sales were up 4.3% and spot sales were down 4.4%, prompting observers to put off expectations of a pickup until the second quarter. / 46

DIGGING THEIR OWN NICHE

Cable networks that target specific audiences are up against an ad catch-22: their niche has instant appeal for an advertiser that wants to reach a target demo, but their audience is often too narrow for the likes of packaged-goods companies and automakers. / 47



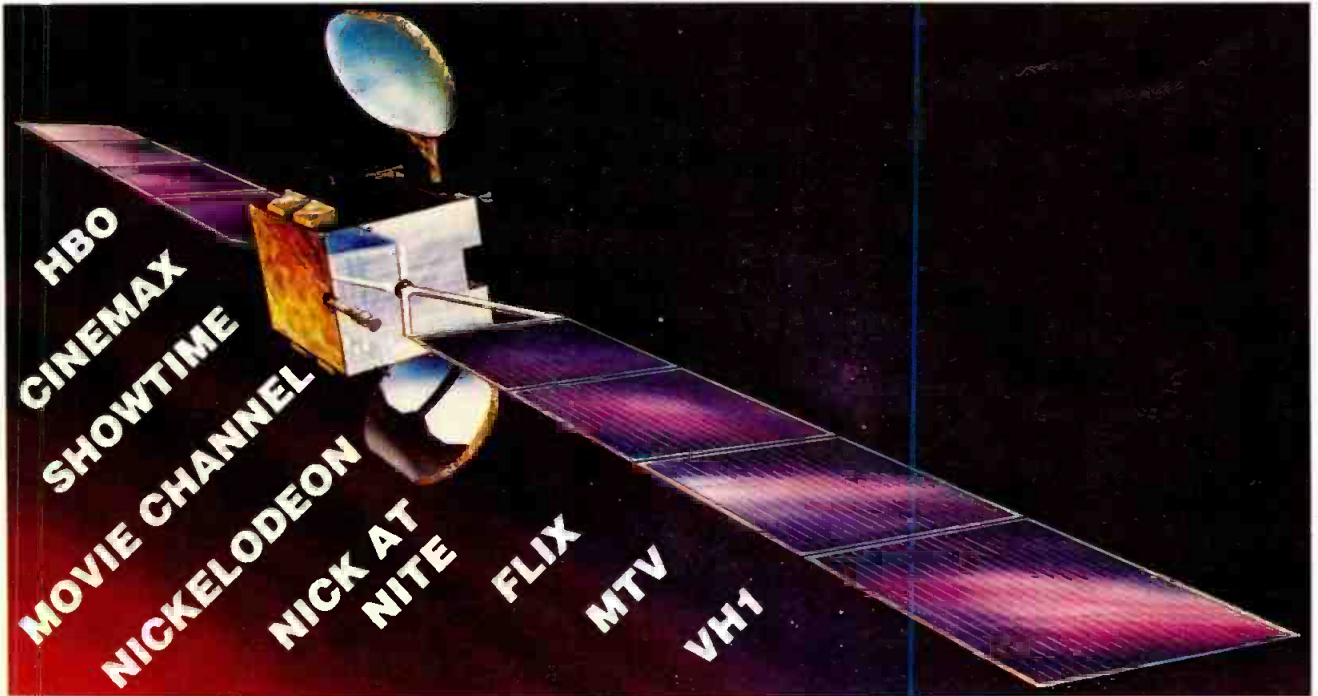
Niche networks provide target for target marketers, but 'Wayne's World' may be too small to attract broader advertisers / 47

Miller Brewing Co. buys its first show-specific promotion in "Northern Exposure" deal. / 48

Sony Corp. is introducing a new line of digital Betacam equipment that it describes as the "workhorse" format for the 1990's. One of its key appeals to cost-conscious broadcasters, the manufacturer believes, is its compatibility with analog and D-2 equipment. / 50

Mark Goodson Productions has named Jonathan Goodson, son of the game show pioneer, to the president/CEO post. / 66

Top of the Week



Top programmers bet on DBS and Hubbard

USSB signs distribution deals for Time Warner's HBO and Cinemax and Viacom's Showtime, TMC, Flix, MTV, VH-1 and Nickelodeon/Nick at Nite

By Rich Brown

With less than a year to go before the rollout of its direct-broadcast satellite service, St. Paul, Minn.-based United States Satellite Broadcasting last week announced key program distribution agreements with Home Box Office and Viacom.

Under the terms of the deal, USSB now has the right to distribute via DBS the Viacom-owned pay-TV services Showtime, The Movie Channel and Flix as well as basic services MTV, VH-1 and Nickelodeon/Nick at Nite. USSB also now has DBS distribution rights to Time Warner's multiplexed HBO and Cinemax channels. DBS executives last week were quick to characterize the signed deals as proof that the technology is here to stay.

"This is going to be the premiere

distribution system for programming into the home," said Stanley S. Hubbard, chairman/CEO of USSB, the DBS company founded 12 years ago by radio, television and satellite broadcasting pioneer Hubbard Broadcasting.

Tom Bracken of DirecTv, another planned DBS service, said the USSB deals "reaffirm the fact that this is a good distribution system." DirecTv, owned by Hughes Communications, announced its own first program distribution agreements with Paramount Pictures Corp. and The Disney Channel just two months ago (BROADCASTING, Jan. 11). DirecTv has already signed a package of as-yet-unnamed basic cable networks and plans to announce additional pay-per-view deals with major studios in the next 30-60 days, he said.

"Now that the leaders have com-

mitted, nobody will want to be left behind," said Bracken.

But while the deals give DirecTv and USSB weight as program distributors, there is still no guarantee of runaway success for the DBS companies, according to some analysts.

"I think it's going to be very good as a rural service, but whether they can broaden beyond that only time will tell," said John Tinker, an analyst with Furman Selz in New York.

In order to receive DBS services, viewers will have to buy receiving equipment—including a relatively small 18-inch dish—at an initial price of about \$700 per household. On top of that, viewers will have to pay a monthly charge to receive certain services. Hubbard said a company survey of 55,000 people found that about 8

Continues on page 66

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BLAIR TELEVISION

CBS takes sweeps; Fox cleans up on Saturdays

Third-place NBC finds solace in strong showing for 'Seinfeld,' growth in 18-49 demo

By Steve Coe

CBS won its third consecutive February sweeps with a runaway win last month, while Fox, which finished fourth in prime time, claimed its first sweeps victory in the Saturday morning arena.

CBS garnered a 15.1 rating/24 share, more than two rating points ahead of second-place ABC, with a 13.0/21. NBC averaged an 11.4/18 and Fox had an 8.3/13.

Each of the networks found some reason for optimism in the post-mortems being done on the February performance. ABC's average represented a 7% increase over last February, making it the only network to show growth. CBS's year-to-year comparison numbers were down, however last February the network aired the winter Olympics. NBC, despite its third con-

secutive third-place finish, managed to take solace in the growth of *Seinfeld* and a 20% increase in the 18-49 demographic. Since the network moved the comedy to Thursday nights as the lead-out to *Cheers*, *Seinfeld* has averaged a 15.0 rating, a 23% increase from a year ago.

Just 29 months after its debut in the Saturday morning daypart, Fox finished first among children 2-11. CBS was first in households, with Fox and NBC each one-tenth of a rating point behind in second and ABC three-tenths of a point behind in third.

In a year-to-year comparison, Fox



'X-Men' marks the top spot for Fox: the network finished first with children 2-11.

was the only network to show growth among viewers 2-11, improving its February 1992 numbers by 49%. NBC dropped the most—56%—a result of its scheduling the *Saturday Today* show and its teen programming. CBS declined 2% and ABC 11%.

During February, Fox had six of the top 10 programs; *X-Men* ranked third less than two months after its premiere. CBS had the two highest-rated shows, with *Ninja Turtles* and *Garfield & Friends* in a tie for first place.

Fox managed to grow over last year in spite of its expansion from a three-hour to a four-hour block. ■

New syndicated hours flat in February sweeps

As the chart below attests, preliminary February sweeps ratings from the Nielsen metered markets serve as proof that the *Star Trek* franchise is capable of flourishing in a new incarnation. However, other hour syndicators, whose shows are largely cleared on independent stations, have yet to make a persuasive case for network affiliates to consider pre-empting network programming for other future first-run offerings.

Meanwhile, among the first-run strips, two talk shows—Multimedia Entertainment's late-night *Rush*

Limbaugh and Group W Productions' *Vicki* [Lawrence] daytime strip—have continued to surprise critics with sustained ratings growth. And on the off-network front, Viacom Enterprises' *Roseanne*, as expected, is beginning to hit its full stride as the top-ranked freshman sitcom in syndication.

Following are the Nielsen combined metered market averages for rookie series compared with the same time period last February and the percent change in share.

	HH Rtg/Share	Lead-in	2/92 TP	Share % chg	
First-run weeklies	Catwalk	2.2/6	3.3/8	3/7	-14%
	Highlander	3.4/6	5.0/9	3/7	-14%
	Kung Fu: Legend	5.1/7	4.8/7	4/7	0%
	Renegade	4.1/7	4.9/9	3/7	0%
	Star Trek: DSN	8.6/13	7.3/11	4/7	+86%
	Time Trax	4.7/7	6.3/10	4/7	0%
	Untouchables	4.2/7	7.5/12	NA	NA
First-run strips	Batman*	4.4/10	4.1/10	3/7	+43%
	Goof Troop	3.6/8	2.9/7	3/9	+11%
	NightTalk/J. Whitney	2.4/9	2.9/9	3/13	-31%
	Rush Limbaugh	2.9/11	3.0/10	2/12	-8%
	Vicki	3.2/12	3.0/11	2/11	+9%
	Whoopi Goldberg	2.1/9	3.7/12	2/11	-11%
Off-network strips	Designing Women	4.2/10	5.0/12	3/10	0%
	Full House	7.6/14	5.5/11	6/11	+27%
	In the Heat of Night	3.3/9	2.7/7	2/8	+13%
	Murphy Brown	5.0/8	6.5/11	6/12	-33%
	Roseanne	8.0/14	5.9/10	5/11	+27%
	The Wonder Years	4.4/8	4.4/8	4/7	+14%

Source: Nielsen Media Research's NSI (Feb. 4-March 3) MarkeTrak reports. **Batman: The Animated Series* is cleared on Fox Children's Network weekday lineup, technically making it a network-cleared program.

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BLAIR TELEVISION

Gartner resigns, NBC News credibility drops in wake of 'Dateline'-GM truck scandal

Don Browne named acting head of division; study by Times Mirror shows network fell from second to fourth place in credibility ranking by viewers

By Steve McClellan

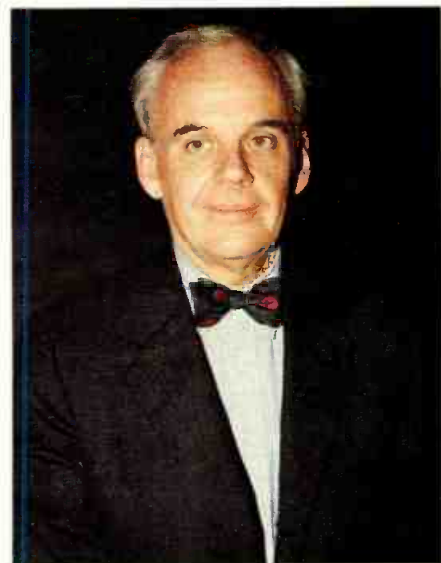
In a move the network hoped would help put the *Dateline*-General Motors fiasco behind it, NBC News President Michael Gartner resigned last Tuesday (March 2). A day later the network received more bad news—a Times Mirror survey concluded that NBC News's credibility dropped from second to fourth among the four TV news organizations in the eyes of viewers following the *Dateline* incident.

Times Mirror said, "The drop in the believability of NBC News was the most striking finding" in its survey, which was conducted Feb. 12-21 and polled just over 2,000 viewers on

a variety of news-related issues. Times Mirror did a similar survey three-and-a-half years ago. In both surveys, CNN was top in credibility. In 1989 NBC was second, followed by ABC and then CBS. This time, ABC again edged out CBS for second, while NBC placed fourth.

Meanwhile, the investigation by outside attorneys into the *Dateline* affair continues, although NBC President Robert Wright denied reports that the investigation would be wrapped up early this week. "That's just plain erroneous," he said.

Wright credited Gartner with positioning NBC News to be an effective competitor in 90's. For the first time in two decades, the division will make a



Although Gartner's resignation is tied to the 'Dateline' fiasco, he is credited with NBC News's first profit in two decades.

profit this year—perhaps \$15 million-\$20 million. Gartner's relationship with affiliates always had an edge, but they credited him with the development of NBC News Channel, the Charlotte-based operation that has greatly enhanced newsfeed interconnections between affiliates and the network.

The incident that forced Gartner to come up with a better system for com-

Keeping the cable customer satisfied

By Rich Brown

Cable operators might want to spend less time thinking about the 500-channel systems of the future and more time concentrating on cultivating customer loyalty to the channel they already have, according to one top multisystem operator.

"Lots of things are going to happen, but they're not going to happen in the near term," said Comcast Cable President Thomas Baxter, speaking about TV's changing technological landscape at a CTAM-NYC Chapter breakfast in New York. "We don't have a compulsion to build a 500-channel highway, because we don't know where the cars are."

There was some difference of opinion on the speed of that channel proliferation. When the panel was asked by moderator Dick Aurelio, president of Time Warner New York City Cable Group, what percentage of U.S. systems will have 500 channels programed by the year 2000, Herb Granath, president of Capital Cities/ABC Video Enterprises, said 4%; Baxter said 5%, and John Hendricks, chairman and CEO, Discovery Networks, said 40%. "We can't be like the networks were in 1975 and not take advantage of this new platform," said Hendricks.

"CBS should have done The Discovery Channel. I'm

glad they didn't."

Baxter said a focus for operators should now be to brand themselves and create loyalty, adding that surveys of Comcast subscribers show only 4% of their customers give the operator low marks for service, but 30%-40% say they would leave for a competing service if they could.

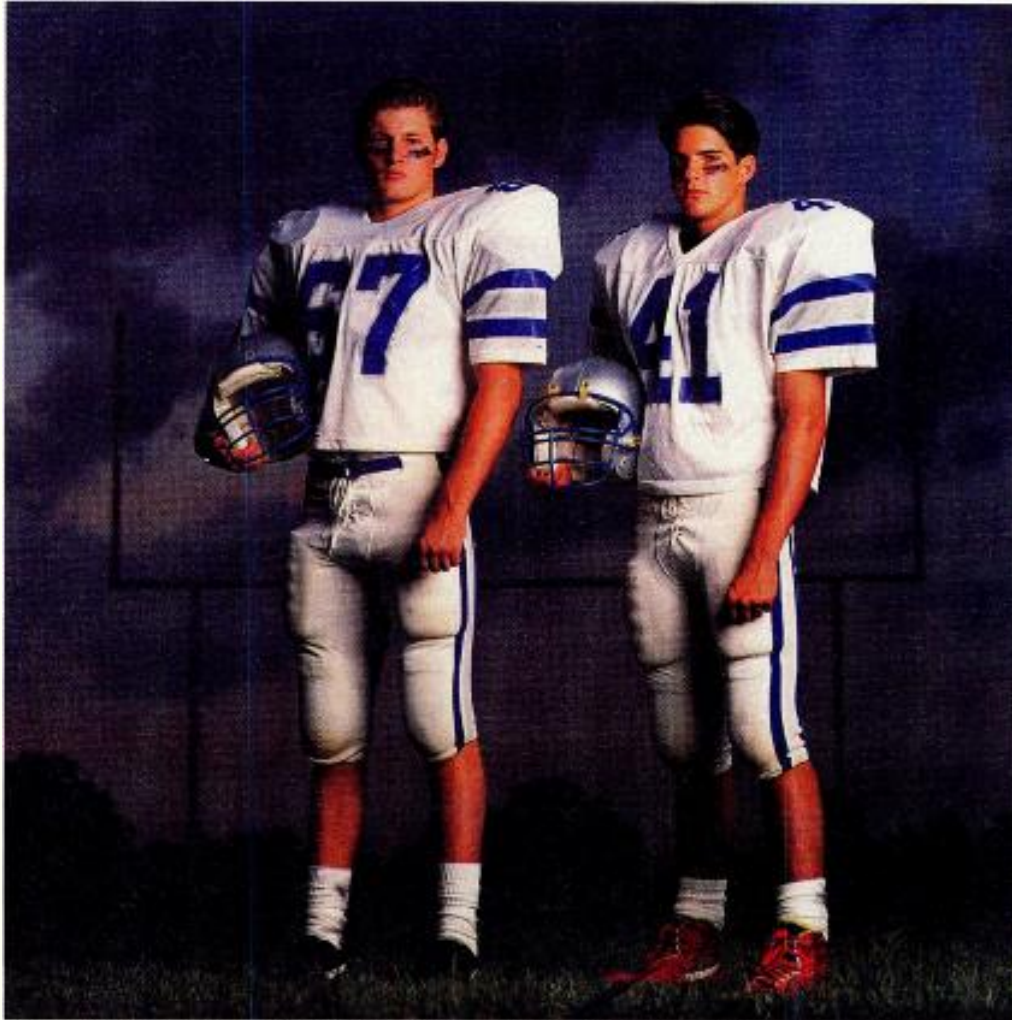
"We have to make it fun to be a subscriber," said Baxter. "It's not fun to be a subscriber now."

Baxter leveled criticism at operators that are looking to abruptly drop over-the-air channels in anticipation of retransmission consent. While he did not mention any operators by name, Woodbury, N.Y.-based MSO Cablevision Systems Corp. recently has been caught up in a well-publicized controversy tied to its plan to drop five over-the-air stations from its Connecticut systems.

"Don't screw around with people's channels," said Baxter. "If you take five channels off your cable systems, people are going to want to string you up."

Speaking about technology, Granath said, "One should take with a grain of salt the technological revolution statements." Viewers are turned off by too much technology, he said. "I worry about things that are technologically terrific but maybe aren't all that practical. Eighty percent of the people who own VCR's don't know how to program them." ■

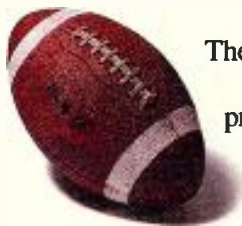
Michael Neelley and Ryan Gernard, Linemen, Aliquippa, PA



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municating with affiliates still rankles some affiliates—the network's notoriously slow response to the San Francisco earthquake in 1989.

Gartner, who replaced Lawrence Grossman as NBC News president in 1988, was never terribly adept at stroking the affiliates, which was perceived by some as a major flaw. Many affiliates took a lot of heat for his decision to name the alleged rape victim in the William Kennedy Smith trial and said he should have chosen another situation to make that stand.

According to Don Browne, executive vice president and acting head of NBC News, one of the positives to emerge from the *Dateline* disaster is an almost industrywide review of stan-

dards and practices. "Mistakes that would have been made won't be made as a result of this," he said.

Executives at other networks and stations said Browne was correct to a certain extent. But they stressed that for the most part the "review" has taken the form of informal—and in some cases ongoing—discussions within their news organizations.

A CBS News spokesman said the executive producers of the division's programs were told to make sure that everyone involved with their shows is aware of the rules already in place.

At CNN, executive vice president Ed Turner said there are continual discussions of the "nuances" of standards. "If you have to send a memo

around" concerning such obvious don'ts as what occurred at NBC, he said, "you've got problems."

But other broadcasters suggested general reviews may not be a bad idea. "I hope [*Dateline*] serves to have everybody review what policies and controls are in place," said Mick Schafbuch, vice president and general manager, KOIN-TV Portland, Ore.

Meanwhile, Wright confirmed that Browne is a candidate to succeed Gartner. He declined to comment on other possible candidates, including Bill Wheatley, who oversaw the network's presidential campaign coverage, and Robert Horner, an affiliate favorite, who oversaw the building of the Charlotte News operation. ■

Television news: chasing scripts, not stories

A commentary from Reuven Frank, former two-term NBC News president

There is no excuse for setting fire to a truck to film a truck on fire, but the critics identified only the usual suspects: management and TV's hunger for pictures. Management's job is, in fact, to manage. But the foaming at the mouth about pictures is rooted in ignorance.

The routine was repeated when NBC News stubbed its toe again, this time misidentifying some dead fish. Again, the villain was supposed to be that hunger for pictures.

Pictures dominated TV news for only a short period. The word people took over at about the time most Americans started telling pollsters television was their prime source of news.

Before that, a cameraman would make film of something happening; a film editor would put it together; only then would a news writer write the script to go with the pictures. His skill was in getting all the news in while captioning the pictures.

This system fit TV's only unique capacity, showing things happening. When the word people took over—as correspondents and anchormen, as producers and managers—scripts were written first, then pictures were matched to words. This meant that if there was a wonderful picture for which no words were written, the picture was thrown away. More important, if there was no picture for a word, a phrase, a sentence, someone went out to get one.

Along came tape, which is infinitely reproducible, and now almost none of the pictures on anybody's evening news are of that day's news taking place. (Turn your brightness down to black and see how little you miss.) If something happened at an airport and your crew was not there, why send it out afterwards when your library is full of airport pictures? Also, since

all airports look alike, you may use any airport. These are called "generic" pictures.

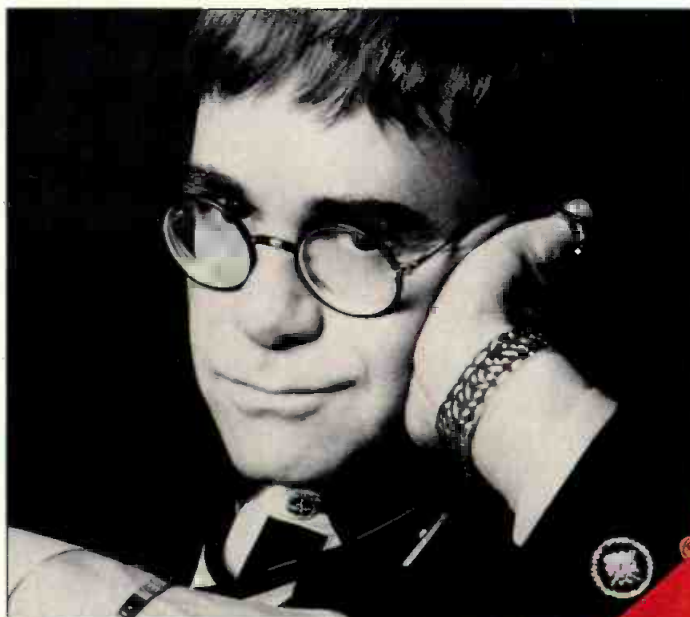
These days a network news writer can write a script out of today's news and read it to a library researcher who finds file pictures for each word and phrase. It does no harm, but it's not television news. A reporter and his producer, setting out on a trip, will take a case of "generic" pictures from the library, for every conceivable contingency, to go with the pictures they get of the event, whatever it is, and when you see it, it is hard to tell which is which. (Sometimes they say "file" and sometimes not.)

Years ago, when the State Department accused its employe Felix Bloch of passing a briefcase of secrets to a Soviet agent, ABC's choice was to show an anchorman describing what happened—or what the State Department said happened—or a pair of actors passing a briefcase back and forth. Who was harmed when actors were hired? It was obvious they were actors, wasn't it?

Likewise, last Jan. 22, *CBS Evening News* did a background piece on Katie Beers, the little Long Island girl held prisoner in the dungeon under the garage. As the script told how she wandered around her little town, known to everybody, buying candy and bringing her mother's laundry to the laundromat, on screen was a little girl in worn jeans, shown only from the waist down. Scuffed shoes walked aimlessly. Little legs stretched as she took some candy. Since Katie Beers was in the custody of the Suffolk County juvenile authorities, you knew it was someone else. *Cui male?* Who was harmed? No one was misinformed.

As for the other culprit, management, the news division president and an NBC lawyer had read the script before the show was aired, but they had not looked at the tape. In management's view, it was words that mattered, not pictures. Get the picture? ■





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FCC to spell out must carry, retrans rules

At this week's meeting, commission is expected to reiterate that new rules do not supersede any retransmission consent or copyright clauses already in contracts

By Joe Flint

Hollywood, which wants a piece of retransmission-consent money, probably won't get any help from the FCC.

At this Thursday's (March 11) meeting, the commission is expected to lay down the rules for must carry and retransmission consent—the provision in the Cable Act that allows broadcasters to charge cable systems for carriage of their signals.

According to commission sources, the FCC is not expected to grant Hollywood's wish that it require stations to get copyright holder approval before signing an agreement for retransmission consent with a cable operator.

But, the sources said, the FCC will probably reiterate that the new rules do not supersede any retransmission consent or copyright clauses already in current contracts.

Since the birth of retransmission consent, programmers and broadcasters have been going back and forth over whether copyright holders should get a piece of the pie—a share of retransmission-consent revenues.

Programmers argue that it is not the broadcaster's signal that is of value to cable systems but the shows on it. Broadcasters counter that they paid their fee in the license contract and argue that, in any event, much of the money from retransmission consent will end up back in the programmer's hands in the form of higher license fees.

That stance has been taken by Fox's syndication arm, Twentieth Television, which said it will not seek any retransmission-consent money from broadcasters (if other programmers follow suit).

King World, which in January 1992 said it expected a piece of retransmission consent, now says it also is not interested in retransmission-consent revenues.

But others are. Paramount and Disney have indicated that they want to be in on retransmission consent.

So what does that mean? For starters, right now many broadcasters are busy crossing out retransmission-con-

sent clauses in their new programming contracts. They argue that those clauses are copyright related and have nothing to do with retransmission consent. The programmers disagree. Even if there were guidance from the commission, this is a battle that seems destined to be resolved in either private negotiations or the courts.

The law requires broadcasters to decide whether to opt for retransmission consent or must carry. When that decision has to be made is up to the FCC. As of late last week, the date was still being debated, but sources were indicating it would fall in July or August.

The cable industry has argued for getting the ball rolling as soon as possible to avoid any unnecessary copyright fees from carriage of a broadcast station for a portion of a copyright royalty reporting period. The ideal date, according to the National Cable Television Association, is June 1.

On the must-carry side, of particular interest to cable operators will be how the FCC defines Area of Dominant Influence (ADI) and what will happen to systems that straddle ADI's.

Also on this week's meeting agenda are rules for the act's anti-buy-through provision, which forbids cable operators from forcing subscribers to buy any tier of service other than basic to obtain per-channel programming.

NCTA argues that the technology to put basic channels all on one tier could delay new compression technologies and be costly to operators.

There is also concern about how anti-buy-through will mesh with must carry. Cable operators would like to put all the broadcast channels on a basic tier on low channels. If a station high on the band insists on keeping its channel position, it would be costly—and perhaps impossible—for operators to keep all basic channels on one tier. ■

Panel of judges asks tough questions on must carry

Cable 'is not like a newspaper,' Judge Sporkin says

By Randy Sukow

Neither side was willing to declare itself the winner, but the five cable plaintiffs seemed to have gotten the worst of the questioning from a three-judge panel of the U.S. District Court in Washington during grueling, day-long oral arguments last Thursday (March 4) on the constitutionality of the 1992 Cable Act's must-carry provisions.

A decision in the case is expected soon—within one to three weeks—in the case brought by Turner Broadcasting System, Daniels Cablevision, Time Warner Entertainment, Discovery Communications and the National Cable Television Association.

The Justice Department led the defense, aided by the National Association of Broadcasters, the Association of Independent Television Stations

and several other friends of the court.

The judges, especially District Court Judge Stanley Sporkin, sharply questioned cable's claim that must-carry's obligation that systems carry certain broadcast signals violates their First Amendment rights, which are equal to those of newspapers.

"I don't see this business as being a First Amendment argument," Sporkin declared at one point. "[Cable] is not like a newspaper; it's like a public utility."

Later Sporkin assailed a cable industry attorney, claiming that if he believed the cable industry has not been harming the public through its monopoly power, "then you have not been living in America."

TBS attorney Bruce Sokler, of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, cautioned against reading too much into Sporkin's line of ques-

FCC cable-rate survey: competition lowers rates

Competition works.

At least that is one preliminary result from the FCC's recently completed survey of cable systems. According to sources there, the commission has found that in markets where cable has competition, the average price per channel is 67 cents. In markets without competition, the average is 97 cents.

FCC staffers note, however, that those numbers are unweighted—that is, information provided by smaller systems is out of proportion with the rest of the information analyzed.

According to another industry source analyzing the numbers, the survey conducted for the commission's rate regulation proceeding, and not released by the commission, asked for information on channels offered and rates in 1986 vs. 1992 and consists of four basic-tier surveys: a random sampling of all systems, systems where there is competition, small systems and top-100-market systems.

In the random tier survey, systems in 1986 averaged 17.92 channels with a rate average of 9.97 cents per channel vs. 18.59 channels and 15.37 cents in 1992.

In the overbuilding-tier survey, systems with competition had 22.97 channels in 1986 with a rate average of 10.31 cents per channel vs. 24.22 channels in 1992 and 13.88 cents per channel.

In the small system-tier survey, systems in 1986 averaged 16.23 channels with a rate average of 11.64 cents per channel vs. 18.25 and 16.61 cents in 1992.

And, in the top 100 markets, systems in 1986 averaged 25.14 channels with a rate average of 9.86 cents per channel vs. 24.22 channels in 1992 and 13.92 cents per channel. Part of the problem with this survey, observers said, is that there is no universal definition of the basic tier for every system.

Cable and broadcast industry executives will get a chance to respond to the FCC's survey today when comments are due. — JF

tioning, and said he had seen Sporkin take a similarly adversarial tone in other cases than surprise everyone with his final vote. "I think we are going to win," he said.

Jack Goodman, special counsel, National Association of Broadcasters, which supports must carry, agreed that too much could be read into Sporkin's comments. "I learned when I was a baby lawyer never to go by judges' questions," he said. But he said he was encouraged that "nobody argued today that under *O'Brien*, cable will win."

The Supreme Court's 1968 *United States v. O'Brien* was at the heart of the must-carry defense. In the case, the high court set standards for balancing between the conflicting free-speech rights of two parties.

Bruce Ennis of Jenner & Block, representing the NAB, said *O'Brien* should be invoked. Congress's finding that wider audiences for broadcast signals is in the public interest compels carriage by cable systems, he argued. The "strict scrutiny" cable calls for can be used only where Congress intends to suppress speech, he said.

"I knew I would have to appear before the court as a lawyer, but I didn't know I would be required to be a surgeon," Time Warner attorney Stuart W. Gold of Cravath, Swaine & Moore, New York, said in rebuttal, claiming NAB ignored a significant body of precedent to reach its conclusions. "They've lobotomized a large part of the First Amendment." ■

TCI high bidder for four systems

Four other MSO's get five others in auction

By John Gallagher

Tele-Communications Inc. was the successful bidder for four of nine cable systems sold last week through a sealed-bid procedure by cable broker Daniels & Associates.

TCI already had a minority interest in the four systems as well as the five other systems that went to other cable operators.

According to industry sources, the nine systems serving 175,000 subscribers in four states brought in a total of \$300 million.

The systems were put on the block by limited partnerships formed in the early 1980's by Integrated Resources. The New York investment firm and TCI controlled the general partner for each of the partnerships.

Integrated Resources and Daniels had originally controlled the general partner. But United Artists acquired Daniels's cable holdings in 1988, and TCI merged with UA in 1991.

The deal "cleaned up a lot of the partnership interest we had, either bringing those properties into 100% ownership or selling to outsiders," said TCI vice president for corporate development Gary Howard, who said TCI was not privy to other companies' bids. "It was the most level playing field you could get in any process,"

he said.

TCI signed agreements for three systems in southern California and one in northern California. Most of the southern California properties will require upgrading to "state-of-the-art technology," said Howard.

Jones Intercable acquired systems serving 15,240 subscribers in Georgia and South Carolina. Century Communications Corp., which formed a joint venture with Citizens Utility Co., a public utility company based in Stamford, Conn., purchased systems representing 45,000 subscribers in southern California.

An affiliate of InterMedia Partners signed agreements for systems in Tennessee; Bresnan Communications purchased systems in Georgia.

The acquisitions were largely moves by MSO's to improve upon holdings in markets in which they already had a presence. More and more, according to Kenneth O'Rourke of media broker Communications Equity Associates, this will be accomplished through swaps.

"There aren't a large number of large MSO's anymore that can be sold that are contiguous," O'Rourke. Trades enable companies to gain efficiencies by reducing the number of headends, he said. "But they're very difficult to put together." ■

A bi-coastal cheer for Broadcasting & Cable

Launch parties in L.A.'s Tatou, D.C.'s Tabard Inn celebrate new name, design



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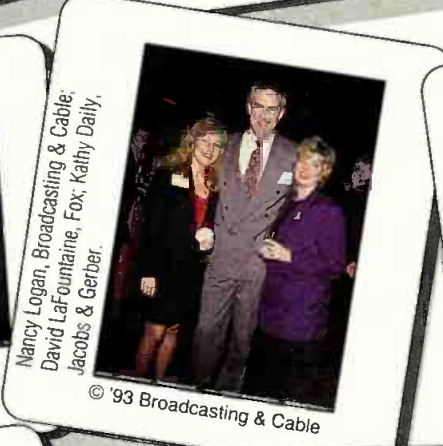
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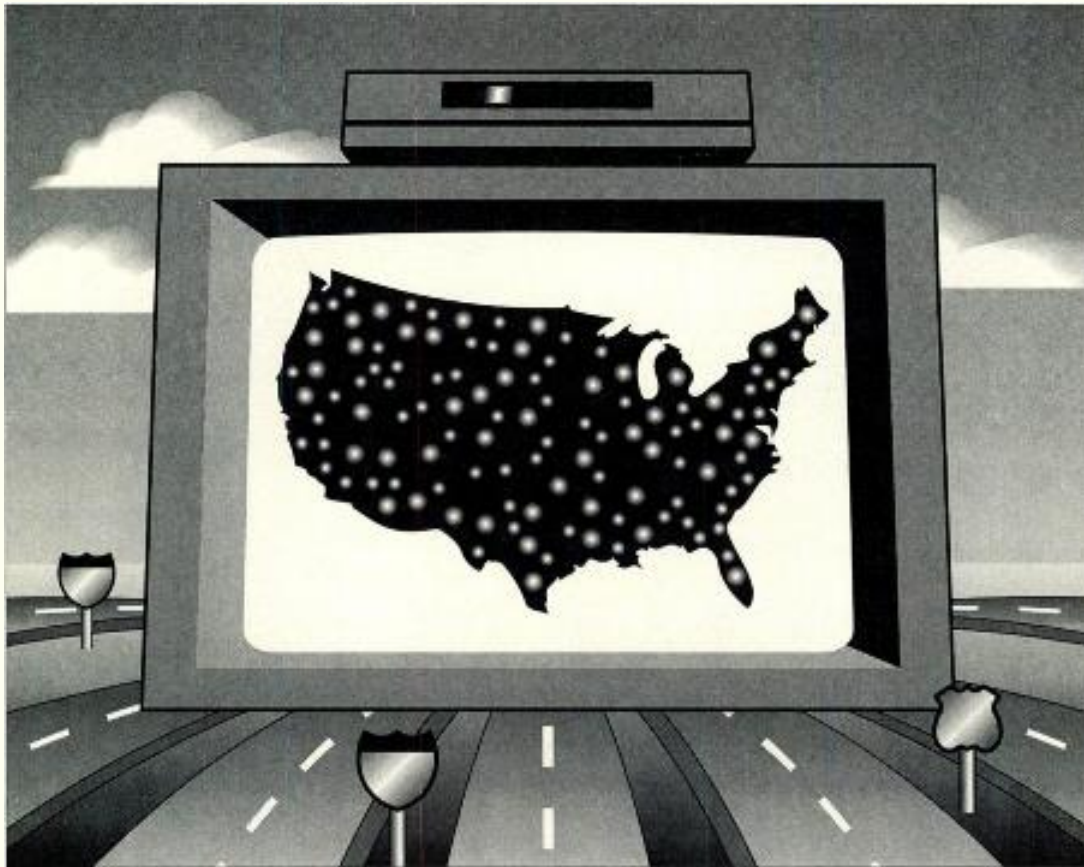


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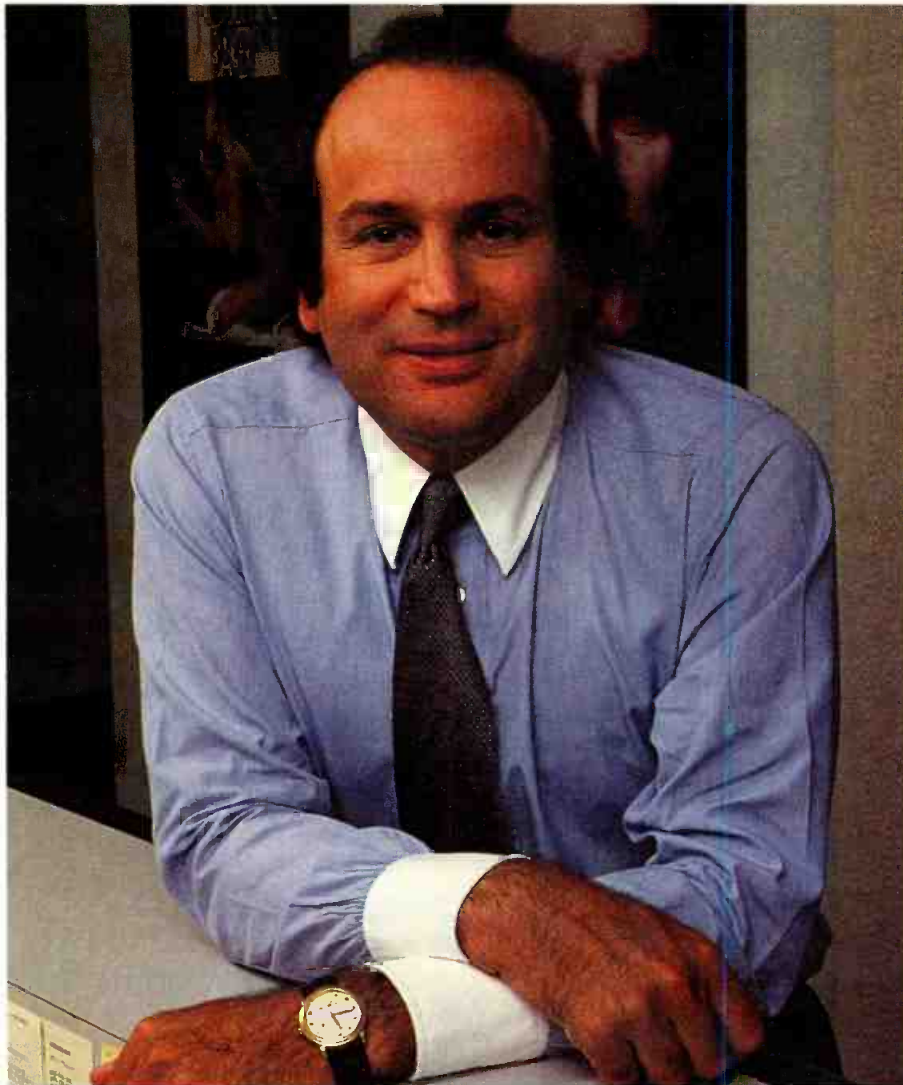
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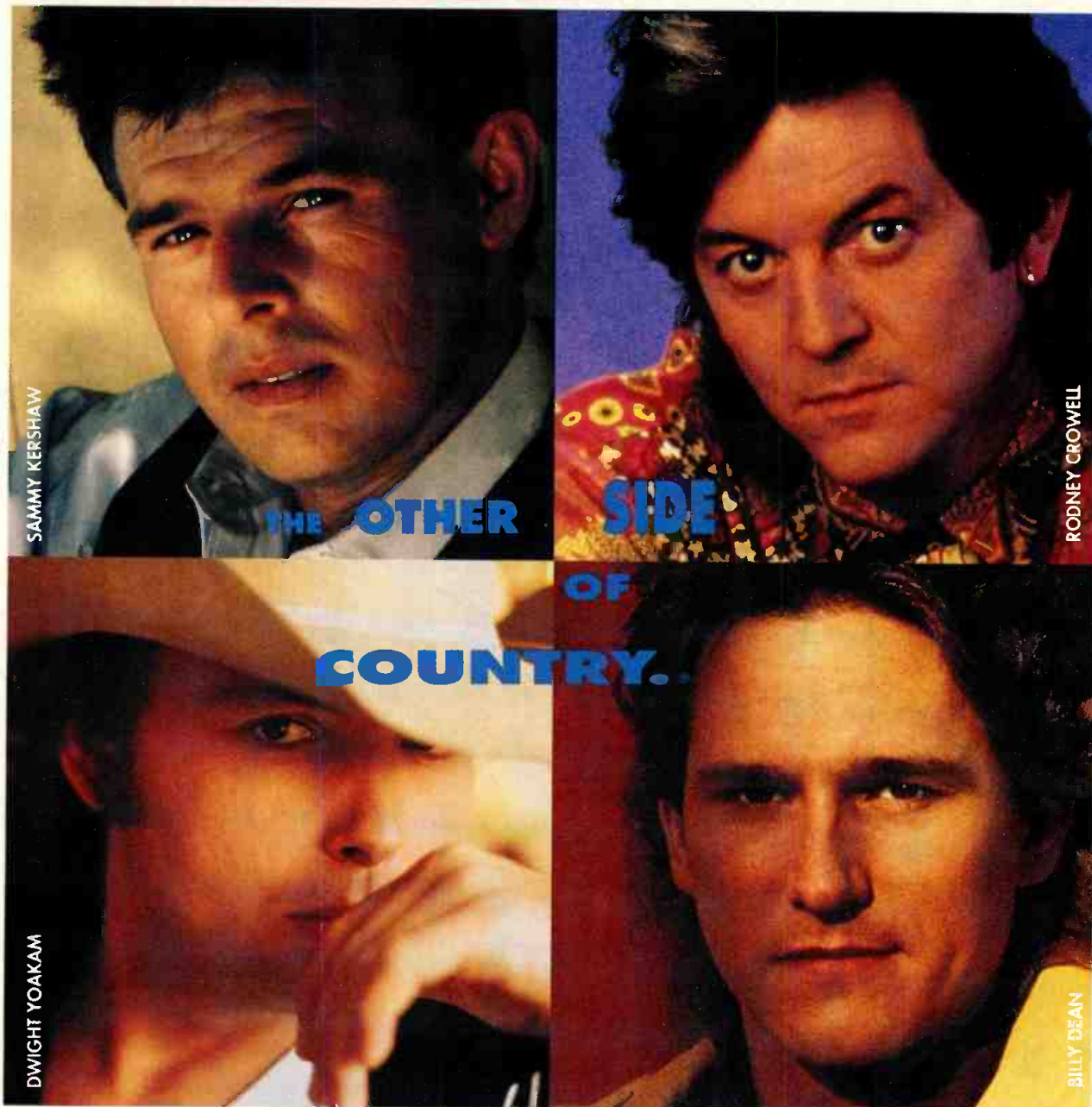
Homeward Bound

Home Box Office Chairman/CEO Michael Fuchs has a goal: "to be in every home in America." As the technological universe explodes, HBO is not about to get lost in the dust. Last week, it signed a deal with United States Satellite Broadcasting to offer HBO and Cinemax via direct broadcast satellite starting in March 1994. The company is now multiplexing both services for cable subscribers, and has even begun

producing shows for the broadcast networks. In an interview with editors Don West and Rich programers will navigate uncharted waters of

BROADCASTING & CABLE Brown, Fuchs talks about how their way through the tomorrow's technology.

COVER STORY



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There is this sense that television is on the verge of another breakthrough, but nobody seems to know for sure exactly what is going to happen next. What do you think?

I don't think there's any doubt that there is a sort of coming together of television, the computer and all the technology. I think this is all very exciting, but I sometimes fear that technology is a little dehumanizing in terms of what it does to the product. When we talk about 150 channels or 500 channels, people who are on the production side of the business say: "Oh, that means I'm going to have more of an opportunity to make programming." They forget that means 50 or 100 channels of pay-per-view and multiplex services. It's not necessarily going to be new programming, but a different configuration of what is there.

The concentration now on technology—away from programming and concentrating instead on ways in which to make revenue and have no additional costs other than the cost of building plant—has certainly made the next generation of cable more difficult.

How does that affect you as a programmer?

HBO Inc. now takes a lot of its creativity outside the cable industry into other businesses, including making television for the broadcast networks. The opportunity that convinced me that HBO should take its creative resources somewhere else, whether it be foreign or into other kinds of businesses outside of cable, was our experience with The Comedy Channel [which eventually merged with Viacom's Ha! channel to become Comedy Central]. We had a concept

with operators focused on technology and what the next stage is, programming has slipped as a priority. It makes me nervous because 10 years ago the broadcast networks probably thought, "We're giving the consumer everything they want; we're fine."

How much do you plan to grow as a program supplier to the broadcast networks?

Well, that's a tricky business these days. But we have had a pretty good batting average. We started a business and immediately we were break-even or in profit because we've gone about it in a very conservative way. To sit here and predict what syndication revenues are going to be in a couple of years on a project, I'd really have to know what type of condition the syndication market is going to be in.

Looking ahead to the 500-channel systems of the future we've all heard about, what does this new environment hold for HBO? Is this good news or bad news?

I think it's good news. I am more optimistic about our business now than I have been in the last eight years. First of all, through legislation and technology there are going to be more opportunities for HBO to get distributed. There are 150 channels in Time Warner's Quantum system here in Queens, and HBO multiplex has flourished in that environment. HBO multiplex is such a powerful product that we look forward to channel availability. Instead of HBO getting lost in there, I think HBO will have Fifth Avenue real estate. HBO will be a prime tenant in any expanded cable service. Every operator has had HBO multiplex somewhere

"Cable is always going to be our predominant customer. There's not replacement; there's displacement. Everyone just gives up a little more of a slot around the watering hole."

from a company that was the most capable of executing that concept. The channel probably could have and would have had the impact of MTV in America because this is a country with a sense of humor. But we got lost in the cable industry channel availability, the cable industry deal-making, the cable industry leverage game and all of that, and we learned our lesson. It's going more slowly than both we and Viacom hoped it would, but it'll get there and it'll be a success. Meanwhile, we've started doing comedy for the broadcast networks [such as *Roc* and *Martin* on Fox] and we're going to be all over the networks in the next couple of years. So we've taken a lot of that energy and ability into a less-encumbered marketplace.

Are you suggesting that the broadcast market might be more attractive to you in the future than it has been in the past?

I'm just saying it's a freer environment. If you looked at cable 10 years ago, anyone who invented a service was on. Now we're at a different stage. It's a much, much more difficult stage. Your financial risks to invent a channel are much higher than your risks to go try to create a program. So I'm just saying here's an entity, HBO, that has particular skills in the comedy area. So, yes, we do have a comedy venture in cable. But our added comedy assets are now going into other places.

Listen, this just may be the maturation of the cable business. But as we look at that environment right now,

in their systems, and they've had nothing but good results.

You mention that legislation and technology offer greater opportunities. Are you referring in part to direct broadcast satellite and your new deal with Hubbard Broadcasting?

Yes, but that's not all. We are a vertically integrated company and we are, under the law, going to be required to deal with everybody. Our business is also growing in the MMDS area and the SMATV area. Cable is always going to be our predominant customer. There's not replacement; there's displacement. Everyone just gives up a little more of a slot around the watering hole. So I'm not sitting here and saying high-powered DBS or SMATV or MMDS is going to severely damage the cable business. I don't think it will. HBO's goal, from day one, is to be in every home in America. And the different methods by which we can get there are fine for us. We have over a million customers in backyard dishes. That's not chopped liver. However we add units and add distribution is important for us.

How many additional HBO homes do you expect to get out of your DBS deal with Hubbard? How will DBS impact the cable business?

I really don't know. I don't know whether this is going to be following the pattern of DBS in England, where there was this very slow start and there were all sorts of logistical problems in getting dishes to customers. I don't know if it'll get that kind of start. I think it will be a real business. And



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even if it was a business just in the areas in which there's not cable, it's a real business. I'm sure there will be some overlapping with cable, but I'm not sure that you're going to see a lot of switching out. As we see with our C-Band customers, even though they are buying dishes that cost thousands of dollars they very often have cable as an addition. The two are not mutually exclusive.

Where is pay per view headed?

I've probably been the one person on record in the last eight years to say pay per view is a much slower curve and will have much slower progress than people predict. I was at the

a high level of event and quality programming now. Considering HBO's only in 17 million homes, it generates an enormous amount of noise for what it does, so we are trained and skilled in making big-noise programming. And that will always survive in this environment.

In the more immediate future, more and more operators are talking about offering their services on an a la carte basis. What impact will that have on the business?

That will, in a sense, potentially destabilize some of the basic channels. Since HBO's income stream is not based on that, HBO is left alone in that situation. I think that we just have an economic structure that is more insulated and

“[A]s we look at that environment right now, with operators focused on technology and what the next stage is, programming has slipped as a priority. It makes me nervous because 10 years ago the broadcast networks probably thought, ‘We’re giving the consumer everything they want; we’re fine.’ ”

Dallas Show about eight years ago, and there were a lot of pay-per-view panels with everyone saying, “Get on the train, it's pulling out of the station.” I said, “There's no train, there's no station. So don't worry. Don't run down the platform, you're going to be disappointed.” And I've got to tell you, it is still a very small business. We're in that business. We've reconfigured our whole boxing business to take advantage of that. But it is, again, a business that is going to displace a little bit and not replace.

When do you think the video-on-demand train will be in the station?

I'm looking down that track. I have my ear to the track. I don't hear any vibrations yet. And when I hear the first vibrations, I'll let you know.

How will your movie channels survive in a world with video on demand?

There's no doubt that the technology exists for video on demand. But what it would cost to have video on demand on a discretionary basis throughout the American television population is a rather extraordinary number. It'll get there, eventually. I'm not going to worry about it right now.

But if it gets there will it be a problem for services like yours?

Video on demand? I think it'll change the whole face of television. I think it'll be a problem for everybody. But, you know, I think it's a long time down the road and I think people still want to be programmed, too. Television is a common experience. And one of the problems about video on demand will be that it will only be beneficial for pre-existing product. You know, it'll tap libraries. You won't be able to create new programming for that because there's no basis of promoting it. If things are so fragmented that everyone at home does whatever they want to do, how would you ever create something new? I don't think any of us have thought of the ramifications of that.

I think it hurts anything that's mediocre out there. I don't think that it is going to hurt us, because we are operating at

allows us to continue to do what we've been doing. As soon as this brave new world comes, whenever that may be, and if there is a la carte, then everyone will have to market more. HBO has been carrying the marketing ball for the cable industry for years, and the basics haven't had to really market. If there is any a la carting, then that whole world is going to change.

Have you ever considered offering HBO on a pay-per-night basis?

I wouldn't say we wouldn't look at anything, and we have spoken to cable operators about doing pay per night. On an isolated basis, I think a lot of the things we do in the evenings could probably be sold that way. We don't want to discourage monthly subscriptions, so we wouldn't do that unless it was very economically beneficial to us.

We recently saw Southwestern Bell announce its plans to purchase the Hauser Communications cable systems outside Washington. How do you feel about working with the telcos?

I don't know whether our relationship is going to be any different with Hauser or with Southwestern Bell. I think guys that come in and spend a lot of money are going to push their business as hard as they can and maybe come in with a slightly different attitude at times. Whoever is most effective in getting us into the most homes will make us most happy.

As we gear up for another round of negotiations on the major sports rights, what role will pay-TV programmers play in the bidding process?

We've had some conversations. The sports leagues are probably riding the biggest bubble of sports rights that they've ever ridden, and there is going to be a total re-evaluation of all that. I don't think pay TV will play a big role in that. We've had some NFL conversations on and off, and I think that we're the tail wagging the dog. I think they're going to have to figure out what they're going to get from their big contracts and then figure out if there's any role for us. ■

IFE management shuffles MTM executive deck

Bob Klosterman replaced by IFE Chairman and CEO Tim Robertson as top MTM executive; Republic's Chuck Larsen is named to top syndication post

By Mike Freeman

In a restructuring move anticipated since International Family Entertainment's acquisition of MTM Entertainment last month, Bob Klosterman, MTM's president-CEO, has been released from his contract so IFE Chairman and CEO Tim Robertson can assume direct oversight of the Los Angeles-based independent studio.

Replacing Kevin Tannehill, who departed in January as president of MTM Television Distribution, is Chuck Larsen, who moves over from Republic Pictures Domestic Television Distribution, where he has been president of domestic sales since 1987.

Larsen and MTM TV's head of network television production, Bill Allen, will report to Robertson. Marc Grayson, senior vice president of sales, will report to Larsen.

Like other MTM officials before him, Larsen re-emphasized that the domestic syndication and network production divisions will continue as separate operating entities and will not be



Robertson during NATPE convention announcement of MTM purchase

incorporated under the IFE banner.

Larsen's association with Robertson goes back several years to when Republic Pictures made numerous program sales to The Family Channel cable network, including the groundbreaking staggered 1990 triggering of *Beauty and the Beast* on cable, which it launched in off-network syndication two years later in a rare shared licens-

ing deal between a cable network and local broadcasters.

While rumors persist in syndication circles that MTM has had difficulty selling *Evening Shade* as a premium, "gold standard" off-network sitcom, Larsen said the fall 1995 entry is "not being perceived as it should be in the marketplace."

One of Larsen's first tasks, he says, will be to take a "look" at the market, which he describes as being "bottlenecked" by the competing launches of *The Simpsons*, *Blossom* and *Fresh Prince*, among others, in developing a new "marketing approach."

As for MTM's other syndicated product, Larsen said he is "thrilled to inherit such a strong catalog," claiming that *WKRP in Cincinnati* has been the top-rated first-run sitcom in syndication (there are no other first-run sitcoms currently airing); fall 1993 children's strip *Xuxa* is sold in over 80% of the country, and the sales of the off-network reality-based strip *Rescue 911* have already been completed in more than half of the U.S. ■

MCA taps big-screen producers for TV

Newly formed Universal Action Network plans to produce at least 24 telefilms as possible platform for future series entries

By Mike Freeman

At a time when competing Hollywood studios such as Paramount and Warner Bros. are mining prime time series clearances from independent TV stations, MCA TV is again joining the fray with the Universal Action Network. But in this go-around, the Japanese-owned studio is turning to its stable of theatrical producers to create "major event" first-run telefilms for syndication.

If the rating returns are good, MCA TV executives say discussions with station executives could lead to spinning off one or more of the theatricals into a weekly series block.

Two months after initiating confidential negotiations with several major

independent station groups, MCA TV President Shelly Schwab and Universal Television Executive Vice President Ned Nalle confirmed last week that seven Tribune Broadcasting stations, four of Gaylord Broadcasting's independents and Koplak Communications' two stations, as well as Gillett Holdings' WSBK-TV Boston and Cannel Communications' WUAB-TV Cleveland, have signed on as charter members of the Universal Action Network.

Although the slate of 24 theatricals is not scheduled to launch until January 1994, the ad hoc network already has 14 stations aboard representing 33% of the country.

All of those stations, according to Schwab, have committed to a pair of

double runs for 20 of the telefilms, while four other yet-to-be-identified titles will have triple runs (with each double run featuring an initial prime time airing and subsequent "fringe time period" play each week) over a 52-week period. Each two-hour feature, which Schwab says will have no prior cable window, is being offered to stations on a 14-minute national/10-minute local barter basis.

The key marketing impetus behind UAN's formation, a decision that Schwab said was predicated on Universal's "historic" involvement in Operation Prime Time (OPT) with a co-op of major suppliers in the 1970's, was Nalle's ability to line up several marquee movie producers, who are often contracted under the Universal

Pictures banner, to make preliminary production commitments. (Nalle projected that the production budgets will range from \$3 million "minimum" to upwards of \$5 million per title.)

■ Director and producer John Landis ("Animal House," "The Blues Brothers," "Trading Places") is headlining the production of *Fastlane*, a story about two young adults who find an abandoned spacecraft in the desert which serves as the "ultimate

bitchin' car."

■ Sam Raimi ("Dark Man," "Army of Darkness") is directing an updated version of *Hercules*.

■ Stuntman-turned-director Hal Needham is on board with a telefilm adaptation of "Smokey and the Bandit."

■ Rob Cohen ("Running Man," "Bird on a Wire") is attached to *Vanishing Sun*, a story about two brothers (one good, one bad) who escape from

China following the Tiananmen Square riots to make a new start in the United States.

■ Former *Star Trek* star William Shatner will bring his novel *Tekwar* to the TV screen as executive producer-director.

■ Additionally, a series of four telefilms based on Universal Pictures' 1989 theatrical "Midnight Run" are in the planning stages, but a producer has yet to be attached to the project. ■

New York 1 snags Dinkins and scoop

Cable news channel gets exclusive with mayor on World Trade Center bombing

By Rich Brown

Time Warner's fledgling New York City cable news channel, New York 1, scored its personal best rating and even managed to scoop the veteran local stations during its coverage of the bombing of the World Trade Center last week in New York City.

New York 1 was the only New York broadcaster following Mayor David Dinkins with a camera on his economic development trip to Osaka, Japan, when news of the bombing broke on Feb. 26, according to New York 1's Paul Sagan. The cable channel called on Worldwide Television News to help deliver a live, televised interview with the mayor that evening. With the help of KTV in Osaka, and Fuji television in Tokyo and New York, the interview was microwaved to Tokyo, uplinked through Teleglobe



Mayor David Dinkins live from Osaka

in Canada, turned around to a KU satellite and then picked up by WTN and fed on an existing fiber from WTN to New York 1.

On the ratings side, the regional cable news service scored its personal best at 12:30 p.m. on Feb. 27 with a 10 rating at a time when competing stations had switched to non-news programming. That topped the previous high of 6.9, which the network aver-

aged in covering a serious winter storm on Dec. 11, 1992. Sagan said the channel's highest rating on the actual day of the World Trade Center blast was a 6.2 rating at 3:30 p.m., which he said was particularly significant because coverage on competing stations was being delivered simultaneously to Time Warner Cable's 885,000 area subscribers (any TV station outages suffered in the blast were related to over-the-air broadcasts).

"We did well when they were covering and we did well when they weren't," said Sagan. "They're finding us."

New York 1's use of portable equipment designed for one-person reporting crews also proved helpful in covering the story, Sagan added. The news operation loaned handicams to emergency workers to get some early shots of the wreckage inside the building, he said. ■

Stations rocked by Trade Center blast

Among VHF's, only WCBS-TV manages to stay on air without interruption

By John Gallagher

New York City lost most of its local broadcast stations for approximately 11 hours Feb. 26 when the explosion beneath the World Trade Center knocked out the transmitter on the roof, taking out six of the city's seven VHF stations. CBS flagship WCBS-TV, which leases transmitter space on the Empire State Building for backup, was able to broadcast uninterrupted.

The roughly 62% of the city wired for cable was not affected, since the stations are also carried by those local systems.

Advertising revenue lost during the blackout period, from about 12:30 P.M. to 11:30 P.M. Friday, was estimated at about \$300,000 per station. But station general managers pointed out that actual losses would be considerably less due to the cable coverage and through make-goods with advertisers. "We're going to be able to save

most if not all of that money," said WWOR-TV's president and general manager, Michael Alexander.

Stations dealt with the crisis differently depending on the operation. For example, after uplinking WNBC-TV's signal to C-band, general manager William Bolster called over 100 cable systems to give out the coordinates. WNBC-TV used Long Island public station WLIW(TV)'s facilities to broadcast over the air. Superstations WWOR-TV and WPIX(TV) made arrangements with

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Tuesday, March 23rd—The Pierre Hotel, New York City

AGENDA

8:30 AM	REGISTRATION		11:30 AM	KEYNOTE ADDRESS	PETER GUBER CHAIRMAN & CEO SONY PICTURES ENTERTAINMENT
9:00 AM	OPENING	GERARD BYRNE VICE PRESIDENT DIRECTOR, PUBLISHING OPERATIONS, VARIETY			
	WELCOME	JAMES HARMON CHAIRMAN & CEO WERTHEIM SCHRODER & CO. INC.	12:15 PM	LUNCHEON ADDRESS	JAMES H. QUELLO CHAIRMAN FEDERAL COMMUNICATIONS COMMISSION
		THE HONORABLE DAVID N. DINKINS MAYOR THE CITY OF NEW YORK	2:15 PM	PANEL DISCUSSION	
9:10 AM	SETTING THE STAGE	DAVID LONDONER MANAGING DIRECTOR, WERTHEIM SCHRODER		MODERATOR	PETER BART VICE PRESIDENT EDITORIAL DIRECTOR, VARIETY
9:20 AM	PRESENTATION			PANELISTS	MARK CANTON CHAIRMAN, COLUMBIA PICTURES
	THE NEW WORLD OF INTERACTIVE TV	NATHAN P. MYHRVOLD VICE PRESIDENT ADVANCED TECHNOLOGY AND BUSINESS DEVELOPMENT MICROSOFT			VICTOR KAUFMAN CHAIRMAN & CEO SAVOY PICTURES ENTERTAINMENT
9:50 AM	PANEL DISCUSSION				WILLIAM GOLDMAN SCREENWRITER
	CABLE AND THE TV NETWORKS: A POTPOURRI OF PROBLEMS & PROMISE				JAMES ROBINSON CHAIRMAN & CEO MORGAN CREEK PRODUCTIONS
	MODERATOR	HERBERT SCHLOSSER SENIOR ADVISOR, BROADCASTING & ENTERTAINMENT WERTHEIM SCHRODER & CO. INC.			
	PANELISTS	MICHAEL FUCHS CHAIRMAN & CEO, HBO	3:45 PM	PANEL DISCUSSION	
		PHILIP GUARASCIO GENERAL MANAGER, MARKETING & ADVERTISING, NAO GENERAL MOTORS CORPORATION		MUSIC IN THE 90's: WHAT'S NEXT? LIFE AFTER CONSOLIDATION	
		BRIAN ROBERTS PRESIDENT COMCAST CORPORATION		MODERATOR	TOM FRESTON CEO, MTV NETWORKS
		LUCIE SALHANY CHAIRMAN FOX BROADCASTING CORPORATION		PANELISTS	ROBERT MORGADO CHAIRMAN, WARNER MUSIC INTERNATIONAL
		HOWARD STRINGER PRESIDENT, CBS/BROADCAST GROUP			AL TELLER CHAIRMAN, MCA MUSIC ENTERTAINMENT GROUP
		JACK VALENTI PRESIDENT & CEO MOTION PICTURE ASSOCIATION OF AMERICA, INC.			MICHAEL SCHULHOF VICE CHAIRMAN, SONY USA INC.
					ERIC KRONFELD PRESIDENT & CEO, POLYGRAM HOLDING, INC.

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their satellite carriers to receive unscrambled signals, enabling the stations to be delivered to cable homes in the area. WPIX was also able to utilize the services of a local low-power UHF station.

Under emergency situations, backup generators located beneath the World Trade Center would normally take over in the event of power loss. But because of the generators' proximity to several fires caused by the explosion that continued to burn, the Port Authority of New York, which leases the transmitter, shut down the backup system for safety reasons.

Reports circulating last week suggested that WCBS-TV's staying power was actually the result of employee oversight rather than management foresight. As the story went, a 10-year lease agreement for the station's backup transmitter was renewed accidentally through lack of action for which two employees had been responsible. Subsequently, sources said, they had been fired.

WCBS-TV general manager Bud Carey denied the reports. "Your friends from NBC are, as usual, lying," he said. [WNBC-TV was not a source of the oversight rumor.] "The lease was renegotiated with the Helmsley organization to make it pretty favorable...we were the only ones there, and they wanted to keep us there." ■

Cablevision wants Encore

Woodbury, N.Y.-based multisystem operator Cablevision Systems Corp. has signed its first agreement with Encore, the mini-pay or tier service offering uncut hit movies of the 1960's, '70s and '80s, 24 hours a day. Plans call to initially roll out the channel on Long Island systems serving 550,000 subscribers.

Digital deal

International Cablecasting Technologies has signed an exclusive agreement with MSO Century Communications to carry its Digital Music Express digital audio service beginning this summer. Century serves more than 900,000 basic cable subscribers nationwide, with 200,000 in the Los Angeles area.

Travel trio

The Travel Channel is launching three new programs this month: a tour series, *End of the Road*, Sundays at 9 a.m. ET with repeats at 7:30 p.m.; a cooking series, *A Taste for Travel*, starring Burt Wolf and airing daily at 12 noon, with a repeat at 7 p.m.,

and *Golfing America*, airing Saturdays and Sundays at 5 p.m.

Learning leap

The Learning Channel reports it has exceeded its 1992 subscriber projections by 60%, adding more than 5 million subscribers to the network in the last six months and bringing its total subscribership in the U.S. and Canada to 20.8 million.

New for Showtime

Showtime plans to expand its family programming lineup with two new weekly half-hour live-action series aimed at 8- to 14-year-olds, *Chris Cross* and *Ready or Not*, which will air in a one-hour block beginning April 3 at 11 a.m. ET/PT. *Chris Cross* is co-produced by Canada's CINAR and the UK's Central Productions; *Ready or Not* was developed by Insight Productions in association with The Global Television Network, The Global Canadian Program Investment Fund and with the participation of Telefilm Canada and the Maclean Hunter Television Fund.

Info for visitors

HBO this month plans to launch the HBO Visitor Information Network, which will provide hotel guests with in-room video service featuring visitor information on the host city. The 24-hour service will be offered to hotels at no cost and will showcase the city's retailers, restaurants, attractions and services. The channel will also offer editorial segments featuring the arts, cultural attractions, historical points and current events. The network will initially be rolled out to seven cities.

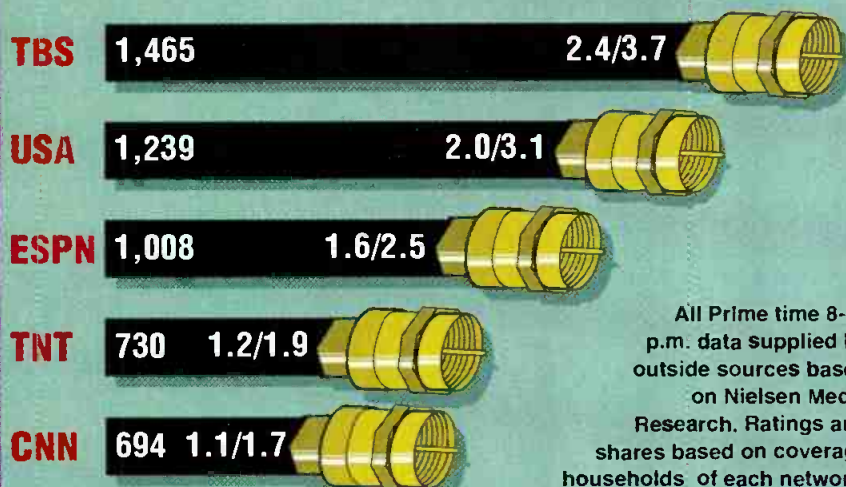
More cable in 'TV Guide'

The Feb. 27 *TV Guide* launched an 11-page supplement with additional cable listings in the Boston, Los Angeles and Philadelphia metro editions. The section will provide weekly schedules for an additional 12 cable services.

FREEZE FRAME

TOP 5 BASIC CABLE SERVICES FEB 22-28

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE



All Prime time 8-11 p.m. data supplied by outside sources based on Nielsen Media Research. Ratings and shares based on coverage households of each network.

New Turner series to get dual carriage

'Geographic Specials' and 'Funtastic' syndicated shows get WTBS slots as well

By Steve McClellan

Turner Broadcasting System has created a new annual *National Geographic* first-run special, under the "National Geographic Presents" title, which will debut in syndication and on superstation WTBS in the second quarter of 1993.

Turner also said last week that the two new original half-hours for its two-hour weekly syndication *Funtastic World of Hanna Barbera* cartoon block, *SWAT Kats* and *2 Stupid Dogs*, will get dual play on WTBS. The two half-hours are cleared in about 60% of the country.

The first *Geographic* special (two hours) will follow the efforts of sunken-ship salvager Dr. Robert Ballard to explore the lost U.S. and Japanese Naval fleets at Guadalcanal in the South Pacific. For the first time, Ballard (who led an earlier expedition to the Titanic) will reunite survivors from both the U.S. and the Japanese fleets. The show will bow on WTBS on May 23 and a week later will enter syndication, according to Rich Goldfarb, senior vice president, advertising sales, Turner Program Services (TPS), the company's syndication arm.

TPS is also reshuffling some of its movie packages. Goldfarb reports the company will shelve the Color Classics label at the end of 1993, with the completion of the Color Classics 5 cycle. But Goldfarb said that some of the titles will be folded into the Turner Pictures: The Legends package for 1994 and beyond.

In 1994, for example, the Legends package, created initially for off-TNT movies, will include "Gone with the Wind," which first aired in syndication in November 1991, garnering an average 15.1 rating and generating what TPS claims is a record \$2.9 million barter revenue for a film telecast. The date for the second "Gone with the Wind" airing has not been confirmed, said Goldfarb, although other sources say the decision may hinge on CBS's scheduling of the GWTW sequel, *Scarlett*.

Goldfarb said TPS would likely schedule the Humphrey Bogart-Ingrid Bergman classic "Casablanca" in next year's Legends package—prob-



'2 Stupid Dogs' is one of two new animated offerings that will get two plays: one on cable superstation WTBS and another in Turner's syndicated 'Funtastic World of Hanna Barbera' cartoon block.

bly the remastered black-and-white version.

Goldfarb also confirmed that Castrol motor oil has signed on as a major sponsor for a quarterly series of sports interview specials by NBC sportscaster Marv Albert. The first special ("The Bad Boys of Sports," including interviews with former Chicago

Bears coach Mike Ditka and basketball's Charles Barkley) has a syndication window of May 23-June 6. TPS President Russ Barry says the series has been cleared in about 35% of the country. The series is a co-production of Turner and DIC. The one-hour specials will have six minutes of local and national barter time. ■

This notice appears as a matter of record only.

January, 1993

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Ovation arts channel planned for 1994

Executives say arts channel will emphasize performances and exhibitions

By Rich Brown

A proposed cable arts channel called Ovation made its debut at a New York press gathering last week. Its backers hope the service walks the promised path of digital compression.

"There will be a revolution when we get compression," said J. Carter Brown, director emeritus of the National Gallery of Art and chairman of the board of the new channel.

Scheduled to launch sometime next year, Ovation will provide theaters and other performing arts institutions and museums with a showcase for performances, exhibitions and behind-the-scenes updates. Executives at the Alexandria, Va.-based channel include President and Chief Executive Officer Dr. Harold E. Morse, a founder and CEO of The Learning Channel; board member Anthony S. Harrington, a senior partner in the Washington law firm of Hogan & Hartson; board member and former Senator Terry Sanford (D-N.C.), and Brown.

Morse said among the ways the network will differ from existing arts-oriented networks, such as Arts & Entertainment and Bravo, will be by focusing more on arts institutions and galleries as well as by presenting more performance-based and less movie-based drama.

"I'm hopeful with compression there will be a lot of arts in people's homes," Brown said of the competition. "We wouldn't be doing it if we didn't think we were doing it better."

Bravo General Manager Kathleen Dore said it is difficult to say exactly what services will work in the 150-plus channel environment. "I don't think we anticipate the environment will get much easier in the very near future. That fact certainly gives an advantage to services with a track record."

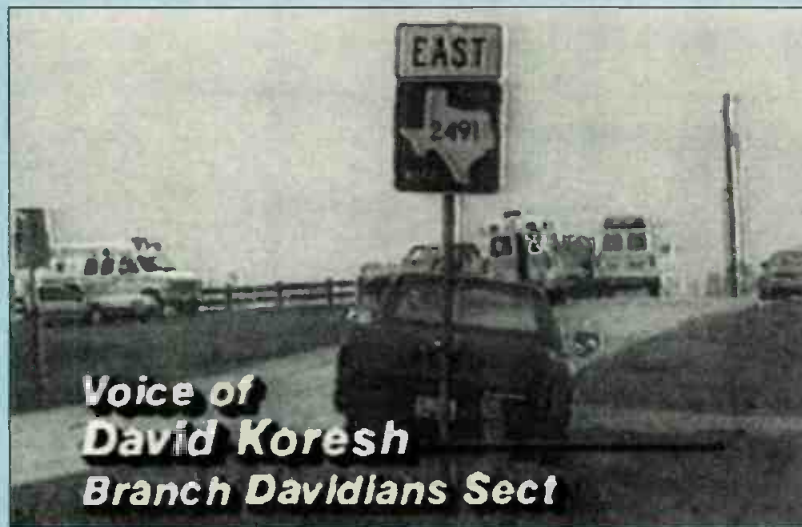
Ovation's board of directors gave the impression that finding programming for the channel was not going to be a problem. Brown says he is a trustee for life of the Association of Art Museums and Directors and said he expects that organization to be

"overjoyed" at the opportunity to get such exposure. Brown is also on the executive committee of the Kennedy Center.

Programming plans include monthly, exclusive blockbuster specials (some produced at performing arts centers allied with Ovation), a half-hour daily cultural and news review (*America Backstage*) plus original and acquired programs that focus on theater, concerts, dance performances, museum exhibits and cultural events.

Ovation's board had less to say about the prospect of launching a new network in an environment where getting into the new network business has been tougher than expected, even for such legendary cable programmers as Ted Turner.

"We are very aware of that reality," said Morse. He declined to reveal start-up costs or a projected break-even point for the ad-supported service. Asked exactly when in 1994 the company plans to launch the project, he said its debut will be tied to the availability of digitally compressed systems. Ovation's stated mission is to be in 50 million homes over the next decade. ■



**Voice of
David Koresh
Branch Davidians Sect**

David French conducted an exclusive, 20-minute interview last Sunday (Feb. 28) with religious cult leader David Koresh at his Branch Davidian compound in Waco, Tex. During the interview, Koresh complained of pain from bullet wounds apparently sustained during a gun battle with Federal agents that morning. On Tuesday (March 2), Koresh reneged on a promise to release hostages and surrender after the airing of a 58-minute message on the radio talk show "America Talks with Craig Smith," produced by the Christian Broadcasting Network, which claims no connection with the cult and which aired the message on 41 affiliates. The standoff continued as of press time.

ME/U eyes more ad pie

Educational cable service courts advertisers

By Rich Brown

Mind Extension University (ME/U) has managed to expand its base by 5 million U.S. households in the last year, and now the 24-hour educational cable network is looking to get a piece of the advertising pie.

The network has just named a director of advertising and national program marketing, Cynthia L. Marion, to secure underwriters and sponsors of programming on the network. ME/U is also looking to court advertisers with its first-ever ratings data, an A.C.

Nielsen Co. telephone coincidental study commissioned by the network.

According to the Nielsen data supplied by the network, ME/U averages more than 44,000 viewer households per average quarter hour for a full day, a weekly gross audience of 4.6 million. ME/U averaged a 0.2 household rating during the 7-11 p.m. time period during the week of Dec. 13-19, 1992, according to company executives. The service currently reaches close to 23 million households. Demographic data on the network's participating student viewers indicate that 52% of ME/U students are male, and 77% of all students are between the ages of 26 and 45. The network's next round of Nielsen data this spring will include more daypart analysis.

Among companies talking with ME/U about possible deals are AT&T, Coca-Cola, Kodak and Sprint, according to network executives. ME/U is looking for sponsorships as well as traditional 15- and 30-second spots. "PBS is a great educational environment, but they're restricted in terms of what they can say; there is a lot more leeway here," said Marion, who most recently served as manager of national underwriting for North Texas Public Broadcasting Inc., which manages PBS radio and television stations in the Dallas-Fort Worth area. She also worked as a salesperson at NBC affiliate WVIR-TV Charlottesville, Va.

Founded in November 1987 by Glenn R. Jones, CEO of multisystem operator Jones International, the network provides distance education including live, interactive direct instruction for elementary and high school students; staff development programs for teachers and administrators, and college and graduate-level courses and degree programs, including an MBA, an MA in education and human development and a Bachelor's Completion Degree. The network is affiliated with 23 universities around the country. ■

Errata

Headline in March 1 issue misstated that Turner Program Services was dropping its *News for Kids* weekly syndicated series. As story indicated, decision on show's return isn't expected until summer.



The following are the top 30 basic cable programs for the week of Feb. 22-28, ranked by total number of households tuning in. Ratings are based on each network's total coverage households at the time of the program. Data are supplied by outside sources based on Nielsen Media Research.

	Hshlds. (000)	Rtng.	Program	Time (ET)	Network
1.	2,415	4.2	<i>Goodwrench 500</i>	Sun. 12n-5p	TNN
2.	2,233	3.7	<i>World Trade Center coverage</i>	Sat. 12:30-1p	CNN
3.	2,218	3.6	<i>World Trade Center coverage</i>	Sat. 12n-12:30p	CNN
3.	2,218	3.8	<i>Ren & Stimpy</i>	Sun. 11-11:30a	Nick
5.	2,206	3.7	<i>Ren & Stimpy</i>	Sat. 9-9:30p	Nick
6.	2,017	3.3	<i>Murder She Wrote</i>	Tue. 8-9p	USA
7.	1,878	3.1	<i>Missing in Action 2 (movie)</i>	Tue. 10p-12m	TBS
8.	1,845	3.1	<i>World Championship Wrestling</i>	Sat. 6-8:30p	TBS
9.	1,842	3.0	<i>Murder She Wrote</i>	Fri. 8-9p	USA
10.	1,836	3.0	<i>Monday Night Raw</i>	Mon. 9-10p	USA
11.	1,832	3.0	<i>Missing in Action (movie)</i>	Tue. 8-10p	TBS
12.	1,828	3.1	<i>Salute Shorts</i>	Sun. 11:30a-12n	Nick
13.	1,824	3.1	<i>Rugrats</i>	Sun. 10:30-11a	Nick
14.	1,807	3.0	<i>Superman III (movie)</i>	Sun. 10:30a-1p	TBS
15.	1,798	3.1	<i>Clarissa Explains It All</i>	Sat. 8-8:30p	Nick
16.	1,758	2.9	<i>Murder She Wrote</i>	Wed. 8-9p	USA
17.	1,750	2.9	<i>Murder She Wrote</i>	Mon. 8-9p	USA
18.	1,746	2.8	<i>College Basketball Indiana v. Ohio</i>	Tue. 7:30-9:30p	ESPN
19.	1,718	2.8	<i>Top Rank Boxing</i>	Sun. 9-11p	ESPN
20.	1,684	2.8	<i>Saved by the Bell</i>	Wed. 5-5:30p	TBS
21.	1,654	2.7	<i>Happy Days</i>	Sun. 10-10:30a	TBS
22.	1,649	2.8	<i>Are You Afraid of the Dark?</i>	Sat. 9:30-10p	Nick
23.	1,646	2.7	<i>World Championship Wrestling</i>	Sun. 6-7p	TBS
24.	1,633	2.8	<i>Guts</i>	Sat. 6:30-7p	Nick
25.	1,630	2.8	<i>Invasion USA (movie)</i>	Thu. 10p-12m	TBS
26.	1,623	2.6	<i>News, Weather, Sports</i>	Sat. 1-1:30p	CNN
27.	1,603	2.7	<i>Missing in Action 3 (movie)</i>	Wed. 8-10p	TBS
28.	1,588	2.7	<i>Clarissa Explains It All</i>	Sun. 12n-12:30p	Nick
28.	1,588	2.7	<i>Roundhouse</i>	Sat. 8:30-9p	Nick
30.	1,573	2.5	<i>College Basketball Florida State v. Duke</i>	Wed. 9-11p	ESPN

Entertainment Tonight turns 3,000

Jim Van Messel is executive producer of 'Entertainment Tonight,' the access success that this Friday (March 12) marks its 3,000th show. Van Messel talks with BROADCASTING & CABLE's Mike Freeman about the future of 'ET' and TV in general.

In 1986, as the story goes in syndication circles, when Paramount brought you and David Nuell in to "repair" Entertainment Tonight, the show was floundering in the ratings after five years and was perceived by some as too inside, too trade-oriented. What did you and David bring to the show that helped redefine it? (When the two joined ET, the show averaged a 6.7 national rating [NTI, 1987-88]. It's currently averaging an 8.8.)

We came to *ET* from a different perspective. We weren't show business guys or Hollywood guys, we were news guys. Local news is a good background for something like this because in a local news environment you have competition and you have spirit. You have three or four or five more stations competing at the same time for the same audience with essentially the same information. So how do you get people to watch you? That's the kind of thing we dealt with for many years. Consequently, when we came here we didn't look at a specific show and say: "How are we going to do a better job than this show or that show?" We looked at time period and the competition: *Wheel of Fortune*, *Jeopardy*, *Current Affair*, *Inside Edition* and all those reality-based strips. Therefore, we didn't have to re-create the show, but it had to be competitive in that time period and be something that people would watch.

What were the most dramatic changes?

The first dramatic change was to make it a more newsy show, increase the story count. At the same time we developed a more in-depth approach to certain stories, which led to the development of "Inside Story" in the fall of 1989, where we took a person and story and went into it in greater detail. While all that was going on, we continued to update our graphics and other elements of production, the bells and whistles. If you look at our show, let's say once a month for the last seven years, the only constants are the title, the theme and John [Tesh] and Mary [Hart] hosting the weekday show. Everything else continues to change. So we kind of go through a continual process of reinventing the wheel.

Are you surprised that in all that time no other syndicator has been able to launch an entertainment newsmagazine?

It's real tough to do a show like *ET* successfully in this day and age because the economics are against you. In a nutshell, it costs a lot of money to produce a show like *Entertainment Tonight*, so if that's your premise, in order to have it be a viable business venture you've got to get a lot of money for it. Now, the only way you're going to be able to get the kind of license fees and CPM's [cost per thousands] that you want has got to be in access. Well, there aren't any quality access time

periods that *ET*, *Wheel*, *Jeopardy*, *A Current Affair*, *Hard Copy* or *Inside Edition* have left open. So if you begin with a high budget and not very many access clearances, it's going to take you longer to turn a profit. So why do it in this day and age? I wouldn't.

If you go back to 1981, when *ET* started, we didn't have an *Entertainment Tonight* to measure up to. *ET* set its own standard. And you didn't have 120 or 200 cable choices. Outside of the largest markets, where there were seven or eight stations, there were three network affiliates and maybe two independents. Now our biggest competition is the remote control. And now I have a choice not of four or five other things, but of fifty other things in most dayparts. Consequently, when you're looking at that kind of segmented marketplace, it's all

the more difficult to break into and to do the things at the level that the established shows have done them. It just isn't a sound business decision [to enter syndication in prime access]. And as you know, the broadcasting business is not exactly sitting pretty.

With all the talk of digital compression and 500 channels, do you think long-standing partnerships between syndicated program suppliers and broadcasters could be in jeopardy?

Broadcasting will be a partnership as long as television stations exist and we're delivering programs to people's television sets. I think *ET* can be a part of that process. I think we're going to see an evolution in television with the

interacting of all media. But I think that as the industry develops we're going to see a different kind of diversification. By that I mean we're going to have a lot more pay per view. I think that a lot of the things that you're accustomed to getting either for free or with a basic cable service people are going to have to start paying for.

Given the brand recognition of Entertainment Tonight, could there ever be an opportunity to extend the name to a cable network or pay-per-view programming service?

Well, I think that *Entertainment Tonight* is ready to go in whatever direction television goes, and I mean that in the broadest sense. But what we're not going to do is undercut our stations in any way. We're in something like 98% of the country. We have had stations who have been with us since the day we went on the air, and that means that we have stations that stood by us when our ratings weren't so good. I can't speak for all of Paramount, but just knowing the people and the philosophy at Paramount, we're not going to leave stations out in order to get into something that will be detrimental to the people who pay our way. ■



Ratings Week : Broadcast

The World According to Nielsen, Feb 22-28

	ABC	CBS	NBC	FOX
MONDAY	13.4/20	14.8/22	14.1/21	NO PROGRAMING
8:00	42. FBI: Untold Stor 11.7/18	32. Hearts Afire 13.2/20	11. Fresh Prince 16.5/25	
8:30	42. American Det. 11.7/17		19. Blossom 14.9/22	
9:00		10. Murphy Brown 17.0/24		
9:30	22. ABC Monday Night Movie—Between Love and Hate 14.2/21	22. Love and War 14.2/21	30. NBC Monday Night Movies—Miracle on Interstate 880 13.3/20	
10:00		16. Northern Exposure 15.6/25		
10:30				
TUESDAY	14.1/22	15.9/25	9.1/14	4.3/6
8:00	8. Full House 17.3/26	12. Rescue: 911 16.2/24		86. Class of '96 4.5/7
8:30	14. Hangin w/Mr. C 16.0/24		74. Quantum Leap 7.5/11	
9:00	2. Roseanne 21.1/31			87. Key West 4.1/6
9:30	24. Jackie Thomas 13.9/21	15. CBS Tuesday Movie—Judgment Day: The John List Story 15.8/25		
10:00	70. Civil Wars 8.2/14		40. Dateline NBC 12.3/21	
10:30				
WEDNESDAY	12.5/19	20.0/31	11.3/17	5.7/9
8:00	60. Wonder Years 9.9/15		21. Unsolved Mysteries 14.5/22	
8:30	59. Doogie Howser 10.0/15			85. Fox Night at the Movies—License to Kill 5.7/9
9:00	5. Home Improvmt 18.9/27	3. Grammy Awards 20.0/31	65. Homicide 8.9/13	
9:30	18. Coach 15.0/22			
10:00	51. ABC News Special—For Men Only 10.7/18		53. Law and Order 10.4/17	
10:30				
THURSDAY	14.2/22	11.1/17	14.7/23	11.2/17
8:00		44. Top Cops 11.6/18	38. Cheers 12.5/19	27. Simpsons 13.7/21
8:30	30. Matlock 13.3/20		25. Wings 13.8/21	37. Martin 12.6/19
9:00		53. Street Stories 10.4/15	7. Cheers 18.6/27	55. ILC Greatest Bits 10.3/15
9:30			5. Seinfeld 18.9/28	68. ILC: First Season 8.3/12
10:00	13. Primetime Live 16.1/26	45. Knots Landing 11.3/19	41. L.A. Law 12.1/20	
10:30				
FRIDAY	11.6/19	12.3/21	11.2/19	7.8/13
8:00	25. Family Matters 13.8/23	32. CBS Movie Special—The Wizard of Oz 13.2/22	72. Days of Our Lives: Night Sins 7.9/13	68. America's Most Wanted 8.3/14
8:30	28. Step By Step 13.4/22			74. Sightings 7.5/12
9:00	63. Dinosaurs 9.5/15		35. 9th Annual Soap Opera Awards 12.9/22	80. Sightings 2 7.0/11
9:30	74. Camp Wilder 7.5/12			
10:00	36. 20/20 12.7/22	57. Rescue: 911 10.2/18		
10:30				
SATURDAY	8.7/15	11.3/20	9.0/16	8.8/15
8:00		20. Dr. Quinn, Medicine Woman 14.6/25	74. Almost Home 7.5/13	66. Cops 8.8/15
8:30	78. ABC Saturday Night Movie—City Heat 7.4/13		73. Nurses 7.7/13	57. Cops 2 10.2/17
9:00		62. CBS Saturday Movie—Mother of the Bride 9.6/17	45. Empty Nest 11.3/19	71. America's Most Wanted: Dangerous Mobsters 8.1/14
9:30			55. Mad About You 10.3/18	
10:00	45. The Commish 11.3/20		67. Sisters 8.6/16	
10:30				
SUNDAY	12.8/20	19.2/29	10.9/17	8.6/13
7:00	64. Life Goes On 9.2/15	1. 60 Minutes 22.8/36	81. NBC News Special Report 6.5/10	83. Batman 5.8/10
7:30				83. Shaky Ground 5.8/9
8:00	28. Am Fun Home Vid 13.4/20	4. Murder, She Wrote 19.5/29	49. I Witness Video 11.0/16	48. In Living Color 11.2/17
8:30	52. Am Fun People 10.5/15			50. Roc 10.8/16
9:00		8. CBS Sunday Movie—Rio Diablo 17.3/26	34. NBC Sunday Night Movie—Journey to the Center of the Earth 13.1/20	39. Married w/Childn 12.4/18
9:30	17. ABC Sunday Night Movie—Not in My Family 15.1/23			61. Herman's Head 9.7/14
10:00				79. Edna Time 7.1/11
10:30				82. Married w/Childn 6.2/10
WEEK'S AVGS	12.5/20	15.1/24	11.4/18	7.8/12
SSN. TO DATE	12.5/20	13.5/22	11.1/18	7.8/12

RANKING / SHOW [PROGRAM RATING / SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio

Atlanta stations to pitch Arbitron in spots

Joint effort by ratings company and broadcasters aimed at improving response rate

By Peter Viles

Arbitron and the Atlanta Radio Association last week announced a joint effort to use on-air announcements to encourage radio listeners in the market to cooperate with Arbitron's diary-based ratings survey.

Under the agreement, which Arbitron described as a test, 17 Atlanta-area stations will air announcements encouraging listeners to participate in Arbitron surveys if they are asked. "It you get a call from Chris Johnson of Arbitron Ratings, don't hang up," the announcements say in part. "This is your chance to have your listening really count."

The announcements will air on every station, once per daypart, from April 29 through June 23, a range comprising phases 2 and 3 of the spring 1993 survey. No announcements will air during the first phase of the survey, which will be used as a "control" phase for the test.

The Atlanta arrangement marks the first time in 15 years Arbitron has turned to on-air announcements in an effort to improve its response rate. Its recent decline has been met by criti-

"The world has changed since 1978. The average consumer is more reluctant than ever to take part in any kind of survey."

Jay Guyther, Arbitron

cism from some broadcasters.

"The world has changed since 1978," said Jay Guyther, Arbitron's vice president, sales and marketing, radio station services. "The average

consumer is more reluctant than ever to take part in any kind of survey."

He added that the announcements "might be the most effective way to improve the quality of our surveys. That's what this test is intended to find out."

The success or failure of the test will be judged by both Arbitron and the Atlanta broadcasters. Arbitron said evaluation will be based on response rate, representativeness of in-tab sample, station cooperation and listening levels. Arbitron also said it would release a comprehensive analysis of the test before the fall 1993 survey.

The idea for the test originated with the Atlanta association, which went to Arbitron with the idea in December 1992, according to Rick Mack, vice president and general manager, WAOK (AM)-WVEE(FM). "The test shows that stations have a stake in the quality of the ratings and are willing to do their part to maintain and improve it," he said.

Mack estimates that airtime devoted to the announcements is worth more than \$400,000 to the stations.

Gerry Boehme, who tracks Arbitron response rates as head of research for Katz Radio Group, said response rates in recent years peaked at 45.6% in the fall 1988 survey and declined to 38.3% for the fall 1993 survey.

While expressing a general wariness of tampering with straight research, Boehme applauded Arbitron's efforts to address the problem. "The way I look at it is that it can't hurt," he said. "Television has always been freer to discuss ratings than radio has.

"As long as it takes place in such a way that listeners are not asked to denote listening they haven't done. When response rates are as low as they've ever been and apparently aren't getting better, anything can help."

Radio revenues up 5% in January

The radio industry began 1993 with a healthy performance in January, pacing 5% ahead of 1992 levels, the Radio Advertising Bureau reported last week in its survey of more than 100 markets. Local revenues continued to drive the industry's recovery, pacing 7% ahead of 1992 levels.

National revenue was down by 3% overall, but registered increases in three of five regions nationally, including a 16% rise in the Southwest. National revenues dropped 10% in the East, however, and 11% in the Southeast.

"We're starting 1993 the way we knew we would—with sizable revenue gains," said RAB President Gary Fries. "We're really pleased to see local revenue—which accounts for three-quarters of this industry's revenue—quite strong across the board."

The RAB's revenue index for 1992 showed the radio industry exceeding 1991 levels by 5%, with local revenues growing 7% while national revenues decreased by 6%.

—PV



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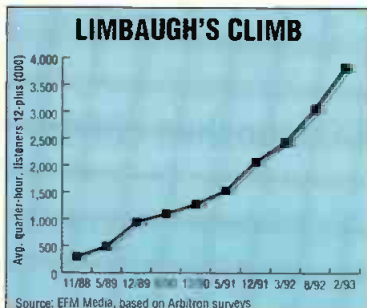
For Limbaugh, yet another ratings rush

Just when it appeared Rush Limbaugh's radio success was peaking, the fall 1992 Arbitron survey showed that his remarkable ratings rise isn't over yet.

An analysis of the Arbitron survey by EFM Media, Limbaugh's syndication company, shows that the Rush Limbaugh audience, as measured by average-quarter-hour listeners, has reached 3.83 million—an increase of 58% from February 1992 and exactly double what it was two years ago.

Further, in six of the top 50 markets, Limbaugh's is the top-rated show on any station and in any daypart, EFM says. Those markets include Los Angeles, where Limbaugh draws an 8.0 12-plus share on KFBI(AM). Other markets where Limbaugh leads everybody: Sacramento (25 share on KFBI(AM)); New Orleans (17 share on WWLJ(AM)); Orlando (14 share on WDBO(AM)); Norfolk (13 share on WNIS(AM)); and Portland, Ore. (2.6 share on KXL(AM)).

Until Limbaugh's arrival on the scene in 1988, such local dominance by a national personality was considered a thing of the past. Among nationally syndicated personalities, only Howard Stern has come close to



such market dominance recently, but Stern is on the air in only about a dozen markets, while Limbaugh is carried by some 571 stations.

Because Limbaugh has been on the air in most major markets for some time, EFM executives say his recent audience increase has been almost entirely due to increased ratings rather than increased station clearances.

Limbaugh's audience has grown steadily since the program was syndicated nationally in 1988. At the time, his 12-plus AQH audience was fewer than 300,000 people.

"He's never had a down book," says Stuart Krane, vice president and partner, EFM Media Management. "He has grown with every release of Arbitron ratings."

—PV

Radar 46—Network Radio, Fall 1992

Common daypart, all full-service networks, Monday-Sunday, avg. persons in millions

TOTAL PERSONS, 12 +

Network	Radar 44		Radar 45		Radar 46		% Chg. Fall 1991 vs. Fall
	Fall 1991 AQH Rank	Spring 1992 AQH Rank	Fall 1992 AQH Rank	Spring 1992 AQH Rank	Fall 1992 AQH Rank	Spring 1992 AQH Rank	
ABC Prime	5.39	1	5.41	1	5.34	1	-1.2
Westwood Mutual	3.24	2	3.20	2	3.03	2	-5.1
ABC Platinum	2.85	3	2.95	3	2.98	3	+1.0
ABC Genesis	2.35	5	2.37	5	2.55	4	+7.2
CBS Spectrum	2.41	1	2.42	4	2.42	5	-0.1
Unistar Ultimate	2.05	7	2.09	7	2.32	6	+11.2
Unistar Super	2.24	6	2.27	6	2.23	7	-1.6
CBS Radio Ntwrk.	1.75	8	1.81	8	1.79	8	-1.4
Westwood/Source	1.49	11	1.46	11	1.56	9	+6.7
Westwood/NBC	1.61	10	1.56	9	1.41	10	-9.7
W.O.N.E.	1.70	9	1.56	10	1.34	11	-13.6
Unistar Pwrwr	1.39	12	1.42	12	1.31	12	-8.4
ABC Excel	1.11	13	1.21	13	1.19	13	-1.7
ABC Galaxy	1.03	14	1.07	15	1.08	14	+0.9
American Urban	1.00	15	1.13	14	1.06	15	-6.2

Source: RADAR 44-46

TOTAL PERSONS, 25-54

Network	Radar 44		Radar 45		Radar 46		% Chg. Fall 1991 vs. Fall
	Fall 1991 AQH Rank	Spring 1992 AQH Rank	Fall 1992 AQH Rank	Spring 1992 AQH Rank	Fall 1992 AQH Rank	Spring 1992 AQH Rank	
ABC Prime	3.02	1	2.89	1	2.91	1	+0.6
Westwood Mutual	1.68	2	1.68	2	1.65	2	-2.0
ABC Platinum	1.47	3	1.55	3	1.55	3	+0.3
CBS Spectrum	1.37	4	1.44	4	1.47	4	+1.9
ABC Genesis	1.37	5	1.36	5	1.38	5	+1.0
Unistar Ultimate	1.20	7	1.19	7	1.27	6	+7.1
Unistar Super	1.27	6	1.29	6	1.22	7	-5.8
CBS Radio Ntwrk.	0.85	10	0.89	10	0.88	8	-1.0
Westwood/Source	0.82	11	0.81	11	0.87	9	+7.7
Unistar Power	0.85	9	0.91	8	0.84	10	-7.9
W.O.N.E.	0.94	8	0.90	9	0.76	11	-15.8
Westwood/NBC	0.77	12	0.77	12	0.74	12	-3.3
ABC Excel	0.66	13	0.70	14	0.74	13	+5.6
American Urban	0.59	14	0.73	13	0.67	14	-8.0
ABC Galaxy	0.55	15	0.63	15	0.62	15	-1.1

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THE SINGLE SOURCE

By Joe Flint

Saying it does not believe such cartoons as *The Flintstones* and *GI Joe* fulfill broadcasters' statutory obligation to serve the educational and informational needs of children, the FCC last week launched an inquiry to figure out exactly what does.

The commission asked for comments on how it might revamp its rules to more clearly identify the levels and types of programming required by the 1991 Children's TV Act, which also limits the commercial time in children's programming.

Broadcasters' compliance with the statute is also the subject of a hearing called by the House Telecommunications Subcommittee for this Wednesday (March 10).

The National Association of Broadcasters blasted the FCC's inquiry. "During deliberations on the act, Congress clearly rejected the concept of quotas, and we are surprised that the commission would even consider turning back the clock to the 1970's and imposing numerical processing guidelines for public interest programs," said Jeff Baumann, NAB executive vice president and general counsel.

The FCC and the congressional hearing were triggered by a study released last October by the Center for Media Education. It chastised broadcasters for taking the act lightly and proffering in network renewal applications reruns and cartoons as examples of educational and informational children's programming (BROADCASTING, Oct. 5, 1992).

Stations claimed shows like *Bucky O'Hare*, *Casper*, *Tiny Toon Adventures* and *Ducktales* met their obligation to children, according to the

study. One station, it found, cited an episode of *GI Joe*, saying the characters "fight against an evil that has the capabilities of mass destruction of society" raised issues of social consciousness and responsibility.

The Center for Media Education's co-director, Kathy Montgomery, said she hoped congressional hearings would lead to positive changes in terms of children's programs. "I hope the whole industry can get behind this law [and the] larger issue of creating the best for our kids," she said.

In its notice of inquiry, the commission said it believes broadcasters should place their "primary reliance in establishing compliance with the CTA on standard-length programming

and should accord short-segment programming secondary importance."

So far, the FCC has reviewed 320 license renewal applications subject to the act's requirements. The majority of those applicants, the commission said, "demonstrated adequate efforts to meet the needs of children given that very limited portions of the applicants' license terms were subject to the CTA."

Last January, however, the commission fined three stations and admonished three others for exceeding commercial limits or airing "program-length commercials" in children's TV programming.

Comments on the inquiry are due April 23; replies, May 24. ■

WBA gets together to "Get Real"

By Harry A. Jessell

Members of the Wisconsin Broadcasters Association sat down early last year to figure out how to meet their obligation to provide for the educational and informational needs of children under the 1990 Children's TV Act. What they came up with was *Get Real*, a cooperative, fast-paced, half-hour magazine show aimed at 8 to 10-year-olds.

Get Real does not in itself fulfill broadcasters' obligation, says WBA President John Laabs. "But it certainly is part of the answer; it's a good show that concentrates on localism."

The WBA commercial members and Wisconsin Public Television pooled their resources to produce the first four installments of what they hope will become a monthly program. But Laabs said he is looking to foundations and companies to provide the

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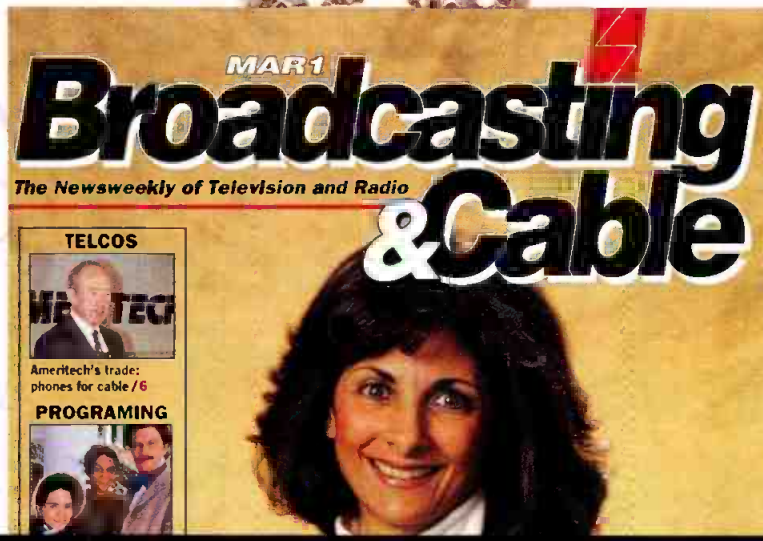
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Comments on the inquiry are due April 23; replies, May 24. ■



\$200,000 needed to produce a year's worth of programs.

What happens if the outside funding doesn't materialize? "We'll cross that bridge when we get to it," Laabs says.



**AND NOW WE HAVE
THE NAME TO PROVE IT**



The attorney representing the National Cable Television Association in its defense of the cable-telco crossownership ban is anticipating a speedy ruling on the ban's constitutionality. "I still think we will get a ruling by the end of June," said Bruce Sokler of Mintz Levin Cohn Ferris Glovsky & Popeo.

At a Feb. 26 hearing on Bell Atlantic's First Amendment challenge to the ban, U.S. District Court Judge T.J. Ellis granted the NCTA's motion to intervene and set either May 13, May 20 or May 27 for oral arguments. According to Sokler, the date will depend primarily on what kind of briefing schedule the parties can hammer out.

Should Ellis declare the ban unconstitutional, Bell Atlantic would be free to provide cable service in Alexandria, Va., where it also provides telephone service. Jones Intercable is the incumbent cable operator there.

Disney, which has been waging a long and vigorous campaign to jettison the off-network prohibition of the prime time access rule, last week urged the FCC not to grant PTAR waivers. The FCC should consider repeal "rather than embark down a winding path of ad hoc waiver decisions—a treacherous path that threatens both illegalities and inequities," Disney said.

MTM Television Distribution and Andrew Solt Productions have been pressing the FCC for permission to sell *Rescue 911* and *The Ed Sullivan Show*, respectively, to network affiliates in the top 50 markets for prime time access. PTAR restricts the number of network and off-network programs top 50 stations may air in access.

Given today's tough market for off-network syndicators, the FCC will continue to receive requests for waivers, Disney said. But granting the waivers will only create more problems, it said. "The only way to rectify the problem at its source and provide equal relief to all unintended victims is to eliminate the prohibition."

The Motion Picture Association of America also weighed in, saying the FCC should not grant any waivers or exemptions to the rule without allowing for public comment.

The FCC is going to keep alive (if just barely) its rule-making to revamp the criteria it uses to choose among competing applicants for broadcast channels, even though it has reaffirmed the key integration criterion. The affirmation on the criterion, which rewards applicants who promise "integration" of ownership and management, came in a battle over a new FM in Selbyville, Del.

The U.S. Court of Appeals remanded the FCC's original decision to grant the channel to Anchor Broadcasting because the agency had failed to consider another applicant's argument that the integration was obsolete. The remand triggered a rulemaking reviewing all the criteria, credit and preferences.

Despite the rulemaking, the FCC released an order last Monday once again granting the station to Anchor but this time appending a vigorous defense of integration. The agency argued integration "provides a structural and therefore more objective assurance that the licensee will serve the public interest."

Until it comes up with a better approach, the FCC said it

would continue to apply integration in new comparative cases and was "unlikely" to apply any changes to it retroactively.

The upgrading of the telecommunications infrastructure is "too important to be left to the invisible hand of the marketplace," said House Telecommunications Subcommittee member Ed Markey (D-Mass.) at the CompTel '93 convention in Boston last week. Yet it falls to industry, not government, he said, to build the new infrastructure, which should bring "reasonably priced" advanced communications services to all homes and businesses by 2015.

"I think the government's role largely should be confined to setting goals and facilitating limited improvements in the network; to setting standards for interconnection and interoperability and access, and to funding limited pilot projects to demonstrate how an advanced communications system can work," he said. And in this era of "shared sacrifice," he added, government simply

does not have the money to build a network "that industry is perfectly capable of building."

The Clinton administration is honoring the Washington tradition of abusing the English language, turning its proposal to raise money by auctioning new spectrum into a budget cut.

In the economic proposal unveiled last month, the administration describes auctions and other similar money-raising ideas as "estimated savings." "Estimated savings [from spectrum auctions] are \$2.1 billion in 1997, \$4.1 billion over four years," the proposal says.

How's that?

In the "Clinton lexicon," explained Democratic consultant Jim Davidson at last week's NAB State Leadership Conference (see page 34), auctions are considered "an offsetting receipt" used to pay for the cost of regulation and are, therefore, spending cuts, not a tax or, as past administrations may have euphemistically put it, a "revenue enhancement."

Bad news for the commission. According to FCC Chairman James Quello's chief of staff, Brian Fontes, the Office of Management and Budget told the commission that it cannot add any staff to help in writing and administering the host of cable regulations mandated by the Cable Act. The FCC may hire non-federal contract workers, Fontes said, but that's of little value given the need to train them and the act's tight deadlines for implementing the rules.

Still unknown is how much supplemental funding the commission will get to cope with the cable rules. The FCC has reportedly asked for \$20 million, but even FCC staff think the appropriation will be far short of that number.

Fox Broadcasting Chairman Lucie Salhany has been tapped to keynote the annual meeting of the Association of Maximum Service Television, slated for April 19 in Las Vegas in conjunction with the National Association of Broadcasters convention. Dick Wiley, chairman of the FCC Advisory Committee on Advanced Television Service, will update MSTV's members on HDTV developments. ■



Washington Watch

Edited By Harry A. Jessell

Technology waits for no broadcaster, FCC says

Attendees at NAB State Leadership meeting told to get ready for innovations like DAB; Telecommunications subcommittee staffer says telco-cable hearings likely by late spring

By Joe Flint and Randy Sukow

The FCC will not slow down technological advancements like satellite-delivered digital audio broadcasting simply because they may be a threat to existing broadcasters, commission officials made clear at the National Association of Broadcasters State Leadership meeting last Monday (March 1).

The FCC cleared the way several months ago for satellite DAB, a technology that current radio operators see as a threat to their long-term viability.

Howard Woolley, NAB vice president, regulatory affairs, asked FCC Mass Media Bureau Chief Roy Stewart, and any other FCC staffer who would listen, if the commission was moving "too fast" on the implementation of DAB.

"The commission is supposed to implement technical changes," Stewart said. The FCC's responsibility, he said, is to make sure terrestrial broadcasters are not cut out from technical developments, but, in the end, the commission is mandated by the Communications Act to advance new technologies.

Aides to FCC Chairman James Quello and Commissioners Andrew Barrett and Ervin Duggan expressed concern about DAB's impact on local broadcasting and how DAB operators will meet the needs of local communities. "The FCC is extremely sensitive to the implications of a satellite-delivered DAB broadcast service on the current service of terrestrial broadcasting," said John Hollar, senior legal adviser to Commissioner Duggan.

But, the staffers added, broadcasters expressed similar concerns, which have yet to materialize, about direct broadcast satellites.

Quello's address to the NAB conference was something of a homecoming for the chairman, always referred to as the broadcaster's friend at the FCC.

He did not disappoint.

Quello advocated telephone company entry as a competitor to—but not as an acquirer of—cable systems in a telco's service area, and said he would



House Speaker Foley: Against free time for politicians

meet with House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) within a few weeks to discuss it.

In return, he would want the telcos to guarantee that local broadcast signals be carried and provided free to customers.

"Given everything that has happened in the marketplace [in recent months], the time is right to look at telco-cable," said Cathy Reid, subcommittee minority counsel, during a congressional staff panel. "I suspect we'll have hearings on telco-cable in the late spring," she said.

On the financial interest and syndication rules, Quello did not make it sound as though a compromise were in the making between him and the other commissioners.

"It will be a 2-1 vote. In court, when no politics come up, we are 3-0," said Quello, who advocates removal of the fin-syn rules.

Besides DAB and fin-syn, the state leaders heard the latest general wisdom and predictions on a number of other communications issues:

■ Speaker of the House Tom Foley (D-Wash.), guest luncheon speaker, brought attendees to their feet when he declared: "I do not believe it is a useful thing to extract free TV or radio

time [for campaign ads] from broadcasters."

House Telecommunications Subcommittee member Tom Bliley (R-Va.) is currently sponsoring a bill to require up to eight hours of free political ad time during campaigns (H.R. 449), a concept believed to have some support in the Clinton administration. That bill and other proposals affecting broadcasters will be the subject of a Telecommunications Subcommittee hearing scheduled for April 18, Reid said. The hearing would likely focus more on various lowest-unit-rate proposals (LUR), she said.

An LUR bill (S. 329) agreeable to NAB in 1992, authored by ranking minority Senate Commerce Committee member John Danforth (R-Mo.), was recently reintroduced. "I think a lowest-unit charge, in some form, will make it through our committee quickly," said subcommittee minority counsel Mary McManus. "What has always been the problem with [Danforth's] bill is that, once it passes our committee, the Senate will not move it as a stand-alone bill. They always want it to be part of a larger campaign reform bill. I think it will be no different this year."

■ "In Washington, if you can combine the word 'infrastructure' with 're-

form' you can put together a policy you can pass," said consultant Susan Buck of Bond, Buck and Donatelli, describing the general mood since the Clinton economic reform package was released last month.

One of the concepts linked to "infrastructure upgrade" is a proposed investment tax credit. From a broadcaster's view, said fellow consultant Jim Davidson of the Davidson Colling Group, such a tax credit could be the most important part of the Clinton plan. It would allow a significant reduction in tax payments to offset new-

equipment spending. "That could be big in a time when many of you are looking at new technologies, whether it's digital radio or high-definition television," he said.

But broadcasters were warned to expect unfavorable new tax policies from other corners of the Clinton plan. Repeal of various tax deductions for funds spent on advertising are "looming in the background," Davidson said. The deduction for beer and alcohol, children's advertising and a number of other products could be eliminated as part of Hillary Clinton's

health care reform initiative, he said.

"One factor that may come into play is that there could be a sin tax [on beer and wine] to help pay for the health care proposal," said Andy Vermilye, senior legislative assistant to Senate Consumer Subcommittee Chairman Richard Bryan (D-Nev.).

■ NAB concerns about excessive FCC fines seem to have found a receptive ear with Chairman Quello. He wants a review of the FCC's experience under the new fine guidelines established in 1989, said Quello's Chief Counsel Robert Corn-Revere. ■

Markey to offer spectrum allocation bill

Chairman says his legislation will offer alternative to auction plans; it's planned to move parallel with Oxley spectrum transfer measure

By Randy Sukow

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) said last week he will present an alternative to current spectrum auction proposals with an FCC spectrum allocation reform bill insuring "a proper set of safeguards are built in to insure that universal service, localism and diversity remain at the heart of our telecommunications policy."

Markey has been an auction foe in the past, fearing that entrepreneurs and small businesses will be blocked from obtaining FCC licenses for new technologies if they are all made available to the highest bidder. His willingness to craft a moderate bill is perhaps a reaction to the Clinton administration's strong push to use auctions to raise \$4 billion over the next four years (BROADCASTING, Feb. 22).

The Markey bill will be moved "parallel" with H.R. 857, auction legislation proposed by subcommittee member Michael Oxley (R-Ohio), Markey said during last Tuesday's (March 2) debate on the Emerging Technologies Act (H.R. 707). That bill, which directs the Commerce Department to transfer 200 mhz of government-controlled spectrum to the private sector, passed the full House 410-5.

The bill is identical to a 1991 bill that also passed the full House but failed to get Senate approval.

Unlike the Senate version of the bill

(S. 335), H.R. 707 does not include spectrum auction provisions. Energy and Commerce Committee Chairman John Dingell (D-Mich.) blamed the Bush administration's insistence that the 1991 bill include spectrum auctions for its eventual failure. He and Markey both urged immediate passage of the spectrum transfer and later,

"I think that probably at the committee level there may be an effort to raise the amount of spectrum available for competitive bidding." After it leaves committee, however, the Senate plan "may get tangled up in President Clinton's economic program. I think it is too soon to say what will happen."

Mary McManus, minority counsel, Senate Communications Subcommittee

more deliberate consideration of auctions.

In committee and subcommittee markups, Oxley decided not to introduce his auction language to accommo-

date the Markey-Dingell desire to move H.R. 707 quickly. But at the same time, he won a promise from both that H.R. 857 will be the subject of hearings this spring.

The Oxley bill is similar to the position taken by the Clinton administration, which seeks auctioning of all the 200 mhz addressed in H.R. 707 and does not include an exemption for broadcasters seeking assignment within that 200 mhz (BROADCASTING & CABLE, March 1). Unlike the administration, Oxley confines auctioning to the 200 mhz and does not extend them all new spectrum allocations. Oxley also provides an exemption for public safety organizations.

S. 335 differs greatly from the Oxley and administration proposals with broadcaster and public safety exemptions and trial auctioning of only 30 mhz of the total 200 mhz. "I think that probably at the committee level there may be an effort to raise the amount of spectrum available for competitive bidding," said Mary McManus, Senate Communications Subcommittee minority counsel, during last week's NAB State Leadership Conference (see page 34). John Danforth (R-Mo.), ranking minority member of the Senate Commerce Committee, will be among those pushing for such an increase, she said.

After it leaves committee, however, the Senate plan "may get tangled up in President Clinton's economic program. I think it is too soon to say what will happen," McManus said. ■

RECENT ACTIONS:

Courts heard oral arguments in the battle over the fate of must carry and retransmission consent last Thursday, while the FCC was busy figuring out how it would lay out the rules for must carry and retransmission consent at this Thursday's (March 11) meeting (see "Top of the Week").

Bad news for the commission last week: it learned it will not be allowed to hire any additional staffers to implement the Cable Act. Still unknown is how much of a supplemental budget the commission will receive for the act's implementation, but it probably will be nowhere near the \$20 million requested by former FCC Chairman Al Sikes.

This Monday, comments are due in response to the commission's survey of cable systems for its rate regulation proceeding. Non-weighted results show operators without competition charge about

KEEPING UP WITH CABLE REREG

ON THE AGENDA OF THE FCC



33% more per channel than operators with competition.

1. Must carry/retransmission consent. Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. Every three years, commercial TV stations must choose whether to negotiate for retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retransmission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to a third of capacity for broadcasters. **Rules to be voted on at this Thursday's meeting. Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).**

2. Indecency. FCC issued new rules giving operators right to limit all indecent programming submitted for leased-access channels to one designated channel and scrambled unless specifically requested by subscriber (BROADCASTING, Feb. 8).

3. Home wiring. FCC issued new rules determining ownership and use of cable operator-installed wires requiring operators to inform subscribers that they can purchase home wiring on a cost-per-foot basis.

4. Sports migration. FCC asked for comments for its study of sport-by-sport migration from broadcast television to basic and premium cable services and pay per view. Study will cover national, regional and local programming of professional and amateur sports. **Comments due: March 29; reply comments, April 12. Congressional deadline for completion: July 1, 1993 and July 1, 1994 (interim reports to Congress).**

5. Rate regulation. Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multichannel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas where commission deems rates to be excessive. In comments filed on Jan. 27, NCTA and several other organizations proposed "benchmark" formulas to compute "reasonable" charges for basic, extended basic programming, equipment rental and installation. NAB proposed benchmark placing basic-tier rate at \$3.48-\$7.35 on 40-channel cable system. **Final approval target: April 1. Congressional deadline for completion: April 3.**

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

7. Program access. Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. Wireless Cable Association and Consumer Federation of America, in comments filed Jan. 25, accused FCC of ignoring congressional intent by asking for public comment on aspects of program access that were not supposed to be open for interpretation. Cable industry commenters asked for as much flexibility as possible for vertically integrated companies to set prices

for non-cable multichannel services and to enter into exclusive contracts, claiming that strict interpretation of Cable Act could lead to fewer new cable network launches. **Final approval target: April 1. Congressional deadline for completion: April 3.**

8. Customer service standards. Minimum requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules. **Rules to be voted on at this week's meeting. Final approval target: April 1. Congressional deadline for completion: April 3.**

9. Ownership limits and carriage agreements. Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. FCC suggested 25% national cap for cable subscribers was possibility. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. **Reply comments due: May 12 (extended from March 3). Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.**

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

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

12. Home shopping public-interest study. FCC will determine public-interest value of broadcast stations running 24-hour home shopping programming or several hours of program-length commercials and whether such stations should be eligible for must carry. **Comments due March 29. Reply comments due April 13. Final approval target: July 2. Congressional deadline for completion: July 2.**

13. DBS public interest. FCC will set public-interest requirements of DBS operators, including pricing rules and minimum noncommercial channel carriage. Notice of proposed rulemaking to be released this week. ■

ASCAP decision music to TV stations

Magistrate judge's decision also has a few discordant notes; how much broadcasters save will depend on how they respond to new opportunities

By Geoffrey Foisie

TV stations currently pay ASCAP and BMI roughly \$110 million a year for the rights to play music in the shows they broadcast. As a result of a decision by the United States District Court for the Southern District of New York, the rules for determining that sum will substantially change. Whether the amount of money paid declines significantly will depend on how TV stations respond to the new opportunity given them.

At issue in the rate case were two main questions. How much, and under what formula, do TV station broadcasters with a "blanket license" owe the American Society of Composers, Authors and Publishers for the 18 years ending 1995? And how much, and under what formula, do TV station operators who availed themselves of a "per-program license" beginning in 1985 owe for the period through 1995?

As the name implies, the blanket license allows a station to use whatever ASCAP-licensed music it wants, while the per-program license allows stations to pay ASCAP licensing fees for only those programs in which it uses ASCAP-licensed product.

The decision rendered by magistrate

The decision steered a middle course between the amount alternately suggested by ASCAP and the All-Industry Committee.

judge Michael Dolinger steered a middle course between the amount alternately suggested by ASCAP and the All-Industry Television Station Music License Committee. In a decision important to TV stations, he made permanent a 1987 interim court decision that abandoned the long-standing

ASCAP practice of charging TV stations based on a percentage of their net revenue.

The new "blanket license" formula Dolinger set in place is roughly the same amount as that of 20 years ago, adjusted for inflation and changes in the number of stations. If all stations were under a blanket formula, that total today would be roughly \$72 million in 1992.

In what is also a victory for TV stations, Dolinger's decision made permanent the interim decision's approval of the "per-program" option—before 1987, stations only had the option of a blanket license. Currently, about 260 stations use the per-program license, which saves them about \$6 million annually from what they would pay under the blanket fee. The judge's decision last week granted ASCAP \$4.6 million for administering the per-program license from 1985 to 1990.

The new per-program formula says that if all of a station's syndicated and locally produced programs were licensed on a per-program basis, that sum should add up to 140% of what the station would pay using a blanket fee. A station can then calculate how much of the revenue derived from those syndicated and locally produced programs is from shows for which an ASCAP license is not necessary—because the music is licensed elsewhere, the ASCAP license is already paid for by the show's producer, or the station uses music that doesn't require licensing. That nonapplicable percentage could then be deducted from the 140% to arrive at the per-program-dollar license fee to be paid.

Although the 140% figure is higher than the previously used 125%, the judge's inclusion of locally produced shows, including newscasts, in the calculation could lead more stations to

FREEZE FRAME



take the per-program option.

It was in the per-program area that opponents in the litigation last week were reaching different conclusions about the judge's decision. The All-Industry Committee's administrative director, Jack Zwaska, claimed the 140% basically included every fee a station would have to pay, whereas ASCAP claimed an additional administrative fee was required.

There was also disagreement about how the judge intends stations to pay for ambient or background music (such as a news show reporting on a music concert, or a half-time performance at a football game). Dolinger made clear that stations do have to pay for the music. Furthermore, it was not clear whether stations could realistically apply the new formula going back to 1985.

The judge left certain matters to be resolved by the two parties over the next 30 days, including how the \$72 million blanket fee total is to be allocated among individual stations. And in the not too distant future ASCAP and the All-Industry Committee will sit at the bargaining table to negotiate a new contract taking effect after 1995. Broadcast Music Inc. has contractually agreed that it is bound by agreements reached with ASCAP, said Zwaska.

ASCAP is still deciding whether to appeal Dolinger's decision, said its general counsel, Bernard Korman. There was also the possibility that the decision, as applied to network-owned stations, might be referred to a different judge.

During the next few months a decision may be forthcoming in a case pitting ASCAP against CBS and ABC, said Bruce Rich, attorney at Weil, Gotshal & Manges, which represents many of the litigants with ASCAP, including the All-Industry Committee.

The bottom line for TV stations was summed up by Glen Larkin, controller for Bonneville International Corp. "We unhitched the blanket license from broadcasters' revenues and also got the concept of 'per program' entrenched. If there are some disappointing aspects, it is perhaps the amount of money the magistrate chose to award ASCAP; also, he chose to cut them a pretty good slice of pie for administrative fees. But going forward, I think we will see some efficiencies in the administrative process." ■

Cox Cable and Southwestern Bell join forces for UK franchises

By Meredith Amdur and Joe Flint

In one of the UK cable industry's largest investments to date, Cox Cable has teamed up with Southwestern Bell to develop and acquire cable franchises. The venture, which

will give Cox an initial 25% interest in the cable TV-telephony business, is estimated to be worth \$300 million to be invested in Southwestern Bell's operations.

The deal is just the latest of several recently announced partnerships by

John Abel
Natl. Assoc. of Brcdstrs.
Kristin Allen
The First Boston Corp.
Barry Baker
River City Bdcstg.
Robert Beacham
McKinley Capital Group
Ed Christian
Saga Comm.
Rich Churchill
Media Comm. Partners
Brian Cobb
Media Venture Partners
Michael Connelly
Donaldson, Lufkin & Jenrette
Larry Darby
Larry Darby Associates
Paul Fiddick
Heritage Media Corp.
Joe Flaherty
CBS, Inc.
Lisa Gallagher
Bank of Boston
Joel Hartstone
Hartstone & Dickstein
Ted Hepburn
The Ted Hepburn Co.
Hugh Ben La Rue
La Rue Media Brokers
Paul Leonard, Jr.
Star Media Group, Inc.
Philip Lombardo
Citadel Comm. Co., Ltd.
Andrew Marcus
Alex. Brown & Sons Inc.
Kathleen Mayher
Society Natl. Bank
Mark Mays
Clear Channel Comm. Inc.
Herb McCord
Granum Comm., Inc.
James McKinney
Advanced TV Systems Comm.
Bob Price
Price Comm. Corp.
Thom Reifenheiser
Chase Manhattan
Ken Selle
First Natl. Bnk. of Chicago
Michael Sherlock
NBC
Jeff Smulyan
Emmis Broadcasting
Gregg Solomon
Prudential
W.P. Williamson, III
WKBN Bdcstg. Corp.
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U.S.-based cable and telco companies (BROADCASTING & CABLE, March 1).

Southwestern Bell's UK franchises cover 1.2 million homes with a penetration rate of nearly 23% and 51,490 subscribers. Southwestern Bell also holds stakes in UK cable programming ventures such as The Parliamentary Channel (similar to C-SPAN) and CPPI.

The UK allows both telcos and cable companies to form alliances and offer services that are restricted in the U.S. The UK cable industry offers cable and telephone operators looking to offer integrated video, voice, data and interactive services to the home.

Still, UK cable has a long way to go. The UK cable market, which claims just over 440,000 broadband homes connected and 1.95 million passed, has had a slow start since the Independent Television Commission (ITC) began awarding some 130 franchise licenses in 1983. Plagued by construction delays and lack of debt-and-equity financing, only 58 franchises are operational, but build rates are up 45% in 1992 over the previous year and connection rates are up 64%.

In its franchise areas, Southwestern built 144,000 homes in 1992 and projects an additional 163,000 homes passed in 1993.

"Let's put this in some perspective; cable in the UK is like cable in the U.S. 15 years ago," said Jim Kahan, Southwestern Bell's senior vice presi-

dent, corporate development, "but there has been great progress in the last few years."

Although the partnership with Cox does not include any of Cox's programming interests there, Kahan did not rule out the possibility that Southwestern will get further into the program-

Changing Hands

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

WRNL(AM)-WRXL(FM) Richmond, Va. □ Sold by Capitol Broadcasting Co. to Clear Channel Communications for \$9.75 million. Sale also includes Virginia News Network. Seller is headed by Jim Goodmon, and is also licensee of two FM's and two TV's. Buyer is headed by L. Lowery Mays, and recently purchased KHFI-FM Austin, Tex. ("Changing Hands," Jan.

11). It is licensee of 12 AM's, 13 FM's and seven TV's. WRNL is full-timer with AOR format on 910 khz with 5 kw. WRXL has AOR format on 102.1 mhz with 140 kw and antenna 320 feet above average terrain.

WKRC(AM) Cincinnati □ Sold by Great American Television and Radio Co. Inc. to Jacor Broadcasting Corp. for \$1.6 million. Seller is headed by John P. Zanotti and David H. Crowl, and is licensee of six AM's, 11 FM's and six TV's. Buyer is headed by Terry S. Jacobs, and is parent of licensees of WLW(AM)-WEBN(FM) Cincinnati; WGST(AM)-WPCH(FM) Atlanta; KOA(AM)-KRFX(FM) Denver; WQIK-AM-FM Jacksonville and WFLA(AM)-WFLZ-FM Tampa, both Florida, and WMYU(FM) Sevierville, Tenn. (Knoxville). WKRC has AC format on 550 khz with 5 kw day and 1 kw night.

WIOU(AM)-WZWZ(FM) Kokomo, Ind. □ Sold by Caravelle Broadcast Group to Mid-America Radio Group of Kokomo Inc. for \$1.21 million. Seller is headed by M. Jack Quick, and is licensee of WJJR(FM) Rutland, Vt.; WSFL-AM-FM New Bern, N.C., and WKCW(AM)-WDXZ(FM) Dorchester, Tenn.-Mt. Pleasant, S.C. Buyer is headed by David C. Keister, who owns licensees of WKBV(AM)-WFMG(FM) Richmond and WBAT(AM)-WCJC(FM) Marion, both Indiana, and WBWN(FM) Le Roy, Ill. He is also 49% owner of permittee of WVNI(FM) Nashville, Ind. WIOU has classic oldies format on 1350 khz with 5 kw day and 1 kw night. WZWZ has top 40 format on 92.7 mhz with 3 kw and ant. 298 ft. Broker: Tomlin & Co. Inc.

KIEZ(AM)-KKLF(FM) Carmel Valley,

PRISM RADIO PARTNERS
has acquired

KNST / KRQQ

Tucson, Arizona
from

NATIONWIDE COMMUNICATIONS, INC.
\$4,500,000.00

The undersigned acted as broker in this transaction
and assisted in the negotiations.



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ing business in the UK.

The partnership comes on top of Cox's most prominent European investment, its 38% stake in the new satellite entertainment channel UK Gold. Along with fellow investors TCI (27%), BBC Enterprises (20%) and Thames Television (15%), the channel created Britain's first syndicated program service. The channel may be encrypted next year, but until then, its primary revenue stream will be advertising, from which it hopes to break even within three years.

According to Barry Elson, senior vice president for Cox Cable in charge of international operations, it makes sense to be involved with both distri-

bution methods. Said Elson: "In the short term, with 2.5 million DTH homes, the satellite business is growing ahead of cable [in the UK]...it's a very different model than the U.S. But by 2000, I expect the ratio to even out to roughly 5 million-7 million homes for each." Currently, there are 21.6 million total UK television households.

The payback on the investment could take a long time. According to Bruce Fireman, managing director of media and communications for bankers Guinness Mahon in London, a further \$10 billion needs to be invested in UK cable, given aggregate costs-per-home-connected of \$900. ■

Calif. □ CP sold by Jerry J. Collins to Jaime Bonilla Valdez for \$840,000. **Seller** is permittee of KNZS(AM) Montecito, Calif. **Buyer** has approximately 30.1% interest in permittee of KURS(AM) San Diego. KIEZ has oldies format on 540 khz with 10 kw day and 500 w night. KKLK has oldies format on 104.3 mhz with 3 kw antenna 328 feet above average terrain. **Broker:** Miller & Associates.

WHLF(AM)-WJLC(FM) South Boston, Va. □ Sold by Virginia Broadcasting Inc. to JLC Properties Inc. for \$500,100. **Seller** is headed by Timothy Moran, who is also licensee of WSMY(AM)-WPTM(FM) Roanoke Rapids, N.C. **Buyer** is headed by John L. Cole III, and has no other broadcast interests. WHLF is fulltimer with MOR, classic rock format on 1400

khz with 1 kw. WJLC is assigned to 95.3 mhz with 2.7 kw and antenna 495 feet above average terrain.

WVXA(FM) Signal Mountain, Tenn. (Chattanooga) □ Sold by Signal Mountain Radio Consolidation Inc. to Radio One Management Group Inc. for \$450,000. **Seller** is headed by Jay Sobow, former radio and television owner. **Buyer** is headed by K.A. Green, and is 49% shareholder of licensee of KUTE(AM) Desert Hot Springs, Calif. WVXA is assigned to 98.1 mhz. **Broker:** Sailor & Associates.

KDSX(AM)-KDSQ(FM) Denison-Sherman, Tex. □ Sold by Transcontinental Broadcasting Co. to Octavian Broadcasting for \$350,000. **Seller** is headed by George Jenne, and has interests in KPRR(FM) El Paso, Tex., WKQB(FM) Jackson, Miss., and WJBO(AM)-WFMP(FM) Baton Rouge, La. **Buyer** is headed by Charles Davis and Steve Lantroop. Lantroop is licensee of KSEO(AM)-KLBC(FM) Durant, Okla. (Denison, Tex.). KDSX is fulltimer with C&W format on 950 khz with 500 w. KDSQ has C&W format on 101.7 mhz with 17 kw and antenna 384 feet above average terrain. **Broker:** Whitley Media.

WCJO(FM) Jackson, Ohio □ Sold by Radio Jackson Inc. to Jackson County Broadcasting Inc. for \$260,000. **Seller** is headed by William W. Johnson, who is also licensee of WLMJ(AM) Jackson, Ohio. **Buyer** is headed by Lewis E. Davis, and is licensee of WYPC(AM)-WKOV-FM Wellston, Ohio. WCJO has C&W format on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

SOLD!

WEZY-FM, Tampa/Lakeland, FL from Root Communications, Inc., Charles T. Cohoon, President, to Paxson Enterprises, Inc., Lowell W. Paxson, Principal, for \$4,750,000.

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By volume and number of sales
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AM's □ \$2,061,504 □ 6

FM's □ \$841,000 □ 3

AM-FM's □ \$13,250,100 □ 6

TV's □ \$79,866 □ 1

Total □ \$16,232,470 □ 16

1993

AM's □ \$7,516,404 □ 33

FM's □ \$45,998,947 □ 46

AM-FM's □ \$140,500,200 □ 39

TV's □ \$251,539,866 □ 12

Total □ \$445,555,417 □ 130

For 1992 total see Feb. 1, 1993 BROADCASTING.

Advertising & Marketing

January ad revenues lower than expected

Local up, spot down; observers expecting first-quarter pickup now look ahead to second

By Sharon D. Moshavi

The picture for station advertising revenues for January was not as pretty as many had hoped. While pundits in the television and advertising industries once talked of a substantial pickup in revenues in the first quarter, many who have looked at the preliminary figures now predict it will not be until the second quarter that key local and spot categories pick up.

According to the Television Bureau of Advertising, station ad sales were up just 0.5% for January, with local sales up 4.3% and spot sales down 4.4% (see chart). January represents the second month in a row in which comparisons to last year can be made without being clouded by political spending, the national conventions or the Olympics.

December was not a great month for station ad revenues, either. Based on the 241 stations in TVB's report for that month, station advertising was up just 2.1%, with local about flat and spot up 4.7%. With all the talk about strong holiday spending, many had expected higher numbers.

One spot buyer, Howard Nass, Foote Cone and Belding's senior vice president, corporate director of local broadcast, says January will be representative of the first quarter. He says the low spot numbers mean national advertisers are finding good bargains on the networks.

Nass sees other problems as well. "Low pricing on the networks coupled with people moving slowly to make their budgets is affecting the market," he says. Advertisers have been slow to create budgets because they have been unsure about the economy and about President Clinton's plans, Nass says. Like others, he ex-

pects a pickup in the second quarter, although "not a great rebound."

The continued softness of packaged-goods spot advertising appears to be the main problem category in the market. The one spot category looking strong, say observers, is autos. "Some weeks it's hard to get car advertising on the air," says Laura Silton, senior vice president, director of local broadcast, McCann-Erickson.

it's hard to tell how much is real and how much is psychology."

Several reps and media buyers point out that the January numbers are not that bad, given that they are being compared with January 1992, a month that looked good against Gulf War-disrupted January 1991.

Some rep firms say their billings are up so far this quarter. According to David Schwartz, Seltel's senior vice

TVB group time sales survey (% change in revenue from previous year)

	Affiliates		Independents	
	Jan. 1993	Jan. 1992	Jan. 1993	Jan. 1992
Local	+4.0%	+3.8%	+5.1%	+1.4%
Spot	-4.3%	+8.9%	-4.9%	+5.6%
Total	+0.3%	+6.0%	+0.9%	+3.2%
Number of stations surveyed	224	192	62	40

Local markets are looking better overall because retail advertising has picked up. But the combined effect of the local and spot market is the significant indicator, says Silton: "The question really is how the marketplace itself is doing. When you're buying a market, it doesn't matter if local is up and spot is down. It doesn't do any good to separate the two. It still leaves available inventory in the same place."

Silton is not projecting any strengths except car advertising in the spot market until the middle or end of the second quarter. There was some initial expectation that the market would be stronger in the first quarter, she and others acknowledge. "While we are all expecting the economy to improve, we really haven't seen the broadcast inventory tightening up. It feels a bit stronger than last year, but

president of domestic sales, national business for the rep firm—which represents a large number of Fox and independent stations—is up 3%-5% so far this year, and January was up "substantially" over last year. But he acknowledges that advertisers are being slow to set budgets.

Both January and February were up for Blair, says Steven Murphy, vice president, director of sales analysis and planning. "Everybody would like to see the numbers stronger, but it's not horrible." He also thinks second quarter will look better once budgets are resolved.

Bob Frye, general sales manager for CBS affiliate KCTV(TV) Kansas City, says national advertisers are asking about avails but moving slowly in buying them. The station is about 20% ahead in local sales so far this year, but spot sales are down about 2%. ■



Comedy Central's 'Short Attention Span Theater' was hosted by Dana Carvey and Mike Myers to promote their Paramount movie, 'Wayne's World.'

Niche cable networks attract advertisers of same genre

Endemic ads account for 20%-40% of their spots, but they would prefer a broader base

By Sharon D. Moshavi

Narrow cable channels such as Sci-Fi and Comedy Central have attracted significant revenue from advertisers looking for a specific viewer. But now some of these networks are concerned that their niche appeal may be reinforcing an image that will stunt their growth in the future.

Called endemic advertising (golf-ball ads in golf games, humorous ads in comedy programming), it accounts for between 20% and 40% of ad revenues for many niche cable channels. But it is not something most cable networks like to brag about or emphasize—they want to talk about their demographic reach to get broader advertisers. The networks build identity based on a niche, yet they do not want to be perceived as narrow by mainstream advertisers.

Cable has an easy time selling endemic advertising, but "it's hard to build a network on just that," says Tom Winner, executive vice president and director of marketing services at CME-KHBB Advertising. Broader advertisers such as packaged goods and

auto manufacturers are needed, but they are a much tougher sell. "If you're just selling on a demo, advertisers can find that demo broader elsewhere," he says.

Winner does not deny that many of the niche networks offer good demographics that many broader advertisers also want to reach. "The smaller the rating, the better the demo," he says, but "the only people watching are those interested in science fiction or whatever the network's genre is. Golf is not high-rated programming, but golf-ball manufacturers have to be there because of who the audience is."

Endemic advertising at the least is a way for cable networks to start an advertising base. Comedy Central initially drew much advertising from theatrical comedies and ad campaigns focused on humor. "But it's a catch-22, trying to go after business that way, because we didn't want to be perceived as just a place for comedy," says Joe Poletto, director of ad sales, who estimates that 30% of the channel's advertising is endemic. The network wanted broader advertising, including ads for non-comedic theatrical releases from movie studios.

Comedy Central has used promotions and programming to cajole advertisers, but all were tied to media buys. One of the first things Comedy Central did was a deal with Paramount for "Wayne's World." Stars Mike Myers and Dana Carvey hosted *Short Attention Span Theater* in conjunction with advertising on the network. Poletto says that kind of offering helped attract not only more movie commercials for comedies, but theatrical ads as a whole.

Although Comedy Central touts its demographic reach to advertisers, mainstream advertisers may be attracted to the network simply because their commercials are humorous. The network and Certs are creating a sweepstakes together as part of a media buy, but Certs may be there because of the tie-in to its own commercials; it is currently running a campaign featuring comedians. American Express is a new client, and coincidentally or not, they are coming on at a time when they have signed comedian Jerry Seinfeld as their spokesman.

E! Entertainment also banks on its programming to bring in entertainment advertising, which accounts for about one-third of ad revenues, according to David Cassaro, senior vice president, ad sales. Sometimes it is difficult to tell what an advertiser is buying on—demographics or the channels theme, says Cassaro. "It's like which came first, the chicken or the egg."

Like Comedy Central, Sci-Fi Channel is also concerned that "advertisers will pigeonhole us into one category," says Tom Olson, vice president, director of advertising sales, who estimates about 20% of the channel's ad revenues are from advertisers selling science fiction or fantasy-related products, ranging from Sega and Nintendo to Star Trek memorabilia.

Sci-Fi is also taking advantage of its genre to create tie-ins to attract a broader audience. They have created short, on-air vignettes featuring an alien opening a time capsule and finding products distributed by advertisers such as Frito-Lay, Nestle, Warner-Lambert, Johnson & Johnson, Mars, Kraft, P&G and Kodak.

Unlike some of the other cable networks that want to downplay their endemic advertising, The Travel Channel is trying to expand in that direction. It is looking to increase revenues from travel-related advertisers such as cruise brokers and hotels,

which now account for 40% of ad revenues, according to Ed Byrnes, Eastern regional sales manager.

Just because a cable network has a small niche does not mean there is much endemic advertising to be had. The Weather Channel, for example, has had Michelin Tires as its exclusive tire advertiser, but has not found

any other categories attracted to it specifically because of its programming. And Court TV, despite some programming directed to lawyers and filled with legal advertising (sold in conjunction with its co-owned legal publications), does not have an endemic advertising category, says Rick Norris, senior vice president,

sales and media marketing.

Endemic advertising may come to play an increasingly important role as channel capacity expands the number of channels and as TV viewing fragments, say observers. Those who now shy away from courting advertisers based on their genres may change their minds in the future. ■

Prime time is Miller time on CBS

Deal tied to 'Northern Exposure' on-air and retail co-promotion

By Sharon D. Moshavi

CBS is getting its first major prime time buy from Miller Brewing Co., thanks to a co-promotion with the advertiser involving *Northern Exposure*.

The co-promotion of Miller's Genuine Draft and Genuine Draft Light beer is set for July—the brewery's highest sales period. Miller's buy on the network will stretch across the entire year. Neither party would disclose how much Miller is spending.

The co-promotion features retail displays in bars and stores, a consumer offer and CBS on-air promotion.

The deal marks the first time that Miller has done a show-specific promotion with a network, although it was the official sponsor of NBC's May sweeps last year.

To tie in with Miller's "Get out of the old. Get into the cold" advertising campaign and "The world is a very cool place" theme, CBS's promos in July will refer to the network as a "very cool place to be."

Tear pads at the retail displays will offer consumers discount forms for a CD compilation of *Exposure* music. The displays themselves will feature an inflatable Morty the Moose (the program's mascot), simulated TV's showing images of the two beers and *Northern Exposure* and a replica of the

Brick, the hub of much of the show's action.

Also tied to the campaign will be another sale of *Exposure* merchandise, this time tying in Miller. CBS and producer MCA Universal last November and December hawked sweatshirts

The deal marks the first time that Miller has done a show-specific promotion with a network.

via 20-second spots at the end of the show. CBS would not say how many of the \$24.95 items were sold, but did say that it exceeded expectations.

CBS said there would be no Miller product placement at the Brick in any episodes. Robert Ward, director of advertising services at Miller, said Miller has no plans to put *Exposure* cast members in Miller advertising,

but left open the possibility.

Several other advertisers had approached CBS about a promotional venture tied to *Exposure*, said George Schweitzer, senior vice president, marketing and communications, CBS Broadcast Group.

The dollars Miller is spending on the promotion and in advertising on CBS are incremental, according to Ward. Miller's media and promotion budgets are both increasing by double digits this year, he said.

According to Arbitron's MediaWatch, Miller spent just \$148,000 on CBS prime time in 1992 (excluding the World Series). The brewer spent \$6.5 million with ABC and \$1.1 million with NBC in prime time.

CBS has been quite active in promotional deals. In the past few weeks, it began a tour of malls with the *New York Times*, started its Friday night programming promotional venture with Domino's Pizza and announced a deal with Blockbuster Video to create a videotape to promote CBS programming. ■

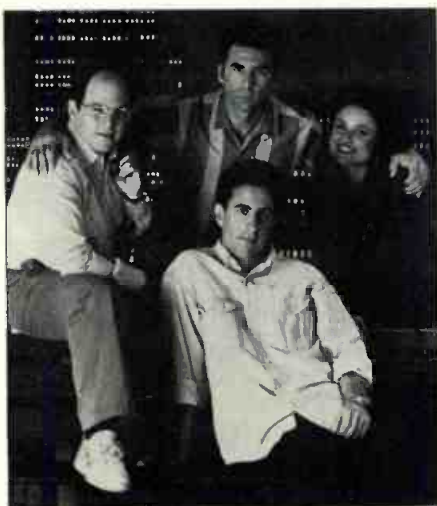


At a CBS news conference announcing a promotion for Miller beer and 'Northern Exposure': George Schweitzer, CBS/Broadcast Group, and Robert Ward, Miller.

NBC stars starring on Kellogg's cereal boxes

NBC series cast members will grace the boxes of Kellogg's cereals as part of a fall promotion between the network and the food company.

According to published reports, Jerry Seinfeld and his *Seinfeld* co-stars Julia Louis-Dreyfus, George Alexander and Michael Richards will appear on boxes of Kellogg's Low-Fat Gran-



'Seinfeld' cast and other NBC stars will appear on Kellogg's cereals

ola. The tie-in works well with the series: one of the running shticks on *Seinfeld* is Jerry's love of cereal.

Other likely cereal appearances: Will Smith, star of *The Fresh Prince of Bel Air* on Raisin Bran, *Wings* cast members on Frosted Bran and *Blossom* characters on boxes of Corn Flakes.

Other parts of the promotion are said to possibly include some sort of contest and box-top offers. It is expected there will be point-of-purchase displays in supermarkets and information on NBC's fall lineup on the backs of the cereal boxes.

NBC's primary fall promotion last year was with parent company General Electric. NBC promotional material and GE coupons were packaged with GE light bulbs in 150,000 displays. It was the first such venture NBC had done with GE.

TeleCable Targeting targets other systems

TeleCable Targeting, the ad sales division of cable MSO TeleCable Corp., is looking to become a local ad sales representative for other cable systems.

In its new venture, TeleCable hopes to rep cable systems outside markets in which it operates systems. In addition to its own systems, TeleCable reps eight others within its franchise areas. Clients include TCI, ATC, Cablevision Industries, Continental, Jones Intercable and Cencom/Crown Media systems.

TeleCable has essentially finished establishing what it calls strategic representations of cable systems within its markets. Those ventures allow both TeleCable and the systems it reps to "take advantage of the economies of scale" and push margins up over 50% in many cases, according to Jerry Machovina, TeleCable vice president of advertising sales. Says Machovina: "We now have a fully loaded advertising structure. So now we want to step out to distant communities and represent other cable operators. We are seeing some operators dissatisfied with their own local ad efforts, and we're hoping to make them an offer to do it for them."

Since TeleCable is interested in repping systems for local advertising, it has no plans to compete with any national cable rep firms, according to Machovina. TeleCable is equipped to perform the task for other cable systems, he says, because it has centralized most of the operational and research functions needed, and can set up an operation for another system inexpensively. TeleCable hopes to add six to eight cable properties as ad sales clients over the next year.

TeleCable Targeting has revenues of \$20 million, which works out to about \$30 per cable subscriber per year, says Machovina. **-SDM**

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1. What best describes your type of business? (Check one)

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 Radio Station TV/Cable Equipment Organization
 Radio Network Advertising Agency Other (please describe)
 Cable TV Operation Advertiser

2. What best describes your title? (Check one)

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 Vice President News Director
 Director/Manager Chief Engineer/
 General Manager Technician
 General Sales Manager Other (please describe)
 Station Manager

Technology

Sony unveiling small-format digital gear

New digital Betacam line of half-inch equipment to be introduced at NAB convention will be compatible with current Betacam SP and D-2 products

By Steve McClellan

Sony Corp. last week announced a series of new half-inch component digital Betacam videotape recorders and editing products to be introduced at next month's National Association of Broadcasters convention in Las Vegas.

The new digital component Betacam recorders are compatible with the existing lines of Betacam SP component analog and D-2 digital composite recorders and editing products, the company said. There are currently 165,000 Betacam units in place around the world, said Christopher Golson, vice president of videotape recorders, Sony Business and Professional Group.

Digital Betacam is Sony's entry into the small-format digital market for broadcasters. It comes two years after Matsushita's Panasonic Broadcast Systems began shipping D-3, a half-inch composite format that was used extensively by NBC and several other world broadcasters during the 1992 Olympic games in Barcelona.

The new Sony format's main selling point over D-3 is the use of higher-quality component color recording. The company claims it represents a cost-effective bridge format between today's analog component systems and the component digital, higher-resolution and 16:9 aspect-ratio systems that will be used in the advanced TV broadcast and post-production studios of the future. Sony expects Digital Betacam to be a useful tool in either environment for years to come.

Golson said the new videotape recorders were designed to be "the workhorse format for broadcast and post-production in the 1990's," a quality widely demanded by Sony cli-



The new Sony DVW-500 digital recorder that will be introduced at NAB

ents in user surveys. "They didn't want the format of the year," he said.

The changing economics of the broadcast business have forced managers to be more frugal generally, he said. They want equipment that will last many years and still meet their needs. Compatibility with the existing analog standards will allow broadcasters and others to enter the digital age at their own pace, said Golson.

But the compatibility goes only so far. Golson said the new digital machines will play analog tapes, but existing analog machines cannot play digital tapes. He urged those planning to attend the NAB convention to bring their own tapes to the show for a demonstration of how they will play on the new machines.

The new Betacam format is based on a bit rate compression technology that Sony calls "coefficient recording" (or CORE). The technology enables the recorders to process the greater amount of picture information associated with digital machines without adding more heads or otherwise making the machines more costly or more complex to operate.

Golson declined to talk specifically about pricing, indicating that detailed information on prices will be available at the NAB show. He estimated, however, the digital Betacam recorders would be around \$50,000—approximately half the price of existing three-quarter-inch component digital D-1 machines and almost the same price of a D-2 three-quarter-inch composite digital VTR.

Golson said Sony intends to introduce a digital Betacam camcorder by summer 1994. The timing of the introduction depends on development of "breakthroughs" in weight, power and size. (Current Panasonic D-3 camcorders weigh less than 15 pounds and are less bulky than Betacam SP analog composite camcorders.)

In the meantime, Sony said that a new Laser Beam Link System for remote field cameras will also be unveiled in Las Vegas. The system is designed to use bidirectional infrared transmission over microwave frequencies to eliminate the need for cable links at multicamera events such as sports matches or the recent presidential inauguration. ■

Classifieds

See last page of Classified Section for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

GSM: Experienced "on the street" savvy manager to lead Ca. Central Coast's top combo. Excellent opportunity, growth market. Salary negotiable. EOE. Reply to Box E-1.

Wanted: A manager who wants to be an owner. Our ideal candidate has been working as sales manager or GM in a small market operation in Virginia or nearby states, and wants to be an owner — if he had the cash. We're an investor-owned AM/FM combo in a Virginia town named one of America's 100 best. We could increase our billings substantially with a strong, sales-driven general manager. We want someone who can deliver quality, but will spend each dollar as carefully as if it were his or her own. We'll give you a modest salary, but your real money will come from bonuses tied directly to your ability to generate profits for us — and the stock we'll give you in the company! Send your resume to Box E-13. EOE.

General manager for AM/FM in beautiful NY State market. Track record in budget management, sales performance, and programing success, along with marketing creativity a must. Minorities and women encouraged to apply. Send resume and references in total confidence to Box E-11. EOE.

Small-mkt GM/GSM: Growing radio group seeking strong GM/GSM with interest in ownership, for top-rated, underperforming AM station with expansion/LMA opportunities located in attractive southeastern small mkt. General & sales mgt experience required with proven results in small mkts. \$31,000-\$34,000 salary range with excellent benefits plus incentive bonuses. Opportunity for equity upon achieving selected performance goals and management criteria. Please send resume & achievements to Box E-12. EOE.

Florida small market AM/new FM seeks selling sales manager who can build, lead, train, and hire a winning team. Being able to sell against newspaper a must. Fax resume and expectations to 813-780-9727. EOE.

HELP WANTED SALES

Senior AE: We're holding our best list for an experienced AE. Work hard and play hard in one of America's richest and most beautiful resort markets. Vail, Colorado. Our operation is on the cutting edge of technology. Yes you can make good money in small market. Rapid growth offers upward mobility. Resume to Lynn Blackburn, KZYR-FM, PO Box 5559, Avon, CO 81620 or fax to 303-949-0266. No phone calls. EOE.

WZYP-FM/Huntsville, AL./sales representative. Our sales consultant says we have one of the best compensation plans in America! (Big commissions, salary, gas allowance, matching 401K, profit sharing) owner is on-site and a lifetime broadcaster! We want someone with at least two years experience who can sell big promotions and events while emphasizing results for the client. Huntsville is home of America's space and hi-tech defense programs. (Highest average income in the Southeast) references checked/drug testing company. Reply to: Bill West, PO Box 389, Athens, AL 35611 or fax 205-232-6842. EOE.

Midwest AM/FM seeking aggressive, self-starter salesperson. Sales experience preferred. Apply to WLPO-WAJK, PO Box 215, LaSalle, IL 61301. EOE M/F.

Proven GSM and AEs needed for our developing operation in Southern California. Excellent opportunity with great advancement potential. Send/fax letter and resume to 310-595-8328. CCI, POB 91233, Long Beach, CA 90809. EOE.

Radio sales: Experienced person needed for #1 rated AC. Must be driven and goal oriented. Established list but mandatory requirement includes generating new business. Send or fax resume, salary history, and references to: Meredith Coleman, Station Manager, WJQI Radio-JOY 95 FM/AM, 5544 Greenwich Road, Suite 95, Virginia Beach, VA 23462. Fax 804-497-0112. EOE.

HELP WANTED ANNOUNCERS

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTF, 185 South Washington St., Tiffin, OH 44883. EOE.

HELP WANTED NEWS

News: Know how to direct a small news staff into sounding & reporting like a large one? Send resume/tape: WATH/WXTQ, Box 210, Athens, OH 45701. Great stations, strong staff, solid owners, scenic region, historic city, abundant recreation and major college. Enthusiasm more important than experience. EOE.

NYC suburb: Morning drive local news anchor. Part-time; experienced only. EOE, M/F. Send T&R: Box 910, Pomona, NY 10970.

Producer/announcer: KUNI/KHKE Public Radio seeks news announcer/producer to produce and deliver newscasts on seven-station system. Minimum 1 year experience, BA in Journalism or related field required. Additional information provided upon request or following application. Send resume and cassette audition tape to Greg Shanley, KUNI/KHKE, Communication Arts Center, University of Northern Iowa, Cedar Falls, IA 50614-0359. Application review begins 3/22/93 — open until filled. Salary commensurate with qualifications. An AA/EEO educator/employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Knit-picking prog. director wanted for full service Soft AC FM in Florida. Fax resume to 410-821-7149. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking general manager/sales manager position in small to medium market with possible buyout interest. Ambitious. Conscientious. Top biller. Currently in radio and real estate management. Call Ted 914-357-4861 or 914-357-3100.

Medium-small market general manager that sells and programs. I'll cut expenses-increase sales day one! Results — profits and ratings. Banks — troubled stations, turnarounds, startups considered. John 502-247-0090.

GM looking for equity. Currently employed. Prefer Southeast or Southwest. Energetic. Excellent references. Mature, stable, know financials. Prefer medium market, 1992 cash flow increase 110%. Sales trainer and motivator. Promotions leader. Looking to retire, or group owner looking for someone to manage your investment successfully? Get it done without bloodshed. No magic, just hard work. Reply to Box E-8.

Tired of absentee ownership problems, all show, no go GM's and other games. I offer maturity, stability, energy and honesty. Excellent track record and references. Prefer Southeast, but all situations considered. For full information telephone 704-487-1589.

SITUATIONS WANTED ANNOUNCERS

Talented talk host: Experienced, dedicated, informed. Seeking new opportunities. Have been hosting national show with big name guests. Rick 1-800-257-6556.

After 12 years experience, took a lengthy detour, now ready to return. Super announcer. (oldies a specialty) PBP, sports and production; as well as many other attributes. Willing to relocate to Mid Atlantic—Southeast region. Tape and resume on request. Don't wait—Call now!! Frank 904-673-0757.

Award winning eight year pro seeks full time with country radio station anywhere in the U.S. Personal appearances a must. Very dedicated, excellent references from. Call for package. Harrison Gasque 803-794-5217.

Experienced print journalist seeks Christian talk show slot. Some radio experience, not afraid of controversy. Al Doyle, 715-445-4681.

SITUATIONS WANTED TALENT/PERSONALITY

I'm all talk! Radio pro, new to talk radio. Here's a great opportunity for a station looking for an affordable talker. Will also consider working on a tryout basis, anywhere in continental U.S. Neil 410-529-8051.

SITUATIONS WANTED TECHNICAL

Former chief engineer WFAN, WTEM, seeks projects by day, week, or month as contractual worker. Let me tackle your capital projects. Studio and transmitter installations, networks, directionals, proofs, emergency service, any market size. Supervisory experience, budget, bidding, subcontractors. Let me take over your headaches. Call Jim 301-540-2089 attending NAB.

Broadcast engineer 33 years experience all phases radio. Computer literate. Seeks to relocate with stable company. Reply to Box E-14.

SITUATIONS WANTED NEWS

Award winning sportscaster/PBP. 17 years experience. 410-226-5737.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: Top 40 market in Southeast seeks hands-on individual with J.D.S. experience. Inventory maintenance, formats, order entry and strong leadership skills a must. Reply to Box E-4. EEO employer.

TV station manager: WLIG-TV Long Island, N.Y., seeks TV executive to lead all areas of station growth. We're seeking an outstanding individual who knows how to run TV station operations, sales and programming. We are a successful growth company offering outstanding salary & benefits package. Resume and salary history to Marvin Chauvin, GM, WLIG-TV Inc., 270 S. Service Road, Melville, NY 11747. EOE.

GSM for Chattanooga CBS affiliate. We need someone who knows business development, inventory and collections; a teacher and mentor; a people person who can contribute to a station team effort; a person who can turn our weaknesses into opportunities and our opportunities into revenue; someone who wants to grow in this job and beyond. We have a great staff, great equipment and ratings. Send resume and letter to: Mark Keown, VP/GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE.

HELP WANTED SALES

KATV, Little Rock, seeks local account executive to increase sales with large account list and develop new business. Degree preferred. Outside sales experience. Effective presentation and computer skills required. Send resume to Personnel Director, PO Box 77, Little Rock, AR 72203. No calls please. EOE.

Senior AE at ABC affiliate in 24th market. Minimum 3 years TV sales, Hartford-NH market experience a plus, established accounts, new business development and "value-added" marketing are keys to success. Send resumes to: Harvey Adelberg, LSM, WTNH-8, 8 Elm Street, New Haven, CT 06510. EOE.

Local account executive: San Diego's fastest growing independent is growing rapidly, and so is our local sales force. If you have at least three years of local and/or regional experience with a record of success in both medium and major markets, sunny San Diego may be your next home. Jump start your career and join a station with solid early fringe access and late fringe programming, plus the market's only 10 o'clock news. Please respond to KUSI-TV, Personnel Department, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

Media sales, KHIZ Television Victorville, CA 619-241-5888, Rosie. EOE.

TTV4 in Indianapolis needs a research director. We're looking for a spirited, street smart, competitive team player with know-how in overnights, qualitative, written persuasion, as well as research basics. Develop network and local sales presentations for the most popular locally-produced game show in the country, for local live sports broadcast to the biggest fans in America, for a station with a higher cume than any other print or electronic media in the state. Put some fun and some sell in your app and fax it to Director of Sales, 317-780-5464. EOE.

HELP WANTED TECHNICAL

Graphic artist in charge: Capital Cities/ABC Inc. Video Design Group, Los Angeles, CA. Requires minimum five years broadcast animation design and a thorough understanding of post production. Quantel Paintbox experience necessary and Mac experience a plus. Must be well organized and able to schedule and manage long and short term projects. Flexible hours including some evenings. Send resume and demo reel to: David Snapp, Capital Cities/ABC Inc. Video Design Group, 4151 Prospect Avenue, Hollywood, CA 90027. EOE.

Chief engineer: Telemation, the leading post production facility in the Rocky Mountains, is seeking a chief engineer. Must share our deep commitment to customer service. Edit suites feature CMX, Grass Valley, Abekas A-82, D-2. Rank Ursula telecine with DaVince. Experienced only. EOE. Send resume to: General Manager, Telemation, 8745 E. Orchard Road, Suite 500, Greenwood Village, Colorado 80111.

ENG personnel for a major broadcast facility in New York City. ENG field operations with camera (and microwave) experience, videotape editors, and ENG maintenance. Employment would commence Spring/Summer 1993. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: TMS, Suite 137, 847A Second Avenue, New York, NY 10017 or fax to 914-352-3093. This employment would occur in the event of a labor dispute and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An equal opportunity employer.

Studio engineering supervisor: KJTV34, a Fox affiliate in Lubbock, Texas is seeking a studio engineering supervisor. Must be comfortable with all aspects of studio maintenance and should be able to troubleshoot to component level. Studio responsibilities include AV switching and terminal gear, 1/2", U-matic and 1" videotape formats, RF distribution and satellite D/L facilities. Familiarity with high-level RF and DOS computers a plus. Send resumes to: Art Smith, Director of Engineering, RAMAR Communications, Inc., PO Box 3757, Lubbock, TX 79452. Fax: 806-748-1949. EOE.

City of Grand Island: The City of Grand Island is seeking an audio-visual technician to manage and operate the Government Educational Television (GETV) taping and production facilities and activities. Will receive general direction from the Communications and Civil Defense Director but will use discretion in providing mostly technical tasks in taping city council and other public meetings during mostly late afternoon and evening hours with some public service and community interest programming and production responsibilities. City will have new studio and control room for base of operations. May supervise part-time high school or college students assisting with taping and production work. Qualifications include high school diploma or equivalent supplemented by 1 to 2 years of training and/or experience in video programming and production. Technical training in use of video production equipment required. Must have or be able to obtain FCC license to operate a television station. Salary range \$1,610 to \$2,265/month. Apply to City of Grand Island Personnel Department by March 31, 1993 at 208 No. Pine Street, Box 1968, Grand Island, NE 68802-1968. AA/EOE.

Wavefront computer animator: Capital Cities/ABC Inc., Video Design Group, Los Angeles, CA. Requires minimum two years experience as a technical animator with working knowledge of Wavefront software with some "C" programming preferred. Individual will work on Silicon Graphics workstation. Flexible scheduling essential including evenings. Send resume and demo reel to: David Snapp, Capital Cities/ABC Inc., Video Design Group, 4151 Prospect Avenue, Hollywood, CA 90027. EOE.

Michigan television station seeks dynamic individual to lead engineering department. Applicant must have proven track record in engineering management/UHF transmitter maintenance/studio broadcast equipment repair. FCC General license or SBE certification preferred/extensive workplace experience will be considered. College degree helpful. Send resume (no phone calls) to Eric S. Land, VP/General Manager, WEYI-TV, 2225 W. Willard Road, Clio, MI 48420. EOE/MF.

HELP WANTED NEWS

Reporters and producers needed for northeast, medium market, network affiliate. Three years TV news experience a must. No entry level positions. Resumes, salary requirements and references to Box E-15. EOE.

Newscast producer WSAZ-TV3, #1 rated news, Huntington/Charleston market. Two years commercial television experience, college degree preferred. NewStar experience beneficial. EOE. Non-returnable tape/resume, no phone calls to Bill Cummings, WSAZ-TV3, PO Box 2115, Huntington, WV 25721.

We're expanding! Top rated TV news department in the market seeking four experienced reporters/anchors. Not an entry level position. Applicants must be hardworking, dependable and team players. No room for egos, just quality writers, with solid news judgement and the desire to be the best! Send non-returnable tapes, references/resumes by priority mail to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

Reporter needed: Can you do more than just get two soundbites, cut a standup and call it a story? We're looking for a creative professional who knows how to make great television. If you have two years of experience and want to work for a competitive, aggressive news department, send your tape and resume to: Ed Scripps, News Director, KJRH-TV, PO Box 2, Tulsa, OK 74101. No phone calls, please. KJRH is an equal opportunity employer.

Photojournalist/SNG operator: We're looking for an experienced person for our Western Slope Newsroom. Heavy emphasis in SNG transmission, good photojournalism and editing skills are required. Minimum Class B commercial driver's license a must. Send resume and videotape to News Operations Manager, KUSA-TV, 500 Speer Blvd., Denver, CO 80203. An equal opportunity employer.

Aggressive reporter for small market: ABC affiliate. Ability to write, shoot and edit. No phone calls please. EOE. Send non-returnable tape to: Steve Rami, News Director, WHSV-TV3, PO Box TV3, Harrisonburg, VA 22801.

Producer position open in Rochester, New York's top rated news department. A minimum of two years producing experience is required for this position. Person must be a solid news writer with sound news judgment and superior "people skills." Send resume and news philosophy to Greg Zoerb, WOKR-TV, 4225 West Henrietta Rd., Rochester, NY 14623. WOKR-TV is an equal opportunity employer.

Business reporter: WFSB, a Post-Newsweek station, is accepting applications for a business reporter. The person we seek must be a crackjack business reporter, an excellent broadcast journalist, and somebody who loves to take complex stories and make them easy to understand. The person we seek has a distinctive style, knows how to talk to CEO's as well as line workers, and is committed to joining Southern New England's number one television station. If your definition of business reporting is broad, and you are challenged by telling stories in new ways, please send resume and tape to: Mark Efron, Vice President/News, Post Newsweek Stations, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

TV director: TD for prime time weekday newscasts. Experienced with Ampex switcher, ADO, Chyron, Iris ESS. Must love live news. Tape, resume and salary requirements to Operations Supervisor, Box 490, Austin, TX 78767. EOE. Closes March 12.

News director: KTXL, one of the nation's top Fox affiliates in extremely competitive market, has an immediate opening for an experienced news director of a well-established newscast. Strong production, organization and management skills a must. Applicants should have at least three years experience in managing a television newsroom. Send resume to: Personnel, KTXL FOX40, 4655 Fruitridge Rd., Sacramento, CA 95820. No phone calls or faxes accepted. Please indicate source from which you are applying. EOE.

Desperately seeking broadcast journalist who understands the nature of story telling. This small market, but high quality company, is the number one NBC affiliate in a beautiful rural community in the West. Must have high energy, commitment, and enthusiasm, and be a person who doesn't allow prevailing conditions to obstruct obtaining the goal of excellent news. Shooting, editing, and writing skills. Resume and non-returnable tape required. Send to News Director, KIFI-TV8, PO Box 2148, Idaho Falls, ID 83403. No phone calls, please. EOE.

HELP WANTED RESEARCH

Media research director: The Children's Television Workshop seeks an exceptional team player with creative ability to analyze and interpret audience data. Responsibilities include: * Structuring, ordering, budgeting and management of audience ratings for all TV projects; * Quality control and interpretation of ratings; * Managing and developing media research staff; * Developing further in-house utilization of audience research. This highly responsible position requires at least 6-10 years experience in audience research, MA or PhD in a Communications related field, and excellent oral/written communication skills. Must have the ability to design original studies based on specific needs, and to interpret strategic implications of broadcasting audience research is essential. We offer an excellent salary and benefits package. For confidential consideration, please send resume with salary history, no later than March 12th, to: Children's Television Workshop, c/o Sky Advertising Box 616, 89 Fifth Ave., New York, NY 10003. Equal opportunity employer M/F/D/V. No phone calls, please.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Houston Public Television artist: Houston Public Television is seeking to fill the position of artist with a talented print media designer. The successful candidate for this entry level position will join a creative team of five designers in the art department and perform various duties as assigned by the art director. Qualifications include the following: 1. Bachelor's degree from an accredited university or professional art school with a major in Graphic Design. 2. Two to three years experience in graphic design for print media. 3. Knowledge of finished art production for print media a must. 4. One year video graphics in a broadcast environment desirable. 5. Print graphics computer literacy with Quark X Press, Freehand, and/or Corel Draw, Photoshop or Photostyler a plus. 6. Spot illustration, video graphics and photography skills a plus. 7. Availability of professional portfolio required upon request. This is a full time position with a starting salary of \$23,000 plus excellent benefits. Interested candidates should send a letter of application, resume and three professional references to: Ms. Laura Gonzales, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004. Postmarked by March 31, 1993. The University of Houston system is an equal opportunity employer.

Houston Public Television senior artist, animator: Houston Public Television is seeking a senior artist to work in graphic design with primary responsibility in 3-D modeling and animation. The position calls for an experienced video designer to join a creative team of five in producing top quality work for a variety of KUHT projects. This position reports to the art director in the Channel 8 art department. Qualifications include the following: 1. Relevant degree from an accredited university or professional art school. 2. Five or more years experience in graphic design. 3. Demonstrate ability in 3-D modeling and animation with DOS based desktop systems. 4. One to two years in a broadcast environment desirable. 5. Experience with Topas, RIO, Vista Tips, and Hires QFX. Lumena a plus. 6. Availability of professional tape and/or portfolio required upon request. This is a full time position with a starting salary of \$30,000 plus excellent benefits. Interested candidates should send a letter of application, resume and three professional references to: Ms. Laura Gonzales, KUHT-TV, 4613 Cullen Boulevard, Houston, TX 77004. Postmarked by March 12, 1993. The University of Houston system is an equal opportunity employer.

Promotion director: KVBC-TV, Channel 3, Las Vegas, Nevada, NBC affiliate is looking for a "hands-on" promotion director with strong writing, graphics and editing skills. Experience with placing print ads and radio schedules a plus. Send resume with salary requirements to Cindy Heinrich, Personnel Director, Sunbelt Broadcasting Company, 1500 Foremaster Lane, Las Vegas, NV 89101. No phone calls. EOE.

Graphic design coordinator: Large production company seeks a creative individual to join our promotions department. This unique position offers creative directing along with technical hands-on projects. Qualified candidate must have at least 2 years of graphics production experience. Knowledge of Abekas A-72 a plus. Attractive package includes excellent salary, comprehensive benefits, profit-sharing, and relocation assistance. For consideration, forward a resume to: Personnel TV Graphics, PO Box 3857, Stamford, CT 06902. EOE.

International producer: Large production company seeks a producer to join our booming international department. Qualified candidate must be fluent in Spanish and possess a strong working knowledge of French. Additional languages helpful. Must also have at least 2 years of producing experience. Ability to work with on-camera talent as well as overall knowledge of post production process important. Attractive package includes excellent salary, comprehensive benefits, profit-sharing, and relocation assistance. For consideration, forward a resume to: Personnel Int. Prod., PO Box 3857, Stamford, CT 06902. EOE.

Killer promotion writer/producer: Creative services department in top twenty market looking for a wildly creative writer/producer with at least 2 yrs. exp. in the business. We're a corporate department and handle all advertising for an ABC affiliate, adult contemporary radio station and a city magazine. If you want to work for an innovative company where promotion really counts and the budget hasn't been slashed, send us a reel. Send tape to Creative Services, Manager, KTVK-TV, 3435 N. 16 St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

PGA TOUR Productions is searching for a senior creative editor. An excellent opportunity exists for an experienced, self-motivated editor looking for a creative challenge and outstanding quality of life. Qualified candidates must have the following skills: * Minimum 7+ years of experience; * Familiarity with: Grass Valley Switchers 300,200, Grass Valley Editors 141, 51; Abekas A-53D with warp NEC System 10; * Technically excellent; * Golf knowledge is helpful. Send resume and tape to: PGA TOUR Productions, Attn: Beth Larson, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32256. EOE.

Needed: Hands-on production manager with a minimum 5 years television production experience. Strong emphasis on local commercial production and client relations. Excellent field and post production skills a must! Send resume and tape to Production Manager, WFXX-TV8, PO Box 2069, 1 Television Place, Morehead City, NC 28557. EOE.

Executive producer: Manage weekly prime-time news magazine program; recruit and supervise staff; work with anchor and correspondents; interface with daily news operations for exchange of editorial information and technical resources; envision and develop long-form stories; structure studio segments; budgetary responsibilities. Extensive experience in magazine program and live television shows; must be accomplished in investigative reporting. Send resume to Scott Herman, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE M/F ADA.

Director: Direct news and programing shows; execute visually fast paced newscast; new pre-production and packaging. Minimum 5 years as technical director; strong creative skills; leadership ability. Send resume to Dick Goggin, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE M/F ADA.

SITUATIONS WANTED MANAGEMENT

Manager who does it all: Twelve years experience 35th market, five years assignment desk, two news operations. BASYS system manager. SNG truck operator, produces, reports. Good references! 803-587-6702.

SITUATIONS WANTED NEWS

MBA with news management experience, seeks news director position. Organized, energetic, people-person with hands-on management style. Ability to analyze situations and focus in on effective solutions. Reply to Tom, Box B-43.

MISCELLANEOUS

Comprehensive TV job listing: 8 weeks/\$32 check/MO to News Jobline, PO Box 61, Folsom, PA 19033-0061.

24-hour job information! Hundreds of published listings, along with timely documented advice on likely future opportunities. Free representation, free referral with no placement fees, and much more. Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476, 813-786-3603. Fax: 813-787-5808.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Bradley University seeks chairperson for department of communication with 23 faculty and 600 undergraduate majors in journalism, PR, advertising, broadcasting, photography, and speech communication. Growing department planning new communications building. Doctorate or appropriate terminal degree, college teaching/research, and administrative experience required. Professional experience desired. Send letter, vita, and three recent reference letters to Dr. Ron Koperski, Search Chair, 206 Hartmann Center, Bradley University, Peoria, IL 61625. Screening begins April 3, 1993 and continues until position is filled. EOE.

HELP WANTED MANAGEMENT

Director of KOCV-FM and instructor of radio/television. Bachelor's degree required, master's degree preferred in Mass Communications field. At least three years experience in radio and/or television management. Salary range \$30,000 to \$35,000 annually. Generous benefits. Application deadline date Noon, April 29, 1993. Applications are available from Personnel Office, Odessa College, 201 W. University, Odessa, TX 79764; 915-335-6606. AA/EOE/ADA.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's one-year MA PAR program. Tuition waivers and \$3,000 stipends during internship. Applications due April 1. Contact: Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

FINANCIAL SERVICES

Immediate financing on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000.00. Carpenter & Associates, Inc. Voice 501-868-5023, Fax 501-868-5401.

EMPLOYMENT SERVICES

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

EMPLOYMENT SERVICES CONTINUED

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HELP WANTED PROGRAMING PROMOTION & OTHERS

CUSTOMER SUPPORT REP
 Broadcast automation firm looking for a customer support rep.
MUSTS: Telephone & computer troubleshooting skills — UNIX, DOS, MS-WINDOWS, network experience.
PREFERRED: Background in digital audio or radio & TV news production.
 Send resume & salary requirements to:
BASYS, INC., 5 Odell Plaza,
Yonkers, NY 10701. Attn: Barry Smith
No Telephone Calls, Please EOE

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.

WANTED TO BUY STATIONS

Ready to Retire?
 Mom and Pop looking for nice station and town to care for — upper Midwest with college preferred, but all considered seriously. Low or no down, you carry paper. Reply in confidence, c/o Box E-16.

WANTED TO BUY STATIONS CONTINUED

WANTED FM in Southeast.
 Small group owner seeking FM under \$2M. Fax information to 404-237-1012. Strictly confidential.

FOR SALE STATIONS

FOR SALE
 50KW AM AND CLASS C FM, IN SOUTHWESTERN TOP 50 MARKET. SERIOUS BUYERS ONLY PLEASE. P.O. BOX 25670, HONOLULU, HAWAII 96825.

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 The all new edition of
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 For information, call
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R.R. Bowker
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BROADCASTING'S CLASSIFIED RATES

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

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

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply to: 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.**

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.

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., N.W., Washington, DC 20036.

Confidential Service. To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting Magazine, at the address above.

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

Datebook

MARCH

March 8—Annual Golden Mike Award sponsored by *Broadcast Pioneers*. Plaza Hotel, New York. Information: (212) 586-2000.

March 11—*National Association of Black Owned Broadcasters* annual awards dinner. Honorees: Ron Brown, Secretary of Commerce; Spike Lee, filmmaker; Jack Gibson, radio entrepreneur; Russell Simmons, Rush Communications; Denzel Washington, actor; Aretha Franklin, singer. Sheraton Washington, Washington, D.C. Information: Fred Brown. (202) 463-8970.

March 11—*International Radio and Television Society* newsmaker luncheon. Speaker: Gerald Levin, chairman/president/CEO, Time Warner Inc. Waldorf-Astoria, New York. Information: Marilyn Ellis. (212) 867-6650.

March 11—"TV News Magazines: Taking Over Prime Time," seminar sponsored by *Center for Communication*. The Daily News, New York. Information: (212) 836-3050.

March 12—Deadline for nomination forms for 1993 Vanguard Awards sponsored by *National Cable Television Association*. Information: (202) 775-3669.

March 12-14—1993 *Intercollegiate Broad-*

casting System national convention. New York Vista Hotel, World Trade Center, New York. Information: (212) 687-4783.

March 15—"The World of Soaps," seminar sponsored by the *British Broadcasting Corporation*. McGraw Hill Auditorium, New York. Information: (212) 373-4004.

March 18—18th annual Commendation Awards ceremony sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 18—"I Want My Niche TV," and "New Careers in Video Journalism," seminars, part of Cable Television Day sponsored by *Center for Communication*. Center, New York. Information: (212) 836-3050.

March 18—"The Role of the Journalist in East Asia," a Columbia University seminar on communications and society sponsored by *The Freedom Forum Media Studies Center*. Freedom Forum Center, New York. Information: (212) 678-6600.

March 19—"Ownership and Management: Strategies for Success," forum sponsored by *American Women in Radio and Television, Philadelphia chapter*. WGBS-TV, Philadelphia. Information: Chris Mucci, (215) 946-2773.

March 23—36th annual New York Emmy awards sponsored by *National Academy of Tele-*

vision Arts and Sciences, New York chapter. Trianon Ballroom, New York Hilton Hotel and Towers, New York. Information: David Williams, (212) 768-7050.

March 23—"Young Guns: 30-Something Executives Who Have Climbed the Corporate Ladder," seminar sponsored by *International Radio and Television Society, Under '30s Division*. Conference Room A, NBC, New York. Information: Maria DeLeon, (212) 867-6650.

March 23—"The Business of Entertainment: The Big Picture," third annual conference sponsored by *Wertheim Schroder and Variety*. The Pierre Hotel, New York. Information: (212) 492-6532.

March 23-26—Second annual *Infomercial Marketing* conference and trade show. Los Angeles. Information: Steve Dworman: (310) 826-6301.

March 30—Advertising Hall of Fame induction luncheon sponsored by *American Advertising Federation*. Inductee: John S. "Jack" Bowen, chairman emeritus, D'Arcy Maslous Benton & Bowles. Plaza Hotel, New York. Information: (202) 898-0089.

March 24—*Radio and Television News Directors Foundation* banquet honoring NBC senior commentator, John Chancellor, with the RTNDF Leonard Zeidenberg First Amendment Award. Mayflower Hotel, Washington, D.C. Information: Eric Swanson, (202) 659-6510.

MAJOR MEETINGS

April 16-21—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

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—*NBC* affiliates meeting. Walt Disney World, Orlando, Fla. Information: (212) 664-2928.

May 16-19—*Broadcast Cable Financial Management Association* 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

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

May 25-27—*CBS* affiliates meeting. Waldorf Astoria Hotel, New York. Information: (212) 975-4321.

June 3-4—*Fox* affiliates meeting. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (310) 203-3066.

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

June 9-10—*ABC* affiliates meeting. Century Plaza Hotel, Los Angeles. Information: (212) 456-7777.

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.

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

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.

Sept. 16-20—*International Broadcasting Convention*. Amsterdam. Information: 44 71 240 3839

Sept. 29-Oct. 2—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.

Oct. 5-7—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-3115.

Dec. 1-3—*Western Cable Show* sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

For the Record

Compiled by BROADCASTING & CABLE for the period of Feb. 22-March 1 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- **KZGL(FM)** Cottonwood, AZ (BALH930212HQ; 95.9 mhz; 3 kw; ant. 203 ft.; see KOWL(AM)-KRLT(FM) South Lake Tahoe, CA, below).
- **KAAM(AM)-KZZZ(FM)** Kingman, AZ (AM: BAL930212EF; 1230 khz; 1 kw-U; FM: BALH930212EG; 94.7 mhz; 46 kw; ant. 2,492 ft.; see KOWL(AM)-KRLT(FM) South Lake Tahoe, CA, below).
- **KIEZ(AM)-KKLF(FM)** Carmel Valley, CA (AM: BAPL930212EB; 540 khz; 10 kw-D, 500 w-N; FM: BALH930212HR; 104.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Jerry J. Collins to Jaime Bonilla Valdez for \$840,000 (see "Changing Hands," p. 45). Filed Feb. 12.
- **KOWL(AM)-KRLT(FM)** South Lake Tahoe, CA (AM: BAL930212ED; 1490 khz; 1 kw-U; FM: BALH930212EE; 93.9 mhz; 6 kw; ant. -180 ft.)—Seeks assignment of license from Regency Communications Ltd. to Park Lane Regency Radio Inc. for \$3.9 million. Assignment includes KAAM(AM)-KZZZ(FM) Kingman and KZGL(FM) Cottonwood, both Arizona (see above and "Changing Hands," Feb. 22). Filed Feb. 12.
- **WKWF(AM)-WAIL(FM)** Key West, FL (AM: BAL930127GX; 1600 khz; 500 w-U; FM: BALH930127HD; 99.5 mhz; 100 kw; ant. 991 ft.)—Seeks assignment of license from Key West Radio Inc. to John M. Spottswood Jr., et al., trustees of Spottswood Family Trust. Assignee is foreclosing on \$650,000 promissory note. Principals have no other broadcast interests. Filed Jan. 27.
- **WTMP(AM)** Temple Terrace, FL (BAL930211EA; 1150 khz; 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Broadcap of Florida Inc. to DMPG Broadcasting Group Inc. for \$625,000 ("Changing Hands," Feb. 15). Filed Feb. 11.

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.

- ***WATC(TV)** Atlanta (BAPET930209KF; ch. 57; 400 kw-V; ant. 693 ft.)—Seeks assignment of CP from Acorn Television in Action for Communities to Community Television Inc. for \$79,866. Seller is headed by Gayle Robbins, and has no other broadcast interests. Buyer is headed by James H. Thompson, and is licensee of WGGG-TV Greenville and WGSE(TV) Myrtle Beach, both South Carolina; KMCT-TV West Monroe, LA, and permittee of LPTV's at Asheville and Henderson, both North Carolina. Filed Feb. 9.
- **WIOU(AM)-WZWZ(FM)** Kokomo, IN (AM: BAL930205GS; 1350 khz; 5 kw-D, 1 kw-N; FM: BALH930205GT; 92.7 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Caravelle Broadcast Group of Kokomo Inc. to Mid-America Radio Group of Kokomo Inc. for \$1.21 million (see "Changing Hands," p. 45). Filed Feb. 5.
- **KIOA-AM-FM** Des Moines, IA (AM: BAL930209EB; 940 khz; 10 kw-D, 5 kw-N; FM: BALH930209EC; 93.3 mhz; 100 kw; ant. 1,063 ft.)—Seeks assignment of license from Midwest Communications of Iowa Inc. to Saga Communications of Iowa Inc. for \$2.7 million ("Changing Hands," Feb. 15). Filed Feb. 9.
- **WKXF(AM)** Eminence, KY (BAL930205EA; 1600 khz; 500 w-D, 48 w-N)—Seeks assignment of license from Midwestern Broadcasting Associates of KY Inc. to Superior Market-Eminence Inc. for \$40,000. Seller is headed by Stuart Bass, trustee,

and is also licensee of WXLN-FM Eminence, KY. Buyer is headed by George Griffin, and has no other broadcast interests. Filed Feb. 5.

■ **WTZH(TV)** Meridian, MS (BALCT930209KE; ch. 24; 724 kw-V; ant. 662.3 ft.)—Seeks assignment of license from Meridian Broadcasting Partnership, debtor-in-possession, to WMDN Inc. for \$96,000; assignee is principle creditor of station, which is in bankruptcy. Seller is headed by Honore A. Lebrun III, and has no other broadcast interests. Buyer is headed by Frank K. Spain, who controls licensee of WTVA(TV) Tupelo, MS, and permittee of KZJC(TV) Flagstaff, AZ. Filed Feb. 9.

■ **WTXI(FM)** Ripley, MS (BALH930208HA; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Stephen P. Livingston, trustee, to Holliday Creations Inc. for \$131,010. Seller has no other broadcast interests. Buyer is headed by Harry Holliday, and has no other broadcast interests. Filed Feb. 8.

■ **KANA(AM)** Anaconda, MT (BAL930211EB; 580 khz)—Seeks assignment of license from Barry L. Solomon, trustee, to Aire Ink Inc. for \$36,504. Seller is headed by Barry C. Soloman, and has no other broadcast interests. Buyer is headed by David R. Fransen, and is licensee of KDRG(AM) Deer Lodge and KGLM-FM Anaconda, both Montana. Filed Feb. 11.

■ **KHIT-AM-FM** Sun Valley, NV (AM: BAL930203EA; 1590 khz; 5 kw-D; FM: BALH930203EB; 104.5 mhz; 25 kw; ant. 2,930 ft.)—Seeks assignment of license from Radio Associates of Reno Inc. to Lotus Radio Corp. for \$600,000 ("Changing Hands," Feb. 8). Filed Feb. 3.

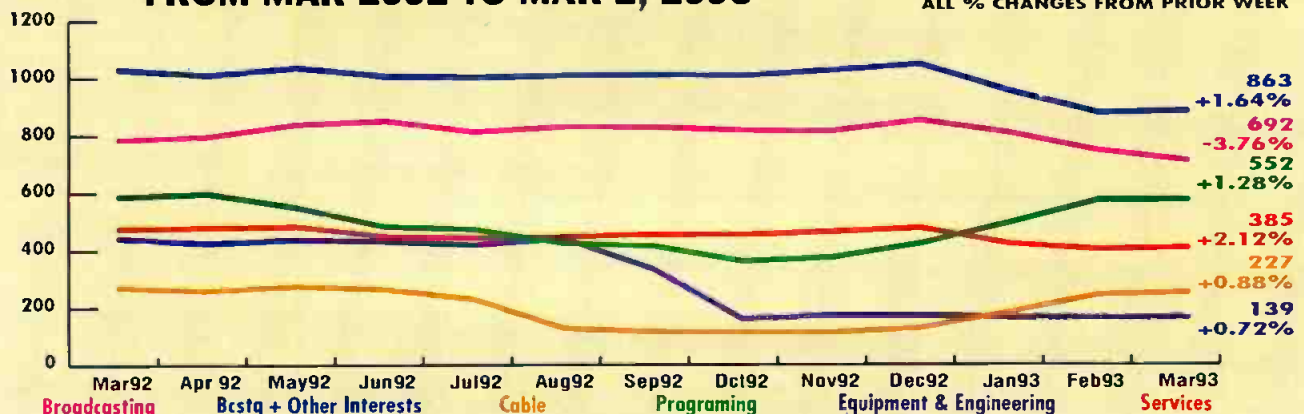
■ **KRBL(FM)** Los Alamos, NM (BALH930125GW; 98.5 mhz; 100 kw; ant. 1,781 ft.)—Seeks assignment of license from KRBL Broadcasting Ltd. to Vector Media Inc.; asset purchase agreement will be filed as amendment. Seller is headed by W. Nicholas Popravsky Jr., and has no other broadcast interests. Buyer is headed by Wallace Nicholas, and has no other broadcast interests. Filed Jan. 25.

■ **WKRC(AM)** Cincinnati (BAL930212EC; 550 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Great American Television and Radio Co. Inc. to Jacor Broadcasting Corp. for \$1.6 million (see "Changing Hands," p. 45). Filed Feb. 12.

■ **WCJO(FM)** Jackson, OH (BALH930208GV; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of li-

STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1992 TO MAR 2, 1993

NASDAQ: 667.72 (+2.50%)
S&P Ind.: 515.38 (+3.37%)
ALL % CHANGES FROM PRIOR WEEK



cense from Radio Jackson Inc. to Jackson County Broadcasting Inc. for \$260,000 (see "Changing Hands," p. 45). Filed Feb. 8.

■ **WHPB(AM) Belton, SC** (BAL930208EA; 1390 khz; 1 kw-D)—Seeks assignment of license from B & J Broadcasting Inc. to CG & B Broadcasting Inc. for \$130,000. Seller is headed by Yvonne B. Fleming, and has no other broadcast interests. Buyer is headed by Cecil V. Clement, and has no other broadcast interests. Filed Feb. 8.

■ **WDAB(AM) Travelers Rest, SC** (BAL930212EA; 1580 khz; 5 kw-D)—Seeks assignment of license from Piedmont Broadcasting Inc. to Dabney-Adams Broadcasting Inc. for \$180,000. Seller is headed by Frances J. Kirby, and has no other broadcast interests. Buyer is headed by L. Reeves Dabney, and has no other broadcast interests. Filed Feb. 12.

■ **WVXA(FM) Signal Mountain, TN** (BALH930208HM; 98.1 mhz)—Seeks assignment of license from Signal Mountain Radio Consolidation Inc. to Radio One Management Group Inc. for \$450,000 (see "Changing Hands," p. 45). Filed Feb. 8.

■ **KROB(AM) Robstown, TX** (BAL930209EA; 1510 khz; 500 w-D)—Seeks assignment of license from Coastal Bend Broadcasting Corp. to Tempest Broadcasting Corp. for \$75,000. Seller is headed by George L. Gossage, and has no other broadcast interests. Buyer is headed by David W. Showalter, and has no other broadcast interests. Filed Feb. 9.

■ **WHLF(AM)-WJLC(FM) South Boston, VA** (AM: BAL930208HC; 1400 khz; 1 kw-U; FM: BALH930208HB; 95.3 mhz; 2.7 kw; ant. 495 ft.)—Seeks assignment of license from Virginia Broadcasting Inc. to JLC Properties Inc. for \$500,100 (see "Changing Hands," p. 45). Filed Feb. 8.

Actions

■ **WACV(AM) Montgomery, AL** (BAL921210EB; 1170 khz; 10 kw-D, 1 kw-N)—Granted assignment of license from MB Radio Inc. to Meyer-Baldrige Radio Inc. for \$100,000, assumption of debt ("For the Record," Jan. 11). Action Feb. 16.

■ **KNTQ(FM) Livingston, CA** (BALH901015HV; 95.9 mhz; 3 kw; ant. 305 ft.)—Granted assignment

of license from Daniel Forrestall to All American Broadcasting Co. for \$198,000 ("For the Record," Nov. 5, 1990). Action Feb. 3.

■ **KQPT(FM) Sacramento, CA** (BALH920925GU; 100.5 mhz; 115 w-H, 105 w-V; ant. 380 ft.)—Granted assignment of license from Duchossois Communications Co. to The Brown Organization for \$7 million ("Changing Hands," Sept. 28, 1992). Action Sept. 25, 1992.

■ **KTYD(FM) Santa Barbara, CA** (BALH921216HA; 99.9 mhz; 34 kw; ant. 1,278 ft.)—Granted assignment of license from Canalino Broadcasting Corp. to Criterion Media Group Inc. for \$1.3 million ("For the Record," Jan. 18). Action Feb. 22.

■ **KMAT(AM) Sutter Creek, CA** (BAPH920618GI; 101.7 mhz)—Granted assignment of CP from Susan E. Turgetto to Sutter Creek Broadcasting for \$32,500 ("For the Record," July 28, 1992). Action Feb. 11.

■ **KIOB(FM) Grand Junction, CO** (BAPH921113HP; 107.9 mhz; 100 kw; ant. 1,305 ft.)—Granted assignment of CP from Robert Reichard to Jan-Di Broadcasting Inc. for \$225,000 ("For the Record," Dec. 7, 1992). Action Feb. 12.

■ **WFYV-FM Atlantic Beach (Jacksonville), FL** (BALH920916HA; 104.5 mhz; 100 kw; ant. 984 ft.)—Granted assignment of license from Metroplex Communications Inc. to Evergreen Media Corp. of Atlantic Beach for \$8 million ("Changing Hands," Sept. 28, 1992). Action Feb. 18.

■ **WVRI(FM) Cocoa Beach, FL** (BALH920918HK; 101.1 mhz; 100 kw; ant. 1,598 ft.)—Granted assignment of license from Capitol Broadcasting Co. Inc. to Paxson Enterprises Inc. for \$6.7 million. Paxson Enterprises is also purchasing WPRD(AM)-WMGF(FM) Orlando, and WFYV(AM) (above) and WAIA(FM) both Jacksonville, Florida (see "Changing Hands," July 6, 1992, and below). Action Feb. 18.

■ **WLVE(FM) Miami Beach** (BAPLH920921HC; 93.9 mhz; 96 kw; ant. 1,006 ft.)—Granted assignment of CP from Gilmore Broadcasting Corp. to Paxson Enterprises Inc. for \$14 million (see "Changing Hands," Aug. 17, 1992, and WVRI(FM) Cocoa Beach, above). Action Feb. 18.

■ **WPRD(AM)-WMGF(FM) Winter Park-Mt. Dora (Orlando), FL** (AM: BAL920918HU; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH920918HV; 107.7 mhz; 100 kw; ant. 1,584 ft.)—Granted assignment of license from Metroplex Communications Inc. to Paxson Enterprises Inc. for \$5.6 million (see WVRI(FM) Cocoa Beach, above). Action Feb. 18.

■ **WLYV(AM)-WJIT(FM) Fort Wayne, IN** (AM: BAL921215HC; 1450 khz; 1 kw-U; FM: BALH921215HD; 101.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Fairfield Broadcasting Co. to Sarkes Tarzian Inc. for \$1.5 million ("Changing Hands," Jan. 4). Action Feb. 16.

■ **KOUY(FM) Belle Plaine, KS** (BAPH921217GW; 92.7 mhz; 4.60 kw; ant. 230 ft.)—Granted assignment of CP from Belle Plaine Broadcasters Inc. to Daniel D. Smith for \$10,700 ("For the Record," Jan. 18). Action Feb. 16.

■ **KZXL(FM) Great Bend, KS** (BTCH921218GY; 107.9 mhz; 100 kw; ant. 886 ft.)—Granted transfer of control from ST Broadcasting Co. to MJD Communications Inc. Assignment is part of merger by and among four entities, total consideration of which is \$20 million ("For the Record," Jan. 18). Action Feb. 10.

■ **WMME-AM-FM Augusta, ME** (AM: BAL921224HN; 1400 khz; 1 kw-U; FM: 92.3 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Tri-Group Inc. to Pilot Communications of Augusta Inc. for \$1.1 million ("Changing Hands," Jan. 11). Action Feb. 18.

■ **WDBD(TV) Jackson, MS** (BALCT921204KF; ch. 40; 1,492 kw-V; 149 kw-A; ant. 1,210 ft.)—Granted assignment of license from D & K Broadcast Properties Ltd. to Pegasus Broadcast Television Ltd. for approximately \$21 million. Assignment includes WDSI(TV) Chattanooga, TN ("Changing Hands," Jan. 4, and below). Action Feb. 18.

■ **KGLX(FM) Gallup, NM** (BAPH920604GT; 99.1 mhz; 100 kw; ant. 500 ft.)—Granted assignment of CP from Webb Communications to Skypath Communications Inc. for assumption of seller's liabilities ("For the Record," June 22, 1992). Action Feb. 18.

■ **WKNY(AM)-WDST(FM) Kingston, NY** (AM: BAL921123GL; 1490 khz; 1 kw-U; FM: BALH921123GM; 100.1 mhz; 2.9 kw; ant. 308 ft.)—

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Fifth Estater

ROY MEEKS NEEL

Not much is known about the Clinton administration promise to rebuild the nation's telecommunications infrastructure. But much of what is known has come from Roy Neel, the affable chief of staff to Vice President Al Gore, who at industry gatherings and in interviews with reporters has managed to put some flesh on the administration's skeletal proposals.

Neel's role as unofficial telecommunications spokesman will diminish as others specifically charged with formulating the policy take their places in the administration. But that does not mean he and Gore will remove themselves from the policymaking.

Their interest in telecommunications goes back to the early 1980's when Gore was an up-and-coming congressman from Tennessee and Neel, one of his principal aides.

Although Neel was deeply involved in the campaign from the moment Clinton tapped Gore as his running mate last summer, Neel says he is still "extremely surprised" to be working out of an office in the Old Executive Office Building. "If you had told me a year ago I would be talking about the White House as 'us,' I would have said you were crazy," he says.

The Gore-Neel tandem was formed when Neel was working for the mayor of Nashville and Gore was a reporter nosing around city hall. They soon became friends on the strength of family connections and common interests. Neel helped Gore with his congressional campaign and went to Washington with him in 1977. He has been at Gore's side ever since, following him to the Senate in 1987 and the White House.

While other members of the House Telecommunications Subcommittee were intent on deregulating the cable industry in 1984, Gore championed the interests of owners of backyard satellite dishes. He attached a provision to the 1984 Cable Act affirming dish owners' right to receive unscram-



bled broadcast and cable signals from satellites. The measure legitimized the budding home satellite industry and boosted its fortunes.

Gore and Neel became vocal critics of cable, assailing the industry for what they saw as anticompetitive attempts to deny cable programming to dish owners and other multichannel media. Gore was among the authors of the so-called programming access provision in the 1992 Cable Act that gives competitive media reasonable access to cable services.

Gore's hostility toward cable combined with his desire to improve telecommunications for all homes and businesses, eventually led him to advocate permitting telephone companies to compete with cable.

Gore and Neel presumably still favor telco entry into cable, but they do not constitute the Clinton administration. Its stance on such issues awaits

the appointment of the head of the National Telecommunications and Information Administration and other telecommunications advisers. "You don't want to be setting White House telecommunications policy on the wing," Neel says.

Neel is a well-known figure in Washington's tight communications community. "He's a real solid person," says Ward White, of the United States Telephone Association. "He's sensitive to all the conflicting interests, has a good feel for the politics and is very realistic."

Others note his easygoing manner and habit of letting all parties know where he stands. "He doesn't mince words," says one trade association executive.

Telecommunications is only a part of the policy niche Gore has carved out for himself. He will also oversee environmental issues, with which he is most closely identified by the public.

And just last week the President assigned him the responsibility for finding and trimming government waste.

Neel says he is eager to eliminate waste and direct some of the savings to programs that benefit children. "I am absolutely horrified how the government has ignored the needs of children. They are really a politically disenfranchised element."

Neel is still hiring. He expects eventually to manage about 70

people, half on the White House staff and half on the Senate staff. Asked whether he will be bringing in someone to handle telecommunications, Neel answers matter-of-factly: "I don't think we need another one." ■

Chief of staff, Vice President Albert Gore; b. Nov. 16, 1945, Athens, Tenn.; BA, Vanderbilt University, Nashville, 1972; MBA, Harvard University, Cambridge, Mass., 1983; reporter, *Nashville Banner*, 1965-66 and 1971-72; U.S. Navy seaman (with service in Vietnam), 1966-70; assistant to mayor of Nashville, 1972-73; management consulting and media production firm owner, 1974-75; executive director, Tennessee Commission for the Humanities, 1976; chief legislative assistant to Representative Gore, 1977-84; chief legislative assistant to Senator Gore, 1984-92; chief of staff, 1992; current position since January 1993; m. Suzanne Pickering, Aug. 8, 1971; children: Tucker, 12; Walter, 9, Sam Crockett, 7.

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Granted assignment of license from Saw Mill Broadcasters Inc. to CHET-5 Broadcasting Ltd. for \$1.65 million ("Changing Hands," Dec. 14, 1992). Action Feb. 12.

■ **WENC(AM) Whiteville, NC** (BAL921109EC; 1220 khz; 5 kw-D, 152 w-N)—Dismissed app. of assignment of license from Whiteville Communications Inc. to Second Wind Pictures Inc. for \$210,000 ("For the Record," Nov. 30, 1992). Action Feb. 17.

■ **WORD-FM Pittsburgh** (BALH921208GJ; 104.7 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Salem Media of Pennsylvania Inc. to Entertainment Communications Inc. for \$4 million ("Changing Hands," Dec. 14, 1992). Action Feb. 19.

■ **WJXY-AM-FM Conway, SC** (AM: BAL921231EA; 1050 khz; 5 kw-D, 473 w-N; FM: BALH921231HI; 93.9 mhz; 6 kw; ant. 328 ft.)—Granted assignment of license from Kingston Broadcasting Co. Inc. to Downs Satellite Broadcasting of South Carolina Inc. for \$400,000 ("Changing Hands," Jan. 25). Action Feb. 16.

■ **WFVT(TV) Rock Hill, SC** (BAPCT921224KE; ch. 55; 5,000 kw-V; ant. 1,952 ft.)—Granted assignment of CP from Rock Hill Broadcasting Corp. to Family Fifty-Five Inc. for \$314,000 (see "Changing Hands," Jan. 18). Action Feb. 18.

■ **WDSI-TV Chattanooga, TN** (BALCT921204KG; ch. 61; 2,250 kw-V; 112.5 kw-A; ant. 1,970 ft.; see WDD(TV) Jackson, MS, above).

■ **KATP(FM) Amarillo, TX** (BALH921210HY; 101.9 mhz; 100 kw; ant. 1,007 ft.)—Granted assignment of license from MB Radio Inc. to Meyer-Baldrige Radio Inc. for \$350,000 ("Changing Hands," Jan. 18). Action Feb. 16.

■ **KWIC-FM Beaumont, TX** (BALH921116GT; 107.9 mhz; 100 kw; ant. 1,000 ft.)—Granted assignment of license from Modern World Media Inc., debtor-in-possession, to WCM Media Texas, Inc. for up to \$1.05 million in claims against seller and assumption of up to \$3.6 million, all as part of plan of reorganization. Seller is headed by J. James Raymond Jr., and is also licensee of KKFH(AM) Beaumont. Buyer is headed by Thomas H. Castro, and has no other broadcast interests. Action Feb. 16.

■ **KQXT(FM) San Antonio, TX** (BALH921027GO; 101.9 mhz; 100 kw; ant. 700 ft.)—Granted assignment of license from KQXT Inc. to Clear Channel Communications for \$8 million ("Changing Hands," Oct. 19, 1992). Action Jan. 27.

■ **WJMA-AM-FM Orange, VA** (AM: BAL921221HX; 1340 khz; 1 kw-U; FM: BALH921221HY; 96.7 mhz; 2.7 kw; ant. 343 ft.)—Granted assignment of license from Radio Virginia Ltd. to Piedmont Communications Inc. for \$30,000 ("For the Record," Jan. 25). Action Feb. 18.

■ **WDCK(FM) Williamsburg, VA (Richmond)** (BALH921112HY; 96.5 mhz; 50 kw; ant. 492 ft.)—Granted assignment of license from Keymarket of Virginia Inc. to Benchmark Radio Acquisition Fund III Ltd. for \$4.25 million ("Changing Hands," Nov. 2, 1992). Action Feb. 11.

■ **KLGT(FM) Buffalo, WY** (BTCH921102GS; 92.7 mhz; 3 kw ant. 26 ft.)—Granted transfer of control of Communications Systems III for \$20,000 ("For the Record," Nov. 30, 1992). Action Feb. 17.

■ **KWOG-AM-FM Douglas, WY** (AM: BAL921221EA; 1470 khz; 1 kw-D, 500 w-N; FM: BALH921221GX; 99.3 mhz; 813 w; ant. 530 ft.)—Granted assignment of license from Lonnie M. Horton to Douglas Broadcasting for \$120,000 ("For the Record," Jan. 25). Action Feb. 11.

NEW STATIONS

Applications

■ ***Yreka, CA** (BPED930209MC)—State Board of Higher Education for Southern Oregon State College seeks 91.3 mhz; .45 kw; ant. 709.6 m. Address: P.O. Box 3175, Eugene, OR 97403. Appli-

cant is licensee of KSOR(FM) and KSMF(FM) Ashland, KSBA(FM) Coos Bay, KSKF(FM) Klamath Falls, KSRS(FM) Roseburg, KSJK(AM) Talent and KAGI(AM) Grants Pass, all Oregon, and KNCA(FM) Burney, CA. Filed Feb. 9.

■ **Eagle Point, OR** (BPH930202MB)—Sherry L. Hill seeks 106.3 mhz; .9 kw; ant. 485.3 m. Address: P.O. Box 805, Medford, OR 97501. Applicant has 49% interest in licensee of KMED(AM) Medford, OR. Filed Feb. 2.

■ **Palmer, AK** (BPH930204MA)—American Radio Brokers Inc. seeks 95.5 mhz; 51 kw; ant. .34 m. Address: 1255 Post Street, Suite 625, San Francisco, CA 94109. Applicant is headed by Chester P. Coleman, who is licensee of KABN(AM) Long Island, AK, and owns 50% of licensee of KWUN(AM) Concord, CA. Filed Feb. 4.

■ **Ashland, OR** (BPH930205MD)—MCH Community Broadcasters Inc. seeks 107.5 mhz; 3.3 kw; ant. 269.3 m. Address: 11608 Blossomwood Court, Moorpark, CA 93021. Applicant is headed by Rosario Guerrero-Miller, and has no other broadcast interests. Filed Feb. 5.

■ **Bisbee, AZ** (BPED930210MA)—World Radio Network Inc. seeks 88.1 mhz; .4 kw; ant. 681 m. Address: Box 3333, McAllen, TX 78502. Applicant is headed by Abe C. VanDerPuy, and is licensee or permittee of KBNR(FM) Brownsville, KBNJ(FM) Corpus Christi, KBNL(FM) Laredo, KVER, El Paso and KVMV(FM) McAllen, all Texas. Filed Feb. 10.

■ **Murfreesboro, TN** (BPED930121MH)—Middle Tennessee State University seeks 88.3 mhz; .2 kw; ant. 42 m. Address: P.O. Box 3, Murfreesboro, TN 37132. Applicant is headed by Elliott A. Pood, and has no other broadcast interests. Filed Jan. 21.

■ **DeKalb, IL** (BPED930210MB)—Northern Illinois University seeks 88.5 mhz; .28 kw; ant. 56.2 m. Address: DeKalb, IL 60115. Applicant is headed by Paul Middleton, and is licensee of non-commercial WNIU(FM) DeKalb and WNIJ(FM) Rockford, both Illinois. Filed Feb. 10.

■ **Kane, PA** (BPED930113MH)—Pennsylvania State University seeks 90.1 mhz; 17 kw; ant. 232 m. Address: 202 Wagner Building, University Park, PA 16802-3899. Applicant is headed by Marian U.C. Fredman, and is licensee of noncommercial educational WPSX-TV Clearfield, WPSU(FM) State College and WPSE(AM) Erie, all Pennsylvania. Filed Jan. 13.

■ **Great Falls, MT** (BP930217AA)—H.I.S. Network Inc. seeks 1490 khz; 3 kw-U. Address: P.O. Box 1462, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr., and has interests in two LPTV's. Filed Feb. 17.

Actions

■ **Patterson, CA** (BPH920515MH)—Dismissed app. of Richard P. Bott II for 97.1 mhz; 2.9 kw; ant. 101 m. Address: 8603 Buckingham Lane, Kansas City, MO 64138. Applicant has interests in KCCV(AM) Overland Parks, KS; KQCV(AM) Oklahoma City; WFCV(AM) Fort Wayne, IN, and KSIV(AM) Clayton, MO. Action Feb. 11.

■ **Ravenswood, WV** (BPH920729MC)—Granted app. of Osborne Enterprises Inc. for 93.1 mhz; 3.3 kw; ant. 136 m. Address: P.O. Box 667, Gibbs & Gallatin Street, Ravenswood, WV 26164. Applicant is headed by Rex Osborne, who owns 49% interest in licensee of WMOV(AM) Ravenswood, WV. Action Feb. 17.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,960	182	5,142
Commercial FM	4,796	914	5,710
Educational FM	1,592	310	1,902
Total Radio	11,348	1,406	12,754
Commercial VHF TV	558	11	569
Commercial UHF TV	588	153	741
Educational VHF TV	124	5	129
Educational UHF TV	239	9	248
Total TV	1,509	178	1,687
VHF LPTV	465	141	606
UHF LPTV	841	1,014	1,855
Total LPTV	1,306	1,155	2,461
FM translators	1,966	377	2,343
VHF translators	2,529	86	2,615
UHF translators	2,436	414	2,850

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.

† Penetration percentages are of TV household universe of 92.1 million.

¹ Construction permit.

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

Monday Memo

Broadcasters at a disadvantage: Will Congress ratify NAFTA?

Ratification of the North America Free Trade Agreement by Congress without substantial modifications may be the first major mistake of the Clinton administration.

Despite progress claimed by Mexico in regulating royalty payments for television, cable, radio, satellite broadcasting, video sales/rentals and other interactive video data services (IVDS) captured by satellite signals, the U.S. industry estimates its 1991 Mexican piracy losses in excess of \$95 million.

In 1990, the broadcast industries, collectively referred to in NAFTA as copyright industries (including motion pictures and sound recordings) employed 2.3% of the total U.S. work force and exported \$34 billion.

Under NAFTA, quickly signed by President Bush, Mexico need not allow U.S. performers to collect the share of proceeds that would otherwise be due them under the principle of national treatment for public performance and broadcasting rights.

Compounding the problems created by Bush's fast-track approach to NAFTA, President Clinton's premature meeting with Mexican President Salinas leaves the U.S. at a disadvantage. Meanwhile, Canada has decided to continue its discrimination against cultural industries by extending the same national treatment exemption found in the speedily-negotiated Canadian Free Trade Agreement to NAFTA.

Denial of national treatment obligations means denial of substantial income flow to U.S. copyright industries generated from private copying through the video and audio levy systems and from rental of their works. Because the U.S. copyright industries enjoy a strong competitive advantage in Mexico and Canada, the U.S. Department of Commerce estimates that

income to be derived from these combinations may be in the billions of dollars in 10 years.

Increasingly the funds collected are divided among authors, performers and video producers. Since the video producer is not covered by any existing international convention, some countries are taking the position that they need not pay U.S. claimants.

It is apparent that the real motivation behind this "cultural exception" is economic and protectionist rather

than cultural. This is clearly illustrated by the fact that Canada places restrictions on the number of U.S. programs that its TV stations may broadcast to protect Canadian producers, but encourages the cable delivery of U.S. broadcast programs that are subject to a compulsory copyright license that provides below-market value for the government-established

compensation to U.S. copyright owners.

Key benefits in the NAFTA text over other bilateral and multilateral trade negotiations include explicit recognition of contractual transfers and other contractual arrangements for copyrighted works; explicit protection of encrypted program-carrying satellite signals, and the immediate entry into force of the intellectual property provisions.

It is vital that key executives responsible for international business performance in the broadcast industries quickly contact their congressional representatives and express strong opposition to any use of "culture" (a concept arguably unique to the geographic and linguistic proximity of the U.S. and Canada) as a possible excuse for denying effective levels of intellectual property rights protection and enforcement. Further, these executives should urge that the denial of national treatment exclusion be renegotiated.



By Jorge Rivera Bernal, JRB
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TELEVISION

Bennett Smith, VP, corporate secretary, Clear Channel Communications, Inc., San Antonio, Tex., named executive VP, New Vision



Glenn Weisberger
MCA TV



Lonnie Burstein
MCA TV



Pat Wells
MCA TV



Patrick Johnson
Jim Henson Prod.



Ira Goldstone
Tribune Broadcasting

Communications Inc., and president/COO, New Vision Radio Inc., Atlanta, Ga.

Richard Evans, president/CEO, Dorna USA, New York, joins Gaylord Entertainment Co., Nashville, as executive VP/COO.

Harry Usher, head, Dorna Sports division, Los Angeles, named president/CEO, Dorna USA, there.

Appointments at MCA TV, Universal City, Calif.: **Glenn Weisberger**, director, legal, business, affairs, named VP/director, legal, business affairs; **Isa Giberman**, manager, TV legal, business affairs, named director, business administration; **Lonnie Burstein**, VP/director, research, named senior VP/director, research; **Pat Wells**, director, research, named VP/director, research; **Jan Craven**, executive assistant, named director, client/group relations, MCA Television Group, there.

Michael Turner, director, creative advertising, Orion Pictures, Los Angeles, joins ACI there as director, marketing.

Jeffrey Linton, VP, creative af-

fairs, Rush Entertainment Group, Los Angeles, joins Zodiac Entertainment there as marketing manager, animation art.

Jeffrey Black, head, motion picture, television soundtracks, Triad Artists, Los Angeles, joins Sema-

phore Entertainment Group, New York, as VP, talent acquisition.

Michael Marsho, midwest regional sales manager, Multimedia Entertainment, Chicago, named VP, station sales division, midwest region.

Steven Naftelberg, senior VP/director, media services, Dentsu Corp., New York, joins Spectrum, New York, as account executive.

Patrick Johnson, director, ABC-TV's *Dinosaurs*, joins Jim Henson Productions, Los Angeles, as writer/producer/designer.

Jan Landis, producer, Multimedia's *Sally Jessy Raphael* and Group W's *Vicki!*, joins King World Productions, New York, as director, daytime development, East Coast.

Appointments at MTM Television Distribution, Studio City, Calif.: **Karen Jacobsen**, manager, publicity, MTM Television Entertainment, Inc., named director, publicity, promotion; **Richard DuMont**, manager, advertising, MTM Television Entertainment, named director; **Karen Shiffman**, manager, research, MTM Entertainment Inc., named di-

rector; **Mark Steverson**, attorney, MTM Enterprises Inc., named associate director, business, legal affairs.

Appointments at NBC News, New York: **Wendy Wilkinson**, producer, White House coverage, named na-

tional news director; **John Stack**, foreign assignment editor, named foreign news director; **Clare Duffy**, acting weekend news manager, named weekend news manager; **Don Snyder**, evening news producer, NBC News's *Today*, named evening news manager.

Appointments at NBC, operations and technical services division, New York: **Thomas Herron**, coordinating director, CNBC, Fort Lee, N.J.; **Ronald Lynah**, manager, network operations, NBC; **Emil Marzullo**, technical manager, videotape operations, NBC, and **Elliott Ruga**, network operations manager, NBC Television Network, named team leaders.

Ira Goldstone, director, broadcast operations, engineering, KTLA-TV Los Angeles, named director, engineering, Tribune Broadcasting Co., there.

Appointments at ABC News's *Nightline*, New York: **Bryan Myers**, **Artis Waters** and **Peter Demchuk**, associate producers, named producers.

Jeff Milstein, former producer, ABC News's *Nightline*, joins NBC News as producer for untitled new

prime time newsmagazine slated to debut later this year.

Stacie Griffith, former production associate, ABC News's *Nightline*, joins NBC News's *Today* as researcher.

Preston Davis, VP, television operations, broadcast operations, engineering, East Coast, ABC Television Network Group, New York, named president, broadcast operations.

Lloyd Siegel, political editor and senior producer, election unit, NBC News, New York, named director,

Louis: **Kathy Muldoon**, GSM, KEZK-(AM)-FM there, joins as local sales manager; **Donald Wolff**, attorney, there, joins as Saturday night jazz on-air personality.

John McCrae, program director, KSD-FM St. Louis, rejoins KRQR-FM San Francisco in same capacity.

Tammy Sacks, programing assistant, WMZQ(AM)-FM Washington, named music director.

Dianne Earley, GSM, WMXC-FM Charlotte, N.C., joins WWRC(AM)-WGAY-FM Washington as national sales manager.

David Roy Primuth, media director, Stranger & Associates (previously Della Femina McNamara), New York, joins E! Entertainment Television, Los Angeles, as VP, advertising/research.

Philip Kent, consultant for producer Joel Silver and directors Richard Donner and Robert Zemeckis, Los Angeles, joins Turner Home Entertainment, Atlanta, as president.

Stuart Goldfarb, VP/co-founder, James Communications Inc., Bloomfield, Mich., joins Communications Equity Associates, New York, as



Kathy Muldoon
KMOX(AM)



Tom Hagopian
ESPN Enterprises



Jim Moret
CNN



Mathew Tombers
Discovery Networks



Thomas Rocco
Discovery Networks

news partnerships.

Murray Green, senior VP, television division, Malrite Communications Group and VP/GM, WFLX-TV West Palm Beach, Fla., elected treasurer, Fox Affiliate Board of Governors.

Steve Freidheim, president, Pezhold Broadcasting and GM, WFXG-TV Augusta, Ga., elected secretary, Fox Affiliates Board of Governors.

Appointments at WTKR-TV Norfolk, Va.: **Tom Randles**, anchor, WTVJ-TV Miami, joins as co-anchor; **Barbara Hamm**, news planning manager, KYW-TV Philadelphia, joins as assistant news director.

RADIO

Daniel Savadove, GSM, WEGX-FM Philadelphia, joins WNNK-FM Harrisburg, Pa., as GM.

Sharon Berman, morning news anchor, WZBG-FM Litchfield, Conn., named news manager.

John Wilks, GSM, KNWZ(AM) Palm Desert, Calif., named VP/GM.

Appointments at KMOX(AM) St.

Nicholas Leonardo, president, Cutting Edge Marketing, Deer Park, N.Y., joins Banner Radio, New York, as account executive.

Richard Humphries, senior publicist, Broadcast Arts Group, Los Angeles, joins Sports Byline U.S.A., San Francisco, as director, marketing/promotions.

Bracy Lee, on-air personality, WKRC Cincinnati, joins WHKO-FM Dayton, Ohio, as part-time weekend air personality.

Gregory Bell, producer, WDTN-TV Dayton, Ohio, joins WHIO(AM) there as weekend producer.

CABLE

Tom Hagopian, VP, consumer marketing, ESPN, Bristol, Conn., named VP, ESPN Enterprises, there.

Jeffrey Bernstein, VP, pay per view, inventory management, Warner Bros. Pay-TV, Cable, Network Features, New York, joins Request Television there as VP, programing, marketing.

senior VP, general counsel.

Jim Moret, senior entertainment news correspondent, CNN, Los Angeles, named co-anchor, CNN's *Showbiz Today*, there.

Randolph Booth, VP, finance, Turner Broadcasting System, Inc., Atlanta, resigns to begin an Atlanta-based independent consulting firm.

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

Mathew Tombers, director, corporate programing partnerships, Discovery Networks, named VP; **Thomas Rocco**, VP, client marketing, sales development, NBC, New York, joins as senior VP, national sales, Discovery Networks, New York office; **Dan Stanton**, senior manager, on-air promotion, Discovery Networks, named director, on-air promotion, Discovery Channel; **Eric Eggleton**, senior manager, Enterprises Group, Discovery Communications, Inc., named director, product development, Enterprises Group.

Appointments at Black Entertainment Television, Washington, D.C.: **Cheryl Holmes**, director, advertis-

ing, research, named VP/director, direct response advertising, research; **Deborah Tang**, director, news, public affairs, named VP, news, public affairs.

Terry Chili, GM, Prime Sports Network, Indianapolis, joins HTS, Bethesda, Md., as director, marketing, affiliate sales.

Appointments at Time Warner Cable, New York: **Michael Davis**, supervisor, named manager, public affairs, Manhattan system; **Molly Adams**, supervisor, named manager, public affairs, Brooklyn/Queens system.

Appointments at The Travel Channel, Atlanta: **Norma Davidoff**, independent producer/writer/director, there, joins as director, program development; **Philip Frank**, executive producer, Turner Private Networks, there, joins as director, current programing.

ADVERTISING

Michael Levine, senior VP, Edelman Public Relations, New York, joins MWW/Strategic Communications, Inc., River Edge, N.J., as VP.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Sandra Herring**, director, public relations, and **Karl Lemp**, print production manager, named VP's.

Appointments at Rainbow Advertising Sales Corp., SportsChannel sales offices, New York and San Francisco: **Michael Dominick**, account executive, Katz Independent Television, New York, joins SportsChannel there in same capacity; **John Kennedy**, sales director, Group Five Sales, New York, joins SportsChannel there as account executive; **Mary O'Melveny Schmidt**, account executive, NBC, Burbank, Calif., joins SportsChannel, San Francisco, as account executive.

WASHINGTON

Marc Berejka, associate, Keller and Heckman, joins Gardere & Wynne, Dallas, in same capacity.

Dan Sreebny, chief, Chinese branch, Voice of America, named chief, North Africa, Middle East and South Asia division.

Michael Houghton, director, inter-

Another Goodson at the helm

Jonathan Goodson, son of the late pioneer TV game show producer, Mark Goodson (BROADCASTING, Dec. 21, 1992), has been named president-CEO of Mark Goodson Productions. Goodson had been head of the West Coast office of the company, which currently provides 15 hours of television programing. He will continue to oversee production of *The Price Is Right* and *Family Feud*.

Goodson joined what was then Goodson-Todman Productions in 1973. He co-created and produced the game show *Double Dare*, which ran on CBS in 1976. In 1978 he served as producer and executive producer of the NBC game show *Card Sharks*. Goodson also produced a prime time reality program, *That's My Line*, for CBS in 1980. Other television game shows Goodson produced include *Childs Play* and *Now You See It*, for CBS; *Trivia Trap* and *Match Game*, for ABC, and the daytime and syndicated versions of *Card Sharks*.

The company's development projects include game shows and reality programs, and the company is also a partner in cable's Game Show Channel with Sony Pictures Entertainment and United Video. —MB



national corporate relations, advertising, joins Cellular Telecommunications Industry Association as director, public affairs, communications.

Paul Sinderbrand and **Dawn Alexander**, associates, Keck, Mahin & Cate, leave to form their own firm, Sinderbrand & Alexander, Alexandria, Va.

TECHNOLOGY

Daniel Castles, GM, television products, Tektronic, Inc., Beaverton, Ore., named VP.

Michael Harabin, former producer, broadcast operations, West Coast, NBC, Burbank, Calif., joins Hughes Communications Inc., El Segundo, Calif., as manager, network operations control center.

Andrew Shelton, worldwide product manager, Abekas Video Systems, joins Pinnacle Systems, Inc., Sunnyvale, Calif., as marketing manager.

DEATHS

Robert Newgard, 68, television executive, died Feb. 17 of a heart attack at his home in Palm Springs, Calif. Newgard's career began with Mirisch Bros. From 1949-53 he worked at Columbia and MGM Re-

cords as a distributor. In 1956 he began his association with Screen Gems, where he would remain for 10 years. He then went to Paramount, where he eventually became VP/sales manager of worldwide television. He then joined Avco Embassy in the same capacity. After leaving Avco Embassy, Newgard served as a theatrical and television syndication consultant. Survivors include his wife, Nancy, two sons, and two daughters.

William Alvis, 78, retired Comsat marketing representative, died Feb. 23 of a heart ailment, at Washington Hospital Center, Washington, D.C. He joined Western Union in the 1930's, and after his retirement in 1966 he joined Comsat. He retired again in 1976. Survivors include his wife, Jeanette, and one daughter.

Owen (Mac) McReynolds, 80, retired engineer, died Jan. 19 of cardiac arrest, at his home in Cape Coral, Fla. McReynolds was an engineer at WROL(AM) Knoxville, Tenn. He joined Gates Radio, Quincy, Ill., as a project engineer in 1942. After World War II he went to New York as Gates Radio's eastern regional sales manager. In 1947 he established a Gates Radio sales office in Washington, D.C. He joined RCA in 1955 and retired in 1967. He is survived by his wife, Nancy.

NTA's Chrisanthopoulos goes to ABC

Network Television Association President/CEO Peter Chrisanthopoulos has been named ABC's executive vice president, research, marketing and promotion. It's a newly created position, and he will take over the research duties previously held by Alan Wurtzel (now a senior vice president at ABC News), as well as provide marketing and promotional support for the network.

ABC's marketing and promotion functions have long been decentralized, says Chrisanthopoulos. Now ABC Television Network President Robert Iger "wants a consistent look to the network, as well as a uniform strategy. We'll be working with various entities [within ABC] to make that happen."

Chrisanthopoulos begins his new position at ABC on March 16. His last day at the NTA, March 15, is scheduled for the association's annual upfront sales presentation to advertisers. The NTA board is currently drawing up a list of prospects to replace Chrisanthopoulos. **-SDM**



USSB

Continued from page 6

million consumers would buy equipment at the \$700 price and said USSB expects about 2 million units to be sold in the first year alone.

Hubbard said USSB plans to make another major announcement this week that will not be programming related. He would not offer details, but there was speculation last week it would involve announcing additional partners in the DBS venture. Hubbard has been encouraging broadcasters to invest in the service for several years and already has partners including the broadcast group Nationwide Communications; Chicago-based manufacturer Pittway, and Hubbard's TV station rep, Petry Television.

Hubbard said USSB's deals last week with HBO and Viacom could not be duplicated by DirecTv. But it was not clear whether DirecTv would be able to provide some of the services offered by the two programming companies. Hubbard said confidentiality agreements in the deals did not allow him to elaborate, although he did say that the USSB service would be complementary to DirecTv.

USSB has not yet disclosed pricing for its programming. All of the Viacom and HBO services will be offered by USSB individually or as part of programming packages. Various other services will be offered on a subscription

option or on a pay-per-view or pay-per-series basis. USSB will also broadcast free, ad-supported programming to any viewer who owns a home DBS receiving system.

Terms of last week's Viacom and HBO deals with USSB were not disclosed. In a prepared statement, Showtime Networks Inc. Chairman and CEO Winston H. (Tony) Cox would say only that USSB executives "give fair value" to programmers.

Home Box Office Chairman and

"Everyone just gives up a little more of a slot around the watering hole."

HBO's Michael Fuchs

CEO Michael Fuchs said the new affiliation agreement was important to his company because it enables the HBO and Cinemax services to be delivered to every household in the continental U.S. Developing technologies such as DBS, SMATV or MMDS are not going to severely damage the cable business, he added.

"Everyone just gives up a little more of a slot around the watering hole," said Fuchs (for more comments by Fuchs on DBS, see the Cover Story interview beginning on page 18).

Some cable programmers continue to be skeptical about making deals with DBS suppliers, who have long been seen as a threat to many cable operators. And there is some haggling over price. Discovery Networks Chairman John Hendricks said DBS providers have lower overhead costs than those of cable operators and should therefore pay more for Discovery programming.

Hendricks and other cable programmers might eventually have to negotiate with DBS suppliers if the Cable Act of 1992 withstands legal challenges from the cable industry. Under the law, vertically integrated programmers would be required to sell their programming to competing services such as DBS. That would include Discovery Networks, whose parent is MSO Tele-Communications Inc.

"These negotiations are being done in a free and open marketplace," Hubbard said of USSB's and DirecTv's negotiations with cable program suppliers. "When the cable companies deal with cable companies, there's no place else to go."

Responding to those cable executives and analysts who doubt the potential of DBS, Hubbard said: "They are in the cable business and they don't want to say anything good about DBS. The king of the hill always wants to stay at the top of the hill."

It could be argued that USSB parent Hubbard Broadcasting already had an open door at Viacom. The companies have for a number of years jointly operated All News Channel, a 50-50 venture of Viacom and the Conus news cooperative that, in turn, is 50% owned by Hubbard. The news channel consists primarily of Conus news footage and is seen in about 30% of the U.S., primarily via full-power TV stations. All News Channel is among the additional services being considered for delivery via USSB.

The dozen services included in the Viacom and HBO deals could take up more than half the 20-40 channels to be offered by USSB. The DBS supplier has five transponders that can each handle four channels of NTSC signals or eight channels of movie product.

Hubbard Broadcasting's USSB has invested more than \$100 million to share DirecTv's satellite system, which is scheduled to launch in December. The services will be offered to customers nationwide beginning in March 1994. ■

Closed Circuit

WASHINGTON

Cook on front burner

The Clinton administration is edging ever closer to naming a new FCC chairman, with prospects for Senate Communications Subcommittee aide Toni Cook looking ever stronger, according to administration and industry sources. A decision could come as early as this week. Cook has long been among the frontrunners. The stepdaughter of Clinton adviser Vernon Jordan, and a lawyer who has grappled with communications policy on the subcommittee, Cook seems to have the necessary political stroke and experience.

A decision on a Republican or independent to fill the seat of outgoing Commissioner Sherrie Marshall is further off, the sources said. Former Representative Mark Lincoln Marks (R-Pa.) kept up his campaign for the seat, paying respects last Friday to acting FCC Chairman James Quello.

Targeting violence

After focusing much of her efforts on what she describes as sleazy and indecent programming, Terry Rakolta, director, Americans for Responsible Television, is focusing her attention on TV violence.

Rakolta talked with FCC Chairman James Quello last week about the trend that she describes—in Quello's words—as the glamorization of violence on TV. Quello told her he won't recommend any legislation on it. Rakolta also plans to talk to House Energy and Commerce Committee Chair John Dingell (D-Mich.) and Telecommunications Subcommittee Chair Ed Markey (D-Mass.) about legislation on TV violence similar to the Children's TV Act.

NEW YORK

Two out

The two major unwired baseball

Reteitalia going public

Silvio Berlusconi's Fininvest, Europe's second-largest media and communications company and the world's fourth-largest TV company, with media revenues of \$3.3 billion, is preparing to float a public stock offering of three of its divisions. Among those is its Reteitalia program production and distribution company, which is a leader in international financing of major TV projects with CBS and Robert Halmi. (The other divisions are publishing company Silvio Berlusconi Editori and insurance company Mediolanum Vitas.) Gruppo Fininvest's holdings include three Italian TV networks, airtime sales companies, television and film and video production and distribution. Having built the company into a formidable international media concern and a major financier of TV productions, including the "Gone with the Wind" sequel, *Scarlett*, Berlusconi is in need of cash to pay down a heavy debt load. A public stock offering of one or more of Berlusconi's private companies has been anticipated for some time, and many suspect that he still has his eye on further U.S. investment. Berlusconi currently holds 5% of Savoy Pictures and a stake in Quinta Communications USA, a \$50 million fund for cable feature production. —MA

advertising networks are being benched in favor of a new player. The Major Market Baseball Network that Cox-owned TeleRep has put together is putting Kassel Marketing and Don Stuart's 20-year-old National Baseball Network out of the baseball ad business, according to Stuart. The problem is that TeleRep has gotten together with Tribune, and between the Tribune and Cox stations, about 50% of unwired baseball revenues are being taken over, says Stuart, adding: "It precludes us from operating our baseball network this year." Terry Kassel says she hasn't totally given up, but isn't actively soliciting business.

Priming 'Prime Story'

A debut date hasn't been finalized, but NBC President Robert Wright said last week he expects the news division's second prime time magazine, currently titled *Prime Story*, to bow in two months. According to Steve Friedman, the show's executive producer, *Prime Story* will have three anchors (Mike Schneider and Faith Daniels have been named) and five correspondents, including Noah Nelson, Elizabeth Vargas and Mike Boettcher.

Lack of interest

TV journalists may be too busy or too well-heeled to seek a \$15,000 cash prize. According to Pope Foundation program director Catherine Pope, the New York-based foundation had initially intended to give two awards for video investigative journalism but instead, after receiving fewer than 15 entries, gave just one. The prize, to be awarded March 22 in New York, is being given to Marty Koughan, whose career has included CBS and CNN and whose latest documentary, "Toxic Harvest," is scheduled to air soon on PBS's *Frontline*.

LOS ANGELES

NBC stays 'Mad'

With more than two months remaining before the networks announce their fall schedules, NBC will, according to sources, renew the TriStar-produced comedy *Mad About You*. Starring Paul Reiser and Helen Hunt, the series debuted in the 9:30-10 slot on Wednesday nights in the fall but was moved to the Saturday night 9:30-10 time period and has managed to hold nearly all of its *Empty Nest* lead-in.

In Brief

Chronicle Broadcasting President/CEO Francis A. (Rani) Martin III resigned after 12 years in the post to start a "multimedia" management firm, while the family-owned broadcast group has appointed KRON-TV San Francisco President/GM Amy McCombs to also head the five-station group. Martin's new firm is U.S. Media Group.

One day after the end of the February sweeps, **A Current Affair executive producer John Terenzio resigned** from the Twentieth television syndicated newsmagazine, with Fox Inc. Chairman Rupert Murdoch's parent company, News Corp., turning to *Boston Herald* editor Ken Chandler to fill the post. Terenzio said he had informed Twentieth officials last fall that he wanted to return to Miami, where his family lives. *A Current Affair* averaged a 7.6 rating (NSS/NTI, period ending Feb. 21) in

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 21. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.8/218/97
2. Jeopardy!	13.3/212/96
3. Star Trek	13.1/245/99
4. Star Trek: Deep Space Nine	12.1/227/98
5. Oprah Winfrey Show	11.9/236/99
6. Wheel Of Fortune-wknd	9.8/180/83
7. Entertainment Tonight	9.4/179/95
8. Inside Edition	8.7/171/95
9. Current Affair	8.1/178/95
9. Married...With Children	8.1/192/97
11. Roseanne	7.7/135/86
12. Designing Women	6.8/210/99
12. Hard Copy	6.8/157/93
14. Kung Fu	6.7/158/92
14. Untouchables	6.7/194/95

the latest season-to-date national Nielsen ratings, representing 7% rating erosion from the comparable year-ago period. Competing newsmagazine *Inside Edition*, on the other hand, has improved 16% to a

7.4 STD rating. However, in the last two NSS reports, *Inside Edition* passed *ACA* as the top-rated news magazine, with 9.0 and 8.7 ratings (NSS, weeks ending Feb. 14 and 21, respectively).

The growing national network of radio stations carrying WXRK-FM New York's controversial **Howard Stern morning drive show has expanded to include WBCN-FM Boston**, which is now airing the show on tape delay at 7 p.m. Stern said on air that the **show plans to announce a San Francisco deal** this week and is closing in on additional markets including **Miami and Hartford, Conn.**

A PBS spokeswoman confirmed the network is in discussions with Lorimar Television to possibly acquire *I'll Fly Away* if NBC decides not to renew the series next season. In a memo to PBS affiliates, Jen-

Metzenbaum bill would end MLB antitrust exemption

Calling the owners of Major League Baseball franchises a "legally sanctioned cartel who cannot be held accountable for conduct which hurts consumers or harms competition," Senator Howard Metzenbaum (D-Ohio) introduced legislation last week to remove baseball's 70-year-old exemption from antitrust laws. At deadline last Friday, MLB did not have a response to Metzenbaum's bill.

Metzenbaum pointed to the ouster of former baseball commissioner Fay Vincent last September as an example of anticonsumer conduct. Of particular concern to him were remarks by Chicago White Sox owner Jerry Reinsdorf, who said the league needed a commissioner who will "run the business for the owners, not the players, umpires or fans."

"The public wants to see more games on free TV, but the owners continue to move games to cable," Metzenbaum said. The exemption, he continued, allows owners to agree to divide markets and allocate territories for local television broadcasting.

"For example, only the Houston Astros and the Texas Rangers can sell games to local TV channels in Texas and Louisiana. In essence, the baseball owners are agreeing among themselves to divide markets and

limit output in an apparent effort to maximize their revenues from broadcasting."

Such restrictions, the senator said, "hike the value of local broadcast contracts, and thus give the edge to cable channels which, unlike broadcast stations, have a dual revenue stream."

Lifting the exemption, Metzenbaum said, should also "discourage the owners from placing most or all of their games on expensive pay-TV channels."

Recent expansion or lack of expansion also upset Metzenbaum and cosponsors Bob Graham (D) and Connie Mack (R), both Florida senators. "MLB has continued to shun, tease and lead the Tampa Bay area to believe a baseball team is on the way.... Investors from the Tampa Bay area offered \$115 million for the San Francisco Giants. A California group offered \$100 million. MLB forced the owner of the Giants to reject the higher offer."

Metzenbaum's bill, on which he expects a vote as early as the end of this month or in April, would not overturn the 1961 Sports Broadcasting Act, which gives the four major professional sports leagues an antitrust exemption for the purpose of negotiating national TV packages.

-JF

nifer Lawson, executive VP, programming and promotional services, PBS noted that "discussions are very early in stage...there are no results to report at this time."

Labor Secretary Robert B. Reich, in a letter to acting FCC Chairman James Quello, said "assuming technical requirements are satisfied, final **selection [of an HDTV transmission standard] should turn, in part, on an assessment of which system would make the greatest contribution to domestic high-wage employment.**"

Rick Jacobson, Buena Vista Television VP/GSM, West Coast, has joined **Viacom Entertainment as president of domestic markets**, where he will report to Viacom Entertainment President Neil Braun.

ABC last week promoted Jennie Trias to president, children's programming, reporting directly to Bob Iger, president, ABC Television Network Group. Trias has been VP, children's programs, since April 1987. ABC also came to an agreement last week with Reeves Entertainment for what both parties called a **long-term renewal of *The Home Show***.

Romance Classics, the 24-hour romance cable channel scheduled to launch on Valentine's Day 1994, **has signed a development deal with New Line Television** that will bring original romance-themed series and specials to the network. The deal marks the latest programming announcement for the channel, which has already acquired the TV series *Peyton Place* as well as 200 films from Twentieth Century Fox.

Public station **WNYC-TV New York** has asked the **FCC to issue an emergency declaratory ruling to prevent** Woodbury, N.Y.-based **MSO Cablevision Systems Corp.** from following through on plans to **drop the station** beginning March 15 from five of the company's 11 area cable systems now carrying the channel.

Interrep division merger creates D&R Radio

Two Interrep Radio Store divisions are merging, in anticipation, they say, of accelerated consolidation of radio station ownership in 1993. The two divisions, Durpetti & Associates and HNWH Radio Sales, will now be known as D&R Radio. Thirteen salespeople will lose their positions in the merger, and several stations will have to move to one of the other Interrep companies or another rep firm. According to Interrep, the billings of displaced stations will not exceed \$2.5 million—the new firm's billings total about \$125 million. D&R Radio says it is looking to limit its list to 240 AM's and 240 FM's.

Tony Durpetti, who was named chairman/CEO, will remain based in Chicago, and Jacqui Rossinsky will operate out of New York as president/COO. Additionally, D&R is opening a new office in Minneapolis, and Interrep, with three new offices to be opened by June 30, will bring the total to 21.

This is the second consolidation of Interrep rep divisions in the last six months. It makes sense, says Les Goldberg, Interrep president, because there are fewer "individual owners to serve in each market." Interrep is done consolidating, he adds, but is considering adding another small rep firm for group owners, similar to the one it created for Group W Radio. —SDM

Cable Act provisions disputed in court

Cable has graduated from being a giant antenna to being a full First Amendment speaker," said Robert D. Joffe of Cravath, Swaine & Moore, New York, attorney representing Time Warner Entertainment in its suit to strike down on free-speech grounds several non-must-carry provisions of the 1992 Cable Act, including rate regulation and program access.

Time Warner was joined last Friday (March 5) by Discovery Communications and Daniels Cablevision in oral arguments before U.S. District Court Judge Thomas Penfield Jackson one day after a three-judge District Court panel heard arguments over the Cable Act's must-carry provisions (see page 14).

Rate regulation drew some of the hottest dispute of the day. Discovery lawyer Garrett Rasmussen of Patton, Boggs & Blow called it "the most dangerously unconstitutional provision of the act... It carries all the infirmities of must carry, it prices speech and it chills speech." The burdens imposed on cable operators by rate regulation will force many to drop some specialized program services, such as Discovery's The Learning Channel, he said. "Whenever you put a price on speech, you distort decision-making for what is being spoken."

At deadline Friday the defense had not begun its case. NAB's attorney, Bruce Ennis, Jenner & Block, said he expected to spend his time challenging Daniels's claims that retransmission consent is unconstitutional on its face. (The other cable plaintiffs argued the provision is unconstitutional because it is tied to must carry.)

Ennis also expected to refute's Joffe claims that the Act's public access and leased access provisions are tied to must carry. "We can see no distinguishable basis that these can be separated," Joffe said. "If must carry falls, these should fall, too." —RMS

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Editorials

Another fine mess

The can of worms that content regulation invariably becomes is now a barrelful in the case of indecency. The FCC is shorthanded and faced with no less momentous a task than deciding the technological future of the communications industry, not to mention the once and future economic relationships among broadcasting, cable, telephone companies and Hollywood. Given that charge, its entanglement in a host of indecency appeals, inquiries, injunctions and more (BROADCASTING & CABLE, March 1) is a continuing and unfortunate distraction.

The FCC's indecency rules and their enforcement have been an open invitation to appeal from the outset. Huge punitive fines for violations of vague indecency regulations have been the fad at 1919 M of late, but they are only the latest in a series of questionable calls. The fines are being appealed, and the only bright spot in this mess is that when the high court gets hold of the issue, it will have the opportunity to deal the FCC yet another defeat.

Most damning of the FCC's recent actions was the multiplication of the fine by the number of markets carrying a cited broadcast, even absent complaints from those markets. Such a move makes a mockery of community standards, a fundamental element of the obscenity laws of which indecency is an extension. Like the 24-hour ban, the FCC's general pattern on indecency enforcement should get a judicial dressing-down. But while we're assigning blame, it was the high court that opened this can in the first place by deeding the FCC the power to regulate indecency, and it was a blue-nose congressional contingent that put the screws to the issue.

There is enough blame to go around. The best we can hope for now is that the courts will tell the FCC to cool it.

Pay as you go

There is currently campaign reform legislation in the hopper that would make giving away airtime to political candidates a quid pro quo for license renewal for broadcasters and for franchise renewal for cable system operators.

Some in Congress—although not House Speaker Tom Foley (D-Wash.), who opposes the bill—would still have us believe the cost of TV time is to blame for unduly bloating the price of a ticket into that exclusive Capitol Hill club. Look again. A *Los Angeles Times* poll (BROADCASTING, June 24, 1991) found that only a fourth to a third of campaign costs goes to all advertising, including radio, television and print. And for House races, the study found that such overhead costs as hotels, restaurants, limos, etc., exceeded outlays for advertising. Perhaps the

House will next be legislating free room and board along the campaign trail.

Word has it that the giveaway legislation has administration support. If so, we ask the President to heed the counsel of the chief Democrat in that other powerful Washington House. Foley brought an NAB State Leadership conference to its feet last week when he told them: "I do not believe it is a useful thing to extract free TV or radio time from broadcasters." Nor from cable, we would add, as we second the Speaker.

Bloodlust

We won't join the feeding frenzy at the departure of NBC News chief Michael Gartner. The moral superiority was so thick last week you could cut it with a knife as Monday-morning editors took the opportunity to lump TV newsmen in with bear baiters and carnival barkers. Print journalists seemed particularly eager to take aim from their glass newsrooms. We're not minimizing what NBC did, or failed to do, but it should not be raised to the level of Greek tragedy.

The facts are: (1) An NBC reporter and/or producers made a serious mistake that was compounded by management's response to its uncovering; (2) The president of NBC News resigned, concluding that the credibility questions raised by that mistake were an ongoing distraction to his news operation. That mistake, or even several, should not diminish the good journalism practiced every day in TV newsrooms across the country, including NBC's. Nor should they be automatically extrapolated with a stroke of the editorialist's pen into: "television news has lost its way" or "truth has been sacrificed to ratings."

Those do remain questions worth contemplating, not only by NBC, but by all those now rubbernecking at the crash site.



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