

APR 26

Broadcasting & Cable

The Newsweekly of Television and Radio

BROADCASTING



Multimedia bursting out all over at the NAB 19

INTERNATIONAL



TV's world gathers in critical mass at MIP in Cannes 42

JOURNALISM



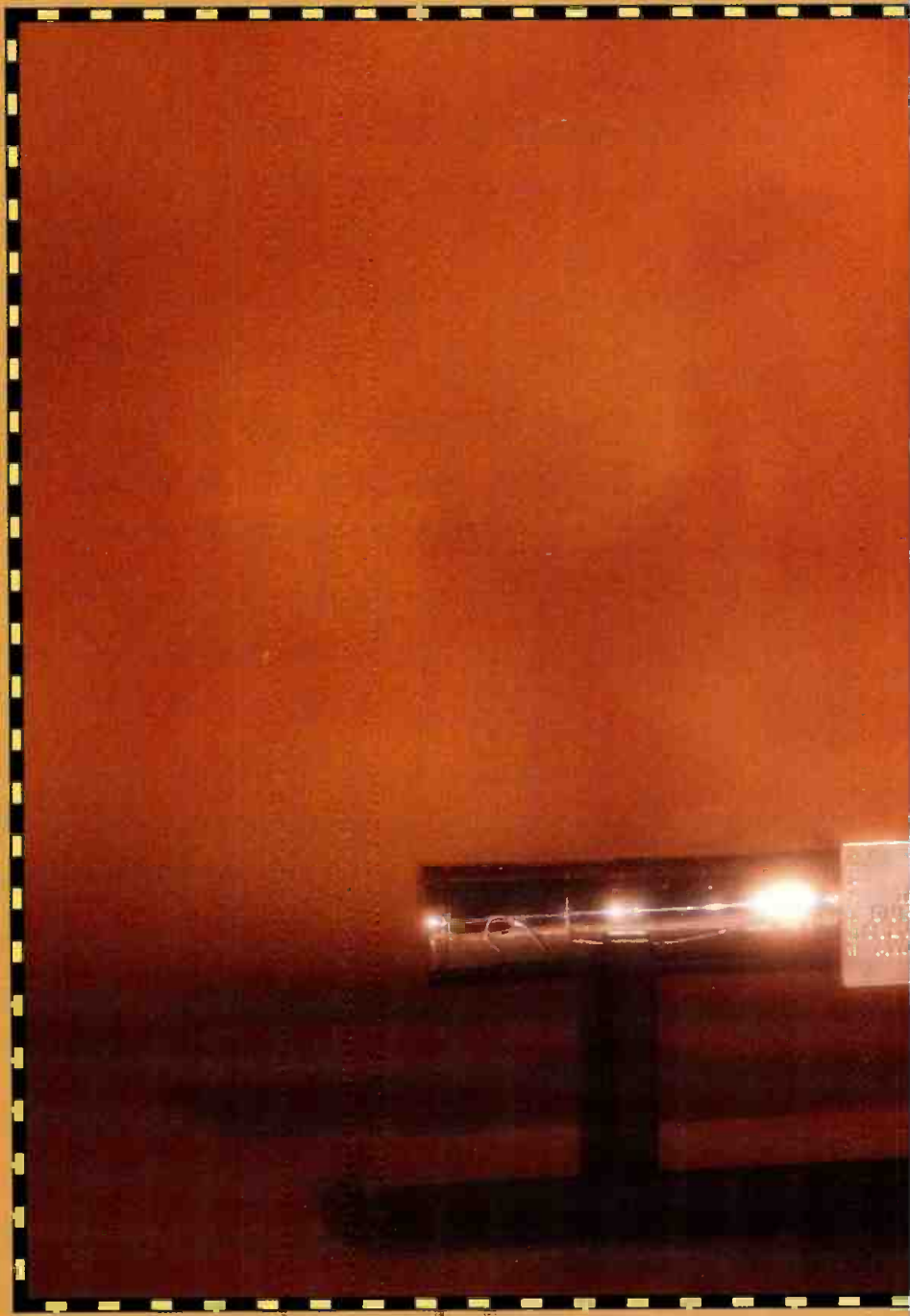
While the world watched: horror in Waco 16



Discovery's man with the control
JOHN HENDRICKS

Vol. 123 No.17
62nd Year 1993 \$2.95
A Cahners Publication

*****3-DIGIT 554
RR092736 3DD04 00263
BROOKLYN CENTER, MN 55430





Thanks. But we're just doing our job.

Serving the public trust; taking risks; reporting the tough stories — it's what we do. And we're proud when our efforts and accomplishments are recognized. Proud and motivated. To do better. To dig deeper. To continue our legacy of service to

our viewers and communities. So as the awards — the Peabody, DuPont Columbia, and the rest — collect dust on our shelves, we'll be on the streets reporting the stories that matter. Not for more awards, but for our viewers.



A Division of
Hubbard Broadcasting, Inc.

Fast Track

MUST READING FROM BROADCASTING & CABLE

TV GROUPS CONSIDER JOINT TALKS ON RETRANS

Several TV group operators, led by LIN Television President and NAB Chairman Gary Chapman, are discussing the possibility of approaching cable MSO's as a group to discuss retransmission consent. Antitrust concerns are likely to keep any discussions focused on general issues and away from specific rates. / 6

OPENING NEW PPV WINDOW

Tele-Communications Inc. is reportedly preparing to invest \$100 million in financially troubled Carolco Pictures in return for the right to show the company's films at or before their theatrical release. / 10

Long-running 'Designing Women' (CBS) and 'Quantum Leap' (NBC) won't return to network schedules next season. / 10

CBS WINS THE SEASON

CBS won the just-finished television season with a 13.3 rating/22 share, but second-place ABC (12.4/20) won in three ways: it was the only network to show household growth, it won the battle for the treasured adult 18-49 and 25-54 demos, and it landed five shows in the top 10. / 14

New England Television last week sold its sole TV station, WHDH-TV Boston, a CBS affiliate, to Sunbeam Television for \$204 million, approximately eight times cash flow. / 16

Apple Computer Chairman John Sculley, who has the ear of President Clinton on telecommunications policy, told the NAB '93 gathering that broadcasters should have the freedom to use their advanced TV channel allotments for digital services. / 17



NAB President Eddie Fritts, in his convention keynote last week, advised multimedia-keen broadcasters not to lose sight of their core business: "serving...mass audiences" and "attracting the advertisers who must reach those audiences." / 22

HIGH COURT ALLOWS SUBSCRIBER-LIST DEPRECIATION

A U.S. Supreme Court decision allowing a newspaper to depreciate its subscriber list for tax purposes is good news for cable operators, who may be able to apply the court's reasoning not only to subscribers but to the value of their franchises as well. / 18

UNCONVINCED ON MULTIMEDIA

Despite the fanfare surrounding Multimedia World at last week's NAB '93, it was unclear whether broadcasters would have much of a role to play in multimedia besides producing programs for distribution. / 19

FCC staffers said last week that a review of TV ownership rules may be in the making. James Quello's chief of staff said the chairman is "ready to move on this." / 26



A 'Basic Instinct' sequel could debut on pay TV if a TCI/Carolco PPV deal goes through. / 10



On the Cover

Television à la carte? Discovery founder and CEO John Hendricks believes Your Choice TV, offering viewers the shows they want when they want, will produce billions for program suppliers. / 39
Photo: Stephen R. Brown

"The conversion to HDTV should be a transition, not a death march."

—FCC Commissioner Ervin Duggan / 19

| | | | | | |
|---------------------|----|-----------------------|----|----------------------|----|
| Ad/Marketing..... | 56 | Fates & Fortunes..... | 76 | Programing..... | 39 |
| Business..... | 53 | Fifth Estater..... | 75 | Radio..... | 36 |
| Changing Hands..... | 53 | For the Record..... | 69 | Ratings Week..... | 50 |
| Closed Circuit..... | 79 | In Brief..... | 80 | Special Report..... | 19 |
| Datebook..... | 66 | Monday Memo..... | 74 | Top of the Week..... | 6 |
| Editorials..... | 82 | Open Mike..... | 67 | Washington..... | 51 |

APRIL 26, 1993

NEW TECHNOLOGY AT NAB

Computer graphics and editing company Pesa-Chyron has purchased New England engineering firm Micro Communications, one of a number of recent moves by manufacturers to prepare for the ATV market. Also at NAB, Sony introduced a Digital Betacam that uses a 2:1 compression system, and Panasonic unveiled a D-5 format that uses no compression at all. / 30, 32

MacroVision is teaming with Philips to build an anti-copy chip for set-top PPV decoders. / 33

FREEZE ON NEW FM'S CONSIDERED

FCC Chairman James Quello promised at an NAB panel that he would explore the possibility of a freeze on new FM's. A timetable has yet to be determined. / 36

Arbitron will seek input from broadcasters on a redesign that would include a 70% increase in the size of survey sample targets and a switch to 18-week rolling averages. / 36

Denon is ready to go to market with AM/FM car receivers equipped with the radio broadcast data system—for FM only. / 37

In a continuing effort against indecent programing, the FCC has launched an investigation of KYW-TV Philadelphia for the airing of a November 1991 'Jane Wallace Live' episode that focused on exotic dancing clubs. The series has been off the air for almost 18 months. / 51

CAPCITIES/ABC REPORTS GOOD FIRST QUARTER

An improved advertising climate pushed Capcities/ABC to a strong first-quarter 1993. The network reported net income of \$58.4 million, compared with a loss of more than \$100 million for the same quarter last year. / 53

Continental CableVision and Digital Equipment are conducting a real-world field test of a compressed digital insertion system for commercials at a local headend. A local grocery store chain is cooperating in the test. / 54

TVB is making plans to take advantage of a broadcasting revolution driven by technological advances in compression and digital transmission. The challenge, attendees learned, will be exploiting new advertising opportunities while keeping strengthened competitors at bay. / 56

PROPOSALS FOR SIMPLIFYING CABLE SPOT BUYS

Advertisers and ad agencies last week told the cable industry that its buying procedures are too complicated. They held out the possibility of radically increased revenue if the industry will streamline the buys. Responses from cable include interconnect systems, paperless billing and targeted marketing through sophisticated set-top converters. / 56

Advertisers may end up spending 10% to 15% more on time during programing for kids next season, thanks to growing demand and shrinking supply. / 59



The growing international TV trade seemed to shift into high gear at last week's MIP TV program fest in Cannes. Cable networks have swelled the ranks of program suppliers, but the increase in supply has been more than met by an explosion in the number of broadcast, cable and DBS outlets in Europe, Asia and Latin America. / 42



'Bill Nye the Science Guy,' a half-hour weekly science series from Buena Vista and LIN Television Group, will join 'Adventures in Wonderland' in a syndicated package stations can use to meet the requirements of the Children's TV Act. / 47

Top of the Week

NAB has high hand in Vegas

National Association of Broadcasters President Eddie Fritts told his membership he is "more optimistic about being in broadcasting than ever before," kicking off the NAB's annual convention in Las Vegas last week that drew a record 64,500 attendees, 22% more than in 1992.

And there were surely reasons for such optimism. For the first time, retransmission consent looked as if it may actually generate some extra revenues (see below). Plus, new technologies such as digital audio broadcasting, radio broadcast data system and high-speed data broadcasting promised new opportunities, although many were uncertain about broadcasters' role in multimedia (see page 19).

Fritts might also have expressed enthusiasm about the trade show business. NAB's projected net from NAB '93: \$8.4 million.



Stations ponder joint retrans talks with MSO's

Group owners discussing joint negotiations over retransmission-consent fees

By Kim McAvoy

A coalition of TV group operators may soon be calling on cable MSO's to negotiate retransmission-consent fees.

For more than a month, several group operators have been discussing the possibility of approaching cable MSO's together. While no formal agreements have yet been made, Gary Chapman, chairman of the National Association of Broadcasters and president of LIN Television Corp., who is spearheading the initiative, says that some TV operators are likely to cooperate.

Broadcasters' interest in retransmission consent was a powerful undercurrent at last week's NAB convention. Under the Cable Act, TV stations must decide by June 17 whether they will opt for mandatory carriage rights or negotiate a carriage fee with cable operators.

Pappas Telecasting, which owns Fox affiliates in Fresno, Calif., and Omaha, Neb., announced at the show that it will seek a retransmission-con-

sent fee of between 30¢ and 70¢ per cable subscriber per month, saying its stations deserve the same compensation as popular cable networks such as ESPN and the USA Network.

The NAB, meanwhile, released the results of a survey of cable subscribers intended to help TV stations determine the value of their signals. The survey of 385 subscribers in two large-market systems found 85% would allocate at least \$10 of their cable bill to broadcast signals, while 28% would allocate \$20 or more.

The subscribers placed an average value of \$2.52 for ABC affiliates, \$2.28 for public stations, \$2.19 for CBS affiliates, \$2.02 for NBC affiliates, \$1.57 for Fox affiliates and \$1.41 for independents. CNN was valued at \$2.82; ESPN, \$1.76; USA, \$1.47; WTBS, \$1.20; Family Channel, \$1.28, and Lifetime, \$1.13. The survey was conducted by Norman Hecht Research.

Because of antitrust concerns, Chapman said the coalition's talks with cable would be limited. "We want to discuss the concept of the val-

ue of our signals and how we might proceed in negotiating a fee," he said. Chapman said they would not discuss specific rates.

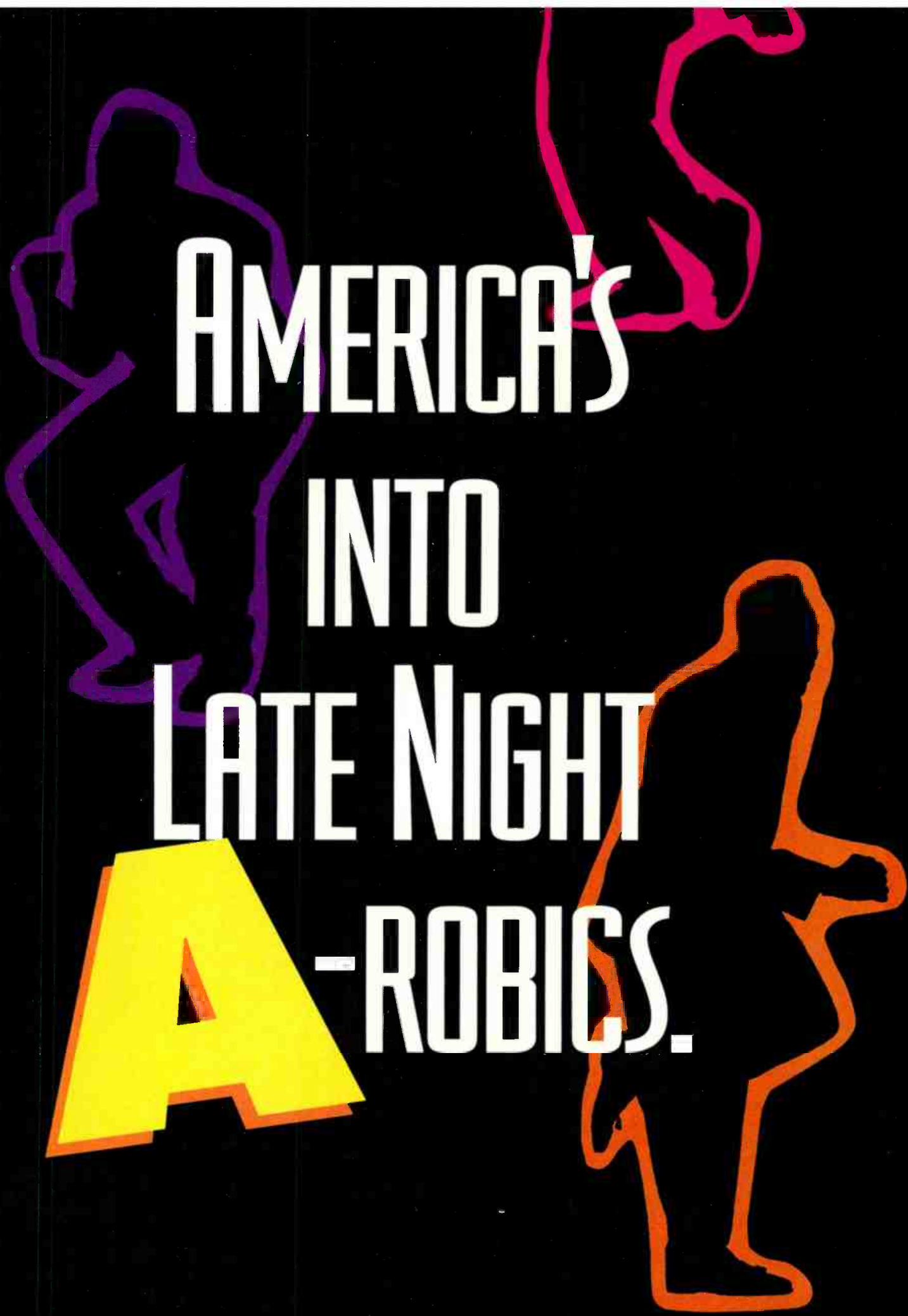
Among the groups said to be considering joining Chapman are Group W, Chris-Craft/United Television and Pulitzer Broadcasting.

At a press conference, Pappas President Harry Pappas said the money his stations received from retransmission consent would be "plowed back" into improved programming and into "enhancing our communities' cultural and educational institutions." Some of the revenues would be used to develop new programming for cable.

"We intend to exercise the rights we worked so hard to achieve," Pappas said.

"While we will be careful not to abuse them, we will not back away because of threats," he said.

The CBS affiliates have also formed their own group, headed by former Affiliate Board Chairman Mick Schafbuch, vice president, KOIN-TV Portland. Fox expects to negotiate for its O&O's and many of its affiliates. ■

The image features three stylized human silhouettes. One is purple on the left, one is pink at the top right, and one is orange on the right side. The text is centered over a black background.

AMERICA'S
INTO
LATE NIGHT
A-ROBICS.

NO ONE'S IN B... THAN THE



RANK IN TIME PERIOD WOMEN 18-34

| MARKET | STATION | RANK |
|--------------|---------|------|
| New York | WWOR | #1 |
| Chicago* | WBBM | #1 |
| Wash., D.C.* | WUSA | #1 |
| Detroit* | WJBK | #1 |
| Atlanta | WAGA | #1 |
| Cleveland | WJW | #1 |
| Tampa | WTSP | #1 |
| Miami | WSVN | #1 |
| St. Louis | KMOV | #1 |
| Sacramento* | KXTV | #1 |
| Denver | KUSA | #1 |

| | | |
|---------------|------|----|
| Baltimore | WBAL | #1 |
| Orlando* | WCPX | #1 |
| San Diego | XETV | #1 |
| Indianapolis* | WXIN | #1 |
| Portland, OR | KPTV | #1 |
| Milwaukee* | WCGV | #1 |
| Cincinnati* | WCPO | #1 |
| Buffalo* | WUTV | #1 |
| Birmingham | WTTO | #1 |
| Charleston | WVAH | #1 |
| Little Rock* | KTHV | #1 |
| Tulsa* | KOTV | #1 |
| Wichita | KWCH | #1 |
| Roanoke | WDBJ | #1 |
| Shreveport | KSLA | #1 |
| Cedar Rapids | KGAN | #1 |
| Ft. Myers | WFTX | #1 |
| Jackson, MS | WJTV | #1 |
| Evansville* | WEVV | #1 |
| Baton Rouge | WBRZ | #1 |
| Waco-Temple | KWTX | #1 |
| El Paso* | KDBC | #1 |
| Ft. Wayne | WPTA | #1 |
| Savannah | WTOC | #1 |
| Lansing | WLNS | #1 |
| Greenville | WCTI | #1 |

BETTER SHAPE A-MAN.

| | | |
|----------------|------|----|
| Charleston | WCBD | #1 |
| Montgomery | WCOV | #1 |
| Augusta | WJBF | #1 |
| Harlingen | KRGV | #1 |
| Reno* | KTVN | #1 |
| Macon | WMAZ | #1 |
| Duluth* | KDLH | #1 |
| Monroe | KNOE | #1 |
| Florence | WBTW | #1 |
| Corpus Christi | KIII | #1 |
| Columbus | WTVB | #1 |
| La Crosse* | WKBT | #1 |
| Beaumont* | KFDM | #1 |
| Wichita Falls | KJTL | #1 |
| Wilmington* | WWAY | #1 |
| Joplin | KODE | #1 |
| Palm Springs* | KESQ | #1 |
| Abilene | KTXS | #1 |
| Biloxi | WLOX | #1 |
| Idaho Falls* | KPVI | #1 |
| Dothan* | WTVY | #1 |
| Elmira | WENY | #1 |
| Gainesville | WCJB | #1 |
| Hattiesburg | WHLT | #1 |
| Greenwood | WABG | #1 |
| Lake Charles* | KPLC | #1 |

| | | |
|-------------|------|----|
| Missoula* | KTMF | #1 |
| Ada | KTEN | #1 |
| Meridian | WTOK | #1 |
| Jackson, TN | WBBJ | #1 |
| Cheyenne* | KGWN | #1 |
| Laredo* | KGNS | #1 |
| Fairbanks | KTVF | #1 |

When it comes to delivering young demos, Arsenio is the #1 late-night host with proven muscle. This February, in market after market, **The Arsenio Hall Show** continued its long-standing strength with women 18-34.

So let Arsenio keep your late-night line-up in shape. He's got the power to give your ratings a real workout.



THE ARSENIO HALL SHOW™

Source: NSI (ARB*), February 93. Rank based on ratings.
©1993 by Paramount Pictures. All rights reserved.



A Paramount Communications Company

TCI wants first dibs on Carolco films

Reportedly offering \$100 million for PPV carriage at or before theatrical release

By Rich Brown

The pay-per-view industry has long eyed the possibility of releasing movies prior to or simultaneous with their theatrical release. Now it appears a rumored deal between top MSO Tele-Communications Inc. and Carolco Pictures could make that dream a reality.

TCI is reportedly about to pump as much as \$100 million into financially troubled Carolco Pictures in return for the right to show the company's titles on or before their theatrical release. A TCI spokesman confirmed on Friday that talks were under way with Carolco but would not comment further.

A deal with Carolco would pair TCI with a movie company with a long track record in producing popular action movies. Carolco is scheduled to release *Cliffhanger* with Sylvester Stallone on May 28 and has a development lineup that includes an Arnold Schwarzenegger movie titled *Crusader*, *Spiderman* and possible sequels to hit Carolco movies *Basic Instinct*, *Terminator 2* and *Total Recall*.

"If Malone can pull it off, it's a terrific step forward for pay per view," said Jim English, senior vice president of programing at PPV dis-

tributor Viewer's Choice.

But there is some question among pay-per-view executives about how the \$6 billion-a-year theatrical business and the \$15 billion-a-year home video business will react to the possibility of losing any of that revenue to pay per view.

"There is no way they are going to let a \$100 million deal change the course of history," said one executive involved in the distribution of movies on pay per view.

Releasing a movie on PPV prior to or simultaneous with its theatrical debut is not unprecedented. About 10 years ago, Universal debuted *The Pirates of Penzance* on PPV simultaneous with its theatrical premiere. The Gilbert and Sullivan story failed to make waves in either movie theaters or homes. Industry onlookers cited limited viewer interest in light opera and a PPV universe that at the time reached only about 2 million homes.

Barry Diller reignited the fire at the Western Cable Show in late 1991 when, as Fox Inc. chairman, he suggested that studios could release movies to pay per view a week before their theatrical debuts and charge viewers as much as \$29.95 for the privilege.

Viewer's Choice executive English



'Basic Instinct' sequel may be among Carolco films with pre-theatrical PPV release.

said he does not know if audiences would be willing to spend a lot of money on a pay-per-view title without the prepromotion normally associated with its theatrical and home video windows.

"As much as I welcome TCI's moving forward, I very much believe in the theatrical experience," he added. "It's hard to laugh out loud at a comedy when there aren't a lot of people around laughing with you. It's hard to be scared at a scary movie with the lights on."

The idea of offering a movie on pay per view either before or simultaneous with its theatrical window does not necessarily pose a significant threat to movie theater owners, according to Mitch Neuhauser, assistant executive director, the National Association of Theater Owners of New York State.

"For the movie industry to start shaking because somebody's bringing up pay per view again doesn't make sense," said Neuhauser. The price of a ticket remains relatively inexpensive, he said, and the movie theater business has already proven itself a survivor in the face of competition from television and home video.

"People love going to the movies, they always will, and there is nothing like experiencing a first-run movie in a movie theater," said Neuhauser. "No one wants to live their daily life in their house or apartment from morning to night. A teenager is not going to take his date to his parents' living room."

'Designing Women,' 'Quantum Leap' get the axe

CBS's *Designing Women* and NBC's *Quantum Leap* are the latest veteran series that will not be renewed for next season. Also, Carsey-Werner denied a report that NBC has decided not to extend another season to *A Different World*. "There's been no word yet from the network about another season," said a Carsey-Werner spokesman. *Designing Women* finished this season with a 9.9 rating and 17 share, ranking 67th. *Quantum Leap* debuted in 1989 and will have its final airing on May 5. Two weeks ago, ABC decided not to renew *The Wonder Years* for another season.

The latest network renewals include NBC's *Seinfeld* and *L.A. Law*. In addition to renewing *Seinfeld* for next year, NBC is also negotiating with Castle Rock Entertainment for an extended renewal through the 1994-95 season.

—SC

ATTENTION DAY-PART SHOPPERS

**LOOKING
FOR**

**A PRODUCT
THAT
CAN FIX**

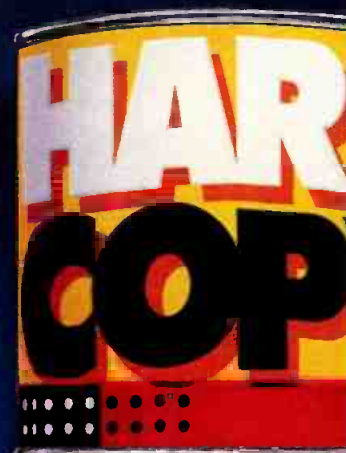
ANYTHING?



HARD COPY

TIME PERIOD IMPROVEMENT

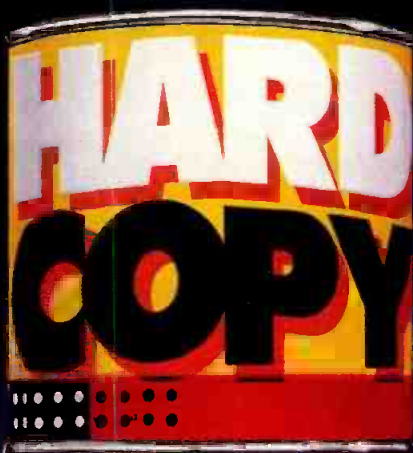
| MARKET | STATION | FEB 92 PROGRAM | INCREASE ADULTS 25-54 |
|--------------|---------|-------------------------|--------------------------|
| Minneapolis | KARE | Now It Can Be Told | +29% |
| Indianapolis | WTHR | Local News | +13% |
| Wichita | KAKE | Golden Girls | +5% |
| Tucson* | KGUN | Family Feud | +125% |
| Montgomery* | WHOA | Best Of Love Connection | +75% |



**EARLY
FRINGE**

TIME PERIOD IMPROVEMENT

| MARKET | STATION | FEB 92 PROGRAM | INC ADULTS |
|-----------------|---------|------------------|---------------|
| Philadelphia | KYW | Evening Mag+ | +2 |
| Cincinnati | WLWT | Candid Camera | +6 |
| Wilkes Barre* | WYOU | Wheel Of Fortune | + |
| Greensboro | WGHP | Jeopardy | + |
| Chattanooga | WDEF | A Current Affair | + |
| Springfield, MA | WGGB | Golden Girls | +6 |



ACCESS

TIME PERIOD IMPROVEMENT

| MARKET | STATION | FEB 92 PROGRAM | INCREASE ADULTS 25-54 |
|-------------|---------|--------------------|--------------------------|
| Atlanta | WSB | Who's The Boss+ | +27% |
| Denver | KMGH | Various | +53% |
| Missoula | KTMF | Now It Can Be Told | +160% |
| Tuscaloosa* | WCFT | Various | +150% |



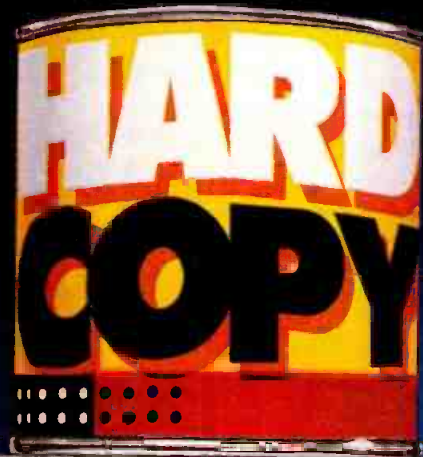
**LATE
FRINGE**

ON AISLE #1.

| MARKET | STATION | FEB 92 PROGRAM | INCREASE ADULTS 25-54 |
|----------------|---------|----------------|--------------------------|
| San Francisco* | KNTV | Night Court | +50% |
| San Jose* | WHOI | Family Feud | +100% |
| San Jose | KEZI | People's Court | +45% |
| San Jose | KFDA | Matlock | +33% |
| San Jose | WTRF | Jeopardy | +21% |

| MARKET | STATION | FEB 92 PROGRAM | INCREASE ADULTS 25-54 |
|----------------|---------|--------------------|--------------------------|
| Topeka | WIBW | Who's The Boss | +17% |
| Rochester, MN* | KTTC | Now It Can Be Told | +25% |
| Odessa | KTPX | People's Court | +115% |
| Elmira | WENY | Donahue | +44% |
| Lake Charles* | KBMT | Golden Girls | +100% |

| MARKET | STATION | FEB 92 PROGRAM | INCREASE ADULTS 25-54 |
|--------------------|---------|--------------------|--------------------------|
| San Francisco | KRNV | A Current Affair | +21% |
| San Francisco | KETK | Golden Girls | +29% |
| San Francisco, GA* | WXTX | Candid Camera | +183% |
| San Francisco | WQRF | Growing Pains | +75% |
| San Francisco | KTGF | Now It Can Be Told | +30% |



If you have a time period to fix, **HARD COPY** is the all-purpose replacement part. This February, satisfied customers racked up big gains around the country, and around the clock. No wonder more and more stations are placing us in their key time periods.

Over the past two years, our clearance level in access has increased from 28% to 35% of the U.S. And thanks to our compatibility with local news, up from 29% to 39% in news-adjacent time periods. So pick up your own copy of **HARD COPY**. Because nothing else stacks up against it.

Paramount



CBS keeps its eye on first place

Wins season over bridesmaid ABC; three-network share continues to decline

By Steve Coe and Steve McClellan

Another season has ended with CBS once again mired in...first place. For the second straight year the former cellar dweller has claimed the top spot in the ratings race for the broadcast season.

ABC finished in its familiar runner-up spot, followed by NBC, which was king of the hill just two years ago, and Fox, which expanded to a full seven nights earlier this year.

The tale of the tape also showed continued viewer erosion, with the three-network prime time share at 60%, down from 63% last season. The three-network rating dropped to an average 36.7 this season from a 38.3 a year ago. Among the beneficiaries were independents, including Fox affiliates, which had a 22 share (up from a 21 a year ago), and cable.

For the 30-week season ended Sunday, April 18, the final Nielsen Television Index standings show CBS with an average 13.3 rating and 22 share, down 4% in households from last year. ABC was second with a 12.4/20, up 2%, and NBC was third with an 11.0/18, down 11% from last season. Fox, which expanded to 14 hours of regularly scheduled programing this season from last season's 11 hours, averaged a 7.7/12, down 4% among households.

Although CBS was first in households, ABC won the battle for the core adult demographics, including adults 18-49 and adults 25-54, while CBS had a slight edge among women 25-54. CBS was second in most key demos, and in most cases both CBS and NBC showed declines, while ABC was flat or up slightly in the same categories.

On a night-by-night basis, CBS won four, adding Tuesday (from ABC) and Saturday (from NBC) to Sunday and Monday victories. ABC captured Wednesday and Friday, and NBC held on to Thursday. CBS research chief David Poltrack credited

the strong performance of the mid-season show *Dr. Quinn: Medicine Woman* for the Saturday win and for driving CBS's midseason surge of almost half a rating point over its performance in the first half of the season.

NBC's third-place finish came as no surprise to NBC executives, said Preston Beckman, vice president, program planning and scheduling. "Coming into the season, we knew we would not win in households because we got

their lead doesn't seem insurmountable. We've delivered on what we said we were going to do. Now we need to come up with some development, and I think you'll see parity quicker than people expected." Fox's 4% drop-off in adults 18-49 this season versus last, says Sandy Grushow, president, Fox Entertainment, must be weighed against the addition of a seventh night of programing. "Overall, we've had a very solid year of growth. The last time we expanded we lost about 19% of viewers 18-49, but this year we only dropped about 4%."

Each of the three networks chasing CBS in the household race has reason for optimism heading into next season. "As a network we feel extremely well positioned" for both the upfront advertising market that should break in June and for ratings growth next season, said Bob Iger, president, ABC Television Network Group. Helping the network's cause, said Iger, is a general perception the TV ad climate is recovering. "We have reasonably high expectations that we will see improvement over last year," he said of the upcoming upfront.

"When you look at our audience," said Fox's Grushow, "we're primed for growth. Next year we expect to stabilize our schedule overall as we have in the past [after adding a night to the schedule]. This year we lacked bench strength because of our expansion. Next season it's my hope we have a very strong bench," he said, "and our development of 30 projects indicates our readiness to do battle."

Ratings for other programing include CBS's Sunday movie, the highest-rated movie night (16.1/25). ABC's *The Jacksons: An American Dream* was the top-rated telefilm (22.2/33). The highest-rated theatrical was "National Lampoon's Christmas Vacation," airing on ABC (18.5/27). ABC's Oprah Winfrey interview with Michael Jackson was the highest-rated special of the season (39.3/56). ■

Top 10 Regularly Scheduled Series

| Rank | Program | Network | Rt/sh |
|------|---------------------------|---------|---------|
| 1 | <i>60 Minutes</i> | CBS | 21.9/36 |
| 2 | <i>Roseanne</i> | ABC | 20.7/31 |
| 3 | <i>Home Improvement</i> | ABC | 19.4/29 |
| 4 | <i>Murphy Brown</i> | CBS | 17.9/26 |
| 5 | <i>Murder, She Wrote</i> | CBS | 17.7/26 |
| 6 | <i>Coach</i> | ABC | 17.5/27 |
| 7 | <i>Monday Night Ftbl.</i> | ABC | 16.7/28 |
| 8 | <i>CBS Sunday Movie</i> | CBS | 16.1/25 |
| 9 | <i>Cheers</i> | NBC | 16.1/25 |
| 10 | <i>Full House</i> | ABC | 15.8/25 |

Top 10 New-to-Season Series

| | | | |
|----|----------------------------|-----|---------|
| 1 | <i>Mr. Cooper</i> | ABC | 14.6/23 |
| 2 | <i>Jackie Thomas</i> | ABC | 14.6/23 |
| 3 | <i>Love & War</i> | CBS | 14.5/22 |
| 4 | <i>Hearts Afire</i> | CBS | 14.3/21 |
| 5 | <i>Dr. Quinn</i> | CBS | 14.0/24 |
| 6 | <i>Getting By</i> | ABC | 11.8/21 |
| 6 | <i>Laurie Hill</i> | ABC | 11.8/18 |
| 8 | <i>How'd They Do That?</i> | CBS | 11.2/18 |
| 9 | <i>Martin</i> | Fox | 11.1/18 |
| 10 | <i>Day One</i> | ABC | 10.7/17 |

rid of some shows that delivered strong households. Through last night we're only 4% off where we were last year in adults 18-49, but 10% down in households. It was no surprise, although we had hoped to see better performances from our new series."

NBC made a strategic decision at the beginning of the season to unload some higher-rated but older-skewing series to improve its demographic profile overall.

"We did as we expected," said Beckman. "Nobody said we were going to improve drastically. CBS is the top-rated network and we're only about three-tenths of a rating point behind them among adults 18-49, and



WHY DOES A LEADER IN
SATELLITE TRANSMISSION SERVICE
NEED YOUR HELP IN
DESIGNING NEW SATELLITES?

At GE Americom we don't just help our customers with their communication needs; we do some communicating of our own — and we listen. That's how we found out what you wanted in our current satellites and what you'll need in our new hybrid, GE-1.

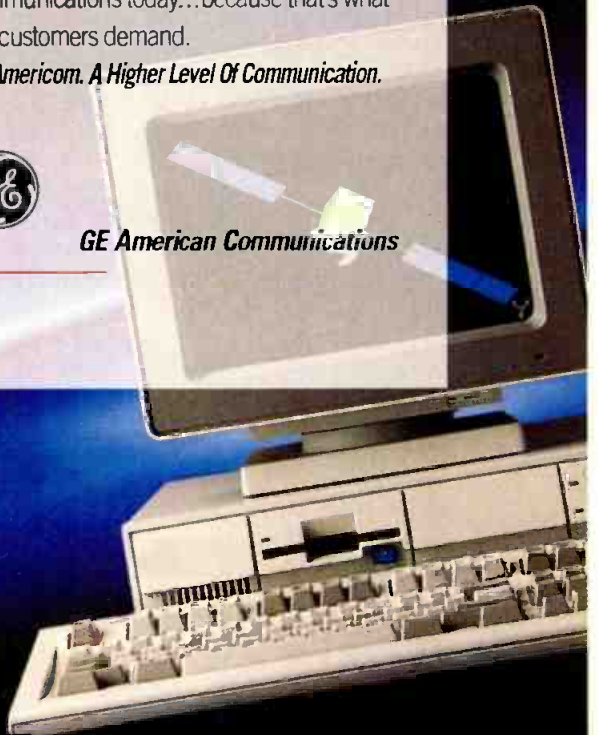
GE-1 service will begin in early 1996, featuring the first U.S. 36 MHz Ku-band transponders. You told us you wanted flexibility and a cost-effective bridge to tomorrow's digital compression technology, and we heard you.

We're shaping the future of satellite communications today...because that's what our customers demand.

GE Americom. A Higher Level Of Communication.



GE American Communications





Tragic end to TV vigil

Cameras record fiery finale of Waco drama

By Steve McClellan

For seven weeks, the Waco, Tex., siege was a disaster waiting to happen. For seven weeks, TV crews large and small waited, and were ready when the story blew open last Monday (April 19). CBS sent Dan Rather to anchor the *Evening News* from Waco Tuesday and Wednesday. NBC's *Dateline* was devoted to the tragedy Tuesday night, with anchor Stone Phillips reporting live from the scene. ABC's *Nightline* devoted two broadcasts to the story and at press time was debating a third.

CNN, Conus, Fox News and a slew of local crews also provided extensive coverage. Stretched resources and the mounting costs became concerns at all the news organizations on site in Waco. Estimates are that each of the three broadcast networks spent close to \$1 million covering the standoff, while CNN is said to have spent slightly less. Some stations reportedly spent hundreds of thousands of dollars covering it.

According to one network news executive, there was some talk of providing pooled coverage, but last Monday's events made the point moot. ABC and CBS news officials said that about two weeks ago the networks pulled back many of the resources they had devoted to the story in its

early days, opting to rely more on local coverage and wire service reports. "It was really starting to cost a fortune," one official said. In fact, ABC's first hour of live coverage Monday, when the compound burned, was a feed from KXXV(TV), the ABC affiliate in Waco.

An NBC News spokeswoman confirmed that news officials there also decided to cut back significantly on resources devoted to the story, but before the plan was implemented the compound went up in flames.

At Conus, the TV news cooperative's Vice President Steve Blum said that resources were stretched trying to cover three potentially explosive stories—Waco, the Ohio prison revolt and the Rodney King trial. "We were waiting and praying," he said—praying, that is, that all three stories didn't blow at once.

Local stations also found their resources stretched during the siege. Rick Bradfield, news director at CBS affiliate KWTX-TV Waco, said the entire 35-member news department logged 100 hours or more per week in the first few weeks of covering the siege. KWTX was on hand to cover the first shootout between the Branch Davidians and U.S. Treasury agents that led to the siege. "This is probably the biggest story here since a tornado that struck in 1953," Bradfield said. ■

TV station logjam begins to break

WHDH-TV sold to Ansin's Sunbeam Television for \$204 million; Chris-Craft said to be interested in Combined's stations; River City lines up more cash

By Geoffrey Foisie

Within recent weeks, close to a billion dollars in TV stations has changed hands.

Adding to the total was last Thursday's announcement that New England Television Corp. sold its sole TV station, WHDH-TV Boston, to Sunbeam Television Corp. for \$204 million. The price for the CBS affiliate was about eight times current cash flow, in line with other recent affiliate TV station prices. Sunbeam owner Edmund Ansin agreed that part of the reason the multiple was significantly lower than it would have been several years ago is concern over the future of over-the-air television.

Ansin added that Sunbeam, whose WSVN-TV Miami has had great ratings success since losing its NBC affiliation and becoming a news-oriented Fox affiliate, had no intention of dropping its CBS affiliation. He did say, however, that he thought the station's future lay with "enhancing the news franchise; I think that is the key to any TV station today."

Among other current TV station trading developments:

- Combined Communications has almost finished taking "expressions of interest" on its independent stations in Philadelphia, Chicago and Miami. Through the investment banking firm Furman Selz & Co., Combined is said to have provided interested parties with limited financial information upon which to base an estimated bid.

- Among those rumored to be interested is Chris-Craft Industries. Renaissance Communications, which already owns WDZL-TV Miami, has previously made inquiries about possibly buying Combined's WBFS-TV for the purpose

of taking it out of competition, and could make a bid to do so.

A source close to Combined said, however, that it has not been decided that the stations will go on the block. The company is owned principally by programmers, including MCA, Sony and Time Warner, and by bondholders. The current ownership came into being after the former licensee, Grant Broadcasting, filed for bankruptcy.

■ Tribune Broadcasting is said to be still pursuing an acquisition of Koplak Communications' KPLR-TV St. Louis and KCRA-TV Sacramento, first reported in *BROADCASTING & CABLE* (March 29).

■ Several potential buyers have recently obtained equity with which to bid on properties: Argyle Communications, which signed an agreement to buy Times Mirror's four TV stations; former Act III Broadcasting executive Bert Ellis ("Closed Circuit," April 19), and River City Broadcasting. The last, whose partners include Barry Baker, Larry Marcus and CEA President Rick Michaels, has lined up \$70 million-\$100 million in additional equity, some of that from Boston Ventures L.P. Marcus said River City, which owns several independent stations, is considering buying affiliate TV stations as well.

Fox still on the station hunt

Fox Broadcasting had considered buying a Boston station, and last month even conducted preliminary talks with the owners of Fox affiliate WFXT(TV). Financial documents filed last week by the station's license holder, the Boston Celtics Communications Limited Partnership (BCCLP), said that on March 18 "Fox representatives said Fox might be interested in acquiring or increasing its ownership interest in the television station."

George Vradenburg, executive vice president, Fox Inc., acknowledged that any acquisition would pose cross-ownership problems, since Fox parent company News Corp. owns *The Boston Herald*. But he said the company was willing to consider a purchase in Boston or in other "top-10 markets." Fox recently purchased WATL-TV Atlanta, and another company executive pointed out that News Corp. Chairman Rupert Murdoch told affiliates almost a year ago that he wanted "to see Fox buying more stations both here and around the world." ■

Sculley: Exploit the HDTV channel

Apple Computer Chairman John Sculley last week advised broadcasters to press the FCC for freedom to use their second advanced TV channels for digital services other than high-definition television.

Sculley, in an NAB convention keynote speech and subsequent press conference, also said he favors repealing the statutory prohibition against telephone companies' owning cable systems in their service areas as long as the telcos do more than simply buy out incumbent systems.

It is important to have "open competition," said Sculley, who has the ear of President Clinton on information and telecommunications policy. It would be a "mistake" to allow either cable or telcos to monopolize the telecommunications network, he said.

Sculley said the government would not fund the "laying of the wire" for an improved broadband network to support advanced communications services, but he said it should set policy to insure security, universal access, privacy and standardization.

Broadcasting three channels of NTSC-quality TV "is at least as interesting, if not a more interesting, opportunity" than HDTV, Sculley said.

Nobody has the "slightest inkling" about how to make money with the high-resolution medium, Sculley later told reporters, and he said he doubts the "commercial viability" of HDTV in the 1990's. Furthermore, manufacturers have "no clue yet how to build" affordable HDTV sets, he said. And more resolution does not necessarily mean a more satisfying viewing experience: the "very simple sets" of soap operas suddenly look "very simple," Sculley said.

The FCC plans to grant every TV station a second channel to broadcast HDTV while it continues to broadcast an NTSC signal to existing sets.

According to an FCC official at the convention, the agency is already planning to give broadcasters flexibility in the use of the second channel.

In last fall's HDTV order, said Robert Pepper, chief of the FCC Office of Plans and Policy, the FCC endorsed a "dynamically flexible" HDTV standard that would, for instance, permit stations to opt for a lower-resolution picture so they could air ancillary video and data services. What stations may not do is simply broadcast multiple NTSC-quality signals, he said.

Using the same example as Sculley, Pepper said a station could provide multiple camera shots of a baseball game or download statistics that could be called up in on-screen windows by the viewers.

"If a standard offers flexibility, scalability and interoperability, it will provide broadcasters opportunities to develop multimedia applications," he said. "Six megahertz is a lot of spectrum."

Unfortunately, Pepper said, it is unclear whether any of the proposed HDTV systems permit such flexibility.

FCC Commissioner Ervin Duggan, in a speech at the Association for Maximum Service Television membership meeting, also said the HDTV standard needs to be interoperable—that is, compatible with computers.

"We need to seek an HDTV standard that is open and accommodating to all digital media—a standard usable by both broadcasters and others," he said. The standard should not "leave broadcasters isolated from the rest of the digital video world—from leaders in the computer industry like John Sculley and [Microsoft's] Bill Gates."

—HAJ



Cable companies may depreciate subs

Supreme Court ruling overturning IRS rule could boost system sales

By Geoffrey Foisie and Joe Flint

A 5-4 Supreme Court decision overturning an IRS rule that intangible assets—including subscriber lists—cannot be depreciated for tax purposes could be a big boost for cable, telephone, broadcasting and publishing companies, saving such businesses from a potential tax hit in the billions of dollars.

The Supreme Court was overturning a 1991 U.S. Appeals Court decision that lists cannot be depreciated.

In the case, brought by the *Newark Star Ledger*, Supreme Court Justice Harry Blackmun wrote that the paper has "borne successfully its substantial burden of proving that 'paid subscribers' constitute an intangible asset with an ascertainable value and a limited useful life, the duration of which can be ascertained with reasonable accuracy."

Specifically, the ruling could make cable systems more attractive acquisition targets. The National Cable Television Association called the decision

"welcome news."

J. Michael Hines, a partner at Dow, Lohnes & Albertson and counsel to the newspaper company, said last week's decision was more important to the cable industry than to broadcasters. Not only could MSO's similarly depreciate their subscriber lists as newspapers now can, but the Supreme Court's test—that the depreciable asset have a value and a limited life—also could be applied to cable TV franchises.

Broadcasters, by contrast, have had a more difficult time proving their franchises have a limited life.

The cable industry, specifically Tele-Communications Inc., already won one court case to "amortize" their franchises under another provision of the tax code, but that court victory is still under appeal in the 10th Circuit.

The IRS will continue to make life difficult for those wishing to depreciate intangibles, said Hines. Until now, he said, the service has focused its energy almost exclusively on denying

the grounds for depreciation, rather than questioning the value allocated to those particular assets. Now, he said, the IRS will challenge how much cable operators say the subscriber lists, franchises and other intangibles represent as a percentage of the total purchase price.

For broadcasters, advertisers can be depreciated if their value can be documented over a period of time.

"This is not a floodgate; there is a difficult burden of proof" to show depreciation, said Dow, Lohnes & Albertson attorney Bernie Long, who also served as counsel to the *Newark Star Ledger*.

Long also suspects legislation will be passed in Congress that would set specific depreciation rules for intangible assets acquired in a takeover.

Blackmun was joined by Justices John Stevens, Sandra O'Connor, Anthony Kennedy and Clarence Thomas. Dissenters, led by Chief Justice William Rehnquist, were Justices David Souter, Antonin Scalia and Byron White. ■

FCC mulls mandatory hour of children's programming

Rumors of quota surface at NAB convention

By Joe Flint and Kim McAvooy

Faced with pressure from Congress and public interest groups, the FCC is considering requiring stations to air a daily minimum—perhaps an hour—of children's educational programming.

The one-hour minimum "will be a consideration, among many others," Acting FCC Chairman James Quello told BROADCASTING & CABLE. "But it has not definitely been proposed."

"The goal is to have some kind of processing guidelines," one high-level staffer said. If such guidelines are met, the staffer continued, a station would not be "bothered anymore."

Another FCC staffer added, "The one thing broadcasters have said is, 'if

you give us some numerical programming guidelines similar to the commercialization limits, we can figure out if we are complying.'"

Under the rules of the 1991 Children's TV Act, broadcasters were told to provide programming that serves the educational and informational needs of children.

When many broadcasters used cartoons such as *The Jetsons* and *G.I. Joe* as examples of educational programming, public interest groups blasted the commission's enforcement of the act and Congress held hearings in which broadcasters were also chastised.

Faced with that, the commission last March decided to revisit the act to come up with clearer rules. Comments for the commission's Notice of Inqui-

ry are due May 7.

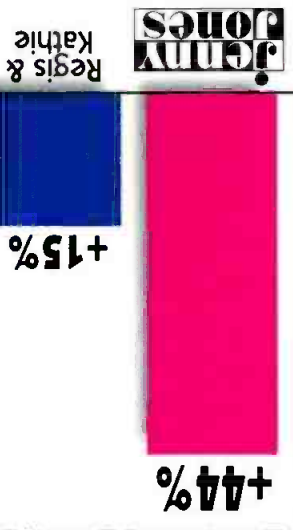
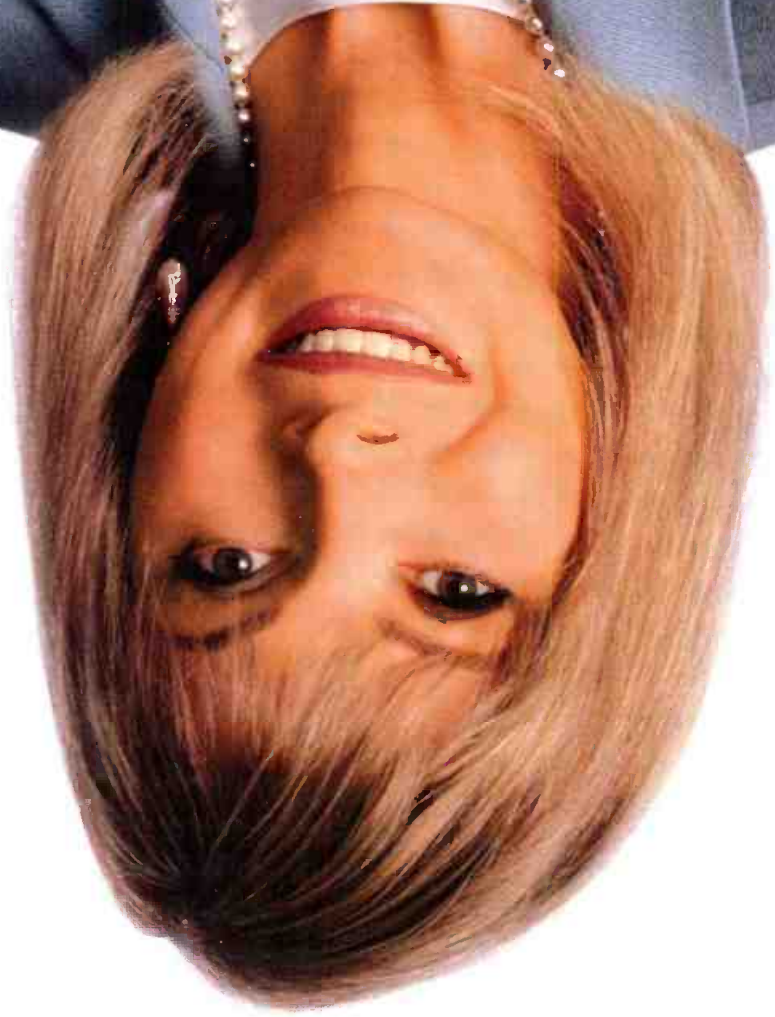
The FCC is also grappling with defining educational programming. "What does core educational programming mean?" one staffer asked. "The intent is that stations create new, local-type programming, if it's possible. You can't mandate it, but you can encourage it," he said.

Rumors the FCC was considering a programming quota surfaced at an NAB convention session. Barbara Kreisman, chief of the FCC's Video Services Division, on a convention panel, would not talk specifics but she said the agency intends to strictly enforce the act. She said Congress is "very serious about children's programming."

The FCC has already issued four fines to stations violating the commercial advertising limits in the act. Kreisman said broadcasters should expect more to follow.

The commission also has been holding up license renewal for stations that have incomplete filings on their children's programming, but four stations flagged have since been renewed. ■

It Just Has A Brain That's Working



Source: NSI Feb. 19

The



TELEPICTURES
productions

in association with

DAVID SALZMAN
ENTERTAINMENT

**This Season's
Biggest Story
In Talk Isn't
New...**

**And A Branch
That's Also W**





**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

A Time Warner Entertainment Company

© 1993 Warner Bros. All Rights Reserved.

New Format Working Locally.

The Biggest Local Growth Story Of All Talk Shows.

| WOMEN 18-49 | | | | | |
|------------------------------|---------|---------|--------------------|--------------------|-------|
| FEBRUARY '93 VS FEBRUARY '92 | | | | | |
| MARKET | STATION | TIME | FEB. 1992 SHARE | FEB. 1993 SHARE | %GAIN |
| NEW YORK | WWOR | 1:00PM | 6 | 16 | +167% |
| LOS ANGELES | KNBC | 2:00PM | 9 | 17 | +89% |
| CHICAGO | WMAQ | 1:00AM | 23 | 35 | +52% |
| PHILADELPHIA | WGBS | 12:00M | 2 | 16 | +700% |
| SAN FRANCISCO | KRON | 10:00AM | 22 | 38 | +73% |
| WASHINGTON, DC | WDCA | 11:00AM | 4 | 17 | +325% |
| DALLAS | KXAS | 3:00PM | 9 | 19 | +111% |
| HOUSTON | KTXH | 12:00N | 7 | 13 | +86% |
| MINNEAPOLIS | KMSP | 12:00N | 6 | 13 | +117% |
| PITTSBURGH | WPXI | 11:00AM | 11 | 30 | +173% |
| ST. LOUIS | KMOV | 1:00AM | 40 | 61 | +53% |
| SACRAMENTO | KSCH | 1:00PM | 8 | 14 | +75% |
| PHOENIX | KPHO | 1:00AM | 12 | 27 | +125% |
| ORLANDO | WKCF | 12:00N | 5 | 13 | +160% |
| HARTFORD | WTIC | 10:00AM | 11 | 18 | +64% |
| SAN DIEGO | KNSD | 11:00AM | 2 | 20 | +900% |
| INDIANAPOLIS | WXIN | 10:00AM | 5 | 24 | +380% |
| PORTLAND, OR | KPDX | 10:00AM | 4 | 15 | +275% |
| GRAND RAPIDS | WOOD | 10:00AM | 12 | 22 | +83% |
| SAN ANTONIO | KENS | 12:00M | 30 | 51 | +70% |
| HARRISBURG | WLYH | 9:00AM | 0 | 14 | +INF |
| OKLAHOMA CITY | KOCB | 12:00N | 1 | 6 | +500% |
| WILKES BARRE | WOLF | 11:00AM | 2 | 10 | +400% |
| ALBUQUERQUE | KGSW | 12:00N | 5 | 13 | +160% |
| FRESNO | KSEE | 10:00AM | 18 | 22 | +22% |

It's The Biggest Talk Story Around!

JEMMY JONES

NEW FORMAT!



WARNER BROS. DOMESTIC TELEVISION DISTRIBUTION
A Time Warner Entertainment Company
© 1993 Warner Bros. All Rights Reserved

Source: NSI Feb. 1993 vs Feb. 1992 (demo share)

| | | | | |
|----|----|---------|------|-----------------|
| 6 | 1 | 2:00PM | WJTC | MOBILE |
| 9 | 3 | 11:00AM | WJPR | ROANOKE |
| 52 | 42 | 10:00AM | WSTM | SYRACUSE |
| 14 | 2 | 1:00PM | WGBA | GREEN BAY |
| 54 | 35 | 10:00AM | KHON | HONOLULU |
| 54 | 35 | 10:00AM | WUHF | ROCHESTER, NY |
| 15 | 10 | 11:00AM | WUHF | PORTLAND |
| 15 | 10 | 11:00AM | WGME | LAS VEGAS |
| 33 | 21 | 12:30AM | KVU | SPRINGFIELD, MO |
| 33 | 21 | 11:00AM | KSPR | TUCSON |
| 11 | 8 | 10:00AM | KMSB | CHATTANOOGA |
| 11 | 2 | 11:00AM | WRCB | MADISON |
| 41 | 19 | 11:00AM | WKOW | DAVENPORT |
| 36 | 18 | 10:00AM | WUHF | YOUNGSTOWN |
| 37 | 13 | 3:00PM | WFBF | EVANSVILLE |
| 48 | 13 | 9:00AM | WTVW | BATON ROUGE |
| 5 | 2 | 12:00N | WGMB | WACO |
| 16 | 8 | 2:00PM | KWKT | LINCOLN |
| 13 | 0 | 9:00AM | KHAS | EL PASO |
| 13 | 0 | 9:00AM | KTSM | LANSING |
| 22 | 11 | 9:00AM | WLSN | MONTEREY |
| 28 | 10 | 9:00AM | KCBA | AUGUSTA |
| 10 | 8 | 11:00AM | WAGT | EUGENE |
| 29 | 10 | 11:00AM | KMTR | TALLAHASSEE |
| 15 | 4 | 11:00AM | WTWC | RENO |
| 10 | 0 | 10:00AM | KRNV | LAFAYETTE, LA |
| 36 | 27 | 10:00AM | KADN | YAKIMA |
| 10 | 5 | 10:00AM | KAND | AMARILLO |
| 30 | 18 | 9:00AM | KAMR | ROCKFORD |
| 31 | 21 | 10:00AM | WTVO | TOPEKA |
| 31 | 21 | 10:00AM | KSNT | SIOUX CITY |
| 57 | 50 | 3:00PM | KCAU | TERRE HAUTE |
| 57 | 43 | 10:00AM | WTWO | JOPLIN |
| 17 | 13 | 10:00AM | KSNF | PALM SPRINGS |
| 25 | 23 | 2:00PM | KMIR | ANCHORAGE |
| 20 | 14 | 10:00AM | KTRY | LAKE CHARLES |
| 60 | 50 | 10:00AM | KVHP | BUTTE |
| 33 | 0 | 2:00PM | KCTZ | ALPENA |
| 33 | 0 | 9:00AM | WBKB | |

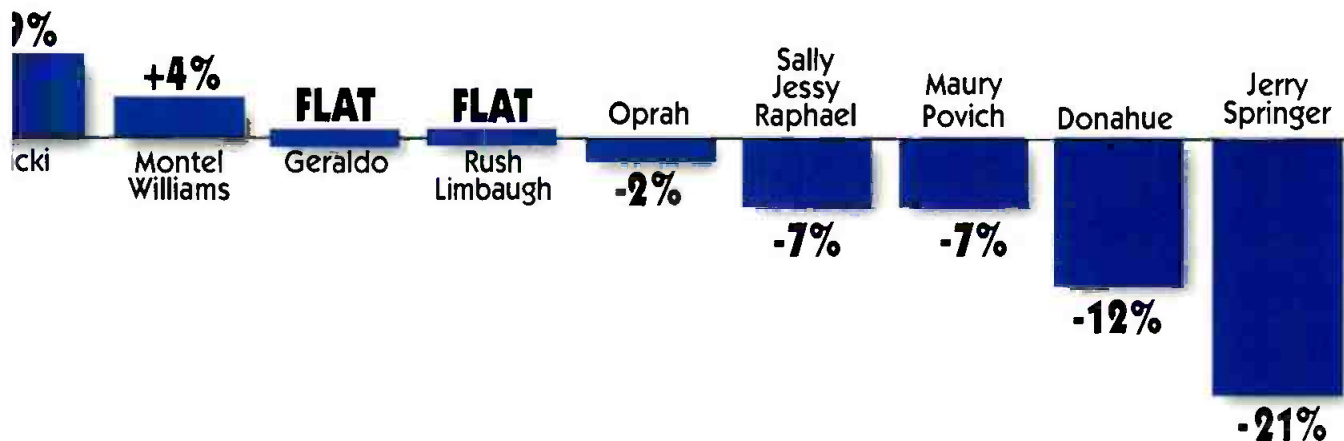


and New Format 3 Nationally!

Biggest Growth Story Of All Talk Shows.

WOMEN 18-49

Time Period Share Change
Feb. '93 vs Feb. '92



© 1992, All Occurrences

Jenny Jones
JONES

NEW FORMAT!

It's The Biggest Talk Story Around!

Special Report

NAB faces multimedia identity crisis

Some suggest broadcasters role will be confined to programmer; others see future as distributor, with keys being interactivity and HDTV channel flexibility

By Harry A. Jessell

I keep wondering what two nice broadcasters like us are doing in a place like this," said PBS's Mark Richer, appearing on a panel during the NAB's Multimedia World conference along with NBC's Stan Baron.

In fact, Richer and Baron were probably among the few broadcasters not wondering what they were doing at Multimedia World, which showcased the interactive products for interactive disk and CD-ROM as well as the cutting edge of computer imaging and effects for video production.

PBS is developing a multimedia service for schools, PBS Online. As Richer described it, the service would allow computer-equipped students and teachers in separate schools to call up video and text and work together on it. The system, still in a test phase, is tied together by satellite.

NBC and CNBC, in partnership



Duggan backs 'realistic' HDTV timetable

FCC Commissioner Ervin Duggan last week reiterated his support for giving TV stations ample time to gear up for and begin HDTV broadcasting.

Because of the high cost involved, Duggan said, broadcasters need time to plan and implement. "The conversion to HDTV should be a transition, not a death march."

Duggan, speaking at the meeting of the Association for Maximum Service Television at the NAB convention, said he would "continue to favor giving...stations a realistic timetable and a workable channel assignment plan for conversion to HDTV."

But broadcasters should not drag their feet, Duggan warned. If they don't enter the "digital world," he said, "I fear they will be left behind in the starting gate...and the nation's system of local TV broadcasting could be gravely wounded, in the ongoing competitive fight between delivery systems, by technological weakness."

Duggan encouraged talks among the HDTV systems aimed at coming up with one unified system. "While I know that the negotiations are delicate, I want to say publicly to all of the system proponents that such a grand alliance would be a significant achievement, with benefits for all parties," he said. "We need to form it as quickly as possible."

If the merger talks fail and the FCC has to pick one system to be the standard, Duggan said, the agency should pay heed to what effect the decision will have on American jobs as Labor Secretary Robert Reich and House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) have suggested. "I am convinced, however, that every HDTV system will create jobs for Americans," Duggan said.

"Once we select the standard that is technologically superior, a substantial number of domestic jobs will inevitably follow."

—HAJ

It's a C

Boy, does

| Market | Station |
|---------------|---------|
| New York | WNBC |
| Los Angeles | KCAL |
| Boston* | WBZ |
| Cleveland | WKYC |
| Seattle | KING |
| Minneapolis* | KSTP |
| St. Louis | KTVI |
| Denver | KUSA |
| Baltimore | WBAL |
| Orlando | WESH |
| Hartford* | WFSB |
| San Diego | KGTV |
| Indianapolis | WISH |
| Portland, OR* | KOIN |
| Charlotte* | WBTV |
| Cincinnati | WKRC |
| Nashville | WKRN |
| Columbus, OH | WSYX |
| Norfolk* | WVEC |
| New Orleans | WDSU |
| W. Palm Beach | WPTV |
| Greensboro | WGHP |
| Louisville | WHAS |
| Birmingham | WVTM |
| Albany, NY* | WTEN |

Classic story of "boy gets girl."

ever! Maury gains big with Women 18-49 and 25-54.

GROWTH / TIME PERIOD IMPROVEMENT VS. FEB. 92 PROGRAM

| Increase /18-49 | % Increase W25-54 | Market | Station | % Increase W18-49 | % Increase W25-54 | Market | Station | % Increase W18-49 | % Increase W25-54 |
|--------------------|----------------------|------------------|---------|----------------------|----------------------|-----------------|---------|----------------------|----------------------|
| 38% | +33% | Dayton* | WDTN | +44% | +26% | Fargo | WDAY | +55% | +222% |
| 82% | +44% | Richmond | WTVR | +41% | +62% | Harlingen | KRGV | +8% | +65% |
| 35% | +45% | Fresno | KJEO | +57% | +70% | Eugene | KMTR | +278% | +154% |
| 44% | +27% | Tulsa | KOTV | +12% | +3% | Lafayette | KLFY | +97% | +53% |
| 26% | +30% | Flint* | WJRT | +42% | +14% | Traverse City | WWTW | +80% | +95% |
| 50% | +125% | Wichita* | KAKE | +200% | +182% | Chico | KCPM | +47% | +65% |
| 10% | +200% | Knoxville | WATE | +13% | +27% | Amarillo | KAMR | +8% | +21% |
| 13% | +23% | Roanoke | WDBJ | +45% | +48% | Corpus Christi* | KRIS | +77% | +146% |
| 86% | +175% | Green Bay* | WBAY | +5% | +12% | La Crosse* | WKBT | +67% | +29% |
| 88% | +72% | Rochester, NY | WROC | +26% | +36% | Rockford | WTVO | +83% | +8% |
| 38% | +29% | Des Moines* | KCCI | +60% | +22% | Wichita Falls* | KFDX | +59% | +22% |
| +6% | +45% | Omaha* | WOWT | +27% | +100% | Erie* | WICU | +150% | +333% |
| 65% | +54% | Champaign* | WICS | +33% | +42% | Sioux City | KCAU | +23% | +36% |
| 36% | +127% | Spokane* | KREM | +94% | +147% | Terre Haute* | WTWO | +89% | +167% |
| 19% | +42% | Springfield, MO | KOLR | +13% | +31% | Medford | KTVL | +73% | +73% |
| 24% | +38% | Tucson* | KGUN | +140% | +220% | Lubbock* | KLBK | +135% | +150% |
| 65% | +27% | South Bend* | WNDU | +50% | +60% | Abilene* | KRBC | +243% | +153% |
| 71% | +100% | Davenport* | WHBF | +145% | +76% | Idaho Falls | KIDK | +50% | +47% |
| 89% | +67% | Evansville* | WEHT | +33% | +96% | Utica | WUTR | +77% | +56% |
| 71% | +88% | Baton Rouge | WBRZ | +11% | +19% | Panama City | WJHG | +37% | +15% |
| 47% | +20% | Waco | KWTX | +4% | +6% | Alexandria, LA | KLAX | +450% | +1000% |
| 40% | +48% | Colorado Springs | KOAA | +150% | +229% | San Angelo* | KACB | +86% | +100% |
| 29% | +35% | Ft. Wayne | WPTA | +2% | +6% | Zanesville | WHIZ | +292% | +375% |
| 63% | +43% | Lansing | WLNS | +68% | +70% | | | | |
| 63% | +89% | Sioux Falls* | KELO | +34% | +24% | | | | |

Source: MSI (*ARB), Feb. 93 vs. Feb. 92. Ratings.

Sweep after sweep, **The Maury Povich Show** continues to demonstrate impressive growth. And this February was no exception. Improving time periods across the country, Maury continues to woo women and wow stations. But to us, the happy ending to this story is that there is no end in sight.

THE MAURY POVICH SHOW



with IBM and NuMedia, is testing NBC Desktop News, a multimedia news and information service for businesses. It permits subscribers to select specific kinds of stories and store them for review at any time and in any sequence. The partners intend to distribute the service via cable.

Despite PBS's and NBC's initiatives, the consensus at last week's convention was that broadcasters' role in multimedia is limited, at least as a distributor. If they are going to play, most felt, it would be as a producer of multimedia services.

A minority view, however, held broadcasters could be more than producers, if they are allowed to use their HDTV channels for multimedia and if they can find a way to permit viewers to talk back electronically. "You have to be interactive," said Julie Schwerin, president, Infotech, a multimedia research firm.

Apple Computer Chairman John Sculley, in a speech, endorsed opening up HDTV channels for multimedia (see story, "Top of the Week") and several companies were showing high-speed data broadcasting systems that would give stations not only a means

of delivering text and data, but also a measure of interactivity.

Hoping to spur the development of high-speed data broadcasting, the National Association of Broadcasters and the Electronic Industries Association announced at the show the formation of a committee to set a standard for the service. Inviting all interested parties to participate in the National Data Broadcasting Committee, Gary Shapiro, vice president of the EIA's consumer electronics group, said: "It is in our mutual interest to develop a national standard to serve the public interest by providing information to consumers through a new product or [TV set] feature."

TV stations, they said, could offer advertiser-supported fax services, news and information to portable or desktop computers and coupons and other promotional information as a supplement to on-air spots.

Lucie Fjeldstad, vice president and general manager, IBM Multimedia, in a keynote speech during the conference, provided the best definition of multimedia: "We can combine the entertainment capabilities of television with the programing flexibility of per-

sonal computers, so you'll be able to get whatever information you want, not just when and where you want it but in whatever format best expresses it—text, graphics, audio, pictures and moving images."

To deliver such a service, she said, the nation will need a fully interactive broadband (1 gbs) network, which is one to two years away in the workplace and three to five years in the home, Fjeldstad said. Broadcasters cannot provide the delivery system, but they can help provide the services. "We in the computer and telecommunications industries are the paintbrush and paints you will need to create the canvas of the future."

After the speech, Fjeldstad told reporters that broadcasters need to think about multimedia. "I don't know where we are going to end up with broadcasters," she said. "They are coming in a little bit late."

Walter Maio, vice president, technology, Link Resources Corp., which is following closely the burgeoning multimedia market, said the broadcasters' role in the business is "not very exciting." With digital compression, broadcasters could offer multiple camera shots of a sporting event or additional channels on which their programs appear at different times. "But if you are looking for the killer ap [application]," he said, "I just don't see one."

Although broadcasters cannot become full-scale multimedia players, said Michael Braun, vice president, Fireworks Partners, the IBM unit that has invested in NBC Desktop News and other multimedia ventures, they are nonetheless in an "enviable position" because of their programing, which can be repackaged for multimedia. "They have quite a bit of brand equity in their product that is not going to disappear," he said.

Broadcasters who produce multimedia services will find a path to homes and businesses, Braun said. "I don't think it is in the economic interest [of telephone companies and cable] to cut them out." Among the high-speed data broadcasting companies promising broadcasters at least a toehold in multimedia was the Advanced Digital TeleCorp. of Brewster, N.Y. Using the NTSC signal's vertical blanking interval, ADT's system sends data to a set-top receiver that can store 2,000 "pages" of data or to a computer or printer linked to the receiver, ex-

Fritts rallies the troops

In his keynote address last week at the annual convention in Las Vegas, NAB President Eddie Fritts said he was "more optimistic about being in broadcasting than ever before." He conceded there are some

"awesome challenges" facing the industry, but added: "That's what this business is all about, making the impossible possible."

In the past, he said, broadcasters had overcome challenges "by changing and adapting and developing new ways to meet new needs. Broadcasting has continually accepted and absorbed new technologies, new management and sales strategies and new mandates from the communities we serve," said Fritts. In looking toward the future, he predicted a day when broadcasters will be multichannel providers, offering ancillary data and infor-

mation services—both one-way and interactive—to business and the public. But he also emphasized that broadcasters should not lose sight of their traditional role. "Broadcast television and radio are the only media that provide instantaneous mass audiences that cut across the barriers of technological literacy and economic status. That is a valuable franchise that always will exist, no matter what new technology brings. If we nurture and cultivate our core business, even as we add new lines of service, no other technology or business will come close to outflanking us in serving those mass audiences or in attracting the advertisers who must reach those audiences."

—KM



In Loving Memory Of
Julian Sinclair Smith
1920 - 1993

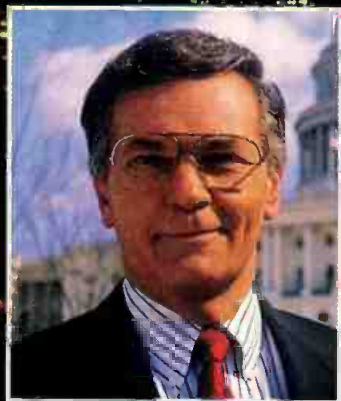
Founder of Sinclair Broadcast Group

Mr. Smith was one of the leading pioneers in the UHF television industry. He started his first television station in Baltimore, WBFF-TV channel 45 in April, 1971. His vision, spirit, style and genius will be missed by all.

Mr. Smith is survived by his wife and four sons who will continue his pioneering spirit.

SBG
SINCLAIR BROADCAST GROUP

At Your Request



Skip Loescher

Washington, D.C.
Correspondent



Charles Zewe

National Correspondent



Toria Tolley

National Correspondent



Judy Fortin

National Correspondent

CNN Newsource announces the opening of a new West Coast bureau, Newssource West, featuring correspondent Linda Joyce. Now, CNN Newsource is the only syndicated news service with a dedicated bureau and reporter on the West Coast.

We Went West



Linda Joyce
Newsource West Correspondent

For major breaking stories and planned events, count on these five correspondents for coast-to-coast coverage, including generic live shots, customized tags and anchor talk-backs.

For more information please call (404) 827-3603.

A SERVICE OF



TELEVISION

©1993 TURNER BROADCASTING SYSTEM, INC.
ALL RIGHTS RESERVED.

plained Bernard Hayes, director of sales.

Each box can be programed to store only those data the sender or receiver want, he said. And a telephone modem in the box provides for the return loop. The system is ideal for direct marketing. Large chemical companies, for instance, may pay to put boxes in the homes of farmers so they can sell pesticides and fertilizers to them, he said. The telephone hookup permits the sender to monitor use of the information it is sending and the receivers to order products, Hayes said.

ADT has an arrangement with Main Street TV to distribute nationally over the low-power television network's satellite transponder. The Dallas-based network, said Hayes, "gives us wings." WavePhore Inc. of Tempe, Ariz., unveiled a competing high-speed data service it said would enable broadcasters to participate in the "information superhighway."

WavePhore's proprietary TVTI system, CEO David Deeds said, transmits data along with NTSC video at 1.5 megabits per second to homes and businesses. That pipeline, he said, "will allow for such applications as electronic publishing and advertising, software distribution, interactive games, interactive television and distance learning."

Interactive Networks Inc., Mountain View, Calif., is already proving that broadcast TV can be an interactive medium.

Equipped with a laptop control unit with LCD display, TV viewers can play along with *Jeopardy!*, guess the next play in a football game or predict the Oscar winners.

Viewers record their answers, guesses or predictions in the control unit. A signal sent via FM subcarrier credits them for each correct response. A player can compare his score with others by plugging the unit into a telephone jack for a 20-second call. Within minute, the results are broadcast back.

Interactive Network's Thomas Kanady said the service debuted a year ago in the San Francisco area, where it has attracted 4,000 subscribers paying \$15 a month on top of \$200 for the control unit. The company hopes to roll out the service in other markets soon, Kanady said.

The service's investors include some big names: NBC, Gannett, Tele-Communications Inc., Nielsen and

Closed captioning opens doors

Hearing-impaired television viewers are certain to benefit from the 1990 federal law mandating that TV sets 13 inches and larger manufactured for sale in the U.S. after July 1 be equipped to receive and display closed captions. And broadcasters may benefit, too. The closed captioning standard the FCC is expected to adopt later this year will permit TV stations to broadcast promotional information along with the closed captions, and all the new closed captioning sets will be able to receive it. "With the push of a button, the viewer will be able to display your call letters, the program name, the time the program started and other important information," said the Electronic Industries Association Group Vice President Gary Shapiro in an NAB convention speech. "Any TV broadcaster willing to make the small investment in transmitting equipment will reap the rewards of additional viewers." KLVX(TV) Las Vegas broadcast the so-called extended data services during the convention as part of a demonstration.

—HAJ

Cablevision Systems.

PBS said it would become the first major broadcaster to explore the interactive possibilities of TV Answer technology that allows viewers to respond to programs and ads on broadcast TV via a remote control and newly allocated Interactive Video and Data Services spectrum.

The Reston, Va.-based company, which said would invest \$1 million into the project, expects to first use the service between programs, such as for on-air offers, promos for upcoming programs and general information announcements. It could provide children with suggested learning activities related to adjacent programing and al-

low adults to register suggestions for topics for upcoming shows.

PBS said it also foresees using the technology as part of fundraising efforts in membership drives, enabling viewers to make contributions directly through their TV's, and for purchasing program-related products.

To some at the show, the data broadcasting services recalled teletext, the digital text and graphic service that appeared and disappeared during the 1980's. "Nobody wanted it," recalls PBS's Richer. It was supposed to supplant or at least complement newspapers, he said. "But the joke was you can't take it on the bus or subway and you can't wrap fish in it." ■

TV ownership rules may be reconsidered

By Kim McAvoy

The FCC may soon review its television ownership rules, according to top FCC aides. Key FCC staffers told an NAB convention audience last week that it's time to "look at the rules." Indeed, FCC Chairman James Quello is "ready to move on this," said his chief of staff Brian Fontes. NAB President Eddie Fritts said NAB would support a review and that "some relaxation of the rules seems to make sense."

The FCC officials also indicated that the commission would continue to maintain a strong enforcement policy. Both Richard Smith, chief, field oper-

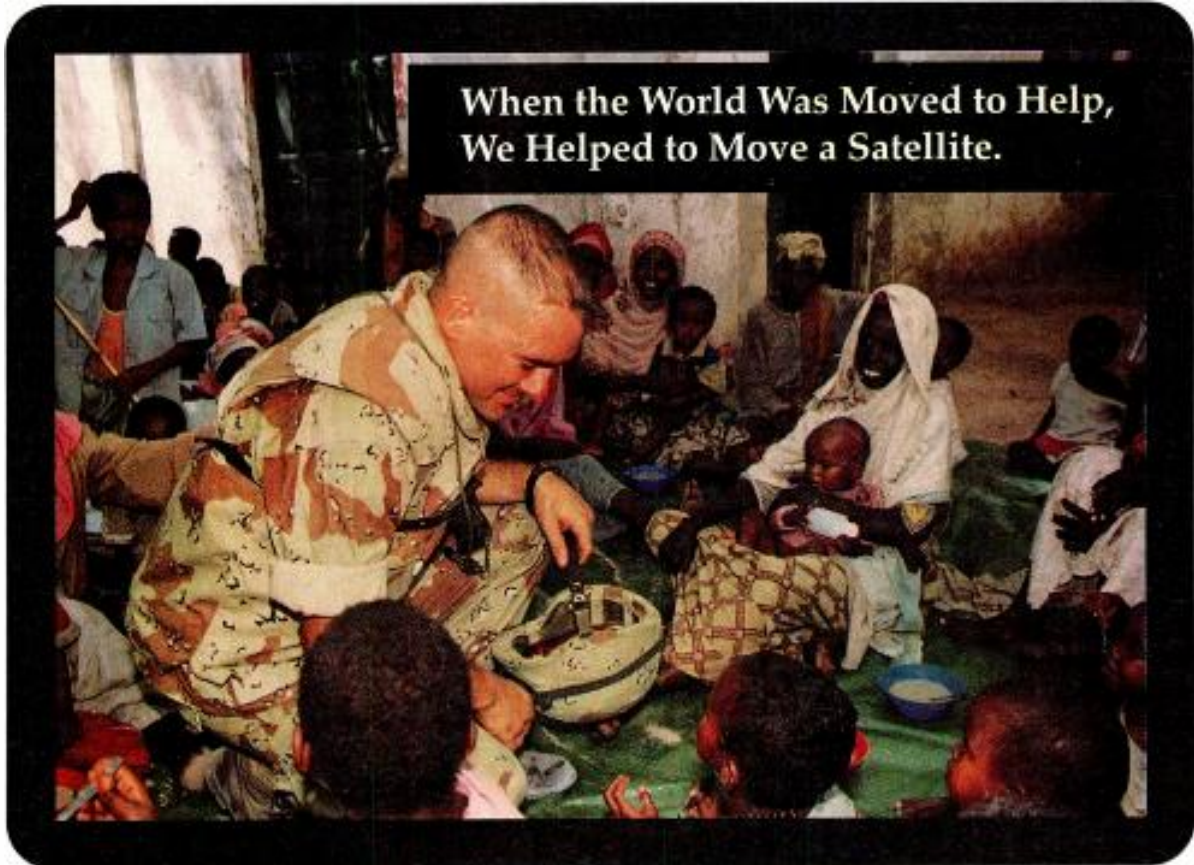
ations bureau, and Roy Stewart, mass media bureau chief, said the agency would be more "proactive" in this area. Stewart warned stations not to ignore their responsibility to adhere to commission rules. Many of the complaints the FCC receives, he said, come from other broadcasters who "want a level playing field."

Fontes also pointed out that while Chairman Quello wants to review the agency's forfeiture process to insure its fairness and that stations are not "unjustly punished," the commission is not talking about reducing the amount of fines.

The commission will also remain vigilant in enforcing its indecency



When U.S. broadcasters needed to establish a direct link between Somalia and the United States, they looked to COMSAT. We offered our customers a direct, one-hop, cost-saving link when INTELSAT tilted its satellite, located at 338.5 degrees East longitude. This move



elongated the satellite's Ku-band spot beam to reach Somalia, thus providing direct transmissions via three 72 MHz transponders. Following a successful test, every major network signed on to deliver the much-needed news coverage. Whatever the need, COMSAT is dedicated to providing the best service for our customers. Call our Broadcast Services Department at 202 863-6796. Now, it's your move.

COMSAT...Your Global Connection



USA Brings You Targeted Support For The Changing Face Of Your Market.

Every day, marketing cable seems to get more complicated. Ethnic groups are large and growing, and each has its own special interests. What appeals to one group may not appeal to another.

Now, USA Network brings you the "Response Plus" Ethnic Marketing Kit. It has what affiliates need to target acquisition and retention efforts to specific ethnic groups — African-Americans, Hispanic-Americans, and Asian-Americans.

The kit contains TV, radio, direct mail, newspaper and guide ads that focus on USA programming with



proven appeal to ethnic interests. Materials are available in English, Spanish and Chinese.

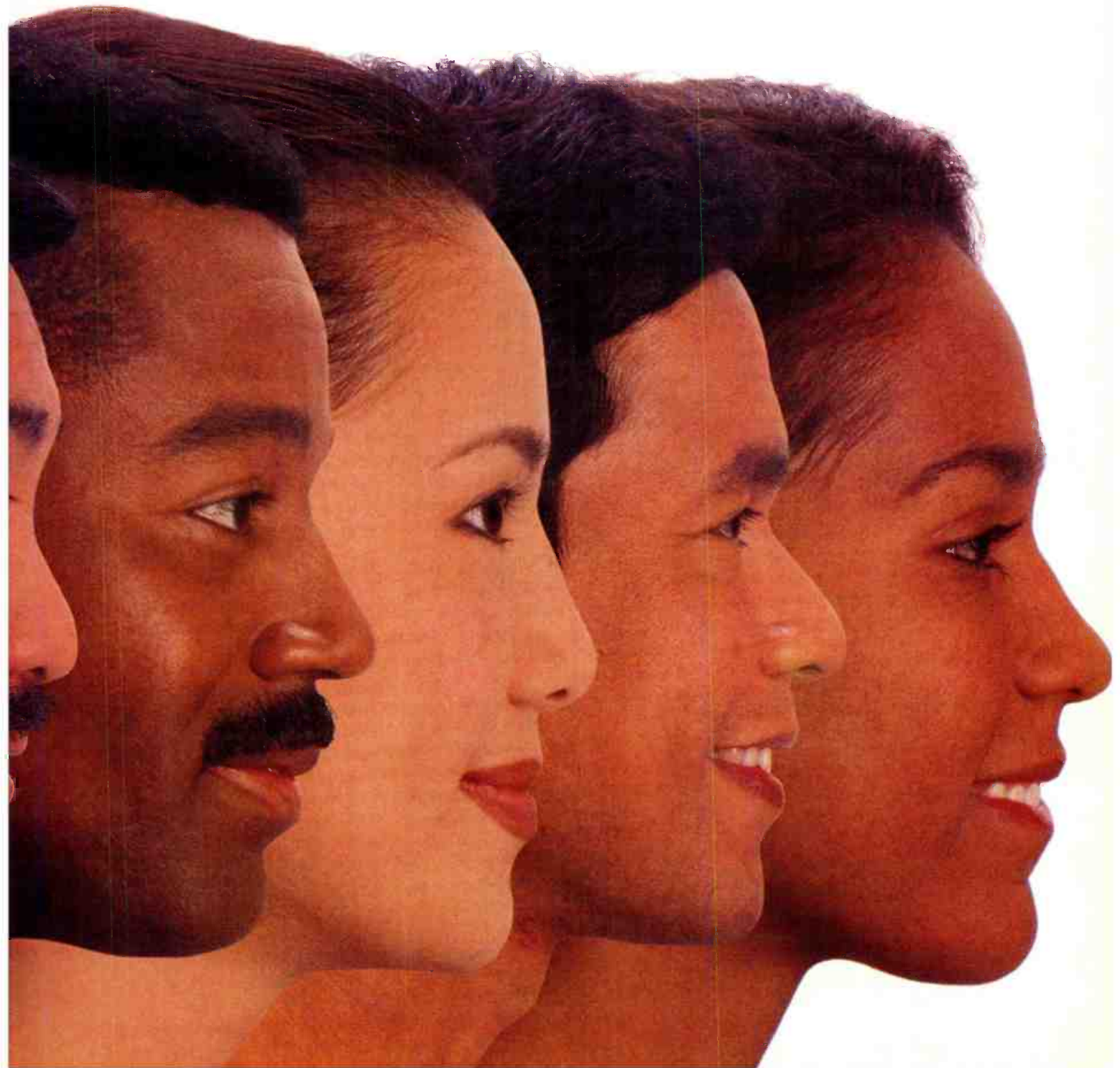
Kits will be available by June, so call your USA representative now to reserve your copy. Then, even as your market is changing, your marketing can stay on target.

Eastern Region (212) 408-9170
Central Region (312) 644-5413
Western Region (310) 201-2300



**We Keep Building
A Better Basic**

**USA
NETWORK**



rules. "Until the court tells the commission it's wrong," said Stewart, licensees who "flaunt the commission's decision" are at risk.

The FCC staff also talked about Chairman Quello's efforts to foster a more congenial and cooperative environment at the agency.

"There is no doubt that we would still be on our second rulemaking on

cable trying to reach a consensus if we had not changed the process in the building," said Stewart. "We were able to move in a rapid and peaceful timeframe."

Stewart also said the Cable Act cannot be enforced unless the FCC has the appropriate staff. The commission has asked Congress for additional funding to hire at least 240 new employees to

implement the act. "If Congress wants to enforce the act, then we need the resources to carry it out," Stewart said. Moreover, he warned that if Congress does not respond to the commission's request, broadcasters will suffer. "If we have to take people off processing licenses as a way to enforce the Cable Act, we'll have a real dilemma." ■

Companies prepare for 16x9 future

With eye toward ATV market, Pesa-Chyron buys Micro Communications

By Sean Scully

The advent of advanced television was very much on the minds of NAB '93 attendees.

Many of the well-known companies attending the conference announced products or services aimed at helping stations adapt to ATV after the FCC adopts a national broadcast standard within the next year.

On the opening day of the convention, for example, Pesa-Chyron, a company usually known for computer graphics and editing, announced that it has purchased Micro Communications, a 25-year-old New England engineering firm that specializes in designing configurations for antennas

and broadcast towers.

Chyron representatives explained that the company wanted to make sure it has the capacity to be a leader in the ATV market when it begins to grow over the next decade. Unlike some of the other companies Pesa has acquired over the past few years, said Chyron spokesman Peter Lance, Micro Communications will be left more or less on its own and run "at arm's length." Founder Tom Vaughn will remain president.

Vaughn spoke at the announcement and explained that the transition to ATV will be complicated for stations because environmental and zoning regulations will limit the amount of space available to build new transmit-

ter sites.

"From the surveys we've done," he said, "90 percent of broadcasters will have to use their existing towers ... which means a whole lot has to be looked at as a systems [engineering] matter."

Micro Communications, although a small company, has developed a name for itself in the world of high-powered antennas and transmitters, Lance said. Kuwait recently used the company to help build a huge radio and television center to replace the country's broadcast infrastructure, which was wiped out by the Iraqi invasion of 1991.

Many other companies are offering transitional technology, allowing broadcasters to begin the switch to ATV even before the FCC sets a broadcast standard. Particularly important at the NAB this year is the growing number of 16x9 aspect-ratio televisions, which will replace the familiar 4x3 receivers.

Both Sony and Panasonic are showing 16x9 monitors and cameras. Hitachi showed the SK-F3W, a 16x9 addition to the established SK-F3 camera line.

To ease the transition to ATV for consumers, Philips is offering the 34P560-C101 Video Theater receiver. For about \$6,000, consumers can buy a 34-inch direct-view monitor offering widescreen NTSC signal. The interesting thing about the receiver is that it offers an HDTV port. Once a standard is established, Philips will offer a converter box that can be plugged directly into the HDTV port, making it compatible with whatever standard emerges.

The unit also offers standard 4x3 pictures by surrounding the smaller image with a black matte.

Thomson Consumer Electronics,

FCC may soon take look at political ads

An aide to Chairman James Quello said he hopes broadcasters "will be given a greater measure of discretion" in airing political ads that broadcasters or the public may find offensive.

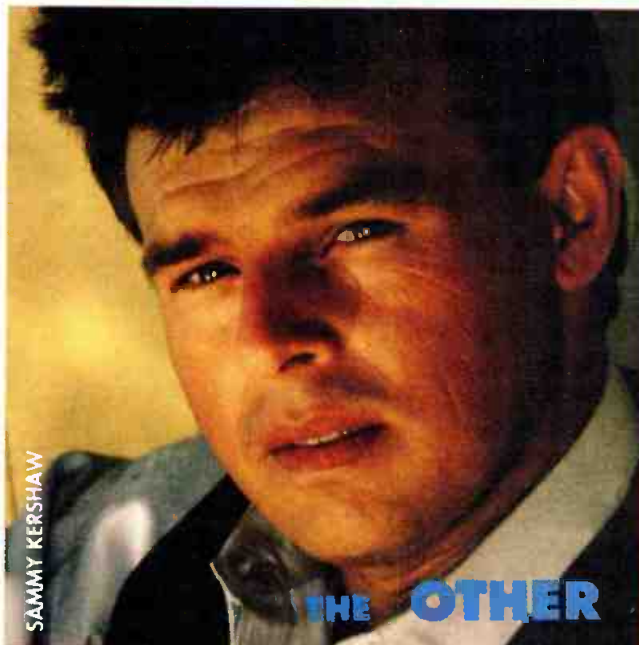
During an NAB convention session, Robert Corn-Revere said the commission will move soon to address the problem broadcasters face when forced to air political ads that could violate the FCC's indecency rules. The issue came to the commission's attention when anti-abortion candidates asked broadcasters to air commercials containing explicit pictures of aborted fetuses.

John Hollar, an aide to FCC Commissioner Ervin Duggan, said Duggan also feels this is an issue of "editorial discretion, and he will analyze it on that basis."

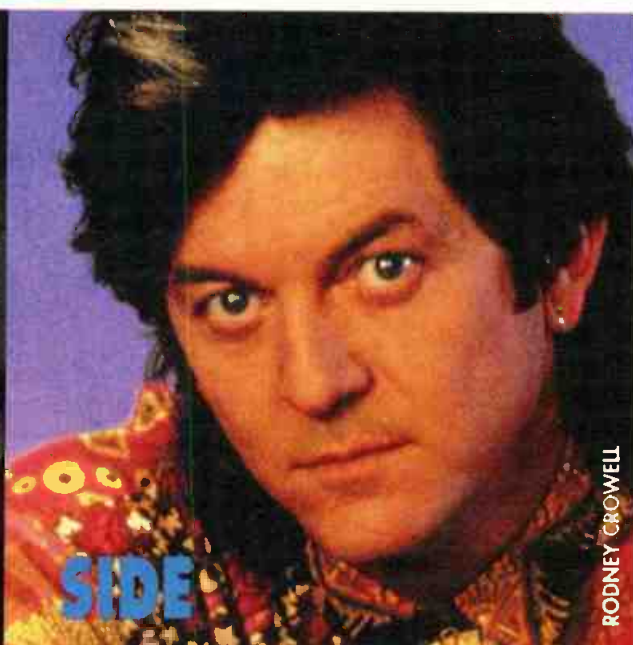
Hollar also said Duggan is well aware of broadcaster concern about the impact of satellite DAB. Duggan, he said, would "prefer to manage this process." Commissioner Andrew Barrett shares local broadcaster concern about satellite-delivered DAB but "realizes you can't keep the genie in the bottle," said Barrett aide Robert Branson.

As for Quello's proposal to reduce commission fines, Branson said Barrett wants fines for violating the FCC's EEO rules maintained at the current level.

—KM

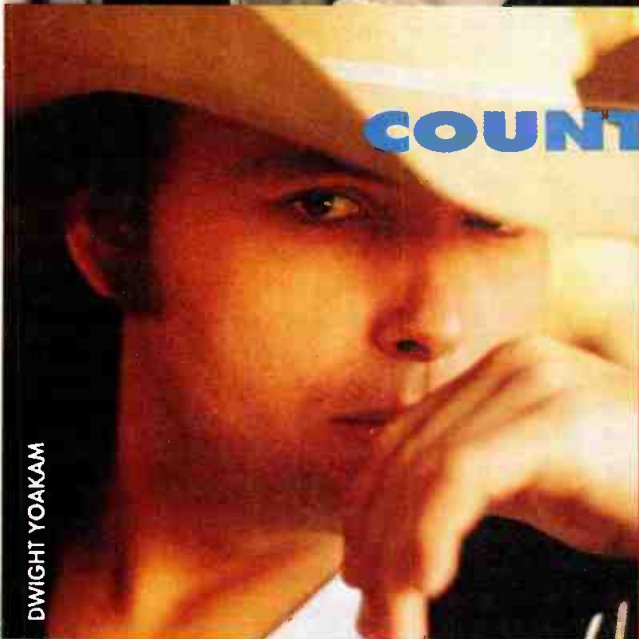


SAMMY KERSHAW

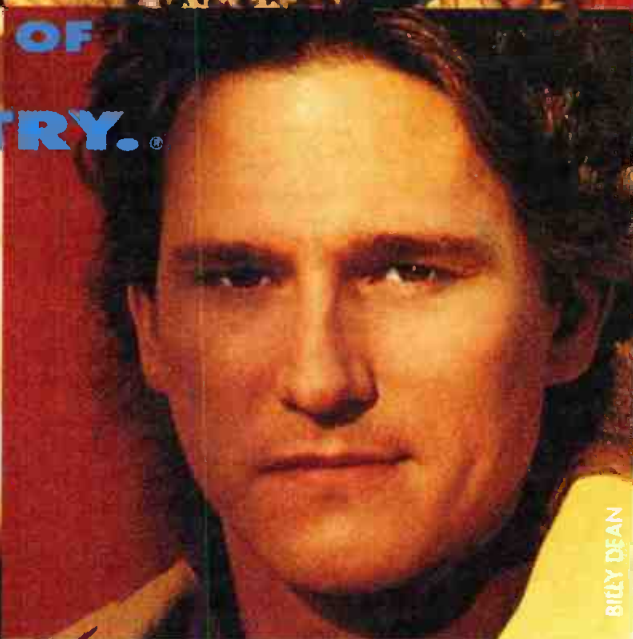


RODNEY CROWELL

THE OTHER SIDE OF COUNTRY.®



DWIGHT YOAKAM



BILLY DEAN

THEY SING AS GOOD AS THEY LOOK on CMT: Country Music Television. Which is one reason why young adults, especially young women, are keeping their eyes on us. We give your viewers what they can't find anywhere else on cable: the most videos by country's hottest artists. To put CMT on your system 24 hours a day, call Francie Leader in the East at: (203) 965-6427. Or, Craig Chambers in the West at: (303) 771-9800.

ALL DAY. ALL NIGHT. ALL VIDEO. ALL RIGHT!



Lucas, Avid Join Forces

AvidTechnologies and Lucasfilm Ltd. are getting together to develop a better non-linear editor. The goal of the six-year partnership is to combine the best features of Avid's existing editors and the EditDroid and SoundDroid systems developed in the early 1980's for *Star Wars* producer George Lucas. As with other Lucasfilm equipment, the new combined machine will be based on Silicon Graphics computers. This is a change for Avid, which has relied on Macintosh. Avid President Curt Rawley said the change marks a commitment by Avid to serve a wide variety of computer platforms. Details of the new machines are sketchy, since the partnership has only just been finalized. Lucas and Rawley said they will concentrate, at least at first, on editing feature-length films. Lucas also produces television, including *The Young Indiana Jones Chronicles* on ABC. Lucas was an early proponent of non-linear editing, introducing the two "Droid" editors at the NAB's 1984 convention.

Lucas and Rawley announced the partnership at a press conference at the NAB '93 convention in Las Vegas last week. —SC

under the RCA name, is offering a similar model, known as Cinema Screen.

Both Thomson and Philips are

members of the Advanced Television Research Consortium, one of the three groups with an HDTV system under study by the FCC. ■

Sony, Panasonic unveil major digital products

By Sean Scully

Sony and Panasonic are engaged in an open debate about the value of compressed digital video recording.

Both companies have introduced major new lines of digital products at this year's NAB convention. Sony's Digital Betacam line uses a proprietary 2:1 compression system. Panasonic's new D-5 format uses no compression at all.

In its convention promotions, Panasonic has been open in its criticism of Sony's compression system.

According to Panasonic, any compression has the potential to degrade an image. In very high end editing applications, therefore, compression is inappropriate using current technology, said Panasonic's Phil Livingston. In a promotional film, Livingston claimed that by using the Sony system, an editor would experience a 12 db degradation of signal-to-noise ratio in an image after just 10 generations, effectively canceling the advantage of digital technology.

Sony rejects Panasonic's claims.

"Compression is kind of a dirty word...This isn't compression," said Sony Marketing Manager Adam Schadle.

Unlike other digital compression systems, Schadle said, the Sony system sends all the information for each frame, avoiding the blocky "digital

artifacts" and unsightly picture imperfections that have plagued other compression systems.

"There are tests you can do that make this [Sony system] look bad... but there's nothing that happens every day in production houses that will break this down," Schadle said.

Schadle accused Panasonic of using an unrealistic test to discredit Sony. He said the degradation that Panasonic is discussing results from moving an image in relation to its background pixel by pixel.

"It doesn't happen in post-production," he said. "Nobody moves the foreground in relation to the background pixel by pixel and continues to do it generation by generation."

As a demonstration, Schadle pointed to a Sony promotional film in which an image is paired with a copy of itself after 100 generations of copying. The results are virtually indistinguishable on the tape.

Both Sony and Panasonic have lined up high-powered corporate customers to support their positions.

At back-to-back press conferences the day before the convention, the companies announced major deals for their new products. Panasonic announced PBS has committed to buy D-5 VTR's when they are available in early 1994. PBS Vice President Howard Miller said his company is concerned about Sony-style compression for very high end applications.

"To us, bits are important," he said.

The same day, Sony announced that DirecTV, a major direct-broadcast service scheduled to go on the air later this year, will use a complete Digital

Salhany: Two sides to technology

Fox Broadcasting Co. Chairman Lucie Salhany said broadcasters cannot turn their backs on technological developments. Speaking at a meeting of the Association for Maximum Service Television in Las Vegas, Salhany said that Fox was in favor of digital advances that will "give our TV signal new crispness, new clarity...no more ghosts." This is particularly important for Fox, she said, 80% of whose affiliates are UHF stations.

Technology also threatens free television, she added, with an increase in viewing options, many of which are pay channels: "It is very possible—and unfortunately probable—that the Super Bowl, the World Series and NBA playoffs will all cost money in the year 2008."

Other challenges to over-the-air TV, said Salhany, include pre-emptions by affiliates: "The day could come when more homes across the country will be able to see a program on a cable network than on a broadcast network because of affiliate pre-emptions." She concluded her speech with an attack on cable's compulsory license. —GF

Multiple views on multiplexing

Disagreements about the role of multiplexing in traditional network programming surfaced during a programming panel session at last week's NAB convention. Responding to remarks by QVC Chairman Barry Diller and others using *60 Minutes* as an example of the type of show that could be multiplexed at different times, CBS/Broadcast Group President Howard Stringer asked: "Who gave it to them? We haven't."

Both Stringer and Fox Broadcasting Chairman Lucie Salhany said that multiplexing popular shows could undermine the performance of weaker network shows and affiliate stations' programming and even endanger the syndication prospects for a show.

Questioning that last analysis was McGraw-Hill Broadcasting President Ed Reilly, who suggested that running *The Simpsons* twice a week would not endanger its syndication prospects two years down the road, and might even expand the show's potential syndication audience. —GF

Betacam system for its new control facility in Castle Rock, Colo. DirecTV Vice President Dave Baylor endorsed the new format, saying it offers the maximum flexibility, particularly in eventually converting to 16 by 9 aspect-ratio pictures and eventually high-definition television. ■

New chip to foil home PPV taping

Philips, MacroVision unveil protection for Hollywood's home video market

By Sean Scully

MacroVision, a California anti-copy software company, is teaming with Philips to build an anti-copy chip for set-top, pay-per-view decoders.

MacroVision President William Krepick announced the new product at this year's NAB convention. So far, he said, Hollywood has been unwilling to fully support pay per view, since consumers can copy the programs, thereby cutting into the lucrative home video rental market. With an anti-copy provision, however, Hollywood may be willing to see pay per view in the same light as videocassettes.

MacroVision already provides anti-copy protection for videocassettes. The new chip will incorporate an improved version of the same system.

As with the VCR anti-copy, the

chip will use automatic gain control, which confuses a recording VCR and causes the picture on the tape to fade regularly from dark to light and from color to gray.

In addition, the anti-copy chip will invert parts of the color bursts to create small regular lines of odd color across the picture.

In both processes, the original viewing picture is unaffected, so a viewing customer will not notice the

protection. It will affect only the recorded picture on a tape.

Krepick promised that this technology will be applied only to pay per view and to future generations of laser-disc players. "We will not license this for pay TV (other than pay per view) or broadcast TV," he said.

The consumer's fundamental right to time-shift, or tape open air or subscription cable services and play them back later, is protected in the company's charter, Krepick explained.

Philips has not announced when the anti-copy chip will be available or how much it will cost. ■

Ghost-canceling test proves unexpected draw

By Sean Scully

The most popular booth on the first day of the NAB convention in Las Vegas appeared to be one for new ghost canceling technology,

Broadcasting & Cable

PO Box 6399
Torrance, CA
90504

Save \$54 Off The Newsstand Price —

Yes! Please begin my subscription to Broadcasting & Cable:

- 1 year: \$99 Canadian Rate: \$129 (Price includes GST)
 Foreign Rate (Air): \$300 Foreign Rate (Surface): \$149

ORDER TOLL-FREE USING VISA, MASTERCARD OR AMEX: 1-800-554-5729

Name _____

Title _____

Company _____

Address _____ Home? Yes No

City _____ State _____ Zip _____

Phone _____ SBHA

Please help us by answering the following questions:

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

- TV/Affiliate Radio/TV/Cable Service Library/University/Student Organization
 TV/Network Manufacturer of Radio/TV/Cable Equipment Attorney/Gov't/Trade Organization
 TV/Independent Radio Station Advertising Agency Other (please describe)
 Radio Network Cable TV Operation Advertiser

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

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

technology, but not for the reasons the exhibitors might have thought.

At a convention that features hundreds, perhaps thousands, of TV sets, the ghost canceling exhibit had the only two receivers tuned to open-air broadcasts. Convention attendees crowded around to watch the breaking story of the end of the Branch Davidian stand-off in Waco.

The purpose of the booth was to show off new equipment that reduces the ghost images, a familiar failing of NTSC TV signals. The exhibitor, Philips, placed two sets side by side, each showing KVBC, the NBC affiliate in Las Vegas. One set had the unaltered signal, complete with ghosts, and the other showed a clearer, ghost-less image.

At around 10:30 a.m. (PT) on April 19, KVBC broke away to show the horrific image of the blazing cult compound. A crowd gathered to watch the ghastly events, both with and without ghosts. Throughout the rest of the cavernous exhibit halls, hundreds of other TV's played their promotional messages. Around the two sets at Ghost Canceling, the crowd swelled.

Throughout the day, crowds reassembled as KVBC cut away for updates and press conferences. Word of the

disaster spread around the convention.

Even so, many delegates did not find out about the events of the day until they returned to their hotel rooms at dinnertime—an ironic footnote to a convention largely devoted to promoting the remarkable technology that made the instant live reports on the Waco fire possible in the first place. ■

AT&T Bell has developed in-band digital radio system

By Sean Scully

A new competitor has entered the race to develop a standard for digital radio in the United States

AT&T Bell Laboratories announced last week it has developed an in-band, on-channel digital audio broadcasting system, which it will submit to the Electronic Industries Association for

testing this summer.

The in-band, on-channel system would allow broadcasters to convert to digital signals without having to change their frequencies, which might mean they could convert to digital without any further action by the FCC.

AT&T already has a DAB system before the EIA's testing committee, but it is an adjacent-channel system, meaning a broadcaster would have to shift his slightly. That might require review from the FCC, a process that broadcasters are eager to avoid, said AT&T's Ivan Wolff.

When testing begins in July, there will probably be five competitors—the two AT&T systems, USA Digital, Eureka and a system developed jointly by NASA, the JET Propulsion Laboratory and the Voice of America. Eureka and the NASA system are not in-band, meaning they would require new frequency allocations, which would in turn require review from the FCC.

Wolff said these two systems would be tested separately from the in-band systems, since the out-of-band systems do not suffer problems such as interference from existing stations and therefore have an inherent, and unfair, advantage. ■

New product news from the exhibit floors

Dolby Labs has developed an all-digital four channel studio-to-transmitter link for use by duopoly or LMA radio operations. Delivery is pending FCC approval.

Mitsubishi has introduced the CP-210U, a high-resolution color video printer. The unit will print transparencies and monochrome images as well.

Bucking the digital trend at this year's NAB, Denon unveiled the DN-720N, a pro-quality cassette tape recorder.

Chyron Graphics introduced the Maxine!, a single-channel character and graphics generator.

Kodak unveiled the Cineon, a digital workstation for film editing that operates on a Silicon Graphics platform.

3M introduced the 275LE digital audio mastering tape, an improvement of an older line of tapes.

Pioneer introduced the VDP-V1100 rewritable videodisc player, capable of simultaneous recording and playing



on the same disc. Pioneer is experimenting with the unit as an instant replay unit and using it to time-shift

incoming feeds.

Avid unveiled a new line of random-access digital newsgathering and re-

play machines, known as NewsCutter, AirPlay and Media Recorder.

AKG unveiled improvements to the DSE-7000 digital audio workstation. The controls simulate the traditional analog reel-to-reel workstations for user-friendliness.

Silicon Graphics introduced the Work Station Disk, a real-time desktop disc recorder for computer graphics and animation.

Alias introduced the 3DCD Volume One, a CD-ROM library of 3-D models and effects for use in computer animation.

Accom introduced the RTD 4200, a composite digital real-time disc recorder. It is a composite version of the 10-bit component RTD 4224 introduced last year.

Grass Valley Group introduced the Models 1000 and 4000 component digital production switchers.

JVC introduced the KY-27, an extreme low-light video camera largely for electronic newsgathering applications.

Cycle Sat announced a new flat satellite antenna that can be attached to any flat surface, including a wall.

Studio Film and Tape unveiled Eco-Tape videocassettes made of recycled plastic from old vide cassettes. In some formats, the tape itself is made from recycled plastic.

Quantel showed the new Clipbox digital news system and the Micro-Henry offline editor companion to Henry.

Philips demonstrated its new Ghost Cancellation Technology.

Sony debuted the new Digital Betacam line, including a complete set of modular digital support equipment.

Panasonic debuted its long-rumored D-5 digital format. The unit is a component VTR yet is compatible with the composite D-3 system.

Acrodyne announced Adam, a patented HDTV transmitter system that the company says offers nearly perfect digital transmission.

Harris Allied introduced Digit, a fully digital FM exciter. It offers a digital-analog converter to allow installation in older transmitters.

FiberOptions announced the Series 240B video and audio transmission system, allowing transmission of video and stereo audio over a single fiber cable.

TASCAM unveiled the CD-901R, a CD recorder that accepts both analog and digital inputs.

Otari announced the Concept I Music and Production Audio Console, a 64-input digital audio console.

Pinnacle offered the Flash Grafix Composer, a composition system combining paint, titling, still-store, 3-D modeling and animation.

ImMix debuted the VideoCube, a digital post-production, real-time, non-linear editor work station.

ear editor work station.

Andrew announced a new line of HDTV-compatible, side-mounted antennas. The antennas will also transmit standard NTSC signals.

Montage announced the M21P, a portable digital video editing system weighing less than 35 pounds.

Maxell introduced the Betacam BQ tape which, according to the company, offers a 12% improvement in picture quality. —SS

WHAT'S THE COMMUNICATIONS WORLD COMING TO?



Communications companies turn to GFC because they know our staff of experienced and responsive professionals can accommodate acquisition and recapitalization financing.

Through the years, GFC has earned a reputation for superior industry knowledge, flexible structures and competitive rates in an atmosphere of outstanding customer service.

If you're wondering where in the world to find reliable communications financing, call

Matt Breyne • Jeff Kilrea
(312) 855-1638 • Chicago, Illinois

GFC

Greyhound Financial Corporation
Dial Tower • Dial Corporate Center • Phoenix, Arizona 85077

Radio

FCC will consider freeze on new FM's

Quello says there may be too many stations for economy

By Kim McAvoy

FCC Chairman James Quello reaffirmed his strong ties to the radio industry last week by promising to explore the possibility of a freeze on FM stations.

At an NAB luncheon last week, the chairman said: "I am afraid that in the FCC's quest for competition and diversity, we have oversaturated the market with radio stations to the point that over half cannot support themselves." He also said broadcasters should be allowed to use their existing spectrum, plus new channels provided by digital technology, for other types of services such as data and paging.

Quello's chief of staff, Brian Fontes, said the commission did not have a specific timetable for enacting a freeze, but that the chairman planned to discuss the issue with the other commissioners "sooner rather than later."



Chairman Quello: "It seems we have already flooded the market in the name of competition and diversity."

Quello could run into some resistance from minority broadcasters who want to apply for new FM facilities.

Quello also said that terrestrial broadcasters must be able to meet consumer demands and must be able to

compete with alternative audio delivery systems such as cable and satellite. "I challenge you, radio broadcasters and engineers alike, to formulate terrestrial digital transmission standards and to do so in a timely manner."

The chairman discussed other proposed commission actions that will benefit radio. He noted that the agency is working to establish an AM stereo standard. And he said the FCC had "opened the door" for hundreds of existing AM broadcasters to migrate up to the new AM spectrum in the expanded 1605-1705 band.

Quello said he believes some of the FCC's recent fines and forfeitures are "rather heavy-handed" for smaller radio stations and has asked his staff to recommend changes. "I can pledge to you my personal support for a revised forfeiture schedule designed to deter rule violations without saddling licensees with exorbitant penalties whose payments ultimately detract from, rather than add to, your ability to serve the public interest," he said.

The chairman said it was time for the FCC and perhaps even Congress to reassess station allocations policy. "How many AM and FM stations are enough?" Quello asked. "It seems we have already flooded the market in the name of competition and diversity." ■

Arbitron proposes doubling of sample sizes

Larger targets, longer time periods aimed at increasing reliability, stability of ratings

By Peter Viles

Arbitron last week proposed a significant redesign of its ratings service, announcing plans to nearly double survey sample targets and to replace the current system of 12-week surveys with 18-week rolling average reports.

Arbitron said it would seek input from clients before implementing any changes, but the proposal, which Arbitron said will not increase the cost of the service to stations, appears likely to prove popular with broadcasters.

The changes, which would affect

the 96 continuously measured markets, were developed by Arbitron and its Radio Advisory Council.

"Our proposal delivers significantly increased sample targets, which are needed to track reliably today's narrower demographic and lifestyle targets, while making it easier for the buyer and seller to evaluate radio's power as a primary advertising medium," said Dick Williams, general manager of WIL-FM St. Louis and chairman of the advisory council.

Said Steve Morris, president of the Arbitron Company: "Our goal is to improve the reliability and stability of

radio ratings, to enhance station access to the database through improved electronic delivery and to promote radio as a primary advertising medium by increasing access to such measures as reach and frequency and loyal listening."

Highlights of the plan include:

- Increasing sample targets by 70% by replacing the current 12-week survey periods with 18-week rolling average reports and changing the geographic distribution of the sample.

- Delivering an 18-week rolling average report every six weeks via electronic download.

■ Allowing access to each six-week phase of data through "Maximiser," the personal computer application Arbitron is scheduled to introduce in October 1993.

Arbitron said the proposal would

not increase costs to stations. "While there are significant costs for this proposal," Morris said, "Arbitron will shoulder them all. This is consistent with our commitment to regularly add value to our products and services."

Arbitron said it would present the plan to industry and advertising boards during the next month, and to radio station and ad executives over the next three months. It hopes to have an implementation plan by midsummer. ■

First RBDS radio equipped for FM only

At NAB, broadcasters discuss potential new revenue streams, promotional possibilities

By Peter Viles

While radio broadcasters in Las Vegas were discussing the possible financial benefits of radio broadcast data systems, or RBDS, Denon was preparing to go to market with its first RBDS-compatible receivers in the U.S.—equipped for FM RBDS only.

While the new Denon receivers, sold for automobiles, are AM and FM receivers, they include the radio data system function for FM stations only, allowing FM stations to display their format in text on the receiver in an eight-character display. Denon said the receivers will retail for about \$50 more than similar receivers without RBDS capability.

At the convention, broadcasters and those who would lease portions of their subcarriers—mainly paging companies—discussed the possible revenue streams from RBDS, which uses subcarriers to transmit data in addition to a radio station's signal.

Broadcasters agree the first immediate financial benefit of RBDS is probably free promotion. Because a station's call letters are displayed on a receiver, theoretically, the listener eventually would learn call letters that might otherwise be unnoticed. This advantage could also help stations in ratings surveys, because more listeners would know which stations they spend time listening to.

Citing this advantage, John Casey of RE America argued that the promotional advantages of RBDS will quickly cover an initial investment of \$2,400 to begin transmitting RBDS data. "The costs involved in this technology are a drop in the bucket compared to the revenues it can produce," he said.

While there are other possible revenue streams from RBDS (chief among them selling the data stream as a mini-billboard for advertisements), broad-

casters appear most excited about the promotional possibilities of simply having their call letters before listeners. "To me, this is the meat and potatoes of RBDS," said Charles Morgan of Susquehanna Radio. "Everything else is gravy."

The most enthusiastic proponent of RBDS remains the Electronic Industries Association, which came to the convention armed with a new survey reporting that 62% of radio general managers plan to go on the air with RBDS when RBDS receivers become available to the public. The same sur-

vey showed that only 45% of radio station engineers would go on the air with the new technology.

Gary Shapiro, group vice president of the EIA's Consumer Electronics Group, called RBDS a "revolution in radio."

"RBDS will be a success," Shapiro said during a panel discussion. "Your radio station, I guarantee, will go to it. The only question is when."

The EIA also released a list of 43 U.S. radio stations now broadcasting RBDS—all of them FM stations, including 10 in Las Vegas. ■

Mostly good news at NAB for in-band digital audio broadcasting

FM demo goes 'up in smoke,' but AM version succeeds

By Peter Viles

Broadcasters rooting for the development of an in-band, on-channel system of digital audio broadcasting received mostly good news in Las Vegas on both the political and the technological fronts.

On the political front, FCC Chairman James Quello declared his continued support for in-band digital audio broadcasting for both FM and AM. While imploring broadcasters to move toward developing standards in a timely manner, Quello told broadcasters at a radio luncheon: "To this end, as long as I am a member of this commission, you have a champion of free, terrestrial broadcasting...."

And on the exhibit floor, engineers from USA Digital, the consortium formed by CBS Radio, Gannett Broadcasting and Group W Radio, successfully demonstrated, for the first time, a system of in-band, on-channel DAB for the AM band. No

previous AM demonstration had included a broadcast of both analog and digital signals on the same frequency.

For much of the convention, a specially designed receiver, roughly the size of a small refrigerator, was tuned to 1660 AM, a station created just for the convention, and boomed out near-CD-quality music. The system was described as a "working prototype" to gather data for the final AM DAB design.

But that good news was balanced by an embarrassing technical snafu: the demonstration of a mobile FM system was canceled when engineers could not rebuild a second specially designed receiver that was blown out by a power surge unrelated to DAB technology.

One engineer involved in that effort said the receiver simply "went up in smoke" due to a power surge.

Engineers from Gannett and CBS worked round-the-clock for several

days to rebuild the receiver, but because so much of it was custom-made, they failed.

While engineers involved in the project pointed out that the stakes were not as high as for AM, because similar mobile FM demonstrations have succeeded before, there was no hiding the disappointment that the demonstration could not be duplicated for the thousands of engineers on hand.

Said Robert Fox, vice chairman of the NAB's radio board: "Something

went wrong in the bus and burned up a lot of stuff they didn't have replacements for. But it has worked before in a mobile environment. It will work."

Several broadcasters said the setback, however disappointing, was overshadowed by the successful AM demonstration. "The enthusiasm over AM has been overwhelming," said Barry Carlin of Xetron, which designed and developed the AM system for USA Digital. "I've had very few people even ask me [about the

FM system]."

Also at the NAB convention, a latecomer to the DAB technology race, AT&T Digital, demonstrated its music encoder for FM DAB, which represents a portion of the technology needed to solve the DAB technology riddle.

Despite AT&T Digital's late entry into the technology competition, the company said it plans to develop a full system to compete against USA Digital's system in standard-setting activities this summer. ■

Stewart warns radio about LMA's

To expect license renewal, he says, LMA's station must stay in control

By Peter Viles

FCC Mass Media Bureau Chief Roy C. Stewart warned radio broadcasters involved in local marketing agreements to pay strict attention to rules requiring licensees to keep control and responsibility for their stations.

Speaking at a panel at last week's NAB convention in Las Vegas, Stewart directed his comments toward

owners of stations that are being managed by other companies through LMA's.

He reminded broadcasters that, even though another company may be managing, programing and selling commercials for their station, in the eyes of the FCC, the owner remains responsible for station operation.

"If you have a station LMA'd, you still have the obligation to maintain a public file, a political file and a main

studio," he said. "Don't think you can enter into an LMA and then go to the beach. You are still responsible for maintaining control of that station.

"The risk you run is at renewal time," he said. "If somebody files a competing application, you're responsible for how your station was run."

Stewart said he knew of no specific instance in which such a competing application has been filed in an LMA situation, or any particular LMA in which an owner had improperly given up total control of his station. "I'm trying to warn licensees that an LMA does not relieve them of the responsibility for those stations," he said.

A communications lawyer who appeared on the same panel, Stuart Shorenstein of the New York firm Lowenthal Landau Fischer & Bring, agreed with Stewart's warning.

"LMA's are wonderful things," Shorenstein said. "But they are fraught with peril. No one knows what the renewal expectancy is going to be for these stations.

Both Stewart and Shorenstein said that, because LMA's are relatively new to the industry, little is known about potential license renewal problems that LMA stations may encounter.

Shorenstein added that broadcasters who buy additional stations in their own market to form duopolies should consider entering into temporary LMA agreements as a way to guard against problems with premature transfer of control of the acquired station.

"Enter an LMA and follow it closely," he said. "You have to be very, very careful on that." ■

ABC Radio Networks to double satellite capacity

ABC Radio Networks announced last week that it has purchased a new generation of digital satellite receivers that will enable the network to double its satellite distribution capacity to 102 channels.

The move will enhance ABC's standing as the largest satellite programming distributor among radio networks. In addition to its own programming, ABC distributes competitors' programming for a fee through its ABC Satellite Services division.

"ABC is committed to delivering the quality and volume of audio and data products that our radio station customers demand," said Bart Catalane, executive vice president, finance and operations, ABC Radio Networks.

The receivers, known as SEDAT, for Spectrum Efficient Digital Audio Technology, will enable ABC to consolidate transmissions from two separate satellite vehicles to a single digital transponder, Satcom C-5. They will first be put to use to convert all Satellite Music Networks to digital transmission later this year.

The consolidation to a single transponder will create a "shopping mall in the sky" for radio stations to get various programs from a single satellite.

"This SEDAT expansion is just what our customers are asking for," said Robert Hall, vice president, programming for ABC Radio Networks. "Our 24-hour formats will be delivered digitally in CD quality, and all of the ABC/SMN audiodata products will become capable of being cross-affiliated. This is a programmer's dream come true." —PV

Programming

THE BUSINESS BEHIND THE SHOW IN BROADCASTING/CABLE

John Hendricks's voyage of Discovery

Program executive looks to pioneer à la carte 'best of' PPV

By Harry A. Jessell

You've missed *Seinfeld* and you forgot to tape it (or, as likely, haven't mastered the timer on your VCR). No problem. Just click through an on-screen menu and order the episode. A 69¢ charge is automatically added to your cable bill.

This is John Hendricks's dream, and Hendricks has a way of making dreams a reality. Eight years ago, he took thousands of hours of documentaries and created The Discovery Channel, now a staple of basic cable.

This latest vision of the Discovery founder and CEO—selling TV's best programs à la carte after their network airing—springs from the digital revolution and consumers' demands for what they want when they want it.

To realize it, Hendricks has formed Your Choice TV and is busily assembling the pieces in hopes of launching the "best of" service.

As far as Hendricks is concerned, the technology is a given. Through the powerful combination of fiber optics, digital compression and interactivity, cable systems are creating a "digital platform" to offer scores of programs on a near-video-on-demand basis. According to Hendricks, cable operators are even now installing fiber trunk lines and taking other steps to clear 10 analog channels for the digital platform. With compression, these channels will yield up to 100 digital channels; Hendricks would like 40 of those for Your Choice TV.

Several major operators have already committed to having the digital platform in place in 3.5 million homes by the end of 1994.

The operators are led by the three companies that own a majority of Discovery—Tele-Communications Inc., Newhouse Broadcasting Co. and Cox



John Hendricks believes he has the future in the palm of his hand.

Cable. They have been joined by Time Warner Cable, Continental Cablevision, Comcast, Cablevision Systems and Times Mirror Cable. TCI is the most bullish; two weeks ago they announced

a \$2 billion investment to have 9 million homes ready to go by 1996.

What's not a given is the programming, so these days, Hendricks is spending his time trying to convince the networks and program copyright holders that there are billions to be made from offering their best shows through Your Choice TV.

COVER STORY

Hendricks is not confining his interest to prime time sitcoms. Soap operas, dramas, specials and miniseries all are targeted for the "best of" library.

Confident the major cable networks will cooperate, and believing broadcast network programming to be essential to a "best of" service, Hendricks is concentrating first on those networks. He says he has caught their attention with his charts and graphs projecting the new wealth "best of" television can generate.

To help make his case, Hendricks says, Your Choice TV will test its service this fall in several cable systems serving as many as 40,000 subscribers. The test systems are among the few with enough excess capacity and the impulse addressability (via converter box rather than a phone call) needed to support the service.

Hendricks makes a persuasive pitch for Your Choice TV. "If you look at television today," he says, "the problem is it's a linear medium." A subscriber to a 40-channel cable system is bombarded with 720 hours of programming a day, he says. "If you're not watching when the show is on, it's kind of like gone forever."

Hendricks finds support for his "best of" idea in the home video business: "It's hit driven. If you look at that \$12 billion that's spent at the video store, 75% to 80% is for the six to eight hit movies that are released each month.

"Today we sell our best units of television on hard-copy videocassettes," he says. "It's cumbersome for consumers, but they're doing it. I mean, we're just always amazed. People will send us \$19.95, the equivalent of the basic cable bill, wait three weeks for delivery, get a tape—just because they missed the show.

"It shows the enormous appetite consumers have for getting control of this video so they can watch it when they want," Hendricks says. "That's what this system would allow."

The digital technology the cable operators are deploying is a big leap forward but still limited, allowing near-video-on-demand but not true video on demand. But near-video-on-demand is not a real handicap, he says. "It's not unreasonable to have to wait a half-hour for a movie to begin. It still beats getting in your car, driving 20 minutes to the video store, driving 20 minutes back and then plugging

into that."

Shows may be offered on the hour or half-hour. True video on demand, in which a show appears moments after ordering, is still several years away, Hendricks says.

Moreover, he says, catching a program at its start is important only for movies and shows that tell a story. "If it's a documentary that really doesn't have a plot, consumers are just as likely to join it in progress."

Your Choice TV is big business. The start-up will cost around \$110 million, Hendricks says. Operating costs would be about \$120 million an-

"If you're not watching when the show is on, it's kind of like gone forever."

"It's not unreasonable to have to wait a half-hour for a movie to begin. It still beats getting in your car, driving 20 minutes to the video store, driving 20 minutes back and then plugging into that."

**John Hendricks, founder/CEO,
Discovery Networks**

nually, a large hunk of that going to four or five transponders, he says. "So, for this to be a business, we need to retail \$2 billion."

It's doable, Hendricks insists. According to focus group research, consumers will pay around \$9 a month for the "best of" fare—derived from selling individual shows for anywhere from 50¢ to \$1.25 each. From there, it's simple arithmetic: \$9 times 12 months times 1996's 20 million homes equals \$2.2 billion. And, of course, the revenues will grow with each digital home the cable operators add, even if the buy rate does not.

Your Choice TV expects to keep 6% of the revenues and split the other 94% evenly between the cable operators and the program copyright holders. That means, in that 20-million-home universe, Your Choice TV will

net \$132 million, more than covering the \$120 million in operating costs.

For the cable operator, Your Choice TV will generate less than half the revenues they can expect from near-video-on-demand services, Hendricks says. When movies, sports and other big events are lumped in, revenues per home could total \$20-\$25 per month, providing as much as \$9 billion a year across 30 million homes. And that's not counting potential revenues from home shopping, video games and other interactive services.

It's a market no programmer can afford to ignore, Hendricks says. One of Discovery's most popular miniseries, *Submarines: Sharks of Steel*, was offered in a limited near-video-on-demand trial. If the show achieves the same buy rate in a 40-million-home digital universe that it did in the trial, he says, it will gross \$15 million, of which Discovery would net 47%.

And programmers can get that kind of return at no cost, he adds. All they have to do is supply a tape. "There's no incremental cost; it's just incremental revenue."

Hendricks believes programmers will come around. The broadcast networks failed to take advantage of the program opportunities afforded by cable in the late seventies and early eighties. "The people who are running the networks today were not around then," he says. "They are not going to make the same mistake.

"You play on the platform or you don't," Hendricks says. "If you don't play, you'll suffer some erosion of viewership and not catch it on the other side."

Hendricks realizes the networks don't hold the copyright to many of their best programs and thus cannot give Your Choice TV permission to resell them. But, he says, they do hold the rights to popular news and public affairs programs like CBS's *60 Minutes*, and when the FCC's financial interest and syndication rules finally lapse, they will be able to acquire the pay-per-view rights to all their programs.

If the networks convince themselves that selling their shows on a pay-per-view basis is a business, why go through a middleman like Your Choice TV? Why not sell direct?

To answer, Hendricks offers another home video analogy. Discovery could market its popular programs itself, but instead does so through

Time-Life Video. "They have the distribution network in place, and they are the leader in the market," he says. "What we are after here is to be a leader—the pioneer in the electronic delivery of this kind of material."

That is not to say there will not be competitors to Your Choice TV, Hendricks says. "You might see some programmers get their own transponder time and try to sell additional products if operators can take those products and somehow integrate them into their menu system."

In addition to near-video-on-demand, Hendricks says, the digital platform will have room for a number of special interest networks. Such "video magazines" would sell for \$2 or \$3 per month, he says—about the same as a specialty magazine.

The video magazines Discovery has in mind are spin-offs—one for gourmets and one for aviation aficionados. "We have an aviation collection that we built over time that could be packaged together for the real fanatics," he says.

"And we know they're out there, because we see the ratings."

Hendricks has been talking about video on demand for several months, but most of the press attention has been on the sophisticated software Discovery has developed to help guide consumers through the menu of offerings and make their selections.

But Your Choice TV is not in the set-top converter business and does not want to be. It is concerned, however, that the devices that present the hundreds of cable offerings do so in a simple and easy-to-use manner. Thus, says Hendricks, Discovery is prepared to share its software and ideas with General Instrument, Scientific-Atlanta and other hardware suppliers. "It's like giving away the razors so we can sell the razor blades," he says.

Your Choice TV is part of the natural evolution of television, Hendricks says.

"The first step was television on demand, which was the world of broadcasting brought to us beginning in the 1940's.

"The second step has been cable, which is bringing people genres of television on demand, and this third step is merely programs on demand, the very best programs."

What time is *Seinfeld* on?

If Hendricks has his way, the answer will always be "now." ■

Industry curious about Choice TV potential

Networks, agencies, others await test results; register optimism, reservations

By Joe Flint and Rich Brown

While the technology for Your Choice TV may be a given, there are several unanswered questions about how studios, networks, affiliates, cable operators, cable programmers and advertisers will work together to make Discovery Channel founder John Hendricks's vision a reality.

Hendricks is already working on getting the parties in line. He has met with executives of all three networks and cable programmers about the execution of Your Choice TV.

All have questions about how the parties needing to be involved in such a product can reach working agreements, but many also think Hendricks's pitch is the future.

"It is something that is real—the first step on the information highway," said David Poltrack, senior vice president, planning and research, CBS/Broadcast Group.

Although CBS and Hendricks have no definitive agreement, the network has told him it is interested in the tests he will be conducting.

"It's the wave of the future. We are very interested in anything that could have significant impact on the way people view TV. The change in the viewing process is inevitable, and we want to both take advantage and prevent any negative impact by being on top of it," Poltrack said.

"There is certainly a clear customer demand for such a service," said Bob Thomson, senior vice president, communications and policy planning for TCI, a part owner in Discovery.

"It's really up to the program rightsholders who are concerned about cannibalization and the impact on advertising.

"But there is a fair chance these problems could be worked through, and we are encouraging Hendricks to work on that," Thomson said.

NBC, according to Tom Rogers, an executive vice president of the net-

work and president, NBC cable business development, is looking at working with Hendricks on a test. Rogers is concerned, however, about Your Choice TV turning into "another cable industry co-op. Will all the operators own a piece?" That, Rogers said, "may not create a structure for programmers to provide access to their programming...It does not sound like the programmer have heavy incentives to participate. It sounded like something primarily designed to make sure the distributor controls the action," he said.

On the programming side, there is concern that a show's value to the network could be compromised—especially the value of reruns. But, said Alan Horn, managing partner of *Seinfeld* producer Castle Rock Entertainment, "for the supplier, the sum of the parts would be greater than what existed before." Any vehicle that "gets our product to the public is beneficial," Horn said.

The concept "raises a lot of issues," said Michael Grindon, executive vice president, Columbia TriStar International Television. Among them is what will happen to the syndication market. If these shows are readily available for viewing immediately following their network run, could their off-network value be reduced? "It's a thorny problem," Grindon said.

Another issue, he added, is how the 69¢ Hendricks anticipates getting for sitcoms on Your Choice TV will be divided among the network, the copy-right holder and the cable channel.

Network affiliates, too, will likely have questions about Your Choice TV. After all, if viewers can simply order up an episode within days after its network run, one could envision ratings—and advertising dollars—falling. Also, if Your Choice TV became a hit, the summer rerun would be of even less value to affiliates and could eventually become obsolete. That would mean more money spent for original programming without any fore-

seeable new ad revenue to support the investment.

And what about advertisers? Will they want to pay top dollar for spots on network shows if viewers can merely order the show later if they miss it?

It has yet to be determined what ads would run on Your Choice. Discovery, according to one agency source, has talked about carrying fewer spots on the pay-per-view service. Cable operators carrying the service would also likely want some spots to sell.

"If this takes away from the urgency of watching network shows when they are broadcast, we would obviously be concerned," said Betsy Frank, senior vice president, director of TV

information and new media, Saatchi & Saatchi. "Increasing the audience is fine," she added, "but if network television is first and foremost an advertising medium and a way to reach a lot of people quickly, then conceptually, there is a problem."

Like the broadcast networks, the nation's cable networks are cautiously approaching the concept.

MTV Networks Chairman and CEO Tom Freston says the company is curious about the Your Choice TV plan but that no decision has been made on how MTV might participate.

"It's under consideration," said Freston, who mentioned that a meeting had been scheduled last week between MTV Networks executives and

Discovery Chairman and CEO John Hendricks, but scheduling conflicts forced them to postpone it.

Among other cable networks curious about the concept is superstation WTBS-TV Atlanta, according to Terry Segal, executive vice president and general manager. "The time shifting is attractive," said Segal. "But there's a major caveat, and that is the cost and the license fees. In certain scenarios, I could see that as a potential problem."

Segal says the right to offer shows on a video-on-demand basis has not come up as an issue in program negotiations. "The concept is good, but we'll have to see about the execution," said Segal. ■

No slump in sight at this year's MIP

More than 9,000 participants from 103 countries attend Cannes program fest; healthy cable contingent anxious to tap niche opportunities



MIP-TV celebrates its 30th anniversary in Cannes

By Meredith Amdur

Business was brisk in Cannes last week as buyers, sellers, investors and deal brokers came out in force for a six-day market in which higher-than-expected sales volume and abundant optimism dispelled hints of a slump.

Programers and broadcasters convened in the crowded meeting rooms

of the Palais convention center and huddled in the numerous bars and seaside restaurants that line the Croisette to chart courses into new markets.

The spark of global enterprise has turned the television business outward. John Hendricks, chairman and chief executive officer of Discovery Communications, echoed the dominant themes of the market when he said "growth will come from digital

and international."

With new channels launching in fast succession across multiple markets, most growth-minded attendees said they were indeed limbering up in an industry that will demand greater geographic and technical flexibility, diversity and creativity.

Although hardly new, the international TV trade seems to have shifted into high gear, and five straight days of sunshine, heavy selling, and deal making helped make MIP TV's 30th anniversary a vigorous and resurgent occasion for program merchants. More than 9,000 participants and 2,000 exhibiting companies from 103 countries attended this year's TV trade fest.

Talk of cable reregulation and financial interest and syndication rules seemed a long way away from the high stakes dealing on the Western and Eastern fronts. Advocates of this global growth insist there is only so much additional revenue that can be milked out of the U.S. domestic marketplace.

Along with the usual program suspects, MIP attracted a prominent cable contingent, anxious to assert its influence and tap new niche opportunities abroad as market growth at home slows.

"Twelve years ago, the major stands here were NBC, ABC and CBS. Now it's Turner and the other

cable broadcasters," notes Julian Mounter, president of the Pan-Asian satellite network Star TV. "These groups are spending a lot of money and are welcomed internationally when they team up with local partners.... The [U.S.] terrestrial networks haven't carved out their own business here," Mounter says.

Star hopes to have major U.S. partners lined up for six new pay channels, including children's, documentary, business and movie services, to go along with five basic channels in time for a fall launch. One of the busiest men in Cannes, Mounter was sighted with many U.S. cable programmers. "We're a one-stop, 50-million-person shop," quips Mounter of Hong Kong-based Hutchvision's Pan-Asian TV enterprise.

International co-production deals have become common as a form of

financing and program joint-venturing. According to Horst Mueller, vice president of international programming for German broadcasting group ZDF, trans-Atlantic production is mutually beneficial. "It's imperative that U.S. producers, faced with enormous deficits, understand the needs of European end-users," says Mueller, who is based in New York. "American suppliers are much more open to cooperation rather than just sales these days. Some of the larger companies don't just think of Europe as a side market—it's core business."

Daniele Lorenzano, director of Silvio Berlusconi Communications subsidiary Reteitalia Productions, notes that U.S. majors are much less reluctant than they used to be to sell off multiple territory rights to get a show produced. Veteran TV producer Robert Halmi admits that international co-

production makes fiscal sense, although most U.S. producers would prefer to go it alone. "The rights to major events are expensive.... Co-production provides the money to do justice to the product," Halmi says.

In Europe, as well as in Latin America and Asia, companies with strong catalogues are positioning themselves to sell directly to consumers. Twentieth Century Fox and UIP are ready to launch a direct-to-home movie service to Latin America in July, while at least one major studio could be poised to sign a partnership agreement with Star TV this year.

Although U.S. distributors tend to dominate the program flow, Europe's "studio" media conglomerates are muscling in with their big-budget, often English-language product. "We do what the U.S. studios do, except we have different partners in different

Big Deals at MIP

Along with the usual program hustling, several major deals were completed last week:

- CBS concluded two of the most prominent international co-production alliances to date with France's TF1 and Italy's Silvio Berlusconi Communications. TF1 and CBS will produce, develop and distribute a wheel of four series of two-hour television movies. CBS will hold North American rights, while TF1 will retain Europe. Additionally, CBS and Berlusconi production arm Reteitalia Productions have agreed to jointly acquire literary properties for movies and miniseries through consultant Maura Lynch. CBS and Reteitalia will retain their respective continental rights and will share in distribution outside their designated broadcast markets.

- Worldvision Enterprises unveiled a major international six-hour series, *Momentous Events: Russia in the '90s*, to premier on Turner Network Television in spring 1994. Budgeted at roughly \$12 million, the project was hailed as "a truly global collaboration" by Worldvision President and CEO John D. Ryan. Employing the talents of an unprecedented lineup of notable filmmakers such as Werner Herzog, Jean-Luc Godard and Ken Russell, the project will highlight various cultural aspects of the changing nation. The series will be produced by Cecco Films in association with the Russian State Television and Radio Company (RTR) and distributed by Worldvision.

- With an expanded acquisitions budget to cover the world's largest single satellite footprint, two-year-old Hong Kong-based Star TV concluded numerous program deals, including *Donahue* from Multimedia; *Twi-*

light Zone, *Evening Shade* and *Katz and Dogs* from CBS; *Oprah Winfrey* from King World, and *Moonlighting* from ABC. Star also signed a multimillion-dollar programming deal with Grundy International Distribution to broadcast the regional Australian hit soap *Neighbors*.

- The Family Channel won approval from the UK's Independent Television Commission to launch a new cable-satellite channel.

- Discovery Communications, with 30 members of its staff in tow, made its presence known on the international production front by announcing several co-production ventures, including historical documentaries with the UK's Channel 4 on the Muslim world, the plague and the Kennedy assassination. Discovery will also produce a 26-part half-hour series called *Arthur C. Clark's Mysterious Worlds* with the UK's Yorkshire TV, a history of pirates with Welsh broadcaster S4C and a six-hour miniseries *The Human Brain and Mind* with Japan's NHK.

- Yorkshire sold its detective drama *A Touch of Frost* to A&E for airing in the fall.

- Maryland Public Television, touting *Sea Power: A Global Journey*, its co-production with Japan's NHK and the UK's Central Independent Television, heralded the venture by bringing a Russian naval cruiser to anchor off the shores of the Riviera resort. The symbolic and novel attraction cleared away some of the last vestiges of TV trade barriers.

- John Erman has been signed to direct the RHI's internationally financed miniseries *Scarlett*, the multimillion-dollar sequel to "Gone with the Wind." —MA

countries," maintains Kirch Group Managing Director Jan Mojto. And with channel competition mounting, theme channels could dominate the market.

"Ultimately, the same things will happen in Germany and across Europe as happened in the U.S.," Mojto says. "Growth and value will be in software."

According to Bert Cohen, executive vice president and chief operating officer of Worldvision—which in association with Spelling Satellite Networks is planning the extension of its Latin American entertainment channel, TeleUno, to Spain next month—capitalizing ventures outside your home base, that is, without a partner, can be dangerous. "The multinational partnership allows a U.S. flavor to an international channel that might otherwise be considered too American, while alleviating our risk," says Cohen.

"These can be tight times for U.S. investors without partners," says Jan Steinmann, president of TV3, a Pan-Scandinavian satellite broadcast ser-

vice owned by Kinnevik, the likely partner for USA Network's European channel. But Bill Simon, worldwide entertainment division managing director for Korn/Ferry International, agrees that expansion through joint ventures can alleviate the risk but also limits some of the return. Turner, for instance, chose to launch TNT and the Cartoon Network internationally without partners.

On the sales side, U.S. programmers are welcoming greater demand for quality product, since it pushes up license fees. With roughly 900 hours of mainly family-oriented programs on offer, Catherine Malatesta, director of international sales for Westinghouse Broadcasting International, says: "There's a lot more cherry picking.... It's not so much what the buyer wants but what needs to be programed or counterprogramed in that market. International buyers can't afford to buy shows that will sit on the shelf."

For programmers, international sales are increasingly the engine that drives production. "Some things can be better placed internationally than domes-

tically," says Malatesta. "Most of my programming was created for the foreign market. The United States became the after-market."

Neil Braun, chairman and CEO of Viacom Entertainment and senior vice president of Viacom International, looks to be holding much of his company's future in his divisions' hands. Putting product development and corporate convergence at the top of his business agenda, Braun says a branding strategy is critical in a 500-channel, multiterritorial entertainment universe.

With MTV cultivated in three regional flavors and Nickelodeon UK poised for its fall satellite launch on BSkyB, Viacom is strengthening its franchise on multiple fronts.

Even smaller European TV groups such as the UK's Yorkshire-Tyne Tees Television are spearheading a brand-management campaign. Yorkshire, which has managed to get several of its documentary programs in U.S. network prime time, is anxious to build its clout in a multichannel marketplace. ■

USA's Koplovitz has worldwide ambitions

Following cable franchises such as CNN and MTV into the international fray, USA Network is polishing its brand offerings for territorial conquests outside its namesake. Already a formidable co-production partner on several major international TV projects, USA is keen to further exploit the programming clout of parent companies Paramount and MCA.

"These are very exciting times; there's an opportunity to build companies here," says USA Network's Kay Koplovitz. As a satellite-delivered network, "we see our growth in other markets.... Hollywood is hard to copy; we have a unique product that is very exportable."

USA Network is asserting its own muscle in the international market. Along with fellow U.S. cable networks that are rapidly breaking down both capacity and territorial barriers, USA is on the brink of its own launch in Europe, partnered with an established media group that will lend the operational expertise in a complex market.

If USA's negotiations with Stockholm-based Kinnevik go through, its satellite-delivered entertainment and science fiction services will raise the level of competition in Europe and possibly pave the way for expansion into other regions such as Asia. In Europe, pay-TV growth is inhibited by the lack of a common encryption standard and extraordinarily high prices for



satellite transponders, Koplovitz says.

Koplovitz acknowledges that the "USA" label can be both a help and a hindrance, depending on whether international viewers appreciate or resent the American entertainment slant. The network is actively seeking foreign product, particularly for the Sci Fi Channel, which could balance the channel's stylistically American bent. Building a catalogue with rights in different territories "makes sense in the long term," says Koplovitz.

Asia, she says, where cable and satellite have taken hold despite ambiguous, obscure or prohibitive regulations, could be one of the most vibrant markets:

"Communications is a very powerful tool. With satellite and the flow of information, it's difficult for governments to stop it." The collapse of the Soviet regime, she says, was largely a result of greater communications and international awareness.

According to Koplovitz, the technological dimension of the entertainment business is also shifting the goals, but product will continue to set the agenda. Says Koplovitz: "There is a propensity to talk about the technology and not what the consumer gets from it. [Compression and convergence] will enhance access, information and control...but not everyone wants to aggressively interact with their TV set every time they turn it on."

—MA

TBS adds more originals to slate

Acquired product continues to make up majority of schedule

By Rich Brown

Keeping pace with the growing number of original hours on competing basic cable networks, superstation WTBS-TV Atlanta last week unveiled a programming slate that will bring up to 40 additional high-profile hours to the channel through the end of 1994.

WTBS is boosting its production of original nonfiction programming by about 20% this year in an effort to help redefine the network in the eyes of viewers, operators and ad agencies, said Terry Segal, executive vice president and general manager.

"It makes us stronger because now we're playing in an arena that so many other networks are playing in," said Segal. He added that the increased output at TBS Productions did not mean the network planned to cut back on the acquisitions that continue to make up the bulk of its schedule.

The WTBS announcement outlined 30 of the planned additional hours, including *The Heart of Healing*, a six-hour, three-part series on the role the mind plays in healing the body, and *The Untold West*, a trilogy of one-hour specials on little-known stories of the American West. Both series will debut in fourth-quarter 1993.

Coming to the channel in 1994 will be *A Family of Women*, the story of American women in the 20th century. The documentary will feature an as-yet-unnamed cast of recognized actresses and will use diaries, photographs and collections from The Arthur and Elizabeth Schlesinger Library on the History of Women, housed at Radcliffe College.

Also set to debut in 1994 will be the previously announced *The Native Americans*, a three-part, six-hour documentary on the history of the American Indian. Executive producer will be Jonathan Taplin, who most recently produced *The Prize* for PBS. A companion book, *Indian Country: An Illustrated History*, will be published this November by Turner Publishing.

Other 1994 original debuts will include *Giant Step: The Inside Story of the Apollo Mission*, a four-hour program produced in association with an



Members of Women's Land Army of America (1918). From 'A Family of Women.'

upcoming Turner Publishing book of the same name. WTBS will also debut *Idols of the Arena*, a six-hour look at American sports heroes written by *New York Times* sportswriter Robert Lipsyte. Additional hours will be announced that should bring the total to 40, said Segal.

The network's latest programming push expands an original lineup that already includes weekly series *Real*

News for Kids, *Network Earth* and *Captain Planet and the Planetears* as well as National Audubon Society and Jacques Cousteau specials, *National Geographic Explorer* and *The Golden Globe Awards*.

WTBS, now available in more than 60 million households, was the top-rated basic cable network on a 24-hour basis during first-quarter 1993, according to Nielsen data from TBS. ■

Broadcasting & Cable

April 12-18

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,597

2.6/4.3



TBS 1,217

2.0/3.4



TNT 1,099

1.9/3.1



ESPN 1,008

1.6/2.7



NICK 697 1.2/1.9



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.

Keefe vs. Koplar goes to court

Zodiac co-founder sues over alleged profit participation and copyright claim

By Mike Freeman

Zodiac Entertainment co-founder Peter Keefe is having his day in court. At stake are millions of dollars in back pay and potentially many more in damages.

After four years of pretrial motions, depositions and declarations, Keefe, a former executive of Koplar Communications' syndication subsidiary, World Events Productions, will have his breach of contract and copyright infringement suit against group head Edward (Ted) J. Koplar heard in a U.S. District Court in Los Angeles on April 27.

The trial comes just as Koplar Communications is trying to satisfy various debts by negotiating the sale of its two independents, KPLR-TV St. Louis and KRBB-TV Sacramento, to Tribune Broadcasting Co. for a reported \$80 million-\$90 million (BROADCASTING & CABLE, March 29).

The civil suit, which is seeking \$8 million-\$16 million in compensatory and punitive damages, stems from what Keefe charges was Koplar's non-payment of 5% net profits from the animated series *Voltron* and the alleged falsification of a copyright transfer on another animated series, *Denver, The Last Dinosaur*, according to case filings with the court.

In the pre-trial conference order, Keefe contends that while he was vice president of production and operations in World Events' Los Angeles office (in 1984-89), Koplar Communications and parent company Koplar Enterprises knowingly defrauded him of net profit commissions on several animated series, masking the profits by transferring them to cover losses elsewhere. Koplar claims to have derived no such profits.

In a 1990 declaration, Koplar stated that "KCI was not Keefe's employer and had no relation to him whatsoever," in addition to never being "party to any such employment agree-

Mind Extension extends curriculum to computers

MSO Jones Intercable has scheduled a May 17 launch for a two-to-three-hour daily block of computer-related programming on the company's Mind Extension University (ME/U) cable network. The new programming block, dubbed Jones Computer Network (JCN), will expand into a separate, 24-hour channel by early 1994.

"The whole world is going digital with us or without us as individuals and companies," said Chairman Glenn Jones, introducing JCN at a press conference at last week's Cabletelevision Advertising Bureau conference in New York.

"In an environment like this, computer literacy isn't a luxury, it's mandatory."

The ad-supported programming block will air primarily in prime time and is expected to total about 16 hours per week, said Jones. Programming will include hands-on instructional shows, product reviews of PC and Macintosh hardware and software, lifestyle programming and computer news commentary featuring industry experts. Unlike the straightforward educational programming normally seen on ME/U, Jones said the JCN programming will have "a bit of an MTV spin" to make the service more appealing to advertisers and viewers.

Once JCN is spun off into its own network, the prime time JCN block will continue to be simulcast on ME/U to guarantee wide distribution to that network's 23 million U.S. households.

JCN last week signed its first business alliance with Redgate Communications Corp., a media marketing company that will provide computer industry programming for JCN and will help the network identify additional program providers and sponsors. —RB

ment." However, attorneys for Keefe pointed to a later court deposition in which Koplar said Keefe's "deal was a sixty thousand [dollar] bonus versus a 5% [commission], whichever was higher."

Sidney Finger, an outside auditor who testified as expert witness in the high-profile Art Buchwald vs. Paramount Pictures Corp. case, was retained by Keefe to conduct an independent audit of KCI's and World Events' financial records.

According to Finger's audit (also based on two other previous independent audits), Keefe's alleged profit participation in *Voltron* would entitle him to just over a million dollars in "past" commissions (1984-89, the time frame of the audit) and possibly other future net profits (1989-present). *Denver, The Last Dinosaur's* similar two-year syndication run (1986-88) and merchandising sales were not nearly as lucrative, but that series and two others together are estimated to have yielded at least \$2.5 million in net profits.

(Both *Voltron* and *Denver, The Last Dinosaur* continue to be licensed for

daily cable play on USA Network.)

Koplar has a countersuit seeking \$20,000 from Keefe for an alleged personal loan, which Judge Tashima included as an element of the U.S. District Court trial. ■

Errata

In April 12 special report on reality-based programming, story on **Industry R&D's Hollywood-based headline fax service** incorrectly reported that Law Enforcement Television Network (LETN) and Fire and Emergency Television (FETN) have barter news arrangement with recently formed company. As reported correctly, radio headline service Zapnews has barter news exchange arrangement, while LETN and FETN are occasional clients, according to IRD President Tom Colbert. It was also mistakenly reported that CBS's *Rescue 911* continues as subscriber to IRD's service, when, in fact, Fox Broadcasting Co.'s *Code 3* has obtained exclusivity as "rescue" series subscriber.

Bill Nye is BVT's educational guy

Disney teams with LIN Television on half-hour syndicated offering

By Harry A. Jessell

Buena Vista Television dropped the other shoe last week, revealing the second half of its planned hour syndicated educational children's program lineup.

Confirming a "Closed Circuit" in *BROADCASTING & CABLE* April 19, BVT announced it is teaming with LIN Television Corp. to produce *Bill Nye the Science Guy*, a half-hour weekly science series. (The show will join the already announced off-Disney Channel *Adventures in Wonderland*.)

BVT and LIN are producing 26 episodes of the series at noncommercial KTCS(TV) Seattle, which developed the show. The series will be offered to stations on a 3/4-minute national/2-minute local barter split.

Disney has always been interested in educational programing, said Walt Disney President Rich Frank at an NAB press conference. But the demand was not there to justify the quality Disney would want to put into such a show, he said. That's all changed, however, with the Children's TV Act and its requirement that broadcasters serve the educational needs of children.

"We are trying to take education and make it accessible to children," said Frank. "You have to do it graphically and in an exciting fashion."

Burnie Clark, president of KCTS, said LIN and Disney are paying \$115,000 per episode. But, he says, the station is making its money mostly from back-end participation. KCTS will also broadcast the show in Seattle, but not exclusively, he said—BVT also signed on a commercial outlet in the market.

Other than KCTS, the only stations now set to air the series are the eight LIN stations. Buena Vista President Bob Jacquemin said the syndicator will have to work hard to clear the show in other markets, the kid's up-front ad market having already broken.

"We're behind the eight ball; we have to get moving," he said.

The show is being made available weekends. "We don't think it will be difficult for broadcasters to find some-



Bill Nye (c) is flanked by Frank (l) and LIN President Gary Chapman.

thing to replace," said Frank. The fast-paced half-hour is hosted by Bill Nye, a stand-up comic and former Boeing mechanical engineer, and is aimed primarily at children 6-11. "These are the people who we have to start getting excited about science," said Frank.

Combining science and entertainment "seems like the simplest thing in the world," he said. "Science to me is the most interesting thing there is. It

may be the best thing humans have come up with." KTSC's Clark said the pilot was produced with \$250,000 in grants from the National Science Foundation, the Department of Energy and Target stores.

The show was originally intended for PBS, but Nye's agent (Paul Frank, with the William Morris Agency, and son of Rich Frank) pitched it to Disney, which immediately snapped it up, he said. ■

Interactive cable classifieds on tap

Irvine, Calif.-based Freedom Newspapers and Dallas-based IT Network have joined to develop, market and sell an interactive TV classified service as part of IT Network's Interactive Channel, a new cable service set to debut in first-quarter 1994.

Privately held Freedom Newspapers—which owns five TV stations, the Orange County Newschannel and several newspapers—has also become a "significant" corporate investor in privately held IT Network as part of the deal, according to the companies.

As planned, the Interactive Channel will work with local newspapers to offer regional versions of the classified service. Cable systems will provide viewers with a menu that will let them watch regular TV or one of a number of interactive services, including the classified channel. In some cases, the interactive setup will enable the buyer and seller to complete a transaction using the technology.

IT Network's interactive programing will be available over existing coaxial TV cable and telephone lines, but cable operators interested in carrying the service will have to insert a special chip into each set-top converter box. The company is currently providing interactive TV programing through a demonstration of its technology in 40 homes in Birmingham, Mich.

—RB

Saatchi predicts network moves

By Steve Coe

ABC will renew *The Jackie Thomas Show* and return it behind *Roseanne* next year, NBC will once again scrap its Friday lineup and Fox will renew *Tribeca* and cancel *Class of '96*.

Those were just some of the predictions in Saatchi & Saatchi Advertising's annual survey following the announcement of the networks' development slates.

For the networks overall, the survey noted that "event programming can still bring viewers to the networks if that programming is perceived as special enough. While Oprah's interview of Michael Jackson has become the prototype, miniseries like *Queen* and *The Jacksons*, sports events such as the Super Bowl and the NCAA Championships, and awards ceremonies like the Oscars would further support the premise."

The Saatchi report also buttressed the moves by three of the four networks to broaden their audience profile. "Becoming too young, too narrow, or too much of a niche is not being a network," read the survey.

"Nonfiction programming, whether in the form of a newsmagazine or a fact-based movie, has its risks as well as its rewards," noted the report, referring to the *NBC: Dateline* debacle. "The incident has caused the networks to reaffirm the autonomy of their news divisions, even when they are creating prime time programming that competes with entertainment. And in spite of the fact that one network head has expressed contrition for his role in the Amy Fisher trilogy, the pre-sold appeal of movies 'torn from the headlines' suggests that we haven't seen the last of them."

The survey's network-by-network predictions have ABC moving *Hanging with Mr. Cooper* out of its protected Tuesday night slot to replace *The Wonder Years* as the lead-off show on Wednesday nights. The report also suggests that *George*, starring George Foreman, is suited to follow at 8:30. In addition to predicting *Jackie Thomas*'s renewal, Saatchi believes *Homefront* will return next season, "although we expect to see a

BI-COASTAL
Keeping up with the TV set
from Burbank to Sixth Avenue

Under fire

One of the hardest-hit offices during the sniper attack on MCA headquarters in Los Angeles last week (see "In Brief") belonged to Ken Arber, senior vice president of current programming for the Universal Television network division.

Like others in the building, Arber's secretary, Donelle Woolsey, had gone to a window on the ninth floor to see what all the commotion was about. "Myself and another secretary were looking out the window to see where the banging noises were coming from...we thought it was construction work or something," Woolsey said. "Then, Ken [Arber] yelled for us hit the floor. The next thing we looked at was a bullet hole in the window where we had been standing just minutes before. He

probably saved one of our lives or kept us from getting wounded."

'Viper' brakes at NBC

Paramount Network Television has decided to pull its action-adventure series *Viper* from CBS's prime time development slate to opt for a run on NBC's prime time schedule next fall. One source indicated that NBC offered a larger commitment to the series project, which has an initial order for a two-hour movie and six hour-long episodes. Danny Bilson and Paul DeMeo, creators of CBS's former action hour *The Flash* and the theatrical "Rocketeer," are executive producers of *Viper*, which takes its title from the high-performance sports car manufactured by Chrysler Corp. (as part of an in-show promotional tie-

in with Paramount).

Universal digs 'Jurassic Park'

Educational children's programs continue to multiply like bunnies (BROADCASTING & CABLE, April 19). One of the latest projects being tossed around at MCA TV, and its Universal Cartoon Studios sister division, is a syndicated animated version of *Jurassic Park*, based on the Steven Spielberg summer theatrical release. According to a source, Universal Cartoon Studios, which is headed by President Jeff Segal, is looking to market *Jurassic Park* as a weekly series with a "heavy educational slant on dinosaurs and the prehistoric period in general." It could be teamed with UCS's *Exosquad* environmental weekly, which MCA TV is currently clearing for fall 1993.

harder-edge drama in the time period by January."

As for first-place CBS, Saatchi executives expect the network to retain its Friday comedy block but one or two of the current shows to fall out, with a Faye Dunaway-Robert Ulrich project the likely replacement. CBS may also move *Street Stories* out of its Thursday night berth, "if NBC is perceived to be vulnerable," and replace it with "two broader-appeal, star-driven comedies." Should *Street Stories* be moved, a possible alternative time slot might be Saturday at 10 p.m.

In an effort to rebuild their once-dominant Thursday night slate, the report predicts NBC will build around *Seinfeld* at 9 p.m., with the *Cheers* spin-off *Dr. Frasier Crane*, John Larroquette's *Crossroads* and possibly

Mad About You.

As for Friday night—NBC has struggled since the demise of *Miami Vice*—Saatchi suggests the network schedule the big-budget adventure project *SeaQuest DSV* at 9 p.m.—"if the key to this night is to make it different." Also, in a move that would counterprogram CBS's "totally centered and totally serious *60 Minutes*," the report suggests scheduling *The Naked Eye*, Michael Moore's off-center look at the world, at 7 p.m. on Sunday.

In addition to Fox's renewing *Tribeca* and canceling *Class of '96*, Saatchi predicts the network may move *Martin* out of the Thursday post-*Simpsons* time slot into the 9 p.m. time period and use the two shows to hammock their project starring Sinbad. ■

PBS debuts eco series

Interstitial programs profile contributions to environment

By Steve Coe

Last week PBS stations around the country debuted the first installment of a 25-part series of environmental short stories. *Green Means*, underwritten by the Richard and Rhonda Goldman Fund (which annually awards the Goldman Environmental Prize), focuses on Americans who make contributions to the environment.

Produced by San Francisco's KQED (TV), *Green Means* is one of the few originally produced projects intended to be used as interstitial programming for public TV stations. Peter Stein, executive producer of the project, said that as PBS airs more and more odd-length programming that didn't originate on public television, the system finds itself with a growing need for interstitial programs.

The spots, which average four to five minutes in length, are hosted by Susan Stamberg, co-host of NPR's *All Things Considered*. The first of the spots was to debut last Thursday to coincide with Earth Day.

Stein says the idea for the project was born as a follow-up to Earth Day in 1990. "As is usually the case with public television, it took three years for the project to get done," he said. "Originally we were going to do a 90-minute special but settled on the plan to do short spots." Although the spots will not run on a regularly scheduled basis and will not show up in program listings, Stein said there is a distinct advantage to producing the project in installments rather than as a special. "Long specials can tend to glaze the eyes over. Most viewers assume that televised programs about the environment are doom-and-gloom pieces that are going to leave them feeling helpless and depressed. With *Green Means* airing in-between other programs, we think we'll catch people by surprise and captivate them before they even think of using the remote. What they'll be seeing is brief, upbeat and very much in sync with the country's new agenda for the environment." ■



Broadcasting & Cable Top Cable Programs

April 12-18

The following are the top 40 basic cable programs, 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.

| | HHs. (000) | Rtg. | Program | Time (ET) | Network |
|-----|---------------|------|---|--------------------|---------|
| 1. | 2,657 | 4.4 | <i>Death Train (movie)</i> | Wed. 9-11p | USA |
| 2. | 2,586 | 4.2 | <i>L.A. Verdict Coverage</i> | Sat. 10-10:30a | CNN |
| 3. | 2,367 | 4.0 | <i>Sea Wolf (movie)</i> | Sun. 8-10p | TNT |
| 4. | 2,131 | 3.5 | <i>Style</i> | Sat. 10:30-10:45a | CNN |
| 5. | 2,119 | 3.5 | <i>Pro Boxing</i> | Tue. 9-11p | USA |
| 6. | 2,057 | 3.4 | <i>Monday Night Raw</i> | Mon. 9-10p | USA |
| 7. | 2,049 | 3.4 | <i>Murder, She Wrote</i> | Wed. 8-9p | USA |
| 8. | 2,008 | 3.3 | <i>L.A. Verdict Coverage</i> | Sat. 10:45-11a | CNN |
| 9. | 1,947 | 3.2 | <i>L.A. Verdict Coverage</i> | Sat. 11-11:30a | CNN |
| 10. | 1,902 | 3.1 | <i>Midway (part 2) (movie)</i> | Sat. 10-11:45p | TBS |
| 11. | 1,809 | 2.9 | <i>NASCAR Racing</i> | Sun. 1-4p | ESPN |
| 12. | 1,800 | 3.1 | <i>Ren & Stimpy</i> | Sun. 11-11:30a | NICK |
| 13. | 1,795 | 2.9 | <i>MLB (Pirates v. Dodgers)</i> | Sun. 8-11:20p | ESPN |
| 14. | 1,787 | 2.9 | <i>Smokey and the Bandit II (movie)</i> | Sun. 10:30a-12:45p | TBS |
| 15. | 1,778 | 2.9 | <i>MLB (Cubs v. Braves)</i> | Tue. 7:30-10:30p | TBS |
| 16. | 1,744 | 2.9 | <i>Murder, She Wrote</i> | Mon. 8-9p | USA |
| 17. | 1,712 | 2.8 | <i>Murder, She Wrote</i> | Tue. 8-9p | USA |
| 18. | 1,672 | 2.8 | <i>Murder, She Wrote</i> | Fri. 8-9p | USA |
| 19. | 1,647 | 2.8 | <i>Ren & Stimpy</i> | Sat. 9-9:30p | NICK |
| 20. | 1,618 | 2.8 | <i>Rugrats</i> | Sun. 10:30-11a | NICK |
| 21. | 1,613 | 2.7 | <i>MLB (Braves v. Giants)</i> | Sun. 4-8:30p | TBS |
| 22. | 1,555 | 2.6 | <i>Over the Top (movie)</i> | Sat. 4-6p | TBS |
| 23. | 1,527 | 2.5 | <i>MLB (Orioles v. Rangers)</i> | Wed. 8:30-12m | ESPN |
| 24. | 1,524 | 2.6 | <i>Clarissa Explains It All</i> | Sat. 8-8:30p | NICK |
| 25. | 1,522 | 2.6 | <i>Shadow Riders (movie)</i> | Sun. 6-8p | TNT |
| 26. | 1,503 | 2.5 | <i>Fletch Lives (movie)</i> | Thu. 9-11p | USA |
| 27. | 1,485 | 2.5 | <i>Breaker! Breaker! (movie)</i> | Sun. 12:45-2:30p | TBS |
| 28. | 1,463 | 2.4 | <i>MLB (Cubs v. Braves)</i> | Mon. 7:30-10:15p | TBS |
| 29. | 1,435 | 2.4 | <i>Sea Wolf (movie)</i> | Sun. 10-12m | TNT |
| 30. | 1,427 | 2.4 | <i>Rugrats</i> | Sat. 7:30-8p | NICK |
| 31. | 1,415 | 2.3 | <i>Silk Stalkings</i> | Sun. 11-12m | USA |
| 32. | 1,413 | 2.3 | <i>Death Train (movie)</i> | Sun. 8-10p | USA |
| 33. | 1,394 | 2.3 | <i>Kung Fu (movie)</i> | Sun. 2:30-4p | TBS |
| 34. | 1,389 | 2.3 | <i>Once Bitten (movie)</i> | Sun. 2-4p | USA |
| 35. | 1,380 | 2.2 | <i>Money Week</i> | Sat. 9:30-10a | CNN |
| 36. | 1,365 | 2.3 | <i>Roundhouse</i> | Sat. 8:30-9p | NICK |
| 37. | 1,364 | 2.3 | <i>Salute Shorts</i> | Sun. 11:30-12n | NICK |
| 38. | 1,353 | 2.3 | <i>Are You Afraid of the Dark?</i> | Sat. 9:30-10p | NICK |
| 39. | 1,334 | 2.3 | <i>The Statler Brothers</i> | Sat. 9-10p | TNN |
| 40. | 1,330 | 2.2 | <i>Sportscenter</i> | Sun. 11:20p-12:21a | ESPN |

| |  ABC |  CBS |  NBC |  FOX |
|---------------------|--|--|--|--|
| MONDAY | 8.5/14 | 12.1/20 | 13.1/21 | 6.6/11 |
| 8:00 | 66. FBI: Untold Stor 8.1/14 | 21. Evening Shade 12.5/21 | 20. Fresh Prince 12.7/22 | 87. Fox Night at the Movies—Young Guns 6.6/11 |
| 8:30 | 60. American Det. 8.6/14 | 24. Bob 12.3/20 | 12. Fresh Prince 14.1/23 | |
| 9:00 | 62. ABC Monday Night Movie—Class of '61 8.5/14 | 18. Murphy Brown 13.3/20 | 21. Blossom 12.5/19 | |
| 9:30 | | 36. Love and War 11.0/17 | 26. Mad About You 12.2/19 | |
| 10:00 | | 31. Northern Exposure 11.6/20 | 17. Seinfeld 13.4/23 | |
| 10:30 | | | | |
| TUESDAY | 14.2/24 | 12.8/21 | 8.7/15 | 3.6/5 |
| 8:00 | 16. Full House 13.5/24 | 11. Rescue: 911 14.2/24 | 73. Reasonable Doubts 7.7/13 | 97. Spring Break 4.4/8 |
| 8:30 | 13. Hangin' w/Mr. C 14.0/24 | | | |
| 9:00 | 2. Roseanne 20.3/33 | 27. CBS Tuesday Movie—Adrift 12.1/20 | 39. Dateline NBC 10.7/18 | 100. Tribeca 2.8/5 |
| 9:30 | 6. Delta 16.3/26 | | | |
| 10:00 | 40. Homefront 10.6/18 | | | |
| 10:30 | | | | |
| WEDNESDAY | 12.8/21 | 11.0/18 | 10.0/16 | 7.1/11 |
| 8:00 | 50. Wonder Years 9.2/16 | 41. How'd They Do That? 10.3/17 | 24. Unsolved Mysteries 12.3/20 | 70. Beverly Hills, 90210 7.9/13 |
| 8:30 | 65. Home Free 8.2/13 | 57. In the Heat of the Night 8.8/13 | 45. I Witness Video 9.7/15 | 84. Melrose Place 6.3/10 |
| 9:00 | 1. Home Improvmt 21.6/33 | | | |
| 9:30 | 5. Coach 17.6/27 | 13. 48 Hours 14.0/25 | 70. Law & Order 7.9/14 | |
| 10:00 | 44. Sirens 10.0/18 | | | |
| 10:30 | | | | |
| THURSDAY | 14.2/23 | 8.8/14 | 12.9/21 | 9.2/15 |
| 8:00 | 15. Matlock 13.8/22 | 66. Top Cops 8.1/13 | 54. Cheers 9.0/15 | 21. The Simpsons 12.5/21 |
| 8:30 | | 47. Street Stories 9.4/15 | 34. Wings 11.1/18 | 42. Martin 10.2/17 |
| 9:00 | 9. Primetime Live 14.9/26 | 57. Picket Fences 8.8/15 | 8. Cheers 15.5/24 | 68. ILC: 1st Season 8.0/13 |
| 9:30 | | | 29. L.A. Law 12.0/21 | 87. Down the Shore 5.9/9 |
| 10:00 | | | | |
| 10:30 | | | | |
| FRIDAY | 12.1/22 | 8.6/16 | 8.8/16 | 6.1/11 |
| 8:00 | 30. Family Matters 11.9/23 | 55. Golden Palace 8.9/17 | 85. Secret Service 6.1/12 | 83. America's Most Wanted 6.5/12 |
| 8:30 | 32. Step By Step 11.4/21 | 53. Dudley * 9.1/17 | | |
| 9:00 | 36. Getting By 11.0/20 | 63. Designing Wm 8.4/15 | 43. NBC Movie of the Week—Perry Mason: The Case of the Glass Coffin 10.1/18 | 88. Sightings 5.8/10 |
| 9:30 | 48. Where I Live 9.3/16 | 60. Good Advice 8.6/15 | | 93. Sightings 2 5.5/10 |
| 10:00 | 10. 20/20 14.5/26 | 64. Bodies of Evidence 8.3/15 | | |
| 10:30 | | | | |
| SATURDAY | 5.8/11 | 8.8/17 | 7.4/14 | 7.1/13 |
| 8:00 | 95. Young Indiana Jones Chronicles 4.7/9 | 33. Dr. Quinn, Medicine Woman 11.2/22 | 89. Almost Home 5.7/11 | 68. Cops 8.0/16 |
| 8:30 | 93. ABC World of Discovery 5.5/10 | 73. League/Thr Own 7.7/14 | 89. Nurses 5.7/11 | 55. Cops 2 8.9/17 |
| 9:00 | | 77. Brooklyn Bridge 7.1/13 | 50. Empty Nest 9.2/17 | 86. Code 3 6.0/11 |
| 9:30 | 77. The Commish 7.1/14 | 72. Raven 7.8/15 | 45. Mad About You 9.7/18 | 91. Code 3 2 5.6/10 |
| 10:00 | | | 79. Reasonable Doubts 7.0/14 | |
| 10:30 | | | | |
| SUNDAY | 10.8/18 | 15.0/26 | 7.9/14 | 6.6/11 |
| 7:00 | 59. Am Fun Hm Video 8.7/17 | 4. 60 Minutes 17.7/34 | 93. NBA Basketball 5.5/12 | 99. Parker Lewis 3.4/7 |
| 7:30 | 79. Dinosaurs 7.0/13 | | | 73. I Witness Video 7.7/13 |
| 8:00 | 34. Day One 11.1/18 | 7. Murder She Wrote 15.9/26 | 48. NBC Sunday Night Movie—Mobsters 9.3/15 | 73. In Living Color 7.7/13 |
| 8:30 | | 19. CBS Sunday Movie—The Fire Next Time, Part 1 13.1/22 | | 81. Roc 6.9/11 |
| 9:00 | 27. ABC Sunday Night Movie—The Woman Who Loved Elvis 12.1/20 | | | 36. Married w/Childn 11.0/17 |
| 9:30 | | | | 50. Herman's Head 9.2/15 |
| 10:00 | | | | 91. Flying Blind 5.6/9 |
| 10:30 | | | | 96. The Edge 4.5/8 |
| WEEK'S AVGS | 11.2/19 | 11.2/19 | 9.7/17 | 6.6/11 |
| SSN. TO DATE | 12.4/20 | 13.3/22 | 11.0/18 | 7.7/12 |

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Washington

FCC launches indecency investigation of Group W's KYW-TV Philadelphia

Talk show episode on exotic dancing club evokes complaint to FCC; Group W defends broadcast as issue-oriented talk show hosted by award-winning journalist

By Joe Flint

The FCC's efforts to purge indecency from the airwaves continued last week with a television station—Group W's KYW-TV Philadelphia—the latest to be investigated for possibly violating the commission's indecency rules.

The commission sent a letter of inquiry—the first step in an indecency proceeding—to KYW-TV regarding a Nov. 12, 1991, episode of the *Jane Wallace Live* show that featured an exotic dancing club. Group W questioned the letter and said it would fight any further FCC action.

In the 10 a.m., one-hour broadcast, host Jane Wallace talks with employees of the "Fantasy Show Bar" about "couch dancing"—a form of dancing that puts a woman's crotch inches away from the face of a member of the audience who is sitting on a couch. The show, the FCC said, appears to have been "patently offensive."

The program also included questions from the studio audience and phone calls from the home audience, which is where much of the dialogue in question came from.

One caller used the word "fuck," while another caller said he was at the club and was asked if he wanted to pay \$80 to "suck on their breast." Other topics that came up during the broadcast included masturbation and dildos.

"The program was an issue-oriented local talk show, hosted by a respected, award-winning journalist. Its mission was to inform viewers on matters of public interest, and this particular program succeeded in uncovering and reporting on allegations of serious

misconduct at a local neighborhood bar. We are confident that when the FCC examines the alleged offensive language in its overall journalistic context, it will find no basis for a charge of indecency," said Gil Schwartz, a Group W vice president.

The complaint was filed by Frank Wagner, regional director of *Pennsylvanians vs. Pornography*. Wagner originally filed his complaint with FCC Commissioner Ervin Duggan before following up with a tape of the show to the commission's Enforcement Bureau in April 1992.

Jane Wallace Live has been off the air since December 1991. Group W considered a national syndication launch for Wallace, but the plans were eventually scrapped.

Industry observers speculated that since this show is off the air and was a local show, it is easier for the FCC to use it as an indecency target rather than going after national shows such as *Geraldo* that at times have discussed similar topics with racy dialogue.

Group W has 30 days to respond to the commission's letter. Schwartz said that, should it become necessary, the group owner of 16 radio stations and five television stations will "strongly defend this case on First Amendment grounds.

"An application of the indecency rules in this context would amount to censorship of a newsworthy discussion on a matter of public interest. It would clearly create the chilling effect on

FCC adopting '90 census for EEO

Memo to broadcasters and cable operators: Throw out that 1980 census before reviewing your equal employment opportunity reports.

The FCC last week said that starting June 1 it will use the 1990 census in evaluating the equal employment performance of TV, radio and cable operators.

In many markets, that could mean changes in hiring practices to comply with commission rules.

Currently, markets with less than 5% minority population are exempt from EEO reporting requirements. According to the FCC's EEO branch, the number of those markets has shrunk since the last census in 1980.

"Those licensees in areas with fewer than 5% minority population should be concerned. Now many areas once under 5% are higher," said EEO chief Glenn Wolfe.

Markets that have crossed the 5% threshold include Iowa City; Danbury, Conn.; Redding, Pa.; Provo, Utah; Providence, R.I., and other small markets. "Areas you would not think of have grown," said one EEO staffer.

Also, many markets now have more than one dominant minority, and all minority groups over 5% have to be accounted for in EEO reports. —JF

vigorous public debate, which the Supreme Court has repeatedly denounced," Schwartz said.

The FCC, first under former chairman Al Sikes and now under Chairman James Quello, has made indecency a priority.

The commission fined Infinity

Broadcasting \$600,000 and Greater Media \$105,000 for several Howard Stern broadcasts.

Ironically, in its defense of Stern, Infinity pointed to several syndicated talk shows as examples of programming no different from Stern's show that manages to avoid FCC scrutiny.

Indeed, many in the radio industry have said the commission has a double standard when it comes to indecency enforcement for radio and television. Whether this investigation into the Group W broadcast marks a turning point will no doubt be determined over the next few months. ■

"There's going to be a lot of legislation gnawing at your advertising base," said Senator Conrad Burns (R-Mont.). Burns was one of six congressmen attending an NAB convention breakfast last week. He was joined by Senators Ted Stevens (R-Alaska), Harry Reid (D-Nev.) and James Exon (D-Neb.) and Representatives Cardiss Collins (D-Ill.) and James Sensenbrenner (R-Wis.).

Burns also warned broadcasters not to "underestimate the power of emotion" when the Senate begins debate on legislation that would restrict beer and wine advertising. Indeed, Exon pointed out that Senator Strom Thurmond (R-S.C.), who is sponsoring such a bill, will be "very emotional." He said Thurmond had just lost a daughter in a traffic accident as a result of a driver who had been drinking. Stevens said he was a sponsor of the Thurmond bill. "I wanted to put a shot across the bow...not enough is being done to warn people about the problems of alcohol abuse."

But Sensenbrenner said he thought Congress would be more likely to eliminate tax deductions for beer and wine advertising than approve a ban on ads. Collins said she did not favor an advertising ban. Instead, she believes something must be done about the amount of violent programming on television. And Stevens told broadcasters that "we get more mail on this subject than you realize...you're going to have to face up to this issue."

Previously, you could count on 20 to 30 members of Congress attending NAB's annual convention.

But last week only a handful of lawmakers (six) joined broadcasters in Las Vegas. Many Washington insiders believe the ban on honoraria has dampened congressional interest in attending industry events. Previously, members of the House and Senate could earn up to \$26,850 in honoraria. NAB was just one of many Washington trade associations that paid House members and senators usually between \$1,500 and \$2,000 for participating in convention sessions or meetings. NAB can still pick up the tab for a member's airfare and hotel expenses, but as one broadcaster noted, "it's pretty obvious that they [lawmakers] came for the money."

But Jim May, NAB's executive vice president of government relations, disagrees. He attributes the decline in congressional attendance to a "new political environment." He says members are reluctant to take trips out of town. "They're worried that someone will read something negative into the trip." May said he thinks that's unfortunate: NAB views the convention as an opportunity for legislators to learn more about the

broadcasting business and the technological changes affecting the industry.

And one broadcast lobbyist even blames the news media for scaring members away. "They're afraid to come because people in our business are giving them a hard time."

The Federal Communications Bar Association Foundation will honor FCC Chairman James Quello at a reception June 3. Quello has been asked to speak at the event. A location has not yet been chosen.

Cable executives say new cable regulations have lessened the value of their business. But FCC Chairman James

Quello isn't buying that argument. "I told them one way to bring up their cable stocks is to have another Southwestern Bell acquisition," said Quello in remarks last week at a luncheon sponsored by the

American Bar Association Forum on Communications Law and the NAB in Las Vegas.

Also at NAB, Quello said he doubted Hollywood would be able to find support in Washington for restoring the financial interest and syndication rules, which the FCC gutted April 1. "I can't believe either Congress or the administration wants to get involved in this 10-year debate at this late date," he said during his convention keynote speech last Monday.

Common Carrier Bureau Chief Cheryl Tritt, who has been with the FCC since 1989 when then Chairman Al Sikes appointed her his telecommunications adviser, is leaving the commission for the law firm of Morrison & Foerster. Tritt will join the firm's communications group, headed by former FCC General Counsel Diane Killory. Kathleen Levitz, deputy chief, policy, Common Carrier Bureau, has been named acting chief. Besides her work in Common Carrier, Levitz was also a legal adviser to Dennis Patrick.

As expected, the cable industry filed an injunction requesting a stay of the must-carry rules with Supreme Court Chief Justice William Rehnquist last week, pending appeal of the U.S. District Court's 2-1 finding that must carry is constitutional.

Without the injunction, petitioners said, cable programmers will have been "forced off cable systems and their speech, and that of operators, silenced."

Must-carry requirements, cable argued, have not been in effect for almost six years now, and "no real harm has resulted." ■



Washington Watch

Edited By Harry A. Jessell

Business

Advertising drives first-quarter income jump at Capcities/ABC

By Geoffrey Foisie

An improved advertising market helped lift first-quarter operating income for the broadcasting segment of Capital Cities/ABC. All operations reported a significant improvement in profit, except for the TV stations, which were hurt by weak January advertising revenue.

First-quarter broadcasting operating income jumped 48%, to \$127.7 million, on a 12% revenue gain, to \$947 million. ABC-TV network revenue also benefited from having two NFL

playoff games, unlike the first quarter of 1992. Broadcasting costs were up 8%, but excluding the playoff rights fees and an eight-figure charge against earnings for "staff reductions," the underlying cost increase was said to have "been in line with recent results," according to one company executive.

The company's net income was 58.4 million compared with a loss in the 1992 first quarter of 101.5 million. The prior loss included a charge for postretirement benefits accounting changes. ■

Changing Hands

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

KRYS-AM-FM Corpus Christi, Tex. □ Sold by Corpus Christi Media Partners Ltd. to Ranger Communications Co. for \$3.1 million. Seller is headed by B. Dwight Perry, FCC attorney; he has no other broadcast interests. Buyer is headed by general partners Richard M. Hull Jr., Edward W. Rose III and Marshall Payne. Rose has interests in licensees of KLBJ-AM-FM Austin, KBTX-TV Bryan, KMXX-FM Killeen (see below) and KWTX-AM-FM-TV Waco, all Texas. KRYS(AM) is full-timer with C&W format on 1360 khz with 1 kw. KRYS-FM has C&W format on 99.1 mhz with 100 kw and antenna 1,049 feet above average terrain. Broker: Chapin Enterprises.

KMXX(FM) Killeen, Tex. □ Sold by Genesis Broadcasting Inc. to The KLBJ Co., for \$2.5 million. Seller is

subsidiary of Booth American, which is licensee of six AM's and 11 FM's; it recently sold KONO(AM) San Antonio, Tex., for \$1.125 million (see "Changing Hands," April 5). Buyer is headed by James D. McBride III, and is licensee of KLBJ-AM-FM Austin, Tex. He also has interests in licensee of KWTX-AM-FM-TV Waco and controls licensee of KBTX-TV Bryan, both Texas (see KRYS-AM-FM Corpus Christi, Tex., above). KMXX has hot AC format on 93.3 mhz with 100 kw and antenna 1,948 feet above average terrain.

WAZL(AM)-WWSH(FM) Hazelton, Pa. □ Sold by The Luzerne Co. to 4 M Broadcasting Inc. for \$750,000. Seller is headed by Frank Mangano, who has interests in licensee of WOHI(AM)-WELA(FM) East Liverpool, Ohio. Buy-

SOLD!

WJJO-FM, Madison, Wisconsin from Joyner Radio, Inc., David Weil, President, to Mid-West Management, William Walker, President, for \$1,600,000 cash.

George I. Otwell
Broker

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

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

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

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
404-978-1294

RADIO and TELEVISION
BROKERAGE • APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval

Commercial insertion system to undergo 'real-world test'

Cable company to test system using ads for Stop-N-Shop

By Sean Scully

Continental CableVision is preparing for an operational test of a digital commercial insertion system in cooperation with a major New England ad agency.

Starting April 19, Continental will use a system, developed by Digital Equipment Corp., to insert compressed commercials at its Marlboro, Mass., headend.

While this is not the first test of such a system in the field, said Cable-Labs's Scott Bachman, the test has an interesting twist, since the ad agency of Arnold, Fortuna, Lawner, and Cabot has agreed to participate using commercials for Stop-N-Shop, a large New England grocery store chain.

The digital insertion will allow the cable company to process a commercial at the central operating system, located in Newton, Mass., and trans-

mit it digitally to the headend in real time. A 30-second spot, therefore, will only take 30 seconds to transmit to the headend. Once at the headend, the spot is stored digitally, so it is ready for playback instantly.

The practical effect of this, Cablevision's Steve Feingold said, is that spots can be placed in the commercial rotation in minutes, rather than days, as with traditional videotape. With traditional methods, a spot is delivered to the cable company, duplicated at a central location, and tapes are hand-delivered to the headend, where they are manually placed into the playback machines. Under that system, Continental Cablevision requires several days' turn-around time for commercials. Feingold said the deadline for a Monday commercial is Thursday of the previous week.

That delay precludes many types of advertising. Banks cannot advertise sudden changes in rates, restaurants

and grocery stores cannot offer sudden specials, and airlines cannot change their spots to reflect sudden price wars or fare deals.

If the new insertion system works, Feingold said, such clients can deliver a single copy of a spot to the central office and it can be at the headends, ready for replay, almost as fast as the playback time of the tape itself.

With the cooperation of Stop-N-shop, Feingold said, the company is assured of conducting a rigorous, real-world test.

"They're going to really push us, which is the only way we're going to have a realistic evaluation of the equipment," Feingold said.

At the headend, the spots will be stored in a string of seven 1.6-giga-byte hard discs, said Digital Equipment's Ed McGrath. Those discs have enough capacity for 300 spots. Playback quality, using current compression technology, is about equivalent to 3/4-inch videotape. "Which for cable systems is not atypical for what they use for advertising," he said.

The equipment is designed to be upgraded as compression technology improves. "We're not stopping [at 3/4-inch quality]," he said. "This is what's possible with today's technology." ■

er is headed by Robert Moisey, who is licensee of WKAB(FM) Berwick, Pa. WAZL is fulltimer with AC, oldies format on 1490 khz with 1 kw. WWSH has AC format on 97.9 mhz with 20.5 kw and antenna 729 feet above average terrain. *Broker: Media Services Group.*

WQST-AM-FM Forest, Miss. □ Sold by Scott County Broadcasting Co. Inc. to American Family Association Inc. for \$700,000. **Seller** is headed by Theresa Dunlap and has no other broadcast interests. **Buyer** is nonprofit corporation headed by Donald E. Wildmon and has applications pending for 30 radio stations. WQST(AM) has country format on 850 khz with 10 kw day. WQST-FM has country format on 92.5 mhz with 100 kw and antenna 1,040 feet above average terrain.

WMAD-AM-FM Sun Prairie, Wis. □ Sold by WMAD Inc. to Double L Broadcasting Ltd. for \$650,000; stations are not on-air. Stations were acquired last year for same price (see "Changing Hands," Oct. 19, 1992). **Seller** is headed by Allen B. Shaw,

who has interests in licensee of WRKU-FM Grove City, Pa. **Buyer** is headed by E. Lee Leicinger and owns licensees of WIBA-AM-FM Madison, Wis., and WJIM-AM-FM Lansing, Mich. WMAD(AM) is assigned to 1190 khz with 1 kw day. WMAD-FM is assigned to 92.1 mhz with 1.75 kw and antenna 400 feet above average terrain.

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$614,000 □ 7

FM's □ \$2,782,500 □ 4

AM-FM's □ \$6,063,050 □ 8

TV's □ \$0 □ 0

Total □ \$9,459,550 □ 19

So far in 1993:

AM's □ \$13,434,714 □ 66

FM's □ \$190,108,030 □ 101

AM-FM's □ \$255,543,250 □ 73

TV's □ \$770,529,866 □ 23

Total □ \$1,229,615,860 □ 263

For 1992 total see Feb. 1, 1993 BROADCASTING.

WAKK(AM)-WAKH(FM) McComb, Miss. □ Sold by Fortune Media Inc. to San-Dow Broadcasting Inc. for \$600,000. **Seller** is headed by Rish Wood; principals of assignor have interests in KACY(AM)-KSMB(FM) Lafayette, La. **Buyer** is headed by J. Morgan Dowdy and is licensee of WAPF(AM)-WXLT(FM) McComb, Miss.-Kentwood, La., and WSUH(AM)-WWMS(FM) Oxford, Miss. Dowdy also has interests in five AM's and 10 FM's. WAKK has country format on 1140 khz with 1 kw day. WAKH has country format on 105.7 mhz with 100 kw and antenna 489 feet above average terrain.

WONO(FM) Walterboro, S.C. □ Sold by TBJ Broadcasting to Greene Communications for \$270,000. **Seller** is headed by Terry O'Quinn and has no other broadcast interests. **Buyer** is headed by Daniel Greene Jr. and has interests in WWIT(AM) Canton, N.C. WONO has country format on 93.7 mhz with 6 kw and antenna 328 feet above average terrain. *Broker: Gordon Rice Associates-MLN.*

This announcement is not an offer to sell or a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus and related Supplement, copies of which may be obtained in any State in which this announcement is circulated only from the undersigned where qualified to act as a dealer in securities in such State.

February 25, 1993

\$100,000,000



10¹/₂% Senior Subordinated Debentures Due 2008

—————
Price 100%
—————

Lehman Brothers

Advertising & Marketing

TVB's school for advertising

Ratings, retailers and technological revolution dominate annual convention

By Geoffrey Foisie

The Television Bureau of Advertising's annual meeting last week in Las Vegas was an island in a sea of equipment manufacturers and buyers. Still, those several hundred station executives and others at the TVB meeting could hear the oncoming waves of technological change. Panelists and audience members alike referred to multimedia, 500 channels and interactive television, among other topics. It became apparent that the TV station industry views technology as a two-edged sword, promising new advertising revenue opportunities



McCann-Erickson Chairman Robert James used his appearance at the National Association of Broadcasters convention to dispute the notion that consumers are switching away from higher-priced "brand" products and toward lower-priced private-label items. James said most brands popular 20 years ago are still popular today. He said any decline in brand loyalty may be due to ineffective or inadequate advertising, rather than a shift in consumer attitudes.

A similar theme was addressed last week at the American Association of Advertising Agencies' annual conference by Larry Light, chairman of the Coalition for Brand Equity, whose membership includes trade associations representing media, agencies and advertisers.

while making competitors stronger, if not dominant.

One example of where new technology may help TV stations is in the information that store scanners now provide to advertisers. Erwin Ephron, a New York-based advertising consultant, told a Monday morning audience that "market-by-market scanner data and the mobility of spot television create major opportunities for brands today."

Ephron's presentation was actually geared toward advertisers—he initially made it to a meeting of the Association of National Advertisers—few of whom were represented at TVB. But for those station executives seeking reaffirmation of the value of their national inventory, they received it.

Ephron told the audience that there were three ways to target a customer: geography, demographics or time (seasonality). While demographic targeting worked, seasonal "flighting," especially for season-oriented products, was even more productive for an advertiser. But said Ephron, the most effective way to target a consumer was through geographic pinpointing: "Where a consumer lives is more im-

Advertisers hear promise of smooth spot cable buys

Annual CAB conference highlights new technology

By Christopher Stern

The message from advertisers and agencies at this year's Cabletelevision Advertising Bureau conference was loud and clear: they would love to spend hundreds of millions of dollars on spot advertising, if they only knew how.

Advertisers and agencies continued to complain about backroom headaches that make spot buys difficult to handle and weak research that makes it almost impossible to track their effectiveness. But rep firms and entrepreneurs are pointing to solutions that are emerging to alleviate those concerns.

Among them is the New York Interconnect, or WNYI, which is sched-

uled to link 46 systems under one satellite-fed umbrella by May 1. Buyers will have a choice of any one of four zones or the entire interconnect. The Cable Networks Inc.-run system will include Long Island, New York City, Westchester-upstate New York-Fairfield County, Conn., and northern New Jersey. The entire system covers more than 3.5 million homes, according to CNI.

In addition to the interconnect innovation, Alan McGlade, president of Lenfest-owned StarNet, recently announced his company had completed a test in conjunction with Donovan Data Systems in which a cable spot buy was, for the first time, invoiced elec-

Continues on page 58

portant than who that consumer is."

The three types of targeting, he said, are "additive" in their effect: "Placing 20% of the dollars in the right months and in the right markets can improve the entire budget's efficiency by 10%." Ephron recommended that a national brand "should have 20%-40% of its budget in spot TV—more if the budget is small."

Ephron devoted much of his presentation to refuting "myths" about spot television, which, he said, a recent ANA survey shows have a major impact on buying decision. Network television is not universally cheaper in spot, he said, nor does spot have more clutter. In fact, there are 20% fewer commercial interruptions in spot, said Ephron, because it allows fewer 15-second commercials.

Another useful numbers presentation was made by Brad Edmondson, editor-in-chief of *American Demographics* magazine. He cautioned against generalizing about population trends, citing the idea that during the 1990's the "elderly" population will grow rapidly. In fact, he said, it will be the "very old"—those 75 years and older—whose numbers will expand rapidly. The 65-74 group will actually decline by an average of 1% annually.

Reps fight the end run

One way stations seek to increase market share, selling spots to national advertisers directly, continues to increase. The practice, presumably in violation of most stations' contracts with their national rep firms, brought a rebuke from John Blair Communications President Tim McAuliff, who chairs the TV division of the Station Representatives Association.

"There is a growing perception by advertisers that they can obtain better rates or positioning by buying directly from stations," said McAuliff, who estimated direct buying at \$1 billion, a figure that exceeds the billings of the largest rep firm.

The practice, he asserted, harms broadcasters, by "reducing the productivity of the local sales staff, weakening the national sales force" and "undermining the value of the inventory."

SRA President Jerry Feniger said the association's attempts to reduce direct buying go back at least five years and that last week's presentation corresponded mainly to the fact that it

was a convenient place to speak. The SRA, said Feniger, formalized its campaign against direct buying a year-and-a-half ago, and now intends to improve its presentations to advertisers recommending against the practice. TVB, which had an audience polling mechanism available, did not ask those station executives present how many bypassed their reps in selling spots to national advertisers.

Of the roughly 300 attending the Tuesday morning session, 17% were general managers, 33% were general sales managers, 4% were national sales managers and 9% were local sales managers. Larger markets were disproportionately represented among the audience.

The retail challenge

Technology is making life easier for competitors in addition to cable. Sometime this year, newspapers will have a "filmless transition" between their printing plants and their advertisers, said Susan Sprunk, vice president

of sales promotion, Mervyn's department stores. The digital technology allowing for transmission of ads, she said, would "reduce two weeks out of the production schedule and cut expense."

TV station sales departments have a lot of work ahead if they wish to take away market share from newspapers. That conclusion was reached by a TVB-sponsored study, said the association's president, Ave Butensky.

The study found in general that newspaper salespeople know more about their clients, and are in more frequent contact with them. In one of the areas surveyed, 40% of the automobile dealer marketing executives could "give us the name and phone number of their newspaper rep right away...no one could identify anyone at the TV station."

A reason for the disparity, suggested the study, was that none of the stations surveyed assigned salespeople by advertising category: "All newspaper salespeople were specialized." ■

Much ado about numbers

San Antonio is the only market in the country with its own Nielsen ratings book, but that didn't stop an overflow crowd of station managers from gathering in Las Vegas at the TVB annual conference to discuss the situation. And at that meeting, they heard both Nielsen and Arbitron say the ratings services were continuing to work with the Cable Advertising Bureau to develop cable ratings books for the rest of the country.

As described by Nielsen's Robert Taragan, the San Antonio book is a special report of the same kind that any Nielsen station client can order. He added that KBLCOM, the cable system client, was not riding the coattails of TV stations in the market: "When we metered the DMA in 1990, they signed a multiyear, high-priced contract as a full subscriber."

Taragan said stations in the market have responded in two ways: "Some feel that it [the cable ratings book] has legitimized cable and has hurt the stations...while others have taken advantage of the fact that there is a report card on cable and one which, frankly, I don't think the cable system is always happy to bring up."

The San Antonio book is actually two books: one reports how cable viewing fares against all viewing options in the DMA's entire 605,000 homes; the other compares cable networks in the DMA's 383,000 cable homes.

One problem with the book, said Michael D. Granados, general sales manager of KABB-TV San Antonio, is that KBLCOM systems have only two-thirds of the DMA's cable homes. An advertiser would have to assume that each cable network has two-thirds of its viewers in the KBLCOM system, even if that is not the case.

Granados also said that those cable networks reported in the book are chosen by KBLCOM even though some "may not meet Nielsen's reportability standards to be included in the standard book."

Granados's criticisms were echoed by Richard Weinstein, executive director of the Electronic Media Ratings Council (EMRC), who termed some of the methodological problems in San Antonio "scary." But asked if EMRC accreditation mattered, a San Antonio-based media buyer, Toni Bell, responded "honestly...no."

—GF

CAB

Continued from page 56

tronically. Paperless billing is one step toward eliminating back-office headaches in MSO buys.

McGlade said the traffic and billing system operates in real time, scheduling orders into the system as soon as they are approved.

StarNet also continues to develop its satellite-fed ad-insertion system. The new generation of ADStar will provide digital storage of ads, eliminating the need to deliver tapes to individual headends. Scientific-Atlanta is providing the digital technology for the system.

The emergence of digital technology is being touted as the step that will revolutionize the spot cable business. In addition to the back-office relief, digital will allow for much closer targeted marketing, particularly with the next generation of set-top converters.

John Malone, president and chief executive officer of Tele-Communications Inc., compared the processing power of advanced set-top converters to that of a Cray supercomputer. In theory, the converters will be able to store several different commercials and determine which advertisement to play according to which channel the viewer is watching. Digital backers say the technology will eventually allow ads to be targeted by zip codes.

"It will completely change the ball game," said CNI Senior Vice President Peter Moran. CNI is already using digital technology to upload its signal for the New York Interconnect.



Tuesday's CAB all-star panelists (l-r): Charlie Rose, Discovery Channel; Rochelle Lazarus, Ogilvy & Mather; John Hendricks, Discovery Communications; Herb Baum, Campbell Soup Co.; Joe Collins, Time Warner Cable.

Moran estimates the use of digital storage technology will begin replacing videotape machines in headends by next summer, with widespread deployment beginning a year later.

However, Moran has pointed out before (BROADCASTING & CABLE, April 12) that declining revenues from reregulation could put a crimp in capital investments by the MSO's. Without additional investment in plant and personnel, most of the so-called enabling technology will be out of reach of the MSO's, he said. Digital ad insertion equipment alone could cost anywhere from \$80,000 to \$170,000 per headend, according to StarNet's McGlade.

Some agency buyers, including Howard Nass, senior vice president-corporate direct spot broadcast, Foote, Cone & Belding, remain skeptical. However, Nass said reregulation may force cable operators to put more energy into the spot cable market: "They are going to have to look at spot cable as a new revenue-producing stream," said Nass.

Nass spends \$500 million on local broadcast buys and is one of the agency people highly critical of the current state of cable research in local markets. Nass wants a direct comparison between the cable universe and the television universe, something CAB President Thom McKinney opposes.

One of the advantages of the new set-top converters is that they may provide a reliable system for tracking exactly who is watching cable TV.

Nass's point about reregulation is one that CAB has already taken into account. In his introductory comments, CAB Chairman Greg Liptak said, "The only real bright spot in '93 and '94 is the development of regional ad sales at the local level."

Liptak said that unless the regulations are overturned in court or the new rules are otherwise rescinded, local sales will be the only place where operators will see double-digit growth.

Total cable spot ad sales account for only \$150 million of the total \$3.9 billion projected in 1993 ad revenue.

The research problems cannot be

Spot cable jumps 26% in first quarter

Spot cable advertising expenditures for the first quarter of 1993 increased 26.3% over first quarter 1992 to \$31.2 million, according to estimates released last week by Cable Networks Inc. announced last week.

For the second quarter, CNI is projecting spot revenue to grow by 67% over second-quarter 1992's \$18.3 million to \$30.6 million.

Buys from car dealers in the first quarter jumped 32% from fourth-quarter 1992. That increase, along with the buys from dining and drinking establishments, compensated for losses in other categories, such as telecommunications (down 68%) and retail stores (down 57%).

CNI is projecting more buys from car dealers and restaurants, along with increased purchases in the recreation and hotel/motel categories as the season progresses.

-CS

First-quarter top 10 spot cable advertisers by category compared with fourth-quarter '92:

1. Automobile dealers/services (+32%)
2. Dining/drinking establishments (+16%)
3. Banks/banking services (-27%)
4. Amusements & recreation (-22%)
5. Retail building materials (N/A)
6. Hotels/motels (N/A)
7. Retail food stores (N/A)
8. Retail apparel stores (-57%)
9. Telecommunications (-68%)
10. Cable/pay TV services (N/A)

resolved without more money being laid out by the MSO's, the speakers said. Such regulatory problems could be the incentive some of the larger operators need to consider footing the bill.

If reregulation is not modified, MSO's face declining dollars from their traditional revenue streams and steep capital schedules to improve one of their few areas of growth, the speakers added. ■

Kids upfront wraps up

ABC, CBS, Fox and BVT weigh in

By Steve McClellan

With growing demand and a shrinking pool of gross rating points, the children's upfront marketplace concluded last week with estimates that advertisers may spend 10%-15% more next season than in the current one.

The market moved in two spurts this year. Several weeks ago, syndicators—with the exception of Buena Vista Television, cable and unwired networks—sold their lots. Last week Fox, ABC, BVT and CBS went to bat.

Total national spending for kids is estimated at \$550 million-\$575 million, with another \$225 million-\$250 million going to spot advertising. Last season, Fox earned about \$105 million for its Saturday and weekday lineups, and agency sources said the network, which climbed to first place among children 2-11 this season, had the strongest network increases in upfront.

Some sources on both the selling and the buying sides reported that the unwired networks, including Independent Television Network and NIB, both based in New York, had an unusually strong upfront this season. Sources said their strength was driven by major advertisers, who shifted dollars out of network and syndication to offset, to the degree possible, anticipated high increases in cost-per-thousand rates.

The two biggest players on the ad buying side of the kids business, Leo Burnett and Grey Advertising, both supported the unwired networks in a big way this season. Burnett reportedly did close to a \$20 million upfront deal with ITN, which was anchored by children's inventory but also included teen and young adult avails.

Greg Gush, executive vice president and director of sales and marketing, ITN, cited several factors in the company's strong upfront. "By selling

dayparts instead of specific shows, we really take a mutual-funds approach to the market," said Gush. "It gives our product more stability, in that we can guarantee 85% of the country all the time." Gush also said improved verification procedures—every spot run is confirmed by station affidavit—have helped give the unwired networks credibility.

Kerry Andrews, executive vice president, NIB Inc., confirmed that shrinking network and syndication ratings and advertiser fear of huge CPM increases helped the unwired networks. "We do serve to balance that a little bit," he said. "I think the consensus is the huge bloodbath that was anticipated [in terms of extremely high network and syndication CPM increases] didn't happen." Andrews said that NIB, which focuses solely on kids, had its best upfront in the four years it's been in business.

ABC and CBS each sold close to \$80 million in advertising for their Saturday schedules last season, sources said, while NBC sold about half that with its two-hour "tween" schedule. The cable kids market is now estimated to be in the \$125 million-\$150 million area. The Advertiser Syndicated Television Association is working with a rough projection of \$180 million for kids spending in bar-

ter for the 1993-94 season.

While cereals and toys continue to dominate, advertising executives say movie and home video and fast-food advertising are among the fastest-growing categories, along with kids retailers, expected to give the spot market a boost this season.

Projections for increased spending overall in kids are coupled with predictions of a continuing decline in available gross rating points. In a presentation to advertisers and agencies two weeks ago, John Shanley, vice president, Saturday morning sales for ABC-TV, said Saturday morning kids GRP's declined by 4.7% this season, while weekday afternoon GRP delivery by Fox and Disney was down more than 20%. He predicted further declines next season of around 9%.

Part of the drop is explained by NBC's decision to target an older demographic on Saturday mornings and new regulatory restrictions on kids inventory. But Shanley said increased home video viewing was also a significant factor. Last November, he said, VCR playback viewing was up 24% on Saturday mornings and 46% on weekday afternoons. Others continue to blame Nielsen Media Research for what they claim is the company's failure to accurately measure kids.

On balance, syndicators said the kids market remains bullish and that they were pleased with the upfront. "We were surprised a little bit by some of the budgets" that shifted significant dollars to the unwired networks, said BVT's Mike Shaw. "But generally speaking we were quite pleased with what transpired."

Added TPE's Harvey Gam: "The market for kids continues to grow. More money is being spent, and everybody seemed to get good increases." ■

Nielsen gets SAVIE

Nielsen Media Research has acquired a new software system that it says will revolutionize the way advertisers and their agencies buy commercial time on local cable TV systems.

Nielsen bought the SAVIE software system from ADEXpress, a San Francisco-based software and hardware development company. AdExpress President/CEO Gerald G. Steele said the software system will allow Nielsen clients to identify specific cable systems that reach their target demographics.

Nielsen plans to market SAVIE as a windows-driven system that combines key cable information from a variety of databases. SAVIE also contains a schedule maker for building a spot media plan. —CS

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Ground floor opportunity: SM, brand new FM. Hire original staff. Not desk job. Northern California. Resume/compensation requirements: PO Box 7568, Chico, CA, 95927. EOE.

You could end up owner and operator of an established Southwest AM/FM combo billing half a million annually. You must be honest and aggressive with an impeccable track record. This might be your chance of a lifetime. Contact owner 505-863-4444. EOE.

General manager, Northeast powerhouse. We are looking for the brightest of the bright. In return we are offering a fabulous facility with fabulous ratings and a great staff. The market offers a high quality of life and the right candidate should view this as a long term career move. Proper candidate should be a strong leader, motivator, goal setter and achiever. He/she should be organized, disciplined and driven to the highest standards of excellence. If you are chosen you will have an excellent income, stability, and community respect in this market of several hundred thousand. Stations are group owned. Your response is guaranteed confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to: Box L-46. EOE.

Sales manager: KFAM is a 50kw AM radio station in the Salt Lake City market. We are looking for the right person to manage our sales dept. Please send application to PO Box 700, Bountiful, UT 84010. EOE.

HELP WANTED SALES

Sales position: Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (40 years). Radio sales management experience required—full-time travel (Monday/Friday). Draw against generous commission. Six figure potential. Resume and recent picture to: John Gilmore, President, CCA, PO Box 151, Westport, CT 06881. EOE.

WINK 104 one of the nations top rated CHR's has an opening for a senior account executive. WINK is a ratings leader & revenue dominator in this top 75 market. Our package comes with the potential to earn a very high income, with a great benefits package. As the state's capitol the economy is solid & the quality of life very high! Minimum 2-plus years experience required. call or rush resume to Sales Manager, WINK 104, PO Box 104, Harrisburg, PA 17104. Fax 717-234-7780. EOE.

WRKA-FM, Louisville, seeks professional salesperson. Established, market-exclusive oldies station with strong results history. Qualitative research, ongoing training and professional support provided. If you can build solid client relationships, secure long-term business and enjoy selling new advertisers, contact Gray Smith, WRKA, 10001 Linn Station Road, Louisville, KY 40223. Equal opportunity employer.

Sell a winning combination in NW NJ, Eastern PA, and Orange City, NY. WNNJ FM-AM seeks lovers of sales with a record of success. Letter & resume to Sales Manager, WNNJ FM-AM, PO Box 40, Newton, NJ 07860 M/F, EOE.

Southeast. Sales manager for AM/FM. Must be goal oriented, experienced. Attractive single station market in desirable area. Send resume to Box L-45. EOE.

HELP WANTED ANNOUNCERS

Hot Country deejay: Park Broadcasting FM, Syracuse, recently changed to fast paced, contemporary, new hot Country 108. Similar sound to Park's KJJO, Minneapolis. If you have a good voice, personable and bright delivery and enjoy a, "most music", energetic country format, send tape, resume and salary history right away. Dick Carr, GM, WHEN/New Hot Country 108, PO Box 6975, Syracuse, NY 13217. EOE.

HELP WANTED TECHNICAL

We are a major Midwestern AM/FM combo and part of a substantial multi-station group. We seek two fully qualified full-time chief engineers with proven track records. Positions are open immediately. Send resume and salary requirements to: Personnel Office, PO Box 52766, Tulsa, OK 74152-0766. EOE.

Chief engineer wanted for top thirty market AM/FM combo. EOE. Send resume and salary requirements to: General Manager, PO Box 767, Indianapolis, IN 46202.

HELP WANTED NEWS

News/sports director for winning NJ AM/FM combo with leading news/sports reputation. Direct & anchor T/R & salary to GM, WNNJ FM-AM, PO Box 40, Newton, NJ 07860. M-F, EOE.

HELP WANTED PERSONALITY/TALENT

WNAW... A small market, full service, community radio station has an immediate opening for an on-air talent with a strong news background. We expect applicants to have a college degree, some commercial experience, and a desire to learn. EOE. Send resume and tape to: Berkshire Broadcasting Co., PO Box 707, North Adams, MA 01247. Attn: Cory Thurston.

SITUATIONS WANTED MANAGEMENT

Broadcast professional currently GM employed seeking management position. Small or medium market. Ten year computer knowledgeable and very creative. Reply to Box L-18.

Good all around broadcaster, semi retired. Seeks position as an air personality. Prefer MOR, Country, Oldies, or Easy Listening. No reasonable salary offer refused. All areas considered, but prefer Sunbelt. Call or write 301-714-2263 evenings. Reply to Box L-38.

GM/GSM with sales formula for the 90s. 20 years major/medium markets includes program director and corporate with major group. Call 916-722-5500.

SITUATIONS WANTED ANNOUNCERS

Exciting sportscaster, talk host. 12 years experience in H.S./college football, basketball, and baseball. I'm versatile and skilled in all air work, production, news, and ready to move. All opportunities considered. Jay 304-779-9339.

Licensed college graduate with strong work ethic, seeks an entry level employment opportunity as a disc jockey. Looking for employment opportunity in Southern California market. I'm available for immediate employment and relocation. I will be in Southern California area for the month of May and will be available for interviewing. Timothy C. King 215-759-4446, 672 Lorraine Dr., Nazareth, PA 18604.

SITUATIONS WANTED NEWS

Sportscaster: Like Willie, Mickey and The Duke. I can do it all. Experienced with journalism degree. Will relocate for right opportunity. Bill, 201-909-0684.

TELEVISION

HELP WANTED MANAGEMENT

KFAA-TV, Rogers, Arkansas, is seeking local sales manager to live and work in one of the fastest-growing areas in the country. Must have minimum five years media experience and proven record of business development. Send resumes to David A. Roberson, General Manager, KPOM-TV, PO Box 4610, Fort Smith, AR 72914. EOE/M/F.

News director: KETV, the Pulitzer Broadcasting Co. ABC affiliate in Omaha is seeking an aggressive news director. Successful candidate must have the ability to lead and manage a staff of 39 professionals while working with a strong management team. Must have 10 years of full-time news experience and five years in news management. Knowledge of personnel administration, budgeting, research interpretation and newsroom computer systems is preferred. No phone calls. Please send resume to GM, KETV, 2665 Douglas St., Omaha, NE 68131-2699. EOE.

GSM for small but rich and aggressive S.E. market. Must have strong sales & people skills to manage large and talented department. Reply to Box L-39. EOE.

HELP WANTED SALES

KCOP-TV L.A. "very independent" television has an immediate opening for a sales assistant. Candidate will answer/screen telephones, maintain contracts and assist in resolving discrepancies. Minimum of 1 year of sales experience at a TV station, rep firm or agency, excellent communication skills and computer knowledge required. If you have these qualities and skills, please submit your resume or apply in person to: KCOP-TV Inc., Human Resources Department, 915 N. La Brea Ave., Los Angeles, CA 90038. Equal opportunity employer.

National sales manager: KTVE-TV Monroe, LA. We are a group owned network affiliate looking for the right person to join our revamped team. Rep background preferred and national experience a must. Send your resume and references to Tom Rice, GSM, KTVE, 2909 Kilpatrick Blvd., Monroe, LA 71201. No phone calls please. EOE.

National sales manager wanted by WUAB-TV/Cleveland. Independent station with prime time news, Indians baseball, and 25 year history of serving Northeast Ohio needs NSM with solid TV sales experience, preferably both local and national. Must be willing to do regular travel to rep offices and also oversee local contact with national clients. WUAB is an equal opportunity employer. Please send resume to Dawn Urbancic, 8443 Day Drive, Cleveland, OH 44129.

HELP WANTED TECHNICAL

Chief engineer: Southeastern, medium market, VHF affiliate, leading news, stable ownership. Send letter with resume to Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Assistant chief engineer needed for Midwest 29th market UHF station. Must be highly motivated individual. Candidate should have at least five years experience with at least two years in a supervisory role. Must have experience with Grass switchers, computer editors, and Betacam SP. UHF transmitter experience a plus. Send resume to Chief Engineer, KSMO-TV, 10 E. Cambridge Circle, Ste. 300, Kansas City, KS 66103. EOE.

Aggressive Southeast VHF network affiliate seeking chief engineer. Requirements to include strong background in maintenance and repair of all studio and transmitter equipment as this is a "hands-on" position. Good management skills a must. Interviews can be conducted at upcoming NAB convention. Reply by mail to: J.A. Paciorowski, c/o WCBI-TV, PO Box 271, Columbus, MS 39703 or fax 601-328-5222. No telephone calls, please. EOE.

Electronic technician: Experienced in repair of TV broadcasting equipment, including VTR, cameras, switchers, microwave. Must be digitally literate and able to troubleshoot to component level. Large, growing national company offers excellent salary, benefits, opportunity. Thriving economy, great quality of life, no state income tax. Resume to: Director of Engineering, KXAN-TV, PO Box 490, Austin, TX 78767. Closes April 23. EOE.

Assistant chief engineer: WYCC-TV, a PBS affiliate owned by the City Colleges of Chicago has an opening for assistant chief engineer. Experience in trouble shooting to component level in the studio and UHF transmitter equipment areas required. Send resume to: Elyne Chaplik Aleskow, General Manager, WYCC-TV/Channel 20, 30 East Lake Street, Suite 1113, Chicago, IL 60601. Chicago residency required within six months of hire. The City Colleges of Chicago is an equal opportunity/affirmative action employer. Male, female and handicapped.

Chief transmission engineer: AETN, a statewide PBS system based in Conway, Arkansas, has an immediate opening for a transmission system chief engineer to supervise the maintenance of the network's five full power transmitters and ten microwave relay sites. On site transmitter personnel and microwave technicians report to this position. Experience in RF equipment repair to the component level, liaison with equipment suppliers and contractors, and staff supervision is required. Approximately 50% intrastate travel and a flexible shift is expected of this position. Interested individuals should submit a cover letter, two copies of their current resume, three professional references and a list of equipment familiarity to: AETN, Personnel Office, PO Box 1250, Conway, AR 72032. AETN is an AA/EEO employer. Women and minorities are encouraged to apply. Application material must be received prior to May 1, 1993.

HELP WANTED NEWS

Medical reporter: Great station seeks long-lasting relationship with seasoned medical journalist. You must have personality, plus demonstrated ability to run, gun, and stun the competition. Licensed health care professional preferred. Rush creative letter, resume, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52401. EOE.

Meteorologist: Weather animal needed for weatherhouse. Do you eat, breathe and sleep weather? Show us why you're the one. Degreed meteorologist with AMS Seal preferred. Rush letter, resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52402. EOE.

Top 50 affiliate seeks anchor/reporter: We're looking for a strong on-air performer as well as a solid reporter with at least 3 years experience in news. No beginners please. An excellent opportunity for a motivated, creative professional ready to work with the best team in town. Reply to Box L-26. EOE.

Morning anchor needed: If you have the winning combination of an energetic personality and experienced reporting skills, you could be our morning anchor. You'll also report and fill in anchor other newscasts. We are an affiliate, dedicated, professional news organization on the East Coast offering an excellent working environment. Reply to Box L-27. EOE.

Creative and innovative promotions manager for number one news station in exciting medium sized and growing market. 3 to 5 years experience preferred. Send resume to Box L-28. EOE.

News director: The leading news station in Austin, Texas is seeking an experienced, highly motivated winner to direct its news operations. Because of his accomplishments, our departing news director will be accepting a bigger challenge in a much larger market. Resumes to Jack Harrison, President, KTBC-TV, 119 East 10th Street, Austin, TX 78701. EOE.

Strong, creative TV news producer needed. Team leader, excellent writing skills, 3+ years solid on-line experience. Ready and eager to try new things and think "outside the box." Send resume to: Carrier Krueger, Executive Producer, KIRO-TV, 2807 Third Avenue, Seattle, WA 98121. No phone calls please. EOE.

Managing editor for number one news operation. Must have strong organizational and journalistic skills. Management experience preferred. Contact Neil Goldstein, News Director, WRGB-TV, 1400 Balltown Road, Niskayuna, NY 12309. EOE.

Senior assignment editor: Experienced editor to coordinate busy desk. Must be well organized with strong news judgment and creative approach to developing news stories. Three years experience in a medium market required. No calls! Send resume/tape to Patrick Dolan, I Media Crossways, Woodbury, NY 11797. EOE.

News producer: #1 station in market needs a take-charge news professional to produce fast-paced, well-written newscast. BA/BS and two years experience needed. Send non-returnable tape and resume to Desiree Newhart-Hill, E.P., KWTW, PO Box 14159, Oklahoma City, OK 73113; 405-841-9968. EOE M/F.

Main anchor needed for top 20 affiliate in highly desirable city. Looking for personality, experience, and ability to work with a team. Resumes and photos to Box L-41. EOE.

#1 weathercaster wanted for major market affiliate. This could be your job of a lifetime! Send resume and short description of your presentation philosophy to Box L-42. EOE.

NBC affiliate WNDU-TV has an immediate opening for a news director with a sense for shaping newscasts to reach the different audiences available throughout the broadcast day. We want someone who recognizes the importance of targeting audiences and then developing content and style to reach and hold those viewers. Responsibilities include management of television and radio news departments, including supervision of news, sports, weather, public affairs and videography personnel. Minimum 5 years experience as journalist with demonstrated knowledge in selection, gathering and production of materials for radio/television news and public affairs. Knowledge of legal and regulatory matters relating to broadcast journalism and experience in management of news personnel required. Excellent facilities. Competitive salary and benefits. Send resume and salary requirements to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

Assistant news director: Creative, aggressive, well-organized individual needed to supervise day-to-day newsroom operations. Must possess exceptional people skills to work with a young, eager news staff. Responsible for overall newscast presentation. Minimum bachelor's degree and 3 years producing. Resume, in confidence, to Alan Little, news director, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE. Minorities encouraged.

News producer: Are you producing a weekday newscast and are you the best producer in your market? WHAS-TV, the dominant news station in Louisville is looking for an outstanding individual with great writing skills, outstanding news judgment and a competitive spirit. We require 2-3 years frontline producing experience. Send resume, tape, and producing philosophy to: Human Resources, WHAS-TV, 520 W. Chestnut St., Louisville, KY 40202. EOE.

Reporter/photographer: WIS, South Carolina's leading television news station, is looking for someone who can do it all. The person we are seeking is an imaginative reporter and a creative photographer who also has the ability to back up anchor (both sports and news). This position will be shared between sports and news. The common denominator is good story telling. The person will shoot most stories, so high photographic standards are a must. The position requires at least two years experience in television news. Send resume and non-returnable tape demonstrating reporting, photography and anchoring to Randy Covington, WIS News Director, PO Box 367, Columbia, SC 29202. EOE.

"We are Eyewitness News—are you?" WTKR-TV is looking for a managing editor who believes in Eyewitness News, and who knows how to motivate an aggressive, talented staff in this kind of news coverage. At least three years of assignment editor experience in mid to major market is required. Please send resumes to: Barbara Hamm, Assistant News Director, WTKR-TV, 720 Boush Street, Norfolk, VA 23510. We are an equal opportunity employer (M/F).

Weekend weather/reporter: Weekend weathercaster needed in a market where weather is more than 3:30 of the newscast. Work along side one of the country's top meteorologists. Must have experience in weathercasting and a knowledge of Kavouras is helpful. This position also requires reporting. Send a non-returnable tape to: David M. Winstrom, News Director, WSAV-TV, 1430 E. Victory Dr., Savannah, GA 31404. EOE.

Morning show host/reporter: Looking for multi-talented individual with strong personality. This position requires an ability to interview on all subjects known to man, must have strong news judgment and quite possibly fill in as weathercaster. If you can do it all send a non-returnable tape to: David Winstrom, News Director, WSAV-TV, 1430 E. Victory Drive, Savannah, GA 31404. EOE.

Live television: If you are good at it, this is your job. Anchor/reporter needed for daily, on location half hour newscast in the 36th market. Must be able to think on your feet, write to video and interest the audience in a wide range of subjects. Send tapes and resumes to Rick Gevers, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49503. No phone calls. EOE.

If you're a TV news promotion writer-producer ready for a serious opportunity, this is it. The producers of television's number one daily news-magazine have a career opportunity — if you're a great writer with TV station promotion production experience, and you're ready for New York City, we have an exciting, demanding job for you. Experience directing talent, graphics, and working with news producers and reporters a big plus. Please, no phone calls; send resume and reel to Gretchen Kijak, Inside Edition, 402 E. 76th Street, New York, NY 10021. We are an equal opportunity employer.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

WUHF-TV, Fox 31 in Rochester is seeking a highly creative promotion producer/director with a minimum of two years experience, including editing. Send reel, resume and writing samples to Barbara Browning, WUHF-TV, 360 East Avenue, Rochester, NY 14604. Phone 716-232-3700. EOE.

Promotion writer/producer: WATE-TV6 in Knoxville, Tennessee is seeking a creative and highly motivated promotion writer-producer. Heavy emphasis on news promotion. College degree preferred. Position requires a minimum of two years experience working in television promotion. Send resume, latest reel and salary requirements to: David Rosch, Promotion Director, WATE-TV6, 1306 North Broadway, Knoxville, TN 37917. Please, no beginners, no phone calls. WATE-TV/Nationwide Communications, Inc., is an equal opportunity employer. Women and minorities are encouraged to apply.

Studio operators for small but very active Southeastern station. TD's, audio, camera, etc. Reply to Box L-40. EOE.

Producer position available: WTLV is seeking a strong, creative candidate to help lead an aggressive news team. Two to three years front line newscast producing experience is required. No beginners. Send a non-returnable tape with your resume and newscast philosophy to Vicki Montet, Executive Producer, WTLV-TV, Jacksonville, FL. EOE.

Part-time reporter/producer: Help build an exceptional television department producing quality programing for Minnesota's second largest city. Experienced, aggressive reporter/producer to do it all: research, writing, interviewing, and on-camera (a must). Programing includes news show, PSA's, town meetings, training tapes, etc. Requires one year certificate in television production and one year experience operating video and audio equipment, or two years experience as video production assistant or equivalent. On camera experience a must. Twenty hours week, \$10.62 hr. plus excellent benefits. 612-298-4221 for application. Submit completed application and demo reel by 4:30 p.m. May 10 to Human Resources, 25 W. 4th St., Rm 230, St. Paul, MN 55102. EEO/ADA employer.

WITI-TV, the CBS affiliate serving Milwaukee seeks innovative creative services producer with a minimum of 3 years experience in news and programing promotion. Strong writing and creative skills required. College degree in advertising/communication a must. If you're at the top of your game and looking to work with the best in the business, rush resume and tape to: Scott Steffey, WITI-TV6, 9001 N. Green Bay Road, PO Box 17600, Milwaukee, WI 53217. Please, no phone calls! EOE.

Production manager: C-SPAN is seeking a "hands on" production manager responsible for ensuring high quality technical standards for on-air product. Looking for detail-oriented individual to perform a wide range of supervisory, operational and technical functions. Will supervise master control, editing, studio productions, videotape library and graphics personnel. Shift: Sunday-Thursdays pm. Six years' relevant experience required. Minimum 3 years' management experience. Thorough knowledge of current videotape formats and machines, switching, GVG editing systems, Chyron and computers. Excellent problem-solving, decision-making, communications and training skills. Ability to work well in a fast-paced environment. Send resume and salary requirements to C-SPAN, Human Resources, 400 N. Capitol St. NW, Suite 650, Washington, DC 20001. EOE.

Senior producer: Top-rated CBS affiliate has opening on its management team for creative producer for 6 pm show. Ideal candidate has superior writing, production and management skills. Minimum five years producing experience. Our company is rock solid and continues to grow; you can grow with us. Resume and salary history to Elliott Wiser, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. M/F/EOE.

Writers/producers/directors needed by leading infomercial ad agency. Freelance and staff positions. Infomercial experience a must. Send resume and VHS reel to Allen Teague, Hawthorne Communications, 300 N. 16th Street, Fairfield, IA 52556. EOE.

Production manager: Tropical booming Pacific Rim location, island of Guam. Manage a staff of 15 who produce an award winning 1 hour nightly newscast daily, and weekly call-in talk show, local live sports broadcasts, elections, parades, and much more. Excellent wage and benefit package for an intense highly motivated, experienced person. Contact: Harrison Flora, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EOE.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply Box L-29.

Freelance TV videographer/editor/technician, looking for a full-time staff position with medium to major market station or production facility. 7 years experience in all aspects of ENG, SNG, EFP, studio production and RF-transmission for all NYC major networks. BA in Communications, FCC General Class license. Prefer NY, CA and FL regions, will consider all responses. Available immediately, call 201-947-3183.

SITUATIONS WANTED NEWS

TV photographer seeking employment. Award winning, ten years experience. Film and editing background, excellent lighting and shooting skills. Full time or freelance. Have own BVW505. Call 212-689-5079, leave message. Will relocate. Let's talk.

Recent college graduate seeks entry level news photographer position. Have interned at KDKA in Pittsburgh and produced for community television. Enthusiastic and hardworking honors student. Will relocate. Zahir Shad 301-762-1088.

News director: Attention GM's. Need to put the competitiveness back into your news? Or are you a Fox affiliate looking to start small? It can be done! Seasoned professional hungry for opportunity. Let's talk in strict confidence. Reply to Box L-43.

MISCELLANEOUS

Career Videos. Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, success record, job search assistance. 708-272-2917.

Need a job? Sign up for THE HOT SHEET — broadcasting's most comprehensive employment-listings journal! Published twice weekly. About \$3/issue with 1-year subscription. Television, radio, corporate communications. From major-market to entry-level. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fax: 813-787-5808.

Public domain package: VHS 225 titles include movies, cartoons, documentaries & serials. \$1,000.00. PO Box 20596, Sarasota, FL. 813-371-0024.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Bowling Green State University seeks instructor to teach introductory, intermediate and advanced video courses. Script writing, computer/video graphics, and/or multimedia experience desired. Commitment to evidence of teaching excellence required. Ph.D. preferred. Send letter of application, vitae, three letters of recommendation and transcripts to Dr. Douglas A. Ferguson, Department of Telecommunications, 322 West Hall, Bowling Green, OH 43403. Review begins May 15 and will continue until filled. AAE/EOE employer.

HELP WANTED LEGAL

In-house counsel: Public company seeks in-house attorney to oversee legal operations of 31 radio stations and 7 TV stations. Minimum experience desired: 3-5 years of FCC law experience and 5-10 years of total legal experience. Resume to: Clear Channel Communications, Mark Mays, PO Box 659512, San Antonio, TX 78265. EOE.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Video broadcast specialist: Distance Education Video Unit is seeking individual with a background in video production and instructional design. Position requires 3 years full-time professional experience producing satellite videoconferences, extensive background in studio and field production techniques, and the ability to work with faculty to design educational video programs. Knowledge of desktop video and desktop publishing a plus. B.S. required. M.S. preferred in Communications, Adult Education, and/or related fields. Salary range \$27,000-\$32,000. Applications must be received by May 17, 1993. Under Wisconsin Statutes, if asked, UW-Extension is required to provide a list of all nominees and applicants who have not requested in writing that their identities remain confidential. The identities of all finalists must be released upon request. Contact CE Personnel, Room 617, 432 N. Lake St., Madison, WI 53706. 608-263-1945. UW-Extension Cooperative Extension EEO/AAO employer.

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.

How to find a job in television, radio or cable. The single best book for our business! Information on all major services, agents and success formulas. Send \$24.95 to Success Consultant, Department B-1, Box 1256, Port Richey, FL 34673-1256.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

Harris MW50B, excellent condition, tuned and tested, lots of spares. Transcom, 800-441-8454, 215-884-0888. Fax 215-884-0738.

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

Used 340' ft. tower with lighting system, includes new guy wires etc. 314-687-3932.

Save on videotape stock: Evaluated broadcast guaranteed great for resumes, editing and dubbing 3/4", 1" & SPs. Custom loaded VHS call I.V.C 800-726-0241. VS/MC.

Jampro antenna: Four years old, directional, channel 49. 713-820-4900. Tim.

Used/new TV/AM/FM transmitters, one watt to 120KW, antennas, cable/rigid line, microwave systems, dishes, MA/COM radios, repair, etc. Save thousands. Broadcasting Systems 602-582-6550, fax 602-582-8229.

CABLE

HELP WANTED SALES

ADVERTISING SALES MANAGER

Advertising Sales Manager for 81,000 sub ad sales operation located in Spokane, Washington. Responsible for developing, maintaining, and servicing a client base to achieve revenue and profit objectives through spot sales. Also responsible for design and implementation of advertising presentations and campaigns. Selects, trains, directs, and motivates employees. Experience in outside media sales required and college degree preferred. Excellent communication skills and management experience essential. Reports to the Vice President of Advertising Sales. Cox Cable Communications is an equal opportunity employer. Qualified candidates should send letter and resume to Patrick Esser, Vice President Advertising Sales, Cox Cable Communications, 1400 Lake Hearn Drive, Atlanta, GA 30319.

TELEVISION

HELP WANTED PERSONALITY/TALENT

MAC HOST

Host a nationally-distributed television show. This is a rare opportunity for a Macintosh expert. Must have a comfortable on-camera presence and be able to perform in a number of different program formats. To apply, send resume with salary requirements and a non-returnable VHS tape to:

PCTV Productions
A division of PC Connection, Inc.
6 Mill Street
Marlow, NH 03456
EOE

HELP WANTED PROGRAMING PROMOTION & OTHERS

WRITER PRODUCER

A television network is seeking an On-Air Producer in the Los Angeles area. Responsibilities include writing and producing promos for TV. Candidate must have the ability to view programs and conceptualize/produce commercial spots. A minimum of 2 or more years' experience with writing and producing TV spots is required. For consideration, please forward your resume with demo tape to: **5700 Wilshire Blvd., Box 60-14, Dept. WP, Los Angeles, CA 90036.** EOE/Principals only.

HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

WORLDNET



A CHALLENGE IN INTERNATIONAL TELEVISION BROADCASTING

The Bureau of Broadcasting, consisting of WORLDNET Television, the Voice of America, and Office of Cuba Broadcasting, the International Radio and Television Broadcasting Arm of the U.S. Information Agency, invites qualified candidates to apply for the position of Director, Office of WORLDNET Production.

This is a Senior Executive Service position located in Washington, DC. Salary ranges from \$92,900 to \$115,700.

The Director provides executive leadership in international television productions transmitted via the WORLDNET Television Satellite Delivery System.

Applicants must have professional television production and management qualifications.

- THE BUREAU OF BROADCASTING OFFERS:**
- OUTSTANDING TELEVISION AND MANAGERIAL CHALLENGE
 - EXCELLENT BENEFITS
 - IMPORTANT ROLE IN AMERICA'S PUBLIC DIPLOMACY
 - COMPETITIVE COMPENSATION
 - RELOCATION EXPENSES

CONTACT JANET HASPERT AT (202) 619-3117 OR SEND THE APPLICATION FOR FEDERAL EMPLOYMENT (SF-171) TO:

THE BUREAU OF BROADCASTING
OFFICE OF PERSONNEL
ROOM 1543, ATTN:JH
330 INDEPENDENCE AVENUE, SW
WASHINGTON, DC 20547

COMPLETED APPLICATIONS MUST BE RECEIVED BY C.O.B. MAY 21, 1993.

This position requires a Critical Sensitive Top Secret clearance. (PRE-EMPLOYMENT DRUG TESTING IS REQUIRED FOR NON-U.S. INFORMATION AGENCY APPLICANT(S) SELECTED FOR THIS POSITION. APPOINTMENT WILL BE CONTINGENT UPON A NEGATIVE DRUG TEST).

U.S. Citizenship is required
The Bureau of Broadcasting is an Equal Opportunity Employer

HELP WANTED MANAGEMENT

TRAFFIC MANAGER

NBC Cable is seeking a Manager for their fast-paced Traffic Department. Ideal candidate for Traffic Manager will prepare and revise program logs and program formats, interpret and schedule commercial instructions; assist in management and control of commercial inventory for both networks and generate JDS reports. A minimum of 5 years traffic manager experience is preferred.

Qualified candidates must have hands-on experience with the JDS,

Bias or Columbine traffic system, program logs, program formats, timings and commercial copy.

NBC Cable offers competitive salary and a comprehensive benefits package. Please fax your resume to Personnel Associate at 201-585-6275. An Equal Opportunity Employer M/F



MISCELLANEOUS

Creative Audio Service
When it comes to successfully promoting your station...It's not what you say but how you say it! To get an idea of what we are talking about CALL 1 800 831 6378 for FREE DEMO!!

Blind Box Response???

Box Letter-Number
1705 DeSales St., NW
Washington, DC 20036

Please Do Not Send Tapes!

RADIO

HELP WANTED MANAGEMENT

RADIO BROADCASTER IS LOOKING FOR TOP-NOTCH PEOPLE
(General Managers and Program Director)
Willis Broadcasting Corp. is currently seeking General Managers for small to medium size radio stations. Wonderful opportunity for successful salespersons and sales mgrs. to move up! Also, looking for a Program Director for its Urban Adult FM in Norfolk, VA and other markets. Individual must have programming experience with a proven track record. Send tape and resume to L.E. Willis, Sr., WBC, 645 Church St., Ste. 400, Norfolk, VA 23510 or call (804) 624-6500. EOE.

HELP WANTED TECHNICAL

VICE PRESIDENT, ENGINEERING

ABC Radio Networks

Capital Cities/ABC, Inc. is currently seeking a Vice President of Engineering to assume responsibility for the overall technical operation of ABC Radio Networks. We'll look to you to oversee studio facilities in New York, Dallas, Washington, LA and Chicago as well as manage the satellite, telecommunications and data distribution systems.

To qualify, you'll need at least 10 years of experience in broadcasting and/or telecommunications, a hands-on approach to day-to-day broadcast operations, and strong project management abilities. We prefer expertise in the design/implementation of computer systems including digital audio/visual systems. A BSEE or other advanced technical degree is a plus.

We offer an attractive salary and a comprehensive benefits package. For consideration, forward your resume to: Capital Cities/ABC, Inc., Employee Relations Dept. AH, 77 West 66th Street, New York, NY 10023. We are an equal opportunity employer m/f/d/v.



ALLIED FIELDS

FOR SALE EQUIPMENT

SAVE MONEY AND MEET THE JULY 1 STL DEADLINE WITH MARTI FCC APPROVED TRANSMITTERS. COMPOSITE STL-15C \$3500.00 MONO STL-10 \$1645.00. Guaranteed to work with your current system. Call Dan at (817) 645-9163.

FOR SALE EQUIPMENT CONTINUED

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

EMPLOYMENT SERVICES

1-900-40-RTNDA Updated Daily
RTNDA Job Service
85 cents a minute. Listings free.
Call 202-659-6510 (Fax 202-223-4007).
Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615
Washington, D.C. 20036

JOBPHONE
Inside Job Openings, Nationwide
Press 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "Talking Resumes"
4 To record "Talking Resumes" and employers to record job openings
5 Entry level positions
1-900-726-JOBS
\$1.29 per minute (5627)

TV JOBS
We save you time.
We save you money.
MediaLine
THE BEST JOBS ARE ON THE LINE
for more about how you can get daily updated job information call **800-237-8073**
Since 1986 **9800**

TV JOBS
Anchors • Reporters • Producers
Videographers • Editors • Personalities
DIRECT VIA SATELLITE
Your Tape Uplinked Nationwide to
News Directors • Agents
Head Hunters • Programmers
ENTRY LEVEL TO MAJOR MARKET
High Impact • High Visibility
Low Cost • Tremendous Value
TALENT/INK
Call Toll Free 1-800-766-3331
Your Link To A Career

EMPLOYMENT SERVICES CONTINUED

California Broadcast Job Bank
For application information call
(916) 444-2237
California Broadcasters Association

Media Grapevine You heard it on the grapevine
 Hundreds Of TV/Radio Jobs.
 Jobs In Large & Small Markets.
 Inexpensive And Reliable.
To start subscription today call
1-602-797-2511
\$6.95 1 issue \$19.95 4 issues \$39.95 12 issues
or send check to: Media Grapevine
117 W. Harrison Blvd. Suite R-347 Chicago, IL 60605
For jobs via the phone call
1-900-787-7800
Average call 2-3 mins. Avg. Cost \$5.95 \$1.99 per min.
Must have a touch-tone phone and be 16 years or older.

WANTED TO BUY STATIONS

New radio group seeks c/f positive situations. Must be easily accessible in continental U.S. Reply to Box L-44.

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.

MEDIA BROKERS • APPRAISERS
RADIO • TV • LPTV
A Confidential & Personal Service
BURT
SHERWOOD INC.
4171 Dundee Rd., Suite 200, Northbrook, IL 60062
708-272-4970

*** RECEIVER SALE ***
AM/FM Radio Stations
Albany area
For information contact:
Barry Sims, Receiver
or Ken Spitzer
RAVEN GROUP, INC.
1000 Worcester Rd.
Framingham, MA 01701
(508) 872-3757

FOR SALE STATIONS CONTINUED

MONTANA/DAKOTAS

Powerhouse Coverage!
KMCM(FM-100 kw)/KMTA(AM-10 kw)
 Miles City, Montana
\$595,000 Terms
 Ray Rosenblum, Media Broker
 Phone: 412-362-6311

OPERATING L.P.T.V.

Rochester, N.Y. with or without Production Equipment/Studio (real estate). Some owner financing. Have C.P.'s for Rochester, Buffalo, Tampa to co-develop with your marketing plans — Call (716) 544-3820.

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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 & CABLE 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 & CABLE, 1705 DeSales St., NW, 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 & Cable Magazine, at the address above.

For subscription information call 1-800-554-5729.

FOR SALE

1000 Watt Full Power AM 24 hour station, Japsper, GA, 50 minutes north of Atlanta. Included are a 1620 sq. ft. building, 200 foot tower and 2 plus acres.
 Call **Buford King, 706-649-2177.**

MDS STATION FOR SALE

Fully Operational 20 Watt MDS Station in La Habra, CA (Channel H-2 — 2665 Mhz). Available for an Immediate Purchase or a Lease with an Option to Purchase.
 — Principals Only —
 Contact: American Communication Services (a 312/472-4779).

FLORIDA SUNSHINE

AM - FM COMBO

Hadden & Assoc.
 •Orlando•
 407-365-7832

HELP WANTED MANAGEMENT

ADVERTISING DIRECTOR

An outstanding opportunity exists for an experienced sales and marketing professional with strong leadership skills, a successful sales track record and an ability to think and plan strategically. Our ideal candidate is a top-caliber, hard working individual with a minimum of 5 years sales force management experience.

Strong marketing, promotional and analytical ability along with excellent communication, interpersonal and decision making skills are essential.

The Herald is the dominant daily newspaper in Snohomish County, 30 miles north of Seattle, circulating to 54,000 homes daily, and 64,000 on Sunday. The Herald is a division of The Washington Post Company. Please send resume with cover letter and salary history to **The Herald, Attn: Ann Reed, Director of Human Resources, PO Box 930, Everett, WA 98206. (EOE)**

HELP WANTED CUSTOMER SUPPORT

OPPORTUNITIES FOR THE

Creative Mind

A global market leader in advanced digital media solutions for film, video and corporate communications, Avid is growing more than 100% a year. Avid's broadcast products allow for faster, more efficient creation, distribution and broadcast of news programs. Avid NewsCutter™ is the first digital non-linear editing system designed for broadcast production. It offers broadcast-quality pictures at 60-field/second, automated clip capture, and internal character generation capability. Media Recorder™ captures media directly from common broadcast sources directly into digital format. AirPlay™ broadcasts digital files directly to air.

Director of Customer Support

We are seeking a visionary manager to design, implement and manage the support strategy for our broadcast products. The director of customer support will hire, develop and manage a staff to provide telephone support, technical assistance, documentation, field service and product support planning.

To qualify, you must have 8-12 years of production or support experience in a broadcast environment, with demonstrated management skills. You must understand technical broadcast issues and have a keen awareness of broadcast business requirements and technology needs. You must also be able to provide leadership in identifying and exploiting opportunities to gain competitive advantage through support and service. A track record of effective people management, business planning and project management is required.

Please send your resume to Human Resources, **Avid Technology, Inc., Metropolitan Technology Park, One Park West, Tewksbury, MA 01876.** Principals only.

An Equal Opportunity Employer



Datebook

APRIL

Now-June 13—*The Museum of Television and Radio* screens seven original *Honeymooners* sketches not seen publicly since first broadcast in 1951 and 1952. Museum, New York. Information: Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

April 26—"Women and Power—New Images and Realities," seminar sponsored by *Women in Cable*. Four Seasons Hotel, Beverly Hills, Calif. Information: Barbara Bellafiore-Sanden, (203) 637-2466.

April 27—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television* and *ESPN*. Ritz Carlton Hotel, Dearborn, Mich. Information: Art Cunningham, (312) 819-1486.

April 28—"Bring Your Daughter to Work," luncheon sponsored by *Lifetime Television* and *Women in Cable, New York chapter*. Lifetime Studios, Astoria, New York. Information: Monica Lyons, (718) 706-3607.

April 29—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television* and *ESPN*. The Drake Hotel, Chicago. Information: Jackie Booth, (312) 938-4200.

April 29—*Society of Satellite Professionals International, New York chapter*, annual dinner.

Kee Wah Yen Restaurant, New York. Information: Michelle Wallace, (212) 682-8300.

April 29—"Development Journalism in Asian Countries: Nation Building and the Independence of the Press," seminar sponsored by *Freedom Forum Media Studies Center*. Columbia University, New York. Information: (212) 678-6600.

April 29-May 2—*Classical Music Broadcasters* annual conference. Omni Hotel, Houston. Information: George Stokes, (713) 651-0267.

April 30—38th annual Genii Awards luncheon sponsored by *American Women in Radio and Television, Southern California chapter*. Honorees: Lucie Salhany, chairman, Fox Broadcasting, and Jaclyn Smith, actress. Sheraton Universal Hotel, Hollywood. Information: Denise Greenawalt, (818) 560-2039.

MAY

May 1-2—*National Academy of Television Arts and Sciences* presidents and programers meeting. Lafayette Hotel, Boston. Information: Trudy Wilson or Nick Nicholson: (212) 586-8424.

May 2-5—*Women in Cable* 12th national management conference. Palmer House Hilton, Chicago. Information: Renee Kaiser, (312) 661-1700.

May 6—*Federal Communication Bar Association, New York chapter*, luncheon. Speaker: FCC

Commissioner Andrew Barrett. CBS, New York. Information: Andrew Siegel, (212) 975-7419.

May 7-8—Orange County Sports Careers Summit sponsored by *Sports Careers*. Attendees include ESPN, USA Today and CBS Sports. Hyatt Regency, Irvine, Calif. Information: 1-(800)-776-7877.

May 9-12—*Canadian Cable Television Association* 36th annual convention and cablexpo. Metro Toronto Convention Center, Toronto. Information: Sylvie Powell, (613) 232-2631.

May 17-18—*National Infomercial Marketing Association* second annual mid-year meeting, Plaza Hotel, New York. Information: David Savage, (202) 962-8342.

May 10-12—*Cable Television Administration and Marketing Society* pay-per-view conference. Hyatt Regency, New Orleans. Information: (703) 549-4200.

May 10-12—"Learning Solutions," interactive exhibition of advanced satellite and interactive technologies sponsored by *PBS*. Rayburn House Office Building, Washington. Information: Eric Thomas, (202) 822-9491 or Robb Deigh, (703) 739-5392.

May 12—*International Radio and Television Society* Annual Meeting Luncheon honoring CBS News correspondent and 60 Minutes co-editor, Mike Wallace with the Broadcaster of the Year Award. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

MAJOR MEETINGS

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

May 5-9—*National Association of Black Owned Broadcasters* spring management conference. Hilton Head, S.C. Information: (202) 463-8970.

May 15-19—*Radio Advertising Bureau* spring board meeting. Detroit. Information: (212) 387-2100.

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. Information: (202) 429-5300.

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

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

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. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

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) 761-1100.

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

OpenMike

In praise of satellite DAB

EDITOR: I am writing concerning the radio industry's opposition to satellite digital audio broadcasting, perceiving it as a threat to local radio service. Your Feb. 8 article quoted the National Association of Broadcasters praising the diversity available from commercial stations in the U.S. today. I maintain the diversity on commercial radio—particularly on FM—has been declining and is currently limited in most markets to a number of variations on a theme of rock music and very little else.

Thirty years ago, there were fewer than 1,000 commercial FM stations on the air nationwide, yet there were many different formats available—instrumental easy listening, instrumental and vocal easy listening, classical, light classical, country, top 40, soul, news-talk, vocals, traditional jazz, Broadway and movie music, Spanish language, etc. Today, most of these formats have disappeared from the commercial dial; in many markets several formats have to be block programmed onto a single noncommercial station if they are to exist at all. Despite the current nationwide count of nearly 7,000 FM stations, in many cities virtually all stations tend to be one form of rock music or another (light rock, easy rock, adult rock, album-oriented rock, classic rock, urban rock, progressive rock, country rock and others, often with a foul-mouthed announcer or two thrown in). There is no commercial classical, jazz, easy listening, or even traditional country outlet. Many stations have dropped such formats in order to carry some form of rock.

Indeed, FM has become the "vast wasteland"—a term used in 1961 by then FCC Chairman Newton Minow to describe television programming. The explosive growth of the cable TV industry saved television as a medium for those who seek diversity, and gave it more variety and

quality. Industry figures show broadcast TV viewing among adults declined about 200 hours per capita between 1986 and 1991, while cable network viewing went up 200 hours.

I hope that DAB can get launched soon (preferably with more than 50 mhz of bandwidth allocated for the service) in order to provide competition to cable-provided digital audio at home, and to let those in their automobiles, those whose cable operators do not offer digital audio, and residents in rural areas or others living beyond the reach of cable have the diversity now available from the likes of Digital Music Express and Digital Cable Radio. I fear radio broadcasters who can't compete in a world with digital cable and satellite audio will react as TV broadcasters did to cable—first trying to block it, and (when that failed) crying for must-carry status.—*Earl F. Mellor, Arlington, Va.*

Telco/cable questions

EDITOR: The proposed purchase by Southwestern Bell of cable systems poses a daunting challenge to regulatory authorities who must approve the purchase while insuring against cross-subsidization. Will telephone subscribers be saddled with any losses from the cable operation while the telco stockholders benefit from any profits?—*Reuben Lozner, Chevy Chase, Md.*

Give 'em time

EDITOR: My esteemed colleague, Vincent J. Curtis Jr., chastizes the broadcast community ("Open Mike," March 29) for not being "leery" of legislation that hasn't been proposed by the Clinton administration or Congress, and for not displaying sufficient lobbying clout. Vince also worries about possible "attempts to revive the fairness doctrine." In that spirit, let me offer a

"responsible opposing viewpoint."

First, it's awfully early to agonize, as Mr. Curtis does, over an administration barely two months old and whose policies as they relate to broadcasters have yet to be presented. Aside from speculations in "several trade publications," we don't yet even know the identities of the new FCC chairman and commissioner. These appointments will signal President Clinton's policy intentions more clearly. Despite Mr. Curtis's dire warnings, initial indications are generally heartening; there is certainly no rush either by the White House or Congress to enact new and burdensome broadcast legislation. Forecasts of the imminent ruination of the radio/TV industry are, like those old reports of Mark Twain's demise, more than a little premature.

Second, Mr. Curtis claims that the lowest unit charge, part of the Communications Act for over 20 years, is an "unconstitutional taking of [broadcasters'] property." What "property" does he mean? Radio/TV airtime? If so, is he ready to repeal the public interest standard? And would this extend to broadcasters' First Amendment right of free speech? Will Mr. Curtis defend the rights of Howard Stern and others to be offensive over the air? Or does he prefer the outrageous "indecent" fines initiated by the supposedly more broadcaster-friendly Bush FCC? Those excessive penalties, whose constitutionality is truly in doubt, have damaged broadcasters far more—both in the wallet and by inhibiting programming diversity and flexibility—than lowest unit rate ever has.

Third, I can't believe broadcasters want to be "the most powerful lobbying force in the United States." The bet here is that most broadcasters share the general public's view that this town already has more than enough powerful lobbyists. What we need are fewer influence peddlars and more common sense in govern-

ment, for broadcasters and for everyone else.

In conclusion, I urge my colleague to give the President, Congress and FCC a chance before abandoning ship. Chill out, Vince: it's just a change of administration; the sky isn't falling.—*Lawrence Bernstein, Brinig & Bernstein, Washington.*

More fans

EDITOR: I have been reading BROADCASTING for over 50 years, and when the first BROADCASTING & CABLE showed up in the mail it took me a couple of moments to get re-oriented to the new look. I think it is a good look even if the advertising department probably feels as though they have lost a prime space.

As always, the content covers all bases. I trust that you will remember that this whole business started with radio and that it will not get lost between television and cable. I think there are a lot of fascinating developments coming in our part of the communications world.—*W. Leroy Schneck, president/general manager WNAE(AM)-WRRN(FM) Warren, Pa.*

EDITOR: Congratulations on the new and improved magazine, BROADCASTING & CABLE!—*Gillian Rees, vice president, public relations, E! Entertainment Television, Los Angeles.*

EDITOR: Congratulations on the new name and focus, which I believe is a great repositioning.—*Gary Maavara, vice president, sports, CTV Television Network Ltd., Toronto.*

Howard Stern cont.

EDITOR: In view of the recent response to the fines imposed for indecent broadcasting, I respectfully request you print the portion of my letter of Dec. 7, 1992, that you omitted in your Jan. 4, 1993, issue. Specifically:

"Another thing that's ludicrous is Infinity's assertion that it wants to play by the rules, but can't because the FCC's definition of indecency is too vague. This reminds me of a mother with her little boy in a china shop. She tells the lad, 'Now don't touch anything.' He doesn't, but he places his hand as close as possible to a fragile vase simply to tease his

mother and test her will. The boy is obeying the letter of the law, while denying its spirit.

It's a shame that a company as efficient and successful as Infinity Broadcasting can't see that what one of its announcers is saying is just plain smut. One would need the mind of Howard Stern himself in order to foresee all the indecent topics and remarks one could conjure up. No doubt, that would comprise volumes."

I would like to add that BROADCASTING & CABLE's view of this "continuing and unfortunate distraction" as the FCC's fault is like saying that fires are the fire department's fault simply because it tries to put them out.

To Infinity's charge of inconsistency in labeling some Stern broadcasts indecent and similar ones not, I would say they've been lucky. And to its implications of a double standard in judging its broadcasts and television programming, they're absolutely right. The FCC here seems to be fishing for minnows while the real sharks are eating us alive.—*Robertson C. Scott, Jr., station manager, KDB(FM) Santa Barbara, Calif.*

Football first

EDITOR: For many years Texas A&M University has claimed and/or been credited with producing the first live play-by-play broadcast of a college football game. This was the Nov. 24, 1921, game between Texas A&M and the University of Texas. The game was played in College Station.

I am currently preparing an account of this event for a Texas Historical Marker and am seeking either better confirmation than we now have or disproof of the claim/credit. If any of your readers have evidence of an earlier live play-by-play broadcast of a college football game, I would like very much to hear from them.

The 1921 Texas A&M broadcast was produced by A&M students. With the assistance of one or more football coaches, the students developed and then reproduced and distributed copies of a set of abbreviations that would enable a good key operator to send out descriptions of every play as it happened using standard International Morse Code through the Tex-

as A&M experimental station, call letters 5XB. The primary intended recipient was the University of Texas station call letters 5XU. The play-by-play was also picked up in Waco, Houston and Greenville and probably others of the 275 amateur stations in Texas in 1921.—*Charles R. Schultz, university archivist, Texas A&M University, College Station, Tex. 77843-5000.*

End of an era

EDITOR: For years, the University of North Carolina's Department of Radio, Television and Motion Pictures turned out graduates who chose careers in broadcasting. Many of them over the more than 45 years of the department's existence have moved into significant management and creative roles throughout the industry. But now the university is in the process of "disestablishing" the department, closing it down and dropping those programs that had, in the past, successfully prepared students for broadcast careers.

Dissecting the department was placed in the hands of a biology professor with no understanding of broadcasting and little apparent interest in continuance of a department that had a well-established reputation in the industry for turning out talented young men and women. Its only crime was that it had recently suffered from a lack of knowledgeable and aggressive management. Instead of fixing the management problem, the university has chosen to kill the department, depriving nearly 300 currently enrolled students of their planned preparation for broadcast and film industry careers.

Unless UNC RTVMP alumni (of which there are several thousand) and other interested broadcasters speak out soon, the destruction of this once significant broadcast talent and management resource will be complete.

Hopefully, what is apparently happening in Chapel Hill is not the beginning of a trend among those universities that in the past have turned out well-educated, well-prepared broadcast leaders.—*H. Taylor (Bud) Vaden, past president, Broadcasters Promotion & Marketing Executives Association, Chapel Hill, N.C.*

For the Record

Compiled by BROADCASTING & CABLE for the period of April 12-April 16 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- **WACV(AM) Montgomery, AL** (BAL930405EB; 1170 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Meyer-Baldrige Radio Inc. to Montgomery Broadcast Properties Ltd. for \$125,000. Seller is headed by Kenneth E. Meyer and is also licensee of KATP(FM) Amarillo, TX. Meyer is also licensee of two AM's and four FM's. Buyer is headed by Allan G. Stroh, et al. and is licensee of WLNE(FM) Montgomery, AL. Filed April 5.
- **KFRC-AM-FM San Francisco** (BAL930331EA; 610 khz; 5 kw-U)—Seeks assignment of license from Coast Broadcasting Co. to Alliance Broadcasting California for \$20.15 million ("Changing Hands," Feb. 1). Filed March 31.
- **WJQY(FM) Fort Lauderdale (Miami), FL** (BALH930329GE; 106.7 mhz; 100 kw; ant. 900 ft.)—Seeks assignment of license from Tak Communications Inc., Debtor-in-Possession, to WJQY-FM License Inc. for no cash consideration. Assignment is filed pursuant to plan of reorganization of Tak Communications; Michael L. Eskridge is court-appointed trustee for licensee estate. Assignment includes licensee's three FM's and eight TV's (see individual stations). Filed March 29.
- **WBGB(AM) Mount Dora, FL** (BAL930405EA; 1580 khz; 5 kw-D)—Seeks assignment of license from Ronald A. Aicher, receiver for William Kicklighter, to Cross Country Communications Inc. for \$30,000. Seller has no other broadcast interests. Buyer is headed by George A. Zarris and is also licensee of WBPT(FM) Naples, FL. Filed April 5.
- **WGML(AM)-WHVL(FM) Hinesville, GA** (AM: BTC930330GE; 990 khz; 250 w-D, 76 w-N; FM: BTC930330GF; 104.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from Bullie Broadcasting Corp. to Gary Dodd for \$18,050. Seller is headed

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

by Virginia B. Frankenthaler, who is transferring her 54% of licensee. Buyer has no other broadcast interests. Filed March 30.

- **KHVO(TV) Hilo, HI** (BALCT930329KV; ch. 13; 4.68 kw-V; 1.59 kw-A; ant. -823 ft.; see WJQY(FM) Fort Lauderdale, above).
- **KITV(TV) Honolulu** (BALCT930329KT; ch. 4; 100 kw-V; 20 kw-A; ant. 50 ft.; see WJQY(FM) Fort Lauderdale, above).
- **KMAU(TV) Wailuku, HI** (BALCT930329; ch. 12; 27.5 kw-V; 4.36 kw-A; ant. 5,910 ft.; see WJQY(FM) Fort Lauderdale, above).
- **WKIO(FM) Urbana, IL** (BALH930329GG; 92.5 mhz; 3 kw; ant. 145 ft.; see WJQY(FM) Fort Lauderdale, above).
- **KSEK(AM) Pittsburg, KS** (BAL930401EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Freeman Broadcasting Inc. to KCBR-AM Ltd. for \$140,000. Seller is headed by Rob Freeman and is also licensee of KYPG(FM) Pittsburg, KS. Buyer is headed by William R. Johnson and is licensee of KNHN(AM) Kansas City, KS. Filed April 1.
- **WFST(AM) Caribou, ME** (BAL930407EB; 600 khz; 5 kw-D, 127 w-N)—Seeks assignment of license from Four Seasons Communications Inc. to Northern Broadcast Ministries Inc. for \$54,000. Seller is headed by Timothy D. Martz and is also

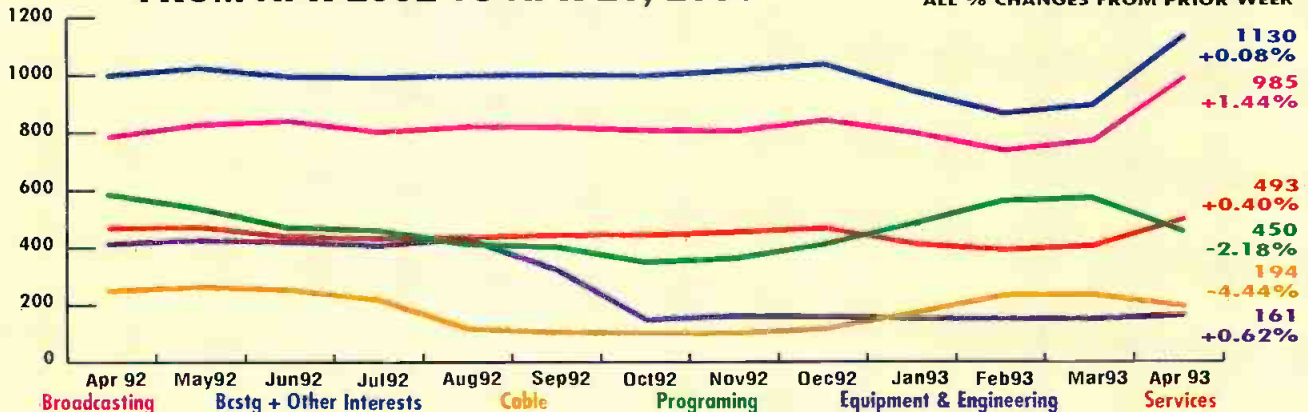
licensee of WBPW(FM) Presque Isle, ME. Martz also has interests in one AM and nine FM's. Buyer is headed by Ronald A. Kofstad and has no other broadcast interests. Filed April 7.

- **KYBA(FM) Stewartville, MN** (BAPH930405GJ; 105.3 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of CP from Topp Broadcasting Inc. to Southern Minnesota Broadcasting Co. for approximately \$125,000. Seller is headed by general partners Raymond and Rita Topp, husband and wife, and has no other broadcast interests. Buyer is headed by Gregory D. Gentling Jr. and is licensee of KROC-AM-FM Rochester, MN, and KXRB(AM)-KKLS(FM) Sioux Falls and KKLS(AM)-KKMK(FM) Rapid City, both South Dakota. Filed April 5.
- **WQST-AM-FM Forest, MS** (AM: BAL930326GG; 850 khz; 10 kw-D; FM: BALH930326GH; 92.5 mhz; 100 kw; ant. 1,040 ft.)—Seeks assignment of license from Scott County Broadcasting Co. Inc. to American Family Association Inc. for \$700,000 (see "Changing Hands," p. 53). Filed March 26.
- **WAKK(AM)-WAKH(FM) McComb, MS** (AM: BAL930402EA; 1140 khz; 1 kw-D; FM: BALH930402EB; 105.7 mhz; 100 kw; ant. 489 ft.)—Seeks assignment of license from Fortune Media Inc. to San-Dow Broadcasting Inc. for \$600,000 (see "Changing Hands," p. 53). Filed April 2.
- **WNAU(AM) New Albany, MS** (BAL930401ED; 1470 khz; 500 kw-U)—Seeks assignment of license from Broadcasters & Publishers Inc. to MPM Investment Group for \$60,000. Seller is headed by Houston L. and G. Dean Pearce, father and son, and is licensee of WWKZ(FM) New Albany, MS. They also have interests in licensees of four AM's and four FM's. Buyer is headed by Marty Cook, et al., and has no other broadcast interests. Filed April 1.
- **WGRZ-TV Buffalo, NY** (BALCT930329KS; ch. 2; 100 kw-V; 500 kw-U)—Seeks assignment of license from Fort Lauderdale, above).
- **WUSL(FM) Philadelphia** (BALH930329GF; 98.9 mhz; 18 kw; ant. 830 ft.; see WJQY(FM) Fort Lauderdale, above).
- **WMPA(FM) Mansfield, PA** (BAPH930326GI; 92.3 mhz; 540 w; ant. 764 ft.)—Seeks assignment of license from Penn Central Broadcasting Inc. to Europa Communications Inc. for \$17,500. Seller is headed by Harold G. Fulmer and is licensee of WQXA-AM-FM York, PA. Fulmer is also licensee of

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1992 TO APR 20, 1993

NASDAQ: 661.97 (-1.77%)
S&P Ind.: 505.99 (-0.71%)

ALL % CHANGES FROM PRIOR WEEK



four AM's, two FM's and one LPTV. **Buyer** is headed by Kevin M. Fitzgerald, who also has interests in WKGB-FM Susquehanna, PA. Filed March 26.

■ **WBLR(AM) Batesburg, SC** (BAL930407EA; 1430 khz; 5 kw-D, 142 w-N)—Seeks assignment of license from James E. Wiszowaty and Cheryl A. Wiszowaty, husband and wife, to Durst Broadcasting Co. Inc. for \$40,000. Sellers have no other broadcast interests. **Buyer** is headed by William K. Durst and is licensee of WKMG(AM)-WJRO(FM) Newberry-Saluda, SC. Filed April 7.

■ **KZMX-AM-FM Hot Springs, SD** (AM: BAL930401EB; 580 khz; 500 w-D, 310 w-N; FM: BAL930401EC; 96.7 mhz; 3.4 kw; ant. 440 ft.)—Seeks assignment of license from Communications Systems Management Inc. to Mt. Rushmore Broadcasting Inc. for approximately \$45,000. **Seller** is headed by Carl Cunningham and has no other broadcast interests. **Buyer** is headed by Jan C. Gray and is also licensee of KFCR(AM) Custer, SD. Filed April 1.

■ **WCLE-AM-FM Cleveland-Calhoun, TN** (AM: BAL930406EA; 1570 khz; 5 kw-D, 84 w-N; FM: BAPH930406EB; 104.1 mhz; 3 kw; ant. 325 ft.)—Seeks assignment of license from Carroll, Carroll & Rowland to Randal W. Sliger for \$200,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed April 6.

■ **KRYS-AM-FM Corpus Christi, TX** (AM: BAL930402ED; 1360 khz; 1 kw-U; FM: BAL930402EE; 99.1 mhz; 100 kw; ant. 1,049 ft.)—Seeks assignment of license from Corpus Christi Media Partners Ltd. to Ranger Communications Co. for \$3.1 million (see "Changing Hands," p. 53). Filed April 2.

■ **KXAL-FM Pittsburg, TX** (BTCH930326GL; 103.1 mhz; 6 kw; ant. 328 ft.)—Seeks transfer of control from Camp-Titus Radio Co. Inc. to Ron Gray and Diane Gray for \$140,000. Parent of licensee, Routh Radio Partners Inc., is licensee of KLVQ(AM)-KCKL(FM) Malakoff, TX. **Buyers** have no other broadcast interests. Filed March 26.

■ **KMXX(FM) Killeen, TX** (BALH930330GS; 93.3 mhz; 100 kw; ant. 1,948 ft.)—Seeks assignment of license from Genesis Broadcasting Inc. to The KLB Co., for \$2.5 million (see "Changing Hands," p. 53). Filed March 30.

■ **KONO(AM) San Antonio, TX** (BAL930402EC; 860 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Genesis Broadcasting Inc. to Gillespie Broadcasting Co. for \$1.125 million ("Changing Hands," April 5). Filed April 2.

■ **KSGI(AM) St. George, UT** (BAL930402EF; 1450 khz; 1 kw-U)—Seeks assignment of license from Color Country Media Corp. to Bear River Communications Inc. for \$165,000. **Seller** is headed by Morgan Skinner and has no other broadcast interests. **Buyer** is headed by Don Larkin and has no other broadcast interests. Filed April 2.

■ **WQOW-TV Eau Claire, WI** (BALCT930329KQ; ch. 18; 407 kw-V; 40.7 kw-A; ant. 741 ft.; see WJQY(FM) Fort Lauderdale, above).

■ **WXOW-TV La Crosse, WI** (BALCT930329KP; ch. 19; 631 kw-V; 63 kw-A; ant. 1,137 ft.; see WJQY(FM) Fort Lauderdale, above).

■ **WKOW-TV Madison, WI** (BALCT930329KO; ch. 27; 871 kw-V; 100 kw-A; ant. 1,250 ft.; see WJQY(FM) Fort Lauderdale, above).

■ **WMAD-AM-FM Sun Prairie, WI** (AM:

BAL930402GE; 1190 khz; 1 kw-D; FM: 92.1 mhz; 1.75 kw; ant. 400 ft.)—Seeks assignment of license from WMAD Inc. to Double L Broadcasting Ltd. for \$650,000 (see "Changing Hands," p. 53). Filed April 2.

■ **WJJO(FM) Watertown, WI** (BALH930330GV; 94.1 mhz; 50 kw; ant. 525 ft.)—Seeks assignment of license from Joyner Radio Inc. to WJJO Ltd. for \$1.6 million ("Changing Hands," March 22). Filed March 30.

■ **WAOW-TV Wausau, WI** (BALCT930329KR; ch. 9; 316 kw-V; 31.6 kw-A; ant. 990 ft.; see WJQY(FM) Fort Lauderdale, above).

Actions

■ **WKQR(FM) Citronelle, AL** (BALH930126HM; 101.9 mhz; 2.07 kw; ant. 436 ft.)—Granted assignment of license from Fuller Broadcasting Company of Mobile County Inc. to United Broadcasting of Citronelle Inc. for \$305,000 ("Changing Hands," March 1). Action April 6.

■ **WMCZ(FM) Millbrook, AL** (BAPLH930212HS; 97.1 mhz)—Granted assignment of CP from Millbrook Superior Broadcasters Ltd. to Clinton Enterprises Inc. for \$155,000 ("For the Record," March 15). Action April 5.

■ **KNSD(TV) San Diego** (BALCT930219KM; ch. 39; 5,000 kw-V; 500 kw-A; ant. 1,910 ft.; see WAGA-TV Atlanta, below).

■ **WPSL(AM) Port St. Lucie, FL** (BAL930218GE; 1590 khz; 5 kw-D)—Granted assignment of license from Belmont Street Broadcasting Inc. to Port St. Lucie Broadcasters Inc. for \$200,000 ("For the Record," March 15). Action April 12.

■ **WTVT-TV Tampa, FL** (BALCT930219KL; ch. 13; 316 kw-V; 47.4 kw-A; ant. 1,416 ft.)—Granted assignment of license from WTVT License Inc. to TVT License Inc. for \$163.25 million. Assignment is contingent upon restructuring of SCI Television Inc., parent of assignee, and parent of assignor and second-tier parent of assignee of WAGA-TV Atlanta (see below and BROADCASTING, Feb. 22). Action April 13.

■ **WTMP(AM) Temple Terrace, FL** (BAL930211EA; 1150 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Broadcap of Florida Inc. to DMPG Broadcasting Group Inc. for \$625,000 ("Changing Hands," Feb. 15). Action April 12.

■ **WAGA-TV Atlanta** (BALCT930219KR; ch. 5; 100 kw-V; 10 kw-A; ant. 1,076 ft.)—Granted assignment of license from Gillett Communications of Atlanta Inc. to WAGA License Inc.; assignment represents new stock equity transaction for stock valued at \$100 million, and is part of a restructuring of SCI Television Inc., parent of proposed assignor and second-tier parent of the proposed assignee. It includes licensee stations WSBK-TV Boston, WJBK-TV Detroit, KNSD(TV) San Diego, WITI-TV Milwaukee and WJW-TV Cleveland (see WTVT-TV Tampa, FL, above, and BROADCASTING, Feb. 22). Action Feb. 19.

■ **WBTR-FM Carrollton, GA** (BALH930119HU; 92.1 mhz; 580 w; ant. 635 ft.)—Granted assignment of license from Reliance Broadcasting Inc. to Carroll County Media Inc. for \$950,000 ("Changing Hands," Feb. 15). Action April 5.

■ **WRVY-FM Henry, IL** (BALH920610GZ; 100.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from 29th Broadcasting Co. Inc. to Illinois Bible Institute for no cash consideration; assignment is donation ("For the Record," June 29, 1992). Action April 5.

■ **WARU(AM) Peru, IN** (BAL930119HH; 1600 khz; 1 kw-D)—Granted assignment of license from Wabash Peru Broadcasting Co. Inc. to WCDB Inc. for \$300,000 ("Changing Hands," Feb. 22). Action April 2.

■ **KBLS(FM) North Fort Riley, KS** (BAPH930114HZ; 102.5 mhz; 50 kw; ant. 492 ft.)—Granted assignment of CP from Mid-America Ag Systems Inc. and Lesso Co. to The Eagle Broadcasting Company Inc. for \$585,000 ("Changing Hands," Feb. 15). Action April 5.

■ **WCYN-AM-FM Cynthiana, KY** (AM:

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.

BTC930222EC; 1400 khz; 500 w-D, 1 kw-N; FM: BTC930222ED; 102.3 mhz; 3 kw; ant. 98 ft.)—Granted transfer of control of WCYN Radio Inc. for no cash consideration in estate transfer. Action April 8.

■ **WKKN(FM) Edmonton, KY** (BALH930108HX; 159.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Vickie K. Hatchett to Newberry Broadcasting Inc. in exchange for 10% of stock of Newberry Broadcasting, of which she is currently an officer and director ("For the Record," April 2). Action April 2.

■ **WNBS(AM) Murray, KY** (BAL921028EA; 1340 khz; 1 kw-U)—Granted assignment of license from Joe Pat James, receiver, to Jackson Purchase Broadcasting Co. for \$170,000 ("For the Record," Nov. 23, 1992). Action April 9.

■ **WSBK-TV Boston** (BALCT930219KP; ch. 38; 3,160 kw-V; 316 kw-A; ant. 1,349 ft.; see WAGA-TV Atlanta, above).

■ **WJBK-TV Detroit** (BALCT930219KO; ch. 2; 100 kw-V; 10 kw-A; ant. 1,000 ft.; see WAGA-TV Atlanta, above).

■ **KTJA(FM) Mt. Vernon, MO** (BAPH920219GX; 106.7 mhz; 1 kw; ant. 515 ft.)—Granted assignment of CP from Missouri FM to Edward J. Mahoney for \$24,000 ("For the Record," March 16, 1992). Action March 31.

■ **KUUS(AM) Billings, MT** (BAL930224EB; 1240 khz; 1 kw-U)—Granted assignment of license from Richard and Carrie Frankovic to Michael May Enterprises Inc. for \$14,000. Sellers have no other broadcast interests ("For the Record," Feb. 24). Action April 8.

■ **KIBZ(FM) Lincoln, NE** (BALH921202HU; 106.3 mhz; 3 kw; ant. 213 ft.)—Granted assignment of license from Tate Communications Inc. to Rock Steady Inc. for \$550,000 (see "Changing Hands," Jan. 11). Action April 1.

■ ***WFAE(FM) Charlotte, NC** (BALED921229HQ; 90.7 mhz; 100 kw; ant. 760 ft.)—Granted assignment of license from University of North Carolina at Charlotte to University Radio Foundation Inc. for \$22,630 ("For the Record," Jan. 18). Action April 2.

■ **WKRC(AM) Cincinnati** (BAL930212EC; 550 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Great American Television and Radio Co. Inc. to Jacor Broadcasting Corp. for \$1.6 million ("Changing Hands," March 8). Action April 8.

■ **WJW-TV Cleveland** (BALCT930219KS; ch. 8; 302 kw-V; 30.2 kw-A; ant. 1,000 ft.; see WAGA-TV Atlanta, above).

■ **WAPQ(FM) Crestline, OH** (BAPH930114GG; 98.7 mhz; 1.8 kw; ant. 418 ft.)—Granted assignment of CP from WHOH Inc. to Mid-American Radio Group Inc. for \$475,000 ("For the Record," Feb. 15). Action April 5.

■ **WBLF(AM) Bellefonte, PA** (BAL930225EA; 970 khz; 1 kw-D, 61 w-N)—Granted assignment of license from Bellefonte Broadcasting Co. Inc. to Doris A. Clark for \$105,000 ("For the Record," March 15). Action April 8.

■ **WMPS(AM) Millington, TN** (BAL930115EB; 1380 khz; 2.5 kw-D, 1 kw-N)—Granted assignment of license from David Grayson Life Changing Ministries Inc. to Abundant Grace Fellowship, Inc. for \$360,000. Seller is headed by David W. Grayson Sr. and has no other broadcast interests. Buyer is headed by Dwayne Hunt and has no other broadcast interests. Action April 8.

■ **WKNF-FM Oak Ridge, TN** (BALH930201GI; 94.3 mhz; 1.82 kw; ant. 395 ft.)—Granted assignment of license from Key Broadcasting of Tennessee Inc. to John W. Pirkle for \$507,801 ("Changing Hands," March 15). Action April 5.

■ **KVOP(AM)-KATX(FM) Plainview, TX** (AM: BAL930129HX; 1400 khz; 1 kw-U; FM: BALH930129HY; 97.3 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Beach Schmidt Inc. to Radio Music Box Co. for \$250,000 ("Changing Hands," March 1). Action April 6.

■ **KONJ(AM)-KXTN(FM) San Antonio, TX** (AM:

1310 khz; 5 kw-D, 280 w-N; FM: BALH930202EJ; 107.5 mhz; 100 kw; ant. 1,514 ft.)—Granted assignment of license from TK Communications to Tichenor Media System Inc. for \$11 million ("Changing Hands," March 1). Action April 8.

■ **KDFL(AM) Lakewood, WA** (BAL921022GS; 1480 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from KDFL Public Radio Association to Help Ministries Inc. for \$58,000 ("For the Record," Dec. 21, 1992). Action April 5.

■ **KJTT(AM) Oak Harbor, WA** (BAPL930114EB; 1110 khz; 500 w-D)—Granted assignment of CP from Whidbey Island Broadcast Services to Oak Harbor Communications Inc. for approximately \$150,000 ("For the Record," Feb. 15). Action April 8.

■ **WITI-TV Milwaukee** (BALCT930219KQ; ch. 6; 100 kw-V; 10 kw-A; ant. 1,000 ft.; see WAGA-TV Atlanta, above).

NEW STATIONS

Applications

■ **Torrington, CT** (BPED930405MA)—Torrington Connecticut Board of Education seeks 89.9 mhz; 28 kw; ant. 28 m. Address: 355 Migeon Avenue, Torrington, CT 06790. Applicant is headed by Sheila Gregg and has no other broadcast interests. Filed April 5.

■ **Lake City, MI** (BPH930402MA)—New Horizons Broadcasting Ltd. seeks 104.9 mhz; 4.6 kw; ant. 113 m. Address: 1246 South VanderMuellen Rd.; Lake City, MI 49651. Applicant is headed by Paul Pichot and has no other broadcast interests. Filed April 2.

■ **Caledonia, MN** (BPH930331MB)—Sun Communications Inc. seeks 94.7 mhz; 1.9 kw; ant. 178.2 m. Address: Box 308 Hwy. 44 West, Spring Grove MN 55974. Applicant is headed by Greg Wennes and is licensee of KQYB(FM) Spring Grove, MN. Filed March 31.

■ **Reedsburg, WI** (BPH930329ME)—Thomas W. Bychinski seeks 102.9 mhz; 6 kw; ant. 100 m. Address: 2011 North Dewey Ave., Reedsburg, WI 53959. Applicant has no other broadcast interests. Filed March 29.

Actions

■ **Inglis, FL** (BPED920820MA)—Dismissed app. of Sabbath Inc. for 104.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill and is applying for eight other FM's. Action April 6.

■ **Inglis, FL** (BPH920820MD)—Granted app. of Lucille Ann Lacy for 104.3 mhz. Address: 3507-A Van Tassel, Amarillo, TX 79121. Applicant has no other broadcast interests. Action April 6.

■ **Marathon, FL** (BPH930210ME)—Dismissed app. of SBM Communications for 97.7 mhz; 6 kw; ant. 47 m. Address: 4810 Deltona Drive, Punta Gorda, FL 33950. Applicant is headed by James E. Martin, Jr., who also has interests in WGCO(FM) Midway, GA, and WCCF(AM)-WQLM-FM Punta Gorda, FL. Action April 7.

■ **Parkersburg, WV** (BP930205AA)—Returned app. of H.I.S. Network Inc. for 1570 khz; 1 kw-D, 28 kw-N. Address: P.O. Box 1462, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr., who has interests in LPTV's at Jeffersonville and Clarksville, both Indiana, and in permittees of new FM's at New Washington, IN, and Great Falls, MT. Action April 9.

ALLOCATIONS

■ **Bradenton and High Point, both Florida** Effective May 28, amended FM Table to substitute channel 278C for channel 277C1 at Bradenton; modified

license for WDUV(FM) accordingly. (MM docket 92-59, by R&O [DA 93-343] adopted March 23 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ **Cusseta, GA** Effective May 28, allotted channel 279A to Cusseta as that community's first local service. Window opens June 1; closes July 1; terminated proceeding. (MM docket 92-239 by R&O [DA 93-320] adopted March 17 by Chief, Allocations Branch, Mass Media Bureau).

■ **Harlem, GA** Effective May 28, substituted channel 236C3 for channel 236A at Harlem and modified permit of WCHZ(FM) accordingly; terminated proceeding. (MM docket 92-278 by R&O [DA 93-319] adopted March 17 by Chief, Allocations Branch).

■ **Brookings, OR** Effective May 28, substituted channel 237C2 for channel 237C3 at Brookings and modified the license of KURY accordingly; terminated proceeding. (MM docket 92-278 by R&O [DA 93-349] adopted March 24 by Chief, Allocations Branch).

■ **Toledo, OR** Proposed substituting channel 264C2 for channel 264A at Toledo and modifying license of KZUS accordingly. Comments are due June 4; replies June 21. (MM docket 93-90 by NPRM [DA 93-335] adopted March 22 by Chief, Allocations Branch).

■ **Iron River, WI** Effective May 28, allotted channel 297C2 at Iron River as that community's first local service. Window opens June 1; replies July 1; terminated proceeding. (MM docket 92-311 by R&O [DA 93-334] adopted March 22 by Chief, Allocations Branch).

ACTIONS

■ **Addressed** various petitions for reconsideration of order concerning review of technical assignment criteria for AM broadcast service. (MM docket 87-267, Report DC-2388, by Commission April 13 by MO&O [FCC 93-198].)

■ **Denied** application by Jim Rogers of Washington Telecom Week for review of March 4, 1993, decision by Acting General Counsel, which granted in part his request under Freedom of Information Act (FOIA) for access to transition papers prepared by Commission for Clinton administration. Acting General Counsel denied access to limited portions of documents pursuant to FOIA exemptions 2, 5 and 7. (Report No. GN-129, by Commission April 13 by MO&O [FCC 93-194].)

■ **Denied** Daniels Cablevision and Time Warner Entertainment Co.'s motion for stay pending judicial review of Commission's Order of April 1, 1993 in matter of freezing rates for cable services, other than premium and pay-per-view service offerings provided by cable systems subject to regulation under Cable Act of 1992. (MM docket 92-266 by Order [FCC 93-185] adopted April 8 by Commission).

■ **Issued** \$8,000 forfeiture against Donald W. Bishop, Overland, KS, for operating an unauthorized station. (By Order [FCC 93-151] adopted March 17 by Commission).

■ **Ordered** Profit Enterprises to forfeit \$10,000 for willful violation of Commission's rules regarding unauthorized equipment. (By Order [FCC 93-150] adopted March 17 by Commission).

■ **Proposes** changes to low power television rules and policies (MM docket 93-114, Report DC-2385, by Commission April 9 by NPRM [FCC 93-187].)

■ **Reduced** application fee for Interactive Video and Data Services (IVDS), in response to further petition for reconsideration (Gen. docket #91-2, Report No. DC-2392, by Commission April 13 by Second MO&O [FCC 93-197].)

■ **Requests** for waiver of newspaper-broadcast crossownership rule relating to WNYW(TV) and New York Post. Comments are due April 26, replies May 3. Contact Anne Lucy at (202) 632-6357 [DA 93-432].

■ **Reversed** review board decision and found that Imagists, as only basically qualified candidate for new UHF station at Conroe, TX, should be awarded CP. (MM docket 85-331, Report DC-2389, by Commission April 13 by MO&O [FCC 93-196].)

■ **Calistoga, CA** Designated for hearing mutually exclusive applications of Moonbeam Inc., and Gary E. Willson for new FM on channel 265A in Calistoga, CA. (MM docket 93-42 by Order [DA 93-224] adopted February 23 by Chief, Audio Services Division, Mass Media Bureau).

■ **Los Angeles** Granted applications of Fox TVs Inc., for renewal of KTTV(TV) Los Angeles; denied competing application of Rainbow Broadcasting for new station on same frequency. (MM docket 90-375, by Decision [FCC 93R-9] adopted March 8 by Review Board).

■ **Rancho Mirage, CA** Denied Pike Family Broadcasting further review of its application for new FM station on channel 258A; applicant did not timely comply with power and antenna height limitations set forth in bilateral agreement between U.S. and Mexico, and application had therefore been dismissed pursuant to FM "hard look" processing rules. (Report No. MM-720, Mass Media Action, by Commission April 9 by MO&O [FCC 93-186].)

■ **Red Bluff, CA** Rescinded notice of apparent liability for forfeiture imposed against McNulty Broadcasting Corp., licensee of station KALF-FM for violation of Commission's rules which require that station's main studio be located within its principal community contour. (By MO&O [DA 93-255] adopted February 23 by Chief, Mass Media Bureau).

■ **San Bernardino, CA** Denied petition for reconsideration of Mass Media Bureau's action denying Angeles Broadcasting Network, interim licensee of station KAGL(TV). (By MO&O [FCC 93-173] adopted April 1 by Commission).

■ **Seaside, CA** Dismissed appeals and petition filed by Seaside Wireless Ltd. for extraordinary relief in regard to Summary Decision by ALJ which resolved favorably basic qualifying issues pertaining to application of Dunlin Group and approved settlement agreement. (MM Docket 90-382 by Order [FCC 93R-7] adopted March 2 by Review Board).

■ **Selbyville, DE** Modified MO&O reaffirming grant

of application of Anchor Broadcasting for new FM at Selbyville and denial of competing applications of Galaxy Communications and Susan M. Bechtel. (MM docket 87-504, by MO&O [FCC 93-115] adopted February 24 by Commission).

■ **Gifford, FL** Directed Chief, Mass Media Bureau, to file supplemental brief regarding proceeding for new FM on channel 234A. (MM docket 90-170 by Order [FCC 93R-11] adopted March 31 by Review Board).

■ **Tampa, FL** Dismissed petition by WTVT License, Inc., licensee of WTVT(TV) for further discovery order, and denied Lawton Chiles, Bob Martinez and Bill Nelson's motion to compel and motion for sanctions. (By MO&O [DA 93-409] adopted April 6 by Chief, Mass Media Bureau).

■ **Hayden, ID** Upheld decision by Mass Media Bureau which granted applications to transfer control of North Idaho Broadcasting Co. (NIB), licensee of KVIN(AM) Coeur d'Alene, ID, from Hagadone Investment Co. to Burl Todd Hagadone, and assignment of CP for KKCH(FM) Hayden, ID, from Media West Inc. to NIB. (By MO&O [FCC 93-102] adopted February 18 by Commission).

■ **Anna, IL** Designated for hearing application of Union Broadcasting Inc., for modification of its CP for WRAJ-FM, Anna. (MM docket 93-108, by Order [DA 93-416] adopted April 7 by Chief, Audio Services Division).

■ **Chandler, IN** Denied Ben L. Umberger review of Review Board's decision in case involving mutually exclusive applications for new FM on channel 228A at Chandler. (MM docket 90-502, by MO&O [FCC 93-124] adopted March 2 by Commission).

■ **Baker, LA** Upheld ID and Review Board Decision granting application of BEBE-F Broadcasting Corp. for new FM on channel 297A at Baker and denied competing applications. (MM docket 90-634, by MO&O [FCC 93-125] adopted March 2 by Commission).

■ **Baton Rouge, LA** Affirmed Review Board's grant of CP for new FM, channel 203C2 to Jimmy Swagart Ministries. (MM docket 88-308 by MO&O [FCC 93-181] adopted April 2 by Commission).

■ **Hartford, MI** Designated for hearing mutually exclusive applications of Rural Initiatives for Shelter

and Education and American Indian Broadcast Group Inc. for new noncommercial educational FM station and commercial FM, respectively, on channel 279A at Hartford, MI. (MM docket 93-44 by Order [DA 93-222] adopted February 23 by Chief, Audio Services Division).

■ **Manahawkin, NJ** Denied Jersey Shore Broadcasting Corporation and Press Broadcasting Co. reconsideration of an Order which granted an application for review filed by Seashore Broadcasting Corporation and vacated Review Board decision that dismissed for lack of standing Seashore's appeal of decision of ALJ Arthur I. Steinberg. Order also vacated ALJ's decision which approved settlement agreement among competing applicants for new FM station on channel 289B1 at Manahawkin, NJ. Pursuant to settlement, Press would receive Manahawkin permit, but under an option agreement with Jersey Shore, it could ultimately swap newly constructed Manahawkin facility for an existing Manahawkin facility licensed to Jersey Shore. (MM docket 91-208 by Order [FCC 93-106] adopted February 22 by Commission).

■ **Hobbs, NM** Designated for hearing mutually exclusive applications of Ojeda Broadcasting Inc. and Rosemary Houston for new FM on channel 243A. (MM docket 93-43 by HDO [DA 93-215] adopted by Chief, Audio Services Division, Mass Media Bureau).

■ **Lexington, NC** Affirmed grant of modification application of WWGL(FM) Lexington to meet minimum antenna height requirement for Class C stations. (By MO&O [FCC 93-121] adopted March 1 by the Commission).

■ **Hornsby and Austin, both Texas** Ordered parties to this proceeding to file their proposed settlement agreement within 60 days of release of this Order; Mass Media Bureau to file comments on agreement no later than 10 days thereafter. (MM docket 90-639 by Order [FCC 93R-4] adopted February 19 by Review Board).

■ **Longview, TX** Affirmed decision of ALJ and granted application of Capitol City Broadcasting Co. for new FM on channel 247C2 at Longview; denied application of Matthew Williams. (MM docket 90-352 by Decision [FCC 93R-6] adopted February 26 by Review Board).

SERVICES

BROADCAST DATABASE
dataworld[®]
 MAPS
 Coverage/Terrain Shadowing
 Allocation Studies • Directories
 P.O. Box 30730 301-652-8822
 Bethesda, MD 20814 800-368-5754

BDS
 BROADCAST DATA SERVICES
 A Div. of Moffet, Larson & Johnson, Inc.
 • AM, FM, TV, H-group databases
 • Coverage, allocation and terrain studies
 • FCC research
 703 824-5666 FAX: 703 824-5672

dataworld[®]
 LPTV/TV Translator
 Detailed Interference Studies
 Regional Directories
 Maps - Terrain - Popcount
 301-652-8822 800-368-5754

DSI
 COMMUNICATIONS, INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite
 Engineering and Installation
 627 Boulevard
 908-245-4833 Kenilworth, NJ 07033

Stainless, inc.
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-4681

LDL
 COMMUNICATIONS, Inc.
 RF DESIGN & INSTALLATION SPECIALISTS
 LARCAN SOLID STATE TRANSMITTERS
 ALAN DICK ANTENNAS & COMBINERS
 LEBLANC & ROYLE TOWER SYSTEMS
 14440 CHERRY LANE CT. LAUREL, MD 20707
 TEL: 301-498-2200 FAX: 301-498-7952

IDB FOR WORLDWIDE
 SATELLITE
 TRANSMISSION
 SERVICES CONTACT:
 IDB COMMUNICATIONS GROUP
 10525 WEST WASHINGTON BLVD.
 CULVER CITY, CA 90232-1922
 213-870-9000 FAX: 213-240-3904

TNS
 TOWER NETWORK
 SERVICES
 NATIONWIDE SERVICE
 (305) 771-7180
 WE • STROBE LIGHT SYSTEMS
 SERVICE • TOWERS AND ANTENNAS

**RADIO OR TV
 DATABASE**
\$50
 The Radio Mall
800-759-4561

DON'T BE A STRANGER
 To Broadcasting & Cable's 117,323 Readers
 Display your Professional or Service Card here
 It will be seen by station and cable TV system
 owners and decision makers
 • 1989 Readership Survey showing 37 readers
 per copy

contact
BROADCASTING & CABLE MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.
240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611
MEMBER AFCCCE

CARL T. JONES
CORPORATION
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488
 Since 1944 Member AFCCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCCE

SILLIMAN AND SILLIMAN
8601 Georgia Ave. #910
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCCE

MLJ
Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 (415) 342-5200
(202) 396-5200
Member AFCCCE

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Teletype: (202) 659-0360
Member AFCCCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCCE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 556-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCCE


D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400

 **COMMUNICATIONS TECHNOLOGIES INC.**
BROADCAST ENGINEERING CONSULTANTS
Clarence M. Beverage
Laura M. Mizrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

 **LAWRENCE L. MORTON
ASSOCIATES**
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93046
LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCCE
(805) 733-4275 / FAX (805) 733-4793

 **Radio/Tv Engineering
Company**
"Serving Broadcasters over 35 years"
Consultants
J. Patrick, Pres.
4110 Westlark Lane, Los Osos, CA, 93042
Ph. (805) 528-1996 & Fax (805) 528-1922

Suffa & Cavell, Inc.
Consulting Engineers
3975 University Drive, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCCE

 **SPECTRUM
ENGINEERING COMPANY**
BILL CORDELL, P.E.
11211 Katy Freeway, Suite 390
Houston, Texas 77079
(713) 984-8885 or (713) 438-3838
Communications Engineering Consultants
Member AFCCCE

STEVEN J. CROWLEY, P.E.
Consulting Engineer
1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 383-2906
Member AFCCCE

AFCCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(301) 776-4488

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion
26 weeks - \$60 per insertion
13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

Monday Memo

Blacks "are gravitating to programs with black themes that relate to them."

Increased competition, sophisticated research and continued fragmentation of the media have put a premium on precise information concerning whom a marketer's dollar is reaching. And advertisers increasingly seek proof that their budgets are meeting objectives. Eight years ago, I began to analyze the viewing preferences of blacks compared with total households. The resulting "Report on Black Television Viewing" has become more popular as the concept of targeted marketing has gained momentum, and the report is now published annually.

Blacks make up only 11% of TV households, but their viewing index is approximately 25% higher than that for non-black and total households. While black viewership alone cannot make a prime time hit, it can raise a show's ratings significantly. And for clients specifically targeting black consumers, the highest-rated shows among blacks are ideal media vehicles.

Looking at this year's findings, we see that for the second year in a row, the top 10 prime time shows are completely different for black and overall viewers. This marks the culmination of a three-year trend that has seen a growing split in network prime time preferences. Last year's survey was held up by some in the media as proof of the growing polarization between blacks and whites in our society. And although I do conclude that fewer shows than ever appeal to both audiences, the split is more likely attributable to the growing diversity of programming that has recently become available due to cable TV and the Fox network. Until now, black viewers had little choice but to watch white actors and white lifestyles. Given the opportunity, they are gravitating to programs featuring black themes that relate directly to them.



By Doug Alligood, VP, special markets, BBDO, New York

Why, then, this proliferation of black-oriented shows? In part, it's due to the increased importance of black consumers and the rise of targeted media. But the major reason is purely financial. *The Cosby Show* was a marketer's dream: a program that appealed to all viewers and ranked number one for three years running.

What made *Cosby* so successful? It took aspects of black and non-black lifestyles and built a program everybody could relate to. While the focus was universal and aspirational (the day-to-day struggles of bringing up kids in a middle-class family), *Cosby's* humor and style are representative of a black man his age, thus many black viewers connected to the way he dealt with his children. Had the show been set in a rough neighborhood, or had other plot variables been altered, it might have been less popular among non-black viewers. This doesn't have to do with prejudice but with viewing preference.

Our findings show a pronounced crossover among males over 50, as well as all black and non-black viewers 18-24. In both cases, age is likely more a common denominator than race. Much of TV programming is geared toward younger audiences, which gives older viewers fewer options. And black men that age may be more comfortable with what they are used to seeing on TV, having been exposed to overwhelmingly white programming for most of their lives. As for young people, they are more racially aware and often more tolerant than previous generations. Their popular culture is more ethnically inclusive, and color is not as important an issue for them. It will be interesting to watch the younger group to determine whether this trend will continue as they age. But to really get at that answer, we'll have to talk again—in around 20 years. ■

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting & Cable

1705 DeSales Street, N.W.,
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729

Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman.
Peggy Conlon, publisher.

Editorial

Donald V. West, senior vice president and editor.
Harry A. Jessell, executive editor.
Mark K. Miller, managing editor.
Kira Greene (special projects), John S. Eggerton,
assistant managing editors.
David R. Borucki, art director.

Washington

Kim McAvoy, bureau chief.
Joe Flint, Patrick Watson,
assistant editors.
Sean Scully (technology), John Gallagher,
staff writers.
Marsha L. Bell, editorial assistant.
Winslow Tuttle, Catharine Garber, proofreaders.
Denise P. Smith, Kenneth Ray, production.

New York

475 Park Ave. South 10016: 212-340-9860;
Editorial Fax: 212-340-9874;
Advertising Fax: 212-340-9869
Geoffrey Folsie, bureau chief.
Stephen McClellan, chief correspondent.
Rich Brown, Peter Viles (radio), assistant editors.
Christopher Stern, staff writer.

Hollywood

1680 N. Vine St., 90028: 213-463-3148;
Fax: 213-463-3159
Steve Coe, assistant editor (networks).
Mike Freeman, assistant editor (syndication).

London

76 Brewer St., W1R 3HP: 44-71-287-2462;
Fax: 44-71-287-2085
Meredith Amdur, international editor.

Advertising

New York

212-340-9860
Lawrence W. Oliver, advertising director.
Joseph E. Ondrick, East Coast regional
sales manager.
Randi T. Schatz, sales manager.
William C. Schenck, account executive.
Joan Miller, executive secretary.

Hollywood

213-463-3148
Nancy J. Logan, West Coast sales manager.
Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340
Doris Kelly, sales service manager.
Mitzi Miller, classified advertising manager.

Advertising Representatives

Lewis Edge & Associates (Southwest regional
and all North American equipment advertising):
609-683-7900; Fax: 609-497-0412
Yukari Media Inc. (Japan): (06) 925-4452;
Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager.

Circulation

800-554-5729
Michael Borchetta, subscription promotion director.

Production

Harry Stevens, production manager.
Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Yearbook

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager.
Neil Perlman, senior VP-group publisher.
Lawrence B. Taishoff, adviser.
Phyllis Steinberg, director of customized
communications.

Cahners Publishing Company

Robert L. Krakoff, chairman-CEO.
Reed Publishing (U.S.A.) Inc.
Robert L. Krakoff, chairman-CEO.

Fifth Estater

Lee Masters

It's not unusual for E! Entertainment Television President/CEO Lee Masters to walk into his office and crank up the stereo so loud that people upstairs ask him to turn it down. It's also not unusual for Masters to join staffers on Friday afternoons as they prepare for the weekend by howling up and down the hallways.

Masters has a knack for attracting attention that suits the fledgling E! channel, the HBO-managed cable network now seen in 21.5 million homes nationally. As the network tries to break through the clutter and grow in an extremely competitive marketplace, part of Masters's strategy has been to build franchise programming that will get people talking.

Late last year, Masters made headlines by hiring controversial radio personality Howard Stern to host a one-on-one celebrity interview show. The network also has gained attention with its acquisition of *The Smothers Brothers Comedy Hour*, the variety series that shook up the establishment during its run in the 1960's. An original E! show, *Talk Soup*, has been building steam with an irreverent round-up of TV talk shows.

It comes as little surprise upon meeting Masters that the energetic executive got his start as a radio personality. More than 30 years ago the Pennsylvania native dropped his Norwegian name, Jarl Mohn, and decided to hit the airwaves with the moniker Lee Masters.

"I came to that conclusion myself," he says of the name change. "They told me I needed something memorable and snappy, and that was neither."

For a while, Masters pursued a degree in mathematics and philosophy at Temple University while also pursuing his radio career. At one point he would work the midnight to 6 a.m. shift at WAMS(AM) Wilmington, Del., drive to Philadelphia to take classes, drive north to Bucks County to sleep for a few hours, then start the routine



all over again. "Slowly but surely, I stopped going to classes and decided to make the commitment to my career," says Masters.

As with many radio personalities, Masters spent much of his early career making the upward climb to bigger markets. He took his first DJ job at WBUX(AM) Doylestown, Pa., while still in high school and eventually moved to on-air jobs at WRCP(AM) Philadelphia, WAMS(AM) Wilmington, Del., WIFE(AM) Indianapolis, WAKY(AM) Louisville, WHYI-FM Miami and WLRS(FM) Louisville. At age 25, he reached the top and landed an on-air job at WNBC(AM) New York.

Masters was hired at WNBC by Bob Pittman, the media wunderkind who eventually moved on to help launch MTV. In fact, it was while he was at MTV that Pittman hired Masters as vice president of the spin-off music video network VH-1. Masters moved to cable

in 1986 after having done it all in radio. He had just finished two years as vice president and general manager at KWEN(FM) Tulsa and, before that, had an ownership role in four radio stations in El Paso and Louisville. He quickly became one of the industry's biggest cheerleaders.

"I see terrific opportunity on the cable programming front, and it's very exciting to me," says Masters. While his radio experience is far behind him, he says it has proved valuable, as the cable networks now fragment in much the way that radio stations did in the 1970's. Masters says E! is like a radio station in three ways: (1) the network targets its audience, (2) it is quick to change and (3) it is promotionally very aggressive.

Masters had to learn quickly how to make a cable network stand up and get noticed when, in 1986, he was named senior vice president and general manager at MTV and VH-1. MTV at the time was showing some ratings declines with its music

video format, and Masters was among those who helped reinvent the channel with *The Week in Rock* and other long-form programming that helped turn the network around.

Masters is now trying to spur that same kind of growth at E!, which he plans to have in the black by the end of first-quarter 1994. One way the network is looking to do that is by adding one or two high-profile library acquisitions. He also hopes to debut one or

two original "provocative" shows along the lines of *The Howard Stern Interview*. "As Howard says himself, it's not just another boring talk show." ■

President/CEO, E! Entertainment Television, New York; b. Dec. 26, 1951, Bucks County, Pa.; disc jockey, WBUX(AM) Doylestown, Pa., 1967-69; DJ, WRCP(AM) Philadelphia, 1969-70; DJ, WAMS(AM) Wilmington, Del., 1970-71; DJ, WIFE(AM) Indianapolis, 1971-72; DJ, WAKY(AM) Louisville, Ky., 1972-74; DJ, WHYI-FM Miami, 1974-75; DJ, WLRS(FM) Louisville, Ky., 1975-77; DJ, WNBC(AM) New York, 1977-78; owner, KLOZ(AM)-KISO(FM) El Paso and WAVO(AM)-WLRS(FM) Louisville, Ky., 1978-84; VP/GM, KWEN(FM) Tulsa, 1984-86; VP, VH-1, New York, 1986; senior VP and GM, MTV/VH-1, New York, 1986-87; executive VP and GM, MTV/VH-1, 1987-90; current position since 1990; m. Pamela Orwin, Oct. 3, 1983; children: Katrina, 8; Larkin, 3.

Fates & Fortunes

TELEVISION

Jules Haimovitz, former president/COO, Spelling Entertainment, Hollywood, joins ITC Entertainment Group, Studio City, Calif., as president/CEO.

Adam Ware, VP, affiliate relations, West-Central region, Fox Broadcasting Co., Beverly Hills,



Adam Ware
Fox Broadcasting



Deborah Newman
Sony Music



Swan Paik
NBC Entertainment



Howard Fried
KNBC-TV



Judy Woodruff
CNN

Michael Rosenfeld, series producer, named executive producer; **Nina Weinstein**, head, story development, assumes additional responsibilities as senior producer; **Kevin Bachar**, supervising producer, New York, named senior producer; **Jamine Bernanke**, supervising writer, New York, named supervising producer.

David Ferrara, VP, national affli-

phia: **Gil Haslam**, graphic artist, WJBK-TV Detroit, joins in same capacity; **Ricky Harris**, photographer, editor, live truck technician, WBFF-TV Baltimore, joins as sound technician; **Nancy McMullen**, editor, Video Projects, Cherry Hill, N.J., joins as ENG editor; **Colleen Attara**, account executive, WGBS-TV Philadelphia, joins in same capacity.

Bob Kaplan, group sales manager,

Calif., named VP, affiliate relations, West Coast.

Susan Austin, director, research, MGM Domestic Television Distribution, Los Angeles, named supervising director, research.

Jack Smith, senior VP, marketing, research, MGM Domestic Television, Los Angeles, leaves to form Audience Lab Services there.

Michelle Kearney, senior VP, international sales, Carolco Pictures, New York, joins Multimedia Entertainment there as VP, Latin American, Asian sales.

Deborah Newman, VP, programming, marketing, Sony Music Video Enterprises, New York, named VP, programming, electronic media, Sony Music, there.

Swan Paik, programming associate, comedy development, NBC Entertainment, Burbank, Calif., named manager, prime time programs.

Appointments at National Geographic's *Explorer*, Washington: **Mi-**

ate relations, Fox Broadcasting Co., Beverly Hills, Calif., named VP, marketing, Fox News, there.

Howard Fried, production administrator, KNBC-TV Burbank, Calif., named manager, broadcasting, programming.

Michael St. Peter, managing editor, WWOR-TV Secaucus, N.J., named assistant news director.

Fred de Sam Lazaro, contributing correspondent on general assignment, *MacNeill/Lehrer NewsHour* with KTCA-TV Minneapolis/St. Paul, named medical correspondent.

Appointments at WLWT-TV Cincinnati: **Jon Sandor**, temporary Group II engineer, rejoins as full-time Group II engineer; **Richard Green**, part-time member, prop/floor department, named topical news producer, promotion department; **Scott Shadd**, freelance chyron operator, WRGT-TV Dayton, Ohio, joins as production trainee.

Appointments at WPVI-TV Philadel-

Group W Television Sales, New York, named VP/New York sales manager.

Al Tanksley, acting GM, WDBD-TV Jackson, Miss., named GM.

Shelley Adrian, sales executive, Katz American Television, Los Angeles, named manager.

Mary Goldoni, sales representative, WBAY-TV Green Bay, Wis., rejoins Katz Continental Television, New York, as sales executive.

Greg Peterson, sports director, WCIV-TV Charleston, S.C., joins KETV-TV Omaha, Neb., in same capacity.

Kevin Ragan, assistant news director, WTAE-TV Pittsburgh, joins WKYC-TV Cleveland in same capacity.

Jimmy Sanders, program/production manager, WSPA-TV Spartanburg, S.C., named director, programming, promotion, Spartan Radiocasting Co., there.

Jim Mitchell, anchor, WAVE-TV Louisville, Ky., resigns.

John Belski, meteorologist, WAVE-TV Louisville, Ky., joins WBBH-TV Fort Myers, Fla., in same capacity.

Dr. Archie Buffkins, consulting producer, John F. Kennedy Center, Washington, joins Maryland Public Television, Owings Mills, Md., as senior VP, broadcasting.

Cary Jones, former GM, WHNS-TV Greenville, S.C., named VP/GM, KPDX-TV Portland, Ore.

Gerard Braet, GM, KUTP-TV Phoenix, Ariz., joins KBHK-TV San Francisco as VP/GM.

Appointments at WAVE-TV Louisville, Ky.: **Paul Adrian**, chief reporter, KETK-TV Tyler, Tex., and **Derrick Jones**, investigative

CABLE

Robert Sutton, president, Home Shopping Network, chairman, Silver King Communications, Clearwater, Fla., joins the Golf Channel, Birmingham, Ala., as executive VP/CEO.

Judy Woodruff, chief Washington correspondent, PBS's *MacNeill/Lehrer NewsHour*, Washington, joins CNN there as anchor/senior correspondent.

Appointments at Prime Ticket's *Press Box*, Los Angeles: **Tom Reilly**, senior producer, named executive producer; **Robert Banagan**, features producer, named producer; **Dave**

Turner Sports Public Relations, Atlanta, named director.

Stephanie Sperber, manager, public relations, entertainment networks, Turner Broadcasting, Los Angeles, named manager, marketing, Hanna-Barbera, there.

Appointments at Adlink, Cable Advertising for Southern California, Los Angeles: **Carolyn Navarra**, account executive, Bay Cable Advertising, San Francisco, joins as account executive, client services; **Paluel Flagg**, account executive, Orange County, Calif., named special projects account executive.

Susan Harris, VP, advertising sales, eastern region, Lifetime Televi-



Tom Reilly
Prime Ticket



Neil Dash
TWCA



Thomas Feige
Time Warner Cable



Maureen Lesourd
WQCD-FM



Brad Guagnini
Group W Radio Sales

reporter/weekend anchor, WJTV-TV Jackson, Miss., join as general assignment reporters.

Appointments at WCIX-TV Miami: **Jeanne Antol-Krull**, executive producer, named managing editor; **Tom Zack**, operations manager, named director, operations; **Kevin MacDowell**, anchor, national broadcasts, Conus, Minneapolis, joins as co-anchor/reporter; **Lisette Campos**, reporter, WLTV-TV there, joins in same capacity; **Gary Nelson**, per diem reporter, named full-time reporter; **Dan Bruederlin**, associate director/chyron operator, WPLG-TV Miami, joins in same capacity.

Appointments at KIRO-TV Seattle: **Trino Martinez**, executive producer, WTOG-TV Savannah, Ga., and **Deana Reece**, producer, WTNH-TV New Haven, Conn., join as producers; **Jamie Williams**, newswriter, named weekend producer.

David Sillman, director, interconnection engineering, PBS, Alexandria, Va., retires.

Frederick, associate producer, named features producer; **Cameron Penn**, production assistant, named associate producer.

Appointments at Time Warner Cable, New York: **Gene Bohan**, manager, technical operations, Brooklyn, Queens systems, named director, technical operations, Manhattan system; **Keith Lorenzen**, manager, technical operations, named director, technical operations, Brooklyn, Queens systems; **Cory Marcolini**, supervisor, technical operations, named manager, technical operations, Manhattan, Brooklyn and Queens systems.

Neil Dash, manager, entertainment division, Time Warner CityCable Advertising, New York 1 News, New York, named director, entertainment.

Thomas Feige, VP, eastern group, Time Warner Cable, Englewood, Colo., named president, Time Warner Cable, central Florida division, Orlando, Fla.

Gregory Hughes, senior manager,

tion, Astoria, N.Y., joins Mind Extension University, Englewood, Colo., as VP, national advertising sales.

James Dickson, president/project manager, National Community Network, Denver, joins The New Inspirational Network, Charlotte, N.C., as national account manager.

RADIO

Maureen Lesourd, GM, WRQX-FM Washington, joins WQCD-FM New York as VP/GM.

Brad Guagnini, account executive, HNWH Radio Sales, Atlanta, joins Group W Radio Sales there as VP/director, sales.

Appointments at Zapnews, Fairfax, Va.: **Joe Benton**, bureau chief, Chronicle Broadcasting, Washington, and **Robert Endicott**, executive editor, Arundel Newspapers' Eastern Division, Herndon, Va., join as associate editors.

Bob Wood, VP/GM, WEZG-WNSS Syracuse, N.Y., joins Colfax Communications, Minneapolis, as program director.

A. Richard Marks, director, sports marketing, WYSP-FM Philadelphia, leaves to form Select Traffic Radio Sales Co., Bala Cynwyd, Pa.

John Walter, news reporter, WAAM (AM) Ann Arbor, Mich., joins Michigan Radio, University of Michigan, Ann Arbor, as host, *Morning Edition*.

Tom McGuire, operations manager, WKYG(AM)-WXKX-FM Parkersburg, W.Va., named VP, programing.

Appointments at WWNC-AM-WKSF-FM Asheville, N.C.: **Dian Augram**, sales manager, WKSF-FM, and **John Hogan**, account executive, WWNC-AM, named co-sales managers, both stations; **Carol Whiting**, account executive, WKSF-FM, named national sales manager, both stations.

Debbie Williams, business analyst, WKNR(AM) Cleveland, named office manager.

Marcy Cyburt, national sales manager, WLLZ-FM Detroit, joins WLTJ-FM there as GSM.

ADVERTISING

Appointments at DDB Needham Worldwide, Washington: **Cathy Leiden**, VP, strategic planning, named VP, account group director; **Kathleen Snow**, assistant account executive, named account executive; **Skip Kruger**, account executive, Earle Palmer Brown, Bethesda, Md., joins in same capacity.

Donald Draper, manager, administration, Bender, Goldman & Helper, Los Angeles, named VP, administration, operations.

Joy Sliwa, senior VP/media director, Geer, DuBois, New York, joins Media First International there as VP/account director.

Appointments at BBDO, New York: **John Osborn**, associate media director, elected senior VP by board of directors; **Lauren Claire**, national TV buyer, named national TV supervisor; **Geetha Gopal**, assistant media planner, named media planner.

Don Easdon, executive creative director, Backer Spielvogel Bates, New

York, leaves to form Heater/Eadson, Milton, Mass., with former partner, Bill Heater.

TECHNOLOGY

W. David McCoy, president, Cartwright & Bean, Inc., elected national chairman of the board, Electronics Representatives Association, Chicago.

Larry Enterline, VP, broadband sales, marketing, Scientific-Atlanta, Norcross, Ga., named president, worldwide sales, broadband communications group, there.

Philip Heltman, VP, acoustic, monitoring systems, Scientific-Atlanta, Inc., San Diego, Calif., named president, signal processing systems division, there.

Martin Lafferty, CEO, Rainbow, NBC Olympics Company and VP, NBC pay-per-view Olympics Unit, New York, joins TV Answer, Reston, Va., as VP, programmer, provider services, interactive television programming division.

Connie Marshall, director, engineering research, development, United Video Satellite Group, Tulsa, Okla., named VP, interactive research, development.

WASHINGTON

Re-elected to board of directors, National Cable Television Association: District 1: **James Hirshfield, Jr.**, president, Summit Communications, Bellevue, Wash.; District 8: **John Rigas**, president/CEO, Adelphia Communications Corp., Coudersport, Pa.; District 9: **Jack Clifford**, chairman of the board/CEO, Colony Communications, Providence, R.I.; Independent/Small system: **Joseph Gans, Sr.**, president, Cable TV, Inc., Hazelton, Pa.

Paul Schrantz, associate director, satellite, systems technologies division, COMSAT, Clarksburg, Md., named VP, satellite systems, consulting.

David Dyar, correspondent, Voice of America, named correspondent, China.

J. Brooks Spector, cultural affairs officer, Voice of America, Pretoria, South Africa, named chief, Indonesian language service, Washington.

DEATHS

Arthur Lund, 78, retired Minneapolis advertising executive, died April 11 following a heart attack, at his home in Bloomington, Minn. Lund began his career at WCCO(AM) Minneapolis, where he was director of sales and promotion. In 1940-45 he was broadcast supervisor for Knox-Reeves Advertising. He joined Campbell Mithun in 1945, where he eventually became senior VP and served on the board of directors. He retired in 1969. Survivors include his wife, Betty, and four sons. His son Peter is executive VP, CBS/Broadcast Group, New York.

Donald Reynolds, 86, founder of Donrey Media Group, Las Vegas, died April 2. The company reported that Reynolds died off the northwest coast of Italy on a vessel bound for Spain. His media group began with the 1940 purchase of the *Okmulgee* (Okla.) *Daily Times* and the *Southwest American* and *Fort Smith Times Record*, Fort Smith, Ark. From this the Donrey Media Group grew to 53 daily newspapers, 11 outdoor advertising companies, five cable companies and one television station. Reynolds retired in 1990. Survivors include three children.

Philip Cross, 75, retired FCC staff lawyer, died April 18 of Hodgkin's disease, at Alexandria (Va.) Hospital. In 1953 Cross began his FCC career in the broadcast division, where he processed radio station applications. He was a staff lawyer for 20 years. He retired in 1983. Survivors include his wife, Janis, and one daughter.

Bob Hardy, 62, news broadcaster for KMOX(AM) St. Louis for 33 years, died April 18 of a heart attack, at his home in Marine, Ill. Hardy co-anchored KMOX's morning news program *Total Information AM* and hosted *Newsblock*. He also served as host for *Radio Bridge*, a monthly satellite link between Moscow Radio and KMOX. Hardy also broadcast live from Eastern Europe during a five-hour-long *At Your Service* program from the capitals of five countries in five days. The program culminated with the first live call-in program from Moscow's Red Square and won a national headliner award. Survivors include his wife, Rita, and two children.

Closed Circuit

NEW YORK

Changing the guard

Stations owned by Robert M. Bass will get new management within 60 days. Alan Henry, whose Anchor Media had managed stations for Bass under an outside contract, will no longer do so, despite the fact that the contract had 18 months to go. Henry said he and Larry Clammage, senior vice president, television, declined an offer to become Bass employees. Anchor will be replaced by Benji Diefbach, who had previously run Bass-owned cable systems. Outside speculation is that as part of Bass's financial restructuring talks, pressure may have been put on the Texas-based investor to take management in-house for purposes of both reducing expenses and keeping a closer eye on operations.

Anchor owns four TV's (including KOVR[TV] Sacramento and WSYX[TV] Columbus, Ohio), one AM and one FM.

LOS ANGELES

Where in the world is 'in the World'?

Fox Children's Network is planning a new cartoon based on the popular computer game *Where in the World Is Carmen Sandiego?* for next fall. But despite the company's announcement two weeks ago when it unveiled its fall '93 kids lineup—the show, produced by DIC, will have to be called something else. As it turns out, WQED(TV) Pittsburgh and WGBH(TV) Boston, producers of the PBS live-action show of the same name, have exclusive rights to the name for television. "Fox jumped the gun" in taking the name for its own program, said a spokeswoman for San Raphael, Calif.-based Broderbund Software, makers of the popular computer game on which both television shows are based. Late last week, Fox was considering *Where on Earth Is Carmen Sandiego*, which

GGP pitching transactional trivia

San Francisco-based GGP has found some big-ticket takers for its hybrid entertainment/transactional merchandising format. Its weekly *Sports Snapshot* game show has sold in 51 markets representing 42% of the U.S., according to Bob Horowitz, president of GGP. The sports trivia game show, which is set to launch in August or September, features an 800-number interactive element whereby viewers can purchase prizes awarded on the show through a sports memorabilia merchandising tie-in with Upper Deck. Less than three months after launching the show at the NATPE convention in San Francisco, Horowitz revealed the show's clearances include NBC O&O's WNBC-TV New York and KCNC-TV Denver, CBS O&O KCBS-TV Los Angeles, Westinghouse-owned affiliates KYW-TV Philadelphia and KPIX-TV San Francisco, Post-Newsweek's WDIV-TV Detroit and WPLG-TV Miami, and Scripps-Howard's WMAR-TV Baltimore. The progress of its sales push is particularly significant considering the San Francisco-based company's lack of prior leverage in the marketplace and that this is GGP's first syndicated series effort. —MF

Broderbund and PBS executives said was OK.

WASHINGTON

Multimedia show

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is putting together a Capitol Hill multimedia exhibit for May 25. The exhibit will bring in a number of new technologies most likely from cable and telephone companies and other players in the construction of the telecommunications superhighway.

One more try

As of last Wednesday morning, Telstar 401 was ready for launch. After years of planning and construction, AT&T's Telstar 401 satellite is finally in cold storage, awaiting a November launch on an Atlas rocket. AT&T Skynet general manager Ernie DeNigris said the company is keeping a close eye on the troubled Atlas program to make sure it can handle the payload on time. He said Skynet is considering alternate launch schemes if General Dynamics can't get Atlas back on track following two high-profile failures in the last year.

Fine time

While the perception is that the FCC has been doing more fining of stations over the last two years since the new fee schedule went into place, the number of fines is actually flat, according to the commission's Field Office Bureau. What has gone up is the size of the fines. Collecting them is another story. According to commission figures, some \$16.7 million in fines—or 60%—had yet to be collected by the end of 1992.

SANTA YNEZ

Kid-friendly lineup

Channel America, the 5-year-old network reaching 12 million homes via low-power TV stations and other affiliates, plans to launch an FCC-friendly kids-TV block May 31. The network has a deal with Santa Ynez, Calif.-based Alice Entertainment to produce "The Cartoon Store," a block of animated programming from around the world that will air 6:30-8:30 a.m. and 4-5 p.m. weekdays, and 10 a.m.-noon on Sundays. The block will mark the first step in a planned relaunch of the network.

In Brief

A source close to the negotiations last Friday said the deal to bring actor-comedian **Garry Shandling to NBC** as the host of a show to follow *The Tonight Show* has been completed. NBC released a statement last Thursday saying that no decision has been reached regarding its late-night plans. "NBC is currently reviewing several options regarding plans for the 12:35 a.m. *Late Night* show, and an announcement will be made in the near future." The NBC statement came after what the network called a blatantly inaccurate story that reported NBC has offered the late-night slot to Shandling and that several producers, including Lorne Michaels and Shandling's manager, Brad Grey, were "all vying for an ownership position" in the project.

Infinity Broadcasting announced plans last week for a public stock offering valued at \$120 million. The offering, some 3.6 million shares of class A common stock at a proposed price of \$33.25 per share, would be used to acquire new radio properties. Infinity's initial public offering in early 1992 was a considerable success: the stock opened at \$17.50 per share and was trading last week at \$33. After the offering, some 9.8 million shares of class A common stock will be outstanding.

Winter Arbitron ratings released last week show Spanish **KLAX-FM Los Angeles widening its lead** in the market. From the fall to winter survey, KLAX increased its 12-plus share from 5.3 to 7.2. Second place went to KOST-FM (5.5), followed by KPWR-FM (5.0) and KFI(AM) (4.3). **In New York, urban contemporary WRKS-FM held the top spot** with a 5.8 share, followed by WLTW-FM (5.3), WCBS-FM (4.8) and WBLS-FM (4.4). New York's newest all-news station, WBBR(AM), was a no-show. Look for complete Arbitron and Strategic AccuRatings summaries next week.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 11. Numbers represent aggregate rating average/stations/% coverage)

| | |
|---------------------------------|-------------|
| 1. Wheel Of Fortune..... | 13.1/221/98 |
| 2. Star Trek..... | 13.0/239/99 |
| 3. Jeopardy!..... | 11.5/215/99 |
| 4. Oprah Winfrey Show..... | 9.2/236/99 |
| 5. Star Trek: Deep Space..... | 7.8/233/99 |
| 6. Entertainment Tonight..... | 7.5/184/96 |
| 7. Inside Edition..... | 7.1/172/94 |
| 8. Married...With Children..... | 7.0/191/96 |
| 8. Wheel Of Fortune-wknd..... | 7.0/182/82 |
| 10. Current Affair..... | 6.7/181/96 |
| 11. Roseanne..... | 6.3/137/86 |
| 12. Kung Fu..... | 6.2/163/92 |
| 13. Designing Women..... | 5.9/209/97 |
| 14. Baywatch..... | 5.6/178/95 |
| 15. Donahue..... | 5.4/218/99 |
| 15. Sally Jessy Raphael..... | 5.4/215/99 |

Multimedia named J. William Grimes as the company's new CEO



last week. Both the CEO and the chairman's job had previously been held by Walter E. Bartlett, who will keep the latter title. Grimes joined Multimedia as VP, corporate group executive, in August 1991. One year ago he was named president/COO. Prior to joining Multimedia, Grimes was president/CEO of Univision Holdings; before that he was president/CEO of ESPN.

Inner City Broadcasting sold KSJL(AM) San Antonio to Clear Channel Communications for \$1 million. Inner City also owns KSJL-FM San Antonio and four stations in New York and San Francisco. Clear Chan-

nel also owns San Antonio stations WOAI(AM)-KAJA(FM) and KQXT(FM), as well as 12 AM's, 13 FM's and seven TV's. Broker: Hague & Co.

Larry Irving, former counsel to the House Telecommunications Subcommittee, was officially nominated by President Clinton last week to become director of the Commerce Department's National Telecommunications and Information Administration. A Senate confirmation hearing is likely to be held before the end of May. Irving has been at NTIA since March 25 as a special adviser.

CNN has signed a six-year contract with Larry King that calls for the continuation of his weeknight talk show, *Larry King Live*, and which will make him the principal talent for a sixth night of programming. He debuted on the network in 1985.

The nation's five largest wireless cable operators are putting up \$1 million to fund development of digital compression and interactive technology, it was announced last week at the NAB convention. Wireless Cable Laboratories also will draw support from hardware suppliers, including Zenith and Philips, said Labs Chairman Peter Frank, who operates a wireless system in Riverside, Calif.

Hughes Communications has selected McDonnell Douglas to launch the Galaxy I-R satellite next April using a Delta II rocket. Hughes attempted to launch the Galaxy I-R on a General Dynamics Atlas rocket, but the satellite was lost in a launch failure. The Atlas program has been plagued by a series of such failures in recent months. A Hughes spokesman said schedule and availability were as much a factor as reliability in selecting McDonnell Douglas for the new satellite. The launch vehicle was selected in a competitive bidding process, so General Dynamics had a chance at this satellite, he said. McDonnell Douglas used Delta

rockets to launch the original Galaxy series in the early 1980's.

Home Sports Entertainment has signed a deal with the Houston Rockets basketball team to distribute selected Rockets games on a pay-per-view basis to Houston-area cable systems. All Rockets home playoff games not broadcast by NBC will be made available to participating cable systems and commercial establishments through Special Order Sports, HSE's PPV arm.

Industry tax experts told broadcasters during an NAB convention session last week that the **Clinton administration's tax reform package will hurt their business.** Proposals to reduce the deduction for business meals and entertainment expenses and to increase the corporate tax rate were described as "regressive." The Clinton administration is recommending that the deduction for business meals and expenses drop from 80% to 50% and that the corporate tax rate for income over \$10 million increase from 34% to 36%. NAB has formed a special tax advisory committee to follow developments on Capitol Hill and advise the association on what stand the industry should take on specific tax proposals.

E! Entertainment Television has negotiated a long-term affiliation with top MSO Tele-Communications Inc. on systems representing approximately 4 million subscribers by the end of 1994. E! plans to reach 25 million subscribers by the end of 1993.

Liberty Media Corp. plans to purchase up to 15 million additional shares of Home Shopping Network Inc. at \$7 per share, or \$105 million. Liberty made the offer about a week after various allegations involving HSN management had prompted the company to pull out of a planned purchase of HSN. "We

hope this puts the unfounded anxieties about the financial condition of HSN behind us once and for all," said Peter Barton, president/CEO of Liberty, which already owns a 23% equity interest in HSN.

Paramount Domestic Television has named Larry Forsdick VP of programing for its first-run syndication division, reporting to Frank Kelly.

Conus Communications has signed Medical News Network to provide materials for its news gathering operation. Conus, partly owned by Hubbard Broadcasting, provides live and taped news feeds to a variety of clients around the world.

A Turner Broadcasting System shareholder, J. Slovitt, has filed a class action lawsuit in Fulton County [Ga.] Superior Court charging company officials with using inside information to plan the reported breakup of the media giant.

The FCC has cut the application fee for Interactive Video and Data

Services from \$1,400 to \$35. One call sign per applicant will be awarded.

Bristol-Myers Squibb is producing a new half-hour prime time anthology series for Lifetime, *Amazing Love Stories*, a 13-episode series set to debut on the network in October.

Viacom Enterprises will distribute an edited half-hour version of the April 16-18 town hall meeting with Vice President Al Gore.

A gunman who fired 30-40 rounds from a high-powered rifle at MCA's corporate headquarters, wounding two people and causing the injury of six others, was arrested by North Hollywood police last Tuesday. John Brian Jarvis, 58, a former driver with Universal Studios Hollywood until he was laid off in 1982, had reportedly taken position across the street from the MCA building and opened fire on windows from the 4th to the 16th floors. Worst hit was 41-year-old executive secretary Dixie Tung, who was struck once in the shoulder.

Hughes signs PPV deal with Sony

GM Hughes Electronics subsidiary DirecTv last week moved a step closer to its launch as a direct-broadcast satellite service by signing a pay-per-view deal with Sony Pictures Entertainment.

The agreement marks the third major programing announcement for DirecTv, which will also be offering The Disney Channel and Paramount titles via PPV when the DBS service launches in first-quarter 1994. DirecTv executives say they have signed a handful of other cable services but would provide no details.

Last week's deal with Sony Pictures Entertainment gives DirecTv current-release films in a standard pay-per-view window immediately after video store distribution. Titles will come from Sony division Columbia TriStar International Television, the distribution arm for all Columbia Pictures, TriStar Pictures, Sony Pictures Classics and SPE Television Group product.

DirecTv will deliver 150 channels of programing—including about 50 channels of impulse pay-per-view selections—to TV households equipped with an 18-inch digital satellite receiving system. The cost of the equipment will be about \$700 per household, and the cost of pay-per-view events and movies on the DBS service will be competitive with current pay-per-view pricing on cable, according to DirecTv. —RB

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television** introduced in 1945. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable*® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting ■

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is printed in the U.S.A. and published weekly, except at year's end when two issues are combined by The Cahners Publishing Co. Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President/Business Publishing; Jerry D. Neth, Executive Vice President/Publishing Operations; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division; Neil Perlman, Senior Vice President/Group Publisher; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Senior Vice President/Human Resources; Neal Vliate, Vice President/Consumer Publishing; Steve Thompson, Vice President/Corporate Marketing; Daryl Otte, Vice President/Planning. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 11-800-521-0600.

Editorials

Fine time for a decrease

The FCC is re-evaluating its fine schedule with at least one eye toward lowering some fines Chairman James Quello believes excessive. We think that's a good idea.

In 1989 the FCC got the green light to raise its fines. In 1991 the commission responded with a new fine schedule that, for one thing, raised the price of offending three out of five commissioners (currently two out of three). At the time, this page was worried about the increase from \$2,000 to \$12,500 per incident and the "adjustments" that gave room to increase that figure according to a variety of factors. Subsequent events—notably the whopping \$600,000 fine against Infinity—have proved both that our concern was justified and that we underestimated the potential damage.

We're not sure the indecency fine is high on the chairman's list of inequities, but it should be. If a few offending words can result in a fine exceeding a half million dollars, and can be assessed for broadcasts in markets where there were no complaints (both are true of the Infinity fine), clearly something is terribly wrong. Primarily, it's that the threat of such a fine chills speech. Unfortunately, a more equitable fine schedule does not address the root problem, which is that the FCC was deeded this content regulation territory in the first place. The issue here is only about how much grease to apply to that slippery slope.

If the FCC does nothing else, it should repair the indecency fine calculations so that a single complaint cannot be multiplied over markets where a show was aired but no complaint was received (the culprit in the \$600,000 Howard Stern fine). Such a penalty makes a mockery of community standards. Secondly, any break on the indecency fines would be a move in the right direction, and lowering fines for the host of other infractions—the FCC is contemplating a 20%-40% reduction—would be a welcome relief, particularly for smaller stations. "If we put a \$10,000 fine on a small station losing money, we are not doing much for the public interest," said Chairman Quello of the proposed fine review.

Agreed.

Quid pro quo

Ever since the FCC began re-examining its kids TV rules, the braying of the newsroom fax machine has more often than not heralded the announcement of some new educational children's show, plans for an educational children's show or an explanation of the inherent educational value of an existing show. If the commis-

sion's goal was to get the attention of programers, it has succeeded. But that adage about leading horses to water has never been more apropos.

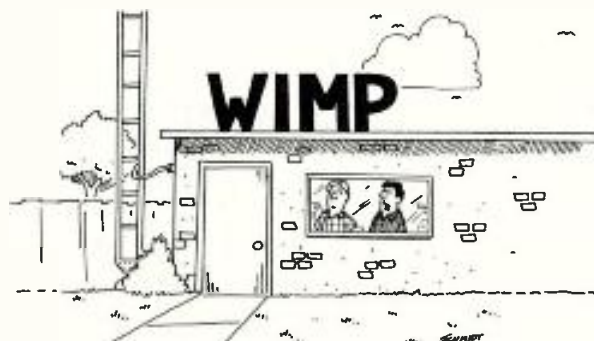
It's simple economics. Unlike public television, commercial broadcasters have to pay their own way and can't afford to put on a show that fills only a few seats in the audience. If the kind of programing that passes FCC muster is the kind children will flock to in great numbers, the airwaves will soon be blanketed with FCC-friendly material. If, on the other hand, the viewing tastes of the FCC and the average 8-year-old don't jibe, broadcasters will be forced into taking an economic hit in service of a government-dictated "greater good."

The word is that the FCC is considering mandating an hour of educational programing per day. We oppose such quotas, but if that's to be the broadcasters' end of the stick, then the government should rightfully subsidize those shows that don't prove commercially successful (just like the government subsidies that dictate what a farmer can and can't plant). How's that for a quid pro quo?

Texas tragedy

A new image has joined those indelibly impressed upon the national consciousness by television. It is a cluster of wooden buildings ablaze and partially engulfed in a curtain of black smoke. The image is slightly shaky (the shots were taken from behind a police cordon some two miles away), as if mirroring the shock that came with the realization that scores of men, women and children were still inside.

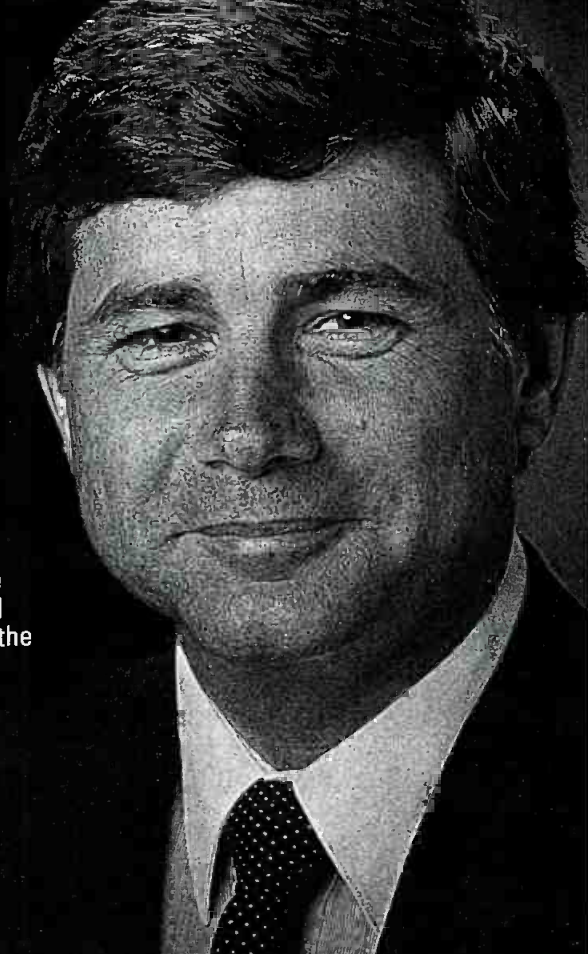
The ability of television to make witnesses of us all is always clarified at such moments, as it was during another Texas tragedy almost 30 years ago. It is a great power and responsibility.



Drawn for BROADCASTING & CABLE by Jack Schmidt

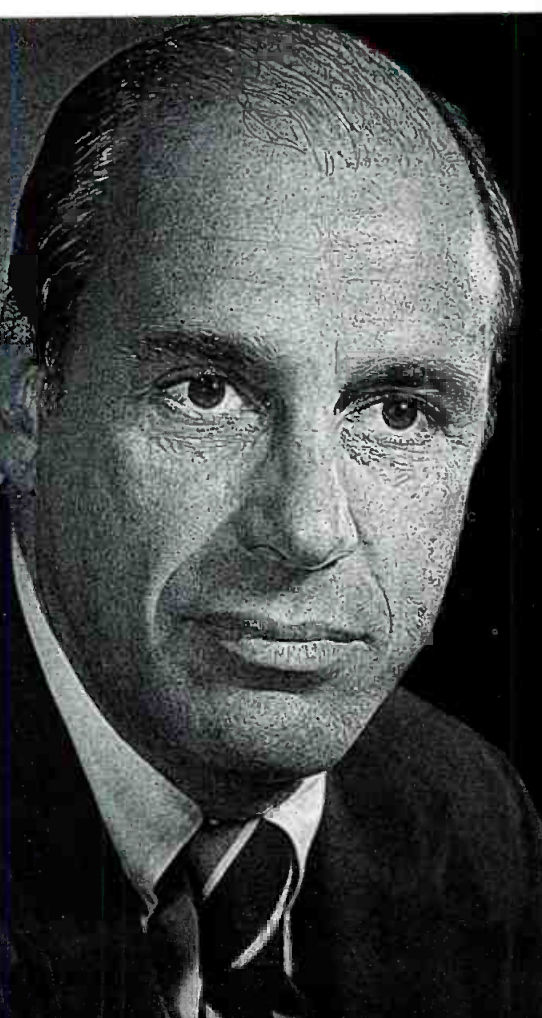
"I just can't figure out what's wrong with our image."

THE MEDIA GETS THE MESSAGE



"I pick up **Broadcasting & Cable** each week as soon as it comes in and start thumbing through it. The new layout is much easier to read and comprehend. It really makes the subjects easier to find."

Robert Leider
General Manager
WSVN-TV, Miami



"I've subscribed for over 15 years. **Broadcasting & Cable** is timely in presenting the news of our industry. I particularly like the overviews presented on the FCC's thinking towards cable."

Robert M. Rosencrans
President / CEO
Columbia International Inc.

To Subscribe call 1 800 554-5729
To Advertise call 212 340-9862

**Broadcasting
& Cable**
The **Big Picture**

| | |
|----------------|------------|
| YANKEES | N/A |
| RANGERS | 7 |

| | |
|-----------------|------------|
| MARINERS | N/A |
| INDIANS | 4 |

| | |
|----------------|------------|
| GIANTS | 6 |
| MARLINS | N/A |

You wouldn't give half the sports scores. Why report half the financial news?

That's what you're doing when you omit the Nasdaq Composite Index from even the shortest business report. Because the Nasdaq Stock Market has grown to account for nearly half of all shares traded every day. And 69 days last year our index disagreed with the Dow as to whether stocks were up or down. The Nasdaq composite covers 4,100 companies, the Dow just 30.

Reporting the Nasdaq Composite adds about three seconds to radio copy, and just a few characters to a television graphic. Leading journalists have added coverage, and so should you. Check the AP wire, or call 1-800-777-NASD, and ask Jeff Salkin or Cameron Brown for more information about giving your viewers and listeners the full financial score.

The Nasdaq Stock MarketSM
The stock market you can't afford to ignore.