

Broadcasting

OCT 26

62nd YEAR

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RADIO EXTRA
Vol. 122 No. 44

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Top of the Week

CLINTON: COMPETITION BEFORE REGULATION

Candidate declares telecommunications policy to BROADCASTING on election eve

By Don West

Democratic presidential candidate Bill Clinton, in an exclusive letter to the editors of BROADCASTING, has declared himself a fan of competition as the better way to go in establishing telecommunications policy, and says he will turn to government regulation only as a last resort.

But the Arkansas governor, who continues to lead President Bush in the polls as the likely winner on Nov. 3, cited one example in which he would have retreated to regulation sooner than the incumbent: "The recent cable legislation adopted by Congress—over the President's veto—provides one example where additional government regulation was needed because the absence of meaningful competition enabled cable companies to take unfair advantage of consumers."

The Clinton letter came in response to requests by BROADCASTING to both candidates for interviews or written expressions of their policies toward a number of current and critical issues facing the broadcasting/cable/satellite industries. The Bush campaign did not respond; his positions, of course, are by now widely known. Clinton's views were more of a mystery, although he had discussed some of them on C-SPAN (BROADCASTING, Aug. 3). The Clinton campaign agreed to respond to written questions. The letter at right, published in full text, was the result. It arrived late Friday afternoon.

Clinton began by saying his telecommunications policy would be premised on three principles: that there be an "open door" to viewpoints, that competition come first as the determinant of policy and that regulation be only the last resort. He resisted the use of the terms "regulatory" or "deregulatory" to describe his approach to communications issues, saying essentially that he would take a case-by-case approach governed by the need for regulation test. ■



October 23, 1992

To the Editors of BROADCASTING Magazine:

Thank you for taking the time to send me questions concerning a Clinton-Gore Administration's policies for broadcasting and other communications industries. I am pleased to have the opportunity to discuss issues of interest to you and your magazine's readers.



I want to emphasize that my administration's policies with respect to broadcasting and other communications industries will—as on other matters of domestic policy—be guided by three basic principles: to insure an "open door" approach in which all viewpoints on any matter are given an opportunity to be expressed and considered; to promote, where possible, healthy competition that can foster quality and efficient services to the American people; and to rely on government regulation only as a last resort to protect the vital interests of the public. In this context, it is not productive to ask whether our administration would take a "regulatory" or "deregulatory" approach; rather, the question for us will be whether regulation is necessary and, if so, whether it can rea-

sonably be expected to achieve its chosen goal. The recent cable legislation adopted by Congress—over the President's veto—provides one example where additional government regulation was needed because the absence of meaningful competition enabled cable companies to take unfair advantage of consumers.

Over the next four years, you will have an opportunity to witness my administration's approach in addressing the issues raised in your questions as well as on many other matters. I hope and trust you will find our actions to be consistent with our principles.

Sincerely,

A handwritten signature of Bill Clinton in cursive script.

Bill Clinton

VIACOM CUTS 43 STAFFERS

Dennis Gillespie
becomes consultant

By Mike Freeman

In a continuing restructuring of its entertainment group (BROADCASTING, July 20, Aug. 24), Viacom last week issued dismissal notices to 43 employees and moved Dennis Gillespie, president of Viacom Enterprises' worldwide marketing and domestic sales divisions, into a consultancy position.

As a result, Viacom Enterprises is searching for an executive to fill a newly created president of domestic markets position to develop new broadcast programming through its cable network properties.

The naming of Gillespie to an outside consulting position, which he emphasized was a decision on his part to serve in a strategic planning position to recently installed entertainment group chairman Neil Braun, came as somewhat of a surprise to several station reps and media analysts.

Gillespie was one of the principal architects of the off-network launch of *The Cosby Show*. But *Roseanne's* debut in syndication last month marked the last off-network series in the pipeline from Carsey-Werner Productions (which has formed its own distribution arm).

In its most recent earnings statement, the entertainment division reported a third-quarter revenue decline of 10% to \$56.4 million, largely due to "lower domestic syndication revenues."

Braun called the job cuts, which affected employees in Viacom's operations and finance departments, an attempt to make Viacom a "much more efficient management structure." Braun said that a new emphasis is being placed on attracting "narrow-cast" producers who could utilize Viacom's highly profitable MTV, VH1, Nickelodeon/Nick At Nite, Comedy Central (50% owner) and Showtime cable networks as a springboard to Viacom's broadcast network production and syndication distribution arms.

The network preemption story cited on our cover was itself preempted by the late-breaking exclusive with presidential candidate Bill Clinton.

HALL OF FAME AWARDS / 12

BROADCASTING inducted 21 honorees into its Hall of Fame last Wednesday.

MORE MARKETS FOR 'JOURNAL' / 22

King World has added additional major-market clearances for *American Journal*, and a station source says King World officials are boasting of first-year cash license revenues reaching "eight figures."

NO HOLLYWOOD FIN-SYN ROLE / 26

A U.S. district court judge last week denied a request by programmers to be a party to the upcoming case on the financial interest and syndication rules.

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Viacom's Frank Biondi predicts that what the new cable law costs the company as an operator will be more

This Week



Viacom's Frank Biondi seeing green over program access (p. 38)

than made up by gains from program access.

TELCO VIDEO TEST PLANNED / 49

Bell Atlantic will field test a video-on-demand telephone-line service in the homes of 400 of its Washington-area employees next summer.

ANNOYED OVER ARBITRON / 51

Following an often angry meeting with the president of Arbitron, the RAB board of directors voted to form a task force to pressure the ratings company to address radio industry complaints.

OWN WAYS ON ELECTION DAY / 53

A one-time trend toward election-night joint coverage be-

tween broadcasters and cable operators appears to be on the wane.

REVENUE GAINS IN 3RD QUARTER / 56

Cost controls combined with an uptick in ad revenues from the Olympics and presidential campaigning helped boost broadcasters' operating income slightly in the third quarter.

SPECIAL REPORT: HISPANIC BROADCASTING / 58

BROADCASTING profiles 10 important players in Hispanic radio, examines the views of the advertising community and looks at other issues in Hispanic broadcasting today.

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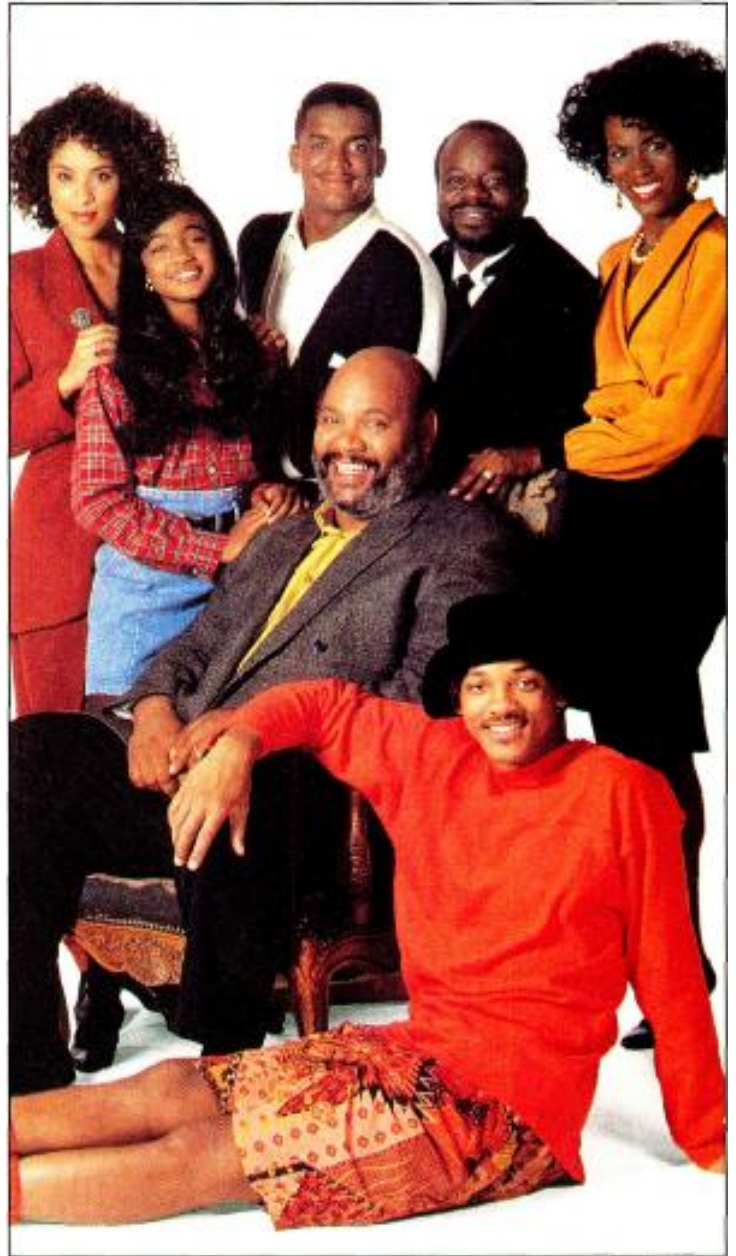
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Source: NTA '91-92, TVB 1st Quarter 1992

HOUNDING HOWARD: FCC'S \$100K FINE

Commission considers record penalty for indecency; issues \$6,000 fine for '88 broadcast

By Joe Flint

Readers may find some language in the following story offensive. It goes beyond what the editors would ordinarily admit, but—in BROADCASTING'S role as the book of record—is published to inform readers about actual language or material that has warranted challenge or sanction by the FCC.

The FCC is coming down hard on radio personality Howard Stern and the stations that air his morning show.

Last week, the commission hit Stern's employer, Infinity Broadcasting, with a \$6,000 indecency fine for a 1988 broadcast. Now, commission sources say, it is gearing up to issue Greater Media—which carries the Stern show on KLSX(FM) Los Angeles—a notice of apparent liability (NOA) for as much as \$100,000 for indecency.

The NOA could come as early as this week.

Greater Media Executive Vice President Tom Milewski would not comment on the pending NOA but said the indecency rules leave broadcasters "completely in the dark about what is permitted and what is not."

Infinity President Mel Karmazin told BROADCASTING that the group owner will fight its fines in court. "We will take every step to defend our position—we know we're right," Karmazin said.

The FCC also has about eight other complaints on Stern awaiting review by the commissioners. Stern had first been warned about indecency in 1987.

While it has been suggested in some reports that the FCC has a vendetta against Stern and wants to discourage more stations from taking the show, Karmazin sees another motive at work: "We know that a lot of competitors are trying to compete with Howard by getting the commission to do this. The commission is clearly falling into the hands of our competitors."

Besides the FCC, Stern is also under attack from some right-wing politicians and organizations. Senator Jesse Helms (R-N.C.) and the American

Family Association wrote the FCC asking it to deny Infinity's proposed acquisition of WZLX-FM Boston, WZGC-FM Atlanta and WUSM-FM Chicago because it fears Stern will be aired on those stations. Stern is already aired in Chicago on Evergreen Media's WLUP(AM).

Although the FCC cannot force Stern off the air, the fines and notices of fines could leave Infinity and other broadcasters who carry Stern vulnerable to license renewal challenges.

The \$6,000 fine—\$2,000 for each of the Infinity-owned stations airing the Stern show at the time—stems from Stern's Dec. 16, 1988, "Christmas Party" show.

The \$100,000 fine notice is in response to complaints by Al Westcott, who resided in Los Angeles at the time of the broadcasts and now lives in Las Vegas.

Westcott's complaint quotes Stern as saying "I'll wipe my ass with Jay Thomas's star"; "I hear [beauty pageant winners] shave their mound in the form of a sash" and "First I want to just strip and rape [rival Los Angeles disc jockeys] Mark and Brian. I want my two bitches laying there in the cold, naked...I want them bleeding from the buttocks."

FCC Chairman Alfred Sikes would not comment directly last week on Stern or the reports of the \$100,000 fine, but did say that "when a broadcaster constantly over-modulates or constantly fails to light his tower, I vote for a significant fine."

Another high-level staffer said Sikes is not the only commissioner playing hardball. "I don't think it's fair to label it all on Sikes...Commissioners [Ervin] Duggan and [James] Quello are hardliners on indecency."

As for what seems to be stepped-up indecency enforcement by the commission, the staffer said: "When

Sikes showed up, there was a backlog of indecency complaints. His predecessors had a policy of nonenforcement. We process the complaints."

In the 1988 broadcast, according to the notice, Stern spoke of a "guy who plays the piano with his penis" and a "big black lesbian...out of her mind with lust."

The FCC has defined indecency as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Infinity said the broadcast in question was not descriptive of sexual or excretory activities and consisted of "isolated words

and phrases that were in and of themselves innocuous."

Infinity's Karmazin also criticized the FCC for its vague definitions of indecency. Said Karmazin: "Tell us what to say and not to say. Just say 'don't discuss sex'...take a more honest approach and then let the courts decide. But saying 'this mention of penis is good and this mention of penis is bad,' I don't think these rules are clear."

The FCC said in its order that "although the sexual and excretory discussions in the Stern broadcast did not contain 'detailed descriptions,' they were sufficiently descriptive to be understandable to children."

On the issue of multiple fines, Infinity said, "This approach will lead to an 'unwieldy enforcement scheme' because, it surmises, an indecency finding on one affiliate's network or syndicated program would constitute an indecency finding for all other affiliates airing the same program."

The FCC responded that it "enjoys broad enforcement discretion in the indecency area." ■



The outrageous Stern at the MTV awards in September

TV NETWORKS FINE-TUNE IN ANTICIPATION OF SWEEPS

With the November sweeps just around the corner, ABC, CBS and NBC began shoring up their prime time schedules in time for the crucial ratings month. Through last Wednesday, CBS still held a sizable lead of 1.3 rating points over second-place ABC and 2.4 points over NBC.

■ **ABC** made changes on Monday, Tuesday and Wednesday, pulling *The Young Indiana Jones Chronicles* and *Laurie Hill*. To fill the holes, the network is bringing back *FBI: The Untold Stories* and *American Detective* and will debut *The Jackie Thomas Show*, the latest project from Roseanne and Tom Arnold.

The two reality shows, which debuted last season, will fill the Monday 8-9 slot vacated by *Indiana Jones* beginning Nov. 9. The *Young Indiana* series, which has received critical acclaim but mediocre ratings, will return in January in another time period. "This outstanding series is very important to us, and the Monday night time period proved to be inhospitable," said Bob Iger, president, ABC Entertainment. "We will return the series to our schedule in early January in a new time period where it will have a better chance."

The Jackie Thomas Show stars Tom Arnold as an intolerable star of a top-rated television show. It takes over *Coach's* Tuesday 9:30-10 post-Roseanne time

slot beginning Dec. 1. *Coach* moves to Wednesday at 9:30, replacing the canceled *Laurie Hill*, which will have aired seven episodes of its 13-episode order.

ABC gave *Delta*, executive-produced by *Coach* creator Barry Kemp, a back-end season order. The network renewed *Hangin' with Mr. Cooper* for the season and ordered four additional episodes of *Going to Extremes*.

■ **NBC** has restructured Thursday night by putting *Rhythm & Blues* on hiatus after six airings and replacing it at 8-8:30 by moving *A Different World* back a half-hour. Filling the 8:30-9 slot will be *Out All Night*, which moves from Saturday, 8:30-9. Filling the hole on Saturday is *The Powers That Be*, which returns to NBC's lineup after a brief run last season. The show, produced by Norman Lear, begins Nov. 14.

■ **CBS** confirmed it has canceled *Frannie's Turn* and announced it will fill the Saturday night lineup with *Brooklyn Bridge* at 8 p.m. and a slate of theatricals at 8:30-11. The strategy is expected to remain in place for possibly as long as January. The network also renewed the critically acclaimed *Picket Fences* for the remainder of the season with a nine-episode order. The hour drama from David E. Kelley has been partly responsible for the network's resurgence on Friday night. —SC

PBS, SERC MAKE EDUCATION SATELLITE PACT

Mr. Telstar's Neighborhood seeks more partners for 40 digital channels

By Peter Lambert

PBs has gained its first partner in an effort to make AT&T's Telstar 401 satellite the nation's all-digital education satellite. The Satellite Educational Resources Consortium (SERC)—which now delivers a dozen live, interactive credit courses to more than 5,000 students in 500 rural high schools in 27 states via two GTE Spacenet I transponders—agreed last week to migrate to Telstar with PBS once that bird is launched in October 1993.

With plans to purchase digital compression technology next year, PBS will squeeze up to eight or 10 TV signals into each of its five Telstar Ku-band transponders—adding up to 40 or more channels. SERC will lease four digital channels, probably occupying half a transponder.

With the Ku/digital combination, PBS can timeshift and expand its own programming, as well as gain interactive data and voice capabilities and smaller, roof-mountable downlinks.

PBS hopes other instructional pro-

grammers will follow SERC to the cheaper digital satellite capacity, and schools nationwide, from elementary through college, will tap into Telstar for one-stop, interactive educational programming in the sky.

"PBS has always had education as our umbrella mission; we've just been limited in our distribution," said Sandra Welch, PBS executive vice president for education. "Now, with this new technology, we will be able to offer educational opportunities we believe will have tremendous impact."

"It just makes a lot of sense for all of educational programming and other special services, including adult services, to be on one bird, where you're not readjusting and re-aiming your uplink to downlink," said SERC Co-Chairman Henry Cauthen, adding that \$3,000 Telstar downlink costs are less than half of current costs.

Shelly Weinstein, president of the National Education Telecommunications Organization (NETO), believes that, if aggregated, educational buying power can match the commercial market. Aiming to create a "dedicated

transportation system for education," NETO has taken a short-term lease with Telstar competitor GE Americom. In another year, it will look at long-term needs.

However, because public monies fund downlink equipment for schools, she believes programmers will act en masse only after commercial cable and broadcast satellite users settle on digital compression standards and purchase equipment in volume, "probably in 1995 or '96."

Indeed, while PBS will use either General Instrument, AT&T or Scientific-Atlanta compression equipment, the National Technological University launched a 12-channel digital network on GTE's GStar I last May using Compression Labs' equipment. Also competing, Hughes Communications leased digital capacity on Galaxy VII to Indiana Higher Education last July.

As of last week, Mr. Telstar's Neighborhood will offer daily high school math, science, language and teacher training from SERC, as well as PBS's preschool, K-12, college and adult learning services. ■



Seated: John Gambling; Suzanne St. Pierre, widow of Eric Sevareid; Kay Koplovitz; Didi Goldmark, daughter of the late Peter Goldmark; Dick Clark. Standing: Ralph Baruch; Jim Dowdle; Roger King; Larry King; Michael King; Gary David Goldberg; John Kluge

THE CLASS OF '92

Ralph Baruch, Viacom; Edgar Bergen*; Dick Clark, dick clark productions, Unistar Radio Networks; Bing Crosby*; Jim Dowdle, Tribune Broadcasting; John Gambling, WOR(AM) New York; Jackie Gleason*; Gary David Goldberg, UBU Productions; Peter Goldmark*; Chet Huntley*; Robert Hyland*; H.V. Kaltenborn*; Larry King, Mutual Broadcasting System, Cable News Network; Michael King, King World Productions; Roger King, King World Productions; Kay Koplovitz, USA Network; Gene Roddenberry*; Rod Serling*; Eric Sevareid*; Frank Smith*,



and Lesley Stahl, CBS News.

Those 21 joined the 61 from last year's event as inductees in the BROADCASTING magazine Hall of Fame. The celebration was held in Washington's Omni Shoreham Hotel last Wednesday. All of the 10 living honorees were present to accept their awards along with 1991 honorees Frank Stanton and John Kluge.

Friends and family of Goldmark, Huntley, Hyland and Sevareid accepted posthumous awards.

* Presented posthumously.




John Kluge (l) and Frank Stanton (r) were 1991 honorees who accepted their awards at this year's dinner. Lesley Stahl, a 1992 honoree, accepted her award with praise for women in broadcast journalism.

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TOP OF THE WEEK



At the cocktail party before the **BROADCASTING** Hall of Fame dinner at the Omni Shoreham in Washington last week: Jerry Solomon, Anheuser-Busch; Susan Rein, of Washington; honoree John Kluge, and Jim Greenwald, Katz Communications.



Jim Coppersmith, WCVB-TV Boston, and Stanley S. Hubbard, Hubbard Broadcasting



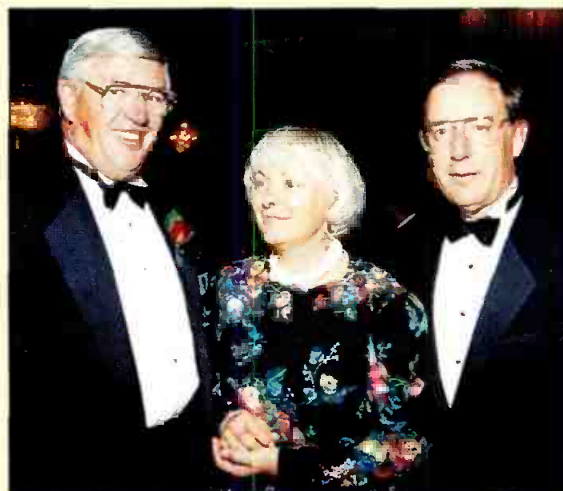
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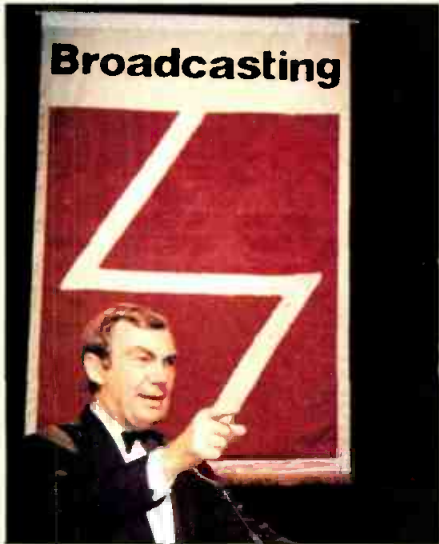
Preston Padden, Fox; FCC Commissioner Ervin Duggan; Carolyn Wall, Foxparent News America, and Tom Hurwitz, Fox-owned WTTG(TV) Washington



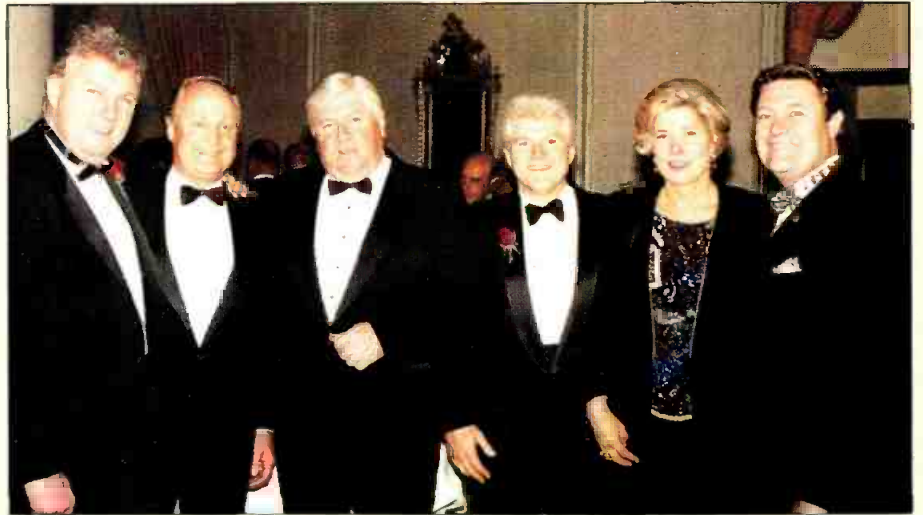
Honoree Jim Dowdle, Tribune, Marty Sikes and Al Sikes, the FCC chairman



Jordan Ringel, SFM Media; Karl Clark and honoree Dick Clark of Unistar and dlick clark productions; Bonnie and Nick Verbitsky, Unistar



ABC News's Sam Donaldson, Hall of Fame master of ceremonies for the second year, runs the show



Honoree Roger King, King World; Bill Ryan, Post-Newsweek; Bob King and honoree Michael King, also King World; Margita White, Association for Maximum Service Television, and Ed Reilly, McGraw Hill Broadcasting



Denise LI, Carin Pratt and Marianna Spicer-Brooks were cited by honoree Lesley Stahl (2nd from right) for distinguished performance by women in broadcast journalism



Honoree Larry King helps lampoon Ross Perot with the evening's entertainment, the Capitol Steps

Monday Memo

"CD quality should be the standard by which AM in-band systems are measured."

Is a rose by any other name a rose? Probably. Is AM radio by another name AM radio? Probably not. Can AM radio be saved by becoming something else in listeners' minds? Maybe. What do we know about listeners' perceptions of AM radio that will help us understand the effects of digital audio broadcasting?

In 1989 we began to study the problems facing AM radio, wondering what effect improvements such as the adoption of the NRSC standards would have on listener acceptance of AM. So, we began experiments that would test our belief that simply identifying a broadcast as AM was enough to turn off a college-age audience.

We then turned our attention to the ways we could mitigate the effect of the psychological barrier to AM listening. Thanks to the NAB's academic research grants program, we designed another experiment to test the effect of changing the label of an audio selection to something unknown to the subjects. They listened to selections labeled AM, FM and "Radio 2000," which was described only as a new broadcasting technology. The audio selections used were identical. We found that FM continued to be rated most positively, AM least positively, and Radio 2000 consistently ranked in the middle.

This lends further support to our hypothesis that simply changing the name of AM radio will offset some of the negative baggage that the AM designation carries.

We believe our research has even further implications for FM and DAB. The 1989 experiment also demonstrated that subjects perceived the small differences between an actual FM radio broadcast and a CD-to-tape transfer labeled FM. They correctly attributed higher fidelity and better overall quality to something more akin to DAB than traditional FM. As new

DAB technologies are implemented, how will listeners perceive traditional FM or enhanced AM?

It's possible FM will be relegated to the status of today's AM stations if it cannot meet digital standards.

The out-of-band systems such as Eureka 147 have the potential to be perceived by listeners as a totally new listening experience, one about which they should have no negative preconceptions. However, in-band DAB systems for both AM and FM hold greater promise for broadcasters at less potential disruption to the current system. We are concerned that current FM quality will be used as a standard which AM in-band will seek to match. Since our listeners were able to discern quality differences between actual FM and CD quality, CD quality should be the standard by which AM in-band systems are measured.

Certainly the economic impact of DAB on both stations and consumers will be substantial. Considering that people seem to listen with their beliefs as well as their ears, isn't there a cheaper way to improve listener evaluations of audio quality? We don't think so. DAB represents a new technology as well as a new object of perception. Broadcasters must address issues of psychology, as reflected in the attitudes and beliefs of listeners, as they move to digital broadcasting. Regardless of which is most important, technology or psychology, both work against traditional AM and FM.

Digital technology has set an expectation for fidelity that must be met. The central issue is not whether we can or cannot, or whether we should or should not, but whether the consumer wants, and will purchase, the new technology. The cost to broadcasters to compete in the arena of emerging technologies is high. The cost not to compete is even higher. ■



By Arlen Diamond (l) and James Sneegas, Southwest Missouri State University

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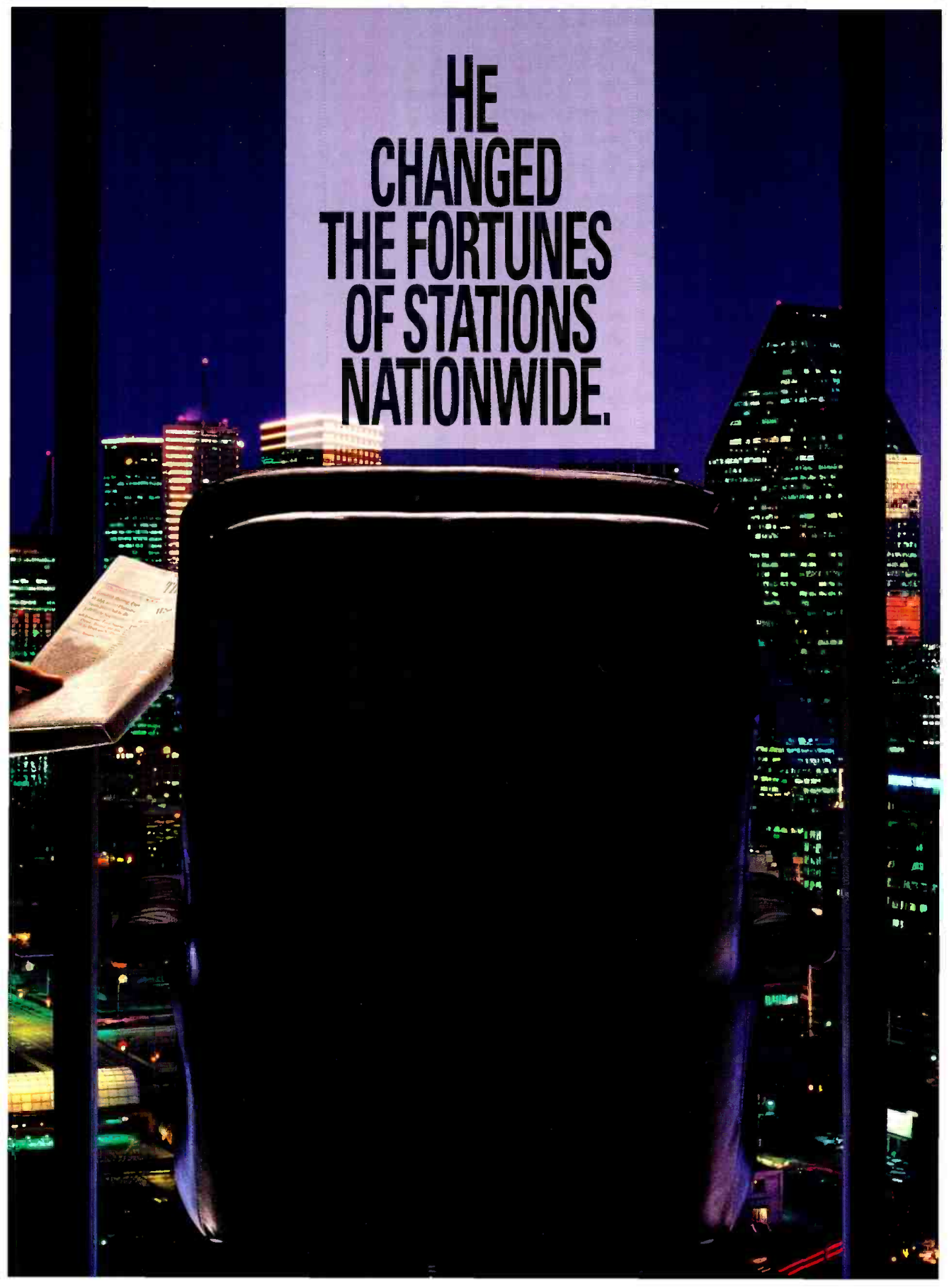
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Television

'AMERICAN JOURNAL' PICKS UP MORE MARKETS

Station GM's say show clearance was not linked to other King World product, addition of Boston, Pittsburgh, Atlanta and Charlotte push clearance to 40%

By Mike Freeman

King World, which declared *American Journal* a firm go less than two weeks after opening sales in the major markets, now claims clearances in well over two dozen markets representing nearly 40% of the U.S.

The latest major market stations are Group W O&O's WBZ-TV Boston and KDKA-TV Pittsburgh, WXIA-TV Atlanta and WSOC-TV Charlotte, N.C. As reported previously, KWP also lists CBS O&O stations WCBS-TV New York, WBBM-TV Chicago and WCAU-TV Philadelphia and Disney-owned independent KCAL(TV) Los Angeles as charter *AJ* stations.

One station source said King World officials privately boasted the syndicator has so far reached "eight figures" in projecting *American Journal*'s overall cash license revenue for year one. KWP President Michael King declined to specifically comment on how license fees are shaping up. "All I can say is that you are not just seeing station groups stepping up—the individual major market stations are aggressively bidding for *American Journal*," King said.

The pace of sales in the top 20 markets—particularly given the state of the economy—has been rapid. While off-the-record allegations lingered last week that King World was seeking to couple *American Journal* with the renewals of KWP's *Inside Edition* or top-rated incumbent syndicated strips *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show* (BROADCASTING, Oct. 19), four major market general managers who acquired the news spinoff went to bat for the New York-based distributor. Each said the acquisition was based on a continuing demand for new reality-

based programing and not from any pressure from King World.

Furthermore, the station executives—most of whom are incumbent licensees of such King World syndicated strips—emphasized that KWP officials never linked renewals or license fee reductions for incumbent product to *American Journal* clearances. (It should be noted that King World has already completed long-term renewals for *Wheel* and *Jeopardy!* through the 1995-96 season in many markets, in addition to extending *Oprah* contracts through the 1994-95 season.)

"Our dealings with King World have been straight up," said Buff Parham, who is acting general manager and station manager of A.H. Belo-owned WFAA-TV Dallas. "Obviously, we have great confidence in King World to deliver a high-quality news product with strong promotional support. That's why we did the deal."

Two other general managers from A.H. Belo's KHOU-TV Houston and KXTV-TV Sacramento echoed Parham's sentiments.

"There was no pressure or attempts to package [*American Journal*] with other product whatsoever," asserted Jim Saunders, vice president and general manager of KXTV.

"We have some other King World product [*Wheel*, *Jeopardy!* in access, *Oprah* in early fringe], but there was nothing tied together to take the new show."

Allan Howard, president and general manager of KHOU, said his interest in *AJ* was "solely" based on the "success" the CBS affiliate is having with *Inside Edition* (at 3 p.m.), where he says it has been averaging an 8-11 rating.

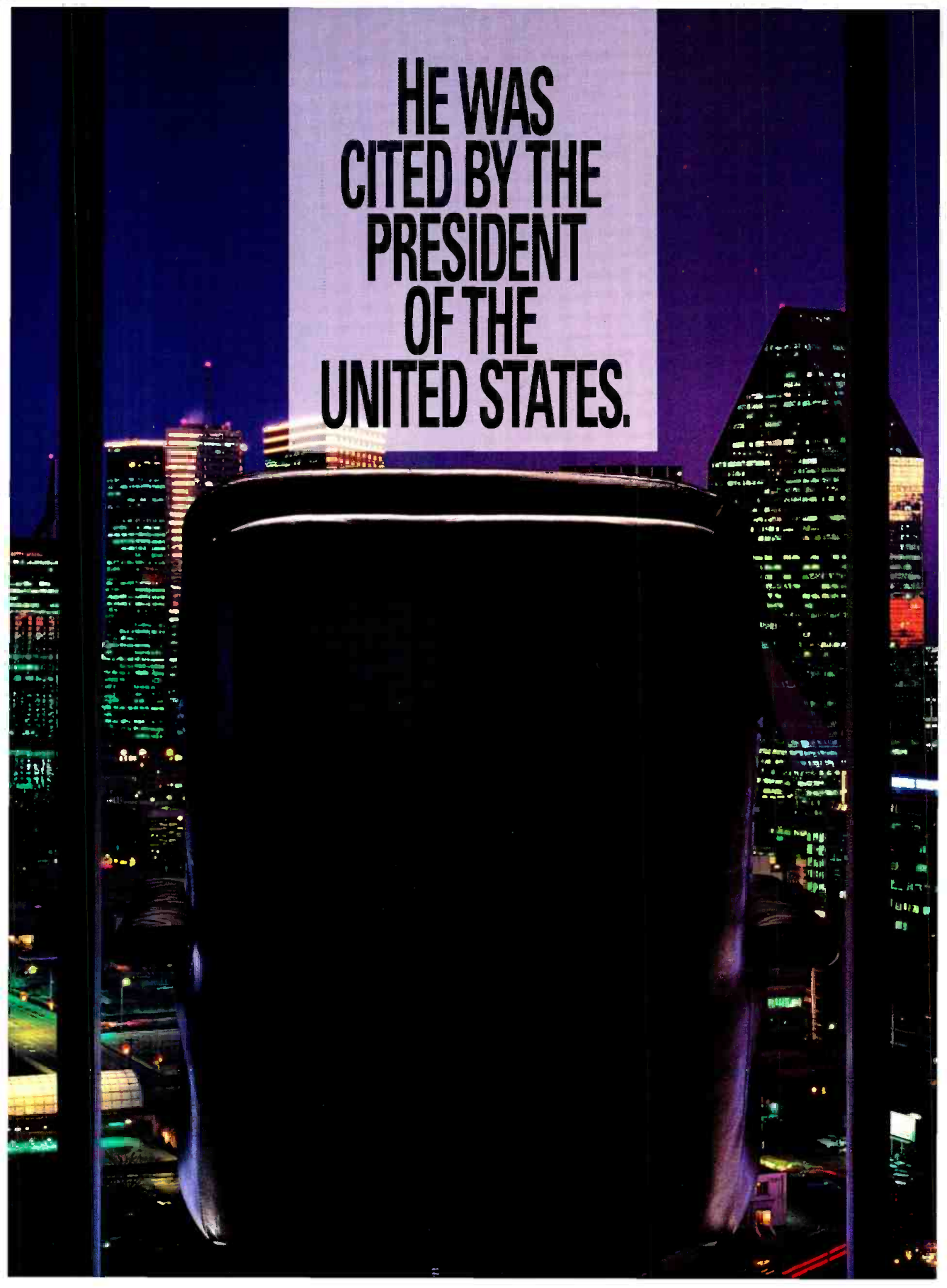
Tony Twibell, vice president and general manager of Providence Journal-owned KING-TV Seattle, stated that the NBC affiliate made a "straight program buy" of *American Journal* to make up for the anticipated vacancy of *Entertainment Tonight* (to KIRO-TV) at 7:30 p.m. The insertion of the on-the-road news magazine, Twibell asserts, will serve as "ideal flow" out of KING's locally produced *Evening Magazine* at 7 p.m. ■

NEW HORIZON FOR ROGANTI

New York-based media buyer Horizon Media has started a program division headed by Robert Roganti, former president of MTV. The new unit, Horizon Entertainment, will develop and produce sponsored programs tailored specifically to target audiences of Horizon's media buying clients, said Roganti. In the near term, he said, projects on the board include a number of vignettes and specials, audience phone-in contests and possibly how-to videos. Roganti said the company will look to outside producers and try to form production partnerships on shows. Vignette series in development include a series on the American presidency, another on women's issues and another called *Headline Hollywood*, featuring entertainment tidbits. The last is being produced by Brian Pritchard & Hayes, Los Angeles. Roganti said he's also working on a variety special for a network he declined to identify. Horizon will clear the shows on stations and networks in-house.

—SM

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STAR PERFORMANCE

For the second consecutive week since beginning its sixth season, Paramount Domestic Television's *Star Trek: The Next Generation* finished atop the Nielsen Syndication Service ranking report with a 13.2 rating. King World Productions' consistently top-rated *Wheel of Fortune* continued one notch behind the sci-fi drama with a 12.3 rating, followed by KWP's other stalwarts, *Jeopardy!* (10.4 rating) and *The Oprah Winfrey Show* (10.4 rating).

GGP reports it has cleared its *Super Bowl XXVII Special* with Dick Enberg on 162 stations representing 82% of the U.S. With NBC slated to televise the Super Bowl, Sunday, Jan. 31, 1993, in Pasadena, Calif., NBC affiliates account for the bulk of the clearances. Recent NBC affiliates signing for the special include KPRC-TV Houston, KING-TV Seattle, WFLA-TV Tampa, KARE-TV Minneapolis and KSDK-TV St. Louis. GGP is offering the special on a 6½-minute national and local barter split for a Jan. 23-31, 1993, broadcast window.

CHILL FOR ITC

Associated Entertainment Releasing has reached an agreement with ITC Distribution to handle the domestic syndication of its latest motion picture release, "The Chill Factor." ITC will also handle domestic cable network sales. "The Chill Factor," which stars Paul Williams, Carrie Snodgrass, Patrick Macnee, Patrick Wayne and Laura McKenzie, was written by Dan Goldman and Rex Piano, and produced and directed by David L. Stanton.

VENEVISION GOES TO ZOO

Venevision International, the Coral Gables-based distribution arm of the Venezuelan TV network, has secured distribution rights from Ingle Publishing to *Zoo Life with Jack Hanna* for Latin America, Spain and Portugal. According to Venevision International President Carlos Barba, rights include cable, pay and home video. *Zoo Life* is syndicated in over 140 U.S. markets.

BETTING ON SYNDICATION

With the development season getting in gear, Cannell Distribution Co. is unveiling a casino-based game show strip for fall 1993 syndication called *Caesars Challenge* (originally titled *Illusions* ["Bicoastal," Sept. 28]). In fact, this week Cannell has invited trade press reporters and broadcast executives to Caesars Palace in Las Vegas to attend a post-pilot taping ceremony where they'll also introduce the host, which Cannell hints is a current network television personality. Stations will likely receive formal presentations within the next several weeks.

BAT NEWS

In the kids rating race, *Batman*, the 4:30 or 5 p.m. anchor of the Fox Children's Network, continued to show signs of erosion, dropping to a 5.7 rating (NSS, Oct. 5-11) among thekey kids 2-11 demographic group. Possibly due to two repeat episodes

of *Batman* being aired for a second straight week and CBS's sporadic daytime airings of Major League Baseball playoff games, an overall drop in the kid PUT (people using television) levels caused all kids programing to drop slightly, but the Caped Crusader has fallen 26% from a personal-best 7.7 rating two weeks previous.

Disney Afternoon's syndicated *Goof Troop* took over the top spots among kids 2-11 with a 6.6 rating, but dropped 3% from the prior week's ratings. More significantly, the two-hour Disney Afternoon programing block averaged a 4.7 rating, moving into a tie with FCN's two-hour cartoon block for the first time since *Batman* debuted Sept. 14.

PREPARING PRINCE

Warner Bros. Domestic Television Distribution is preparing key station groups and station rep firms for the marketing rollout of *Fresh Prince of Bel Air*, which Quincy Jones Entertainment produces for NBC.

**SYNDICATION SCORECARD/DEBUTING STRIPS
NIELSEN COMBINED METERED MARKET AVERAGES**

First-run strips

	STD Rating/Share	Last Week	Lead-in	Oct. '91
<i>The Byron Allen Show</i>	1.5/7	1.4/6	2.6/10	NA
<i>Infatuation</i>	0.9/4	0.9/4	1.2/5	1/5
<i>NightTalk/J. Whitney</i>	2.2/9	2.0/8	2.6/9	3/14
<i>Rush Limbaugh</i>	2.2/9	2.3/9	2.4/8	3/12
<i>Star Search</i>	2.7/6	2.6/6	4.2/10	5/10
<i>That's Amore</i>	1.4/6	1.4/6	1.8/7	2/9
<i>Vicki</i>	2.3/10	2.3/10	2.5/11	2/9
<i>Whoopi Goldberg</i>	2.5/7	2.2/7	3.5/8	3/13
<i>You Bet Your Life</i>	5.4/11	4.6/10	5.0/11	7/12

FIRST-RUN WEEKLIES

<i>Catwalk</i>	3.0/5	2.6/4	3.7/8	NA
<i>HBO Comedy Showcase</i>	3.3/12	3.7/13	6.1/17	4/13
<i>Highlander</i>	3.1/6	2.9/5	4.0/8	NA
<i>Renegade</i>	3.9/8	3.6/6	4.3/8	3/6

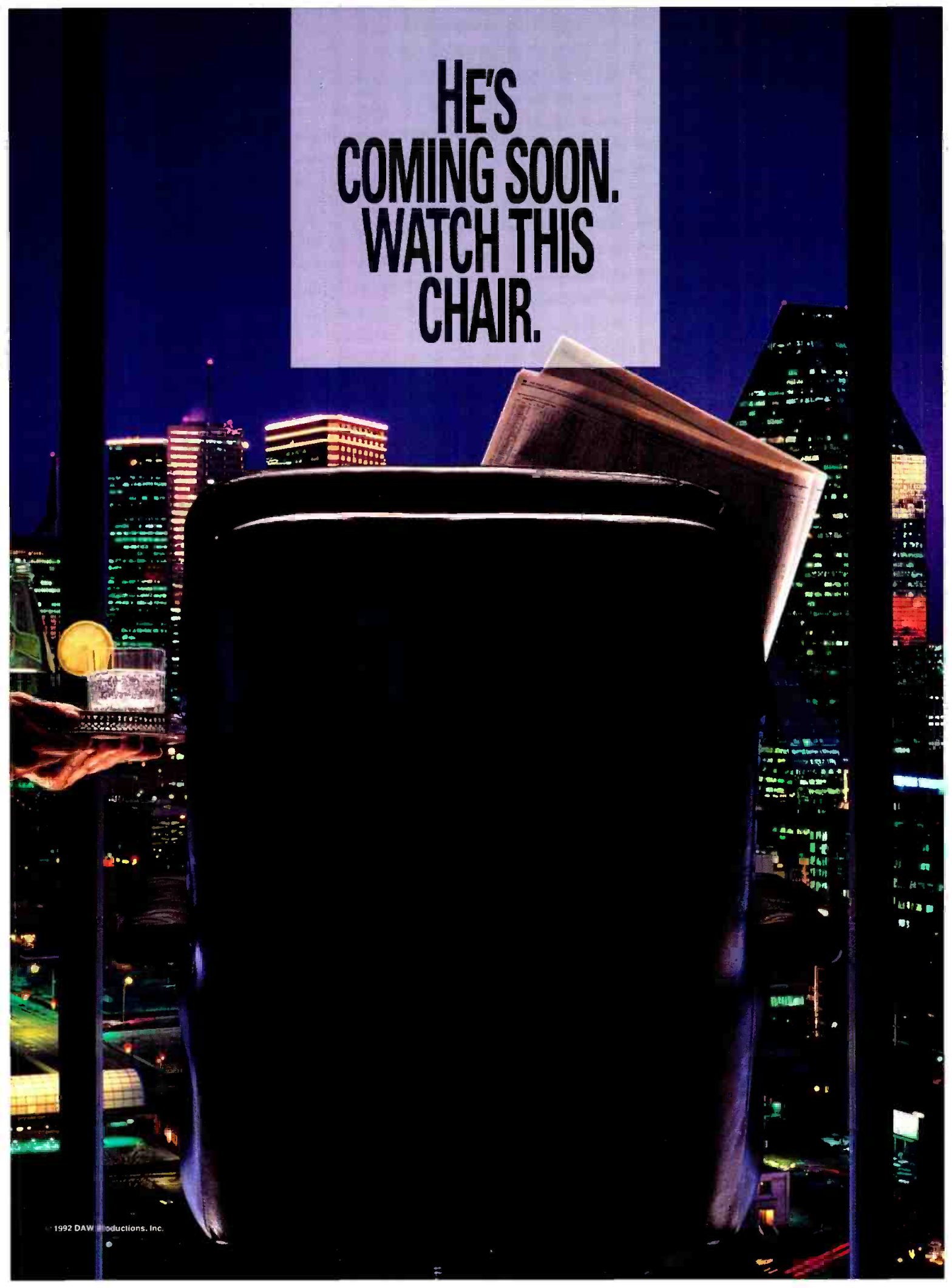
OFF-NETWORK STRIPS

<i>COPS</i>	6.1/12	6.0/11	5.4/10	4/9
<i>Dear John</i>	2.9/7	3.4/7	4.2/8	NA
<i>Designing Women¹</i>	3.6/10	3.9/11	4.8/12	4/13
<i>In the Heat of the Night</i>	2.6/8	2.9/8	2.6/7	3/8
<i>Murphy Brown</i>	5.5/10	5.7/10	6.3/11	5/10
<i>Roseanne</i>	5.6/10	5.7/10	4.7/9	5/9
<i>The Wonder Years</i>	4.5/9	4.9/9	4.4/9	4/8

Source: Nielsen Media Research's MarkeTrak reports (NSI, Aug. 31-Oct. 15)

Footnote:¹ *Designing Women's* metered market ratings are based on 11 a.m.-midnight primary runs, where many of those markets double-run the off-network, but Columbia Pictures Television Distribution researchers claim a 6.1 cume rating for the four-day period ending Oct. 15.

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JUDGE SAYS NO TO HOLLYWOOD ROLE IN FIN-SYN CASE

Justice Dept. will tell court decrees no longer necessary; parties may file antitrust suit

By Joe Flint

Hollywood suffered a setback last week when a judge denied a request by programmers and the State of California to be a party to a case that will determine the fate of the financial interest and syndication rules.

At issue are the Justice Department's consent decrees that prohibit the big three networks from syndicating and acquiring a financial interest in network programs licensed from outside producers.

Judge Robert Kelleher of the U.S. District Court in Los Angeles, which is the venue for the case, dismissed the requests of Republican Governor Pete Wilson's office and the Coalition to Preserve the Financial Interest and Syndication Rules to intervene in the consent case. Kelleher suggested that the two could file suit against the networks for antitrust violations.

"We are disappointed in the judge's ruling and are considering options," said coalition attorney Diane Killory.

"We are disappointed in the judge's ruling and are considering options."

**Diane Killory, attorney,
Coalition to Preserve the
Financial Interest and
Syndication Rules**

One of those options would be to file an appeal in the 9th Circuit Court San Francisco. An antitrust suit would have to be filed in either state or feder-

al court.

Attorney Michael Gardiner, who also represents the coalition, added that the "court should welcome the opportunity to hear from the community most affected" by the consent decrees.

The decrees, which settled antitrust suits brought by the Justice Department against the three networks in the mid-1970's, are in court once again because Justice filed a memorandum last May tentatively deciding that they are no longer necessary.

When the FCC relaxed the fin-syn rules in May, the three broadcast networks asked the Justice Department for its support in persuading Kelleher to eliminate the consent-decree provisions.

The next step is for Justice to make a filing in Kelleher's court that will include response to comments Justice received after its tentative decision. Justice's filing will likely be similar to

The Producer's Angle

The first in a series of views from the other side of the camera

Q WHAT IS THE MOST DISTURBING PRACTICE IN NETWORK TELEVISION?

A Testing. Maybe it's because I had that experience myself. One of the reasons I think this show [*Flying Blind*] got on the air is that we delivered the show very close to the date the network was going to announce, so I don't know if the network tested it or not. I think they kind of screened it and I believe kind of took the reaction of the room and said we can do this show. I've heard more horror stories about testing and the network reliance on testing as an indication of whether a show is going to work or not than any other thing. When I was at ABC with this last show there was this prevailing vision fueled by the research department that in this current channel-switching era, if someone isn't a fan of your show by the first two or three episodes they will never watch you again. And a lot of shows, including mine, I think got swept away in that ridiculous sensibility.... Now you read Bob Iger [president, ABC Entertainment] saying, well, we thought about that but now we've changed our mind. Meanwhile, years later, potentially promising pilots and things like that all got swept away. And they all do it. They all claim research is just a tool. But it's not a tool, it's a blunt instrument they bang you over the head with.

Q HOW DO YOU THINK 'FLYING BLIND' IS GOING?

A I think we have the identity pretty much locked into the pilot. The job is always to keep it going, maintain the energy level and the interest level of the pilot.

Q HOW ABOUT IN TERMS OF RATINGS?

A The ratings are always going to be a bit more problematic because of the time period we're in. My biggest concern about the time slot is the affiliate clearance that Fox has Sunday nights at 10 p.m. The maximum we clear, I think, and no one's given me the exact figure, is 94%, and I think it's lower than that. I'm not thrilled by the ratings. But where are they going to put this show. The dream spot we would have wanted was right after *Married...with Children*, but they have a show [*Herman's Head*] there they feel works for them. From a more powerful production entity (Witt-Thomas) as well. My guess is that if they continue to like and support the show, ultimately they will move it.



its tentative memorandum, which said: "These decrees' provisions, entered in 1978 and 1980, were originally intended to curb the purchasing power of the networks against program suppliers. The TV industry has changed significantly since these decrees were entered. There is no longer any competition rationale for maintaining restrictions that impede efficient marketplace transactions."

Justice is expected to make its filing in the next two to three weeks, which means the fate of the decrees may be decided before the end of the year.

If Kelleher follows Justice's recommendations, the bulk of the consent decrees will be gone. Still remaining would be contractual provisions that are set to expire in 1995.

For Hollywood, this is the second setback for retention of the financial interest and syndication rules in a month. Three weeks ago, a three-judge panel of the U.S. Court of Appeals in Chicago, in a hearing on the challenges of the FCC's new fin-syn rules, left the impression with some attendees that the rules may be in jeopardy. ■

WARNER STILL BANKING ON REPOSITIONED 'JENNY'

WBTD points to growth in metered markets for talk strip

By Mike Freeman

This time almost a year ago, Warner Bros. Domestic Television Distribution President Dick Robertson criticized a "quick trigger" ratings mentality—particularly in the overnight metered markets—that he said leads some broadcasters to "throw the baby out with the bath water."

It served as a less-than-subtle warning that major program suppliers would be increasingly hesitant about launching big-budget first-run syndicated strips. It wasn't far from the truth, with such major distributors as Group W Productions pulling the plug early on *The Chuck Woolery Show* and MCA TV deciding to abort the sales effort on *Kitty Kelley* last spring.

Nonetheless, WBTD has stuck with *Jenny Jones* despite widespread

skepticism that stations would commit to a second season of the low-rated talk strip. Most did, and WBTD executives say the program is showing signs of ratings growth entering its sophomore season. Originally, Jones was marketed as a feminist comedian, but this season Warner Bros.' Telepictures production division reformatted the show to concentrate on more controversial, single-subject, issue-oriented topics.

The change, according to Bruce Rosenblum, WBTD's senior vice president of research, has translated to early signs of ratings growth in the metered markets, where *Jenny Jones*'s 2.1 rating/8 share combined market average this season (NSI, Sept. 14-Oct. 8) is up 14% over her October 1991 performance (2.0/7) and a share point ahead of lead-in programming. Rosenblum said that much of the im-

"[Testing] is a blunt instrument they hit you over the head with."

—Richard Rosenstock, 40, executive producer, Fox's *'Flying Blind.'* Principal credits: executive producer, *'Marshall Chronicles';* supervising producer, *'Oh, Madeline';* writer, *'Happy Days,' 'Laverne & Shirley,' 'Mork & Mindy.'*

sexual relationship, this tremendous girl's pull and appeal to him. To shrink away from it was not going to be true to the concept of the show.

Q HAVE YOU BUTTED HEADS WITH THE STANDARDS DEPARTMENT?

A There was concern that the word penis was used in the pilot and they didn't want that, and we went back and forth on that. All of the substitute words for it didn't quite have the pop and zing of the actual word. Ultimately the concern about the pilot came down to that word, and I just sent over the *Seinfeld* [episode] where they not only used the word but he dressed up as one and the argument was over.

Q THE SHOW DEALS WITH SOME TOPICAL SUBJECTS, AND PEOPLE HAVE SUGGESTED IT PUSHES THE ENVELOPE.

A In some instances it does. It was never a show designed to do that. When we decided to do a show about this uptown guy getting caught in a downtown world, the idea was how do we delineate this downtown world and be at all close to evoking what the reality is. This is a highly

Q HAVE YOU HAD TO BE CONCERNED ABOUT COSTS MORE WITH THIS SHOW THAN WITH OTHERS?

A Yes, this is the first year I've found that to be remarkably the case. This show has been, partially because it's on Fox and their license fees tend to be a little lower anyway, and partially because the studio (Viacom) that started financing it seems to be changing the way they do business.

Q HOW SO?

A Viacom has already sold a half-interest in the show to Paramount because they just don't want to deal with the deficits. It has made production much more difficult. There's a greater mandate to hit your budget and not let the deficit creep up past a certain point. That involves much stricter production guidelines, the number of sets you can use, the number of writers you can hire. So every week that's a problem.

Q DO YOU HAVE ANY LINGERING DISAPPOINTMENT OR BITTERNESS ABOUT THE EXPERIENCE YOU HAD WITH ABC ON THE 'MARSHALL CHRONICLES'?

A Plenty. That's a show that's very close to me and one I wish would have been given more support. My feeling is it could have built into a kind of *Seinfeld*-style hit even if it wasn't a big hit, but there was so little support from the network.

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provement is from nine network affiliates in the metered markets, whose 2.6/12 combined average over the same period is two share points better than *Jenny's* lead-in programming.

Although *Jenny* has a mix of morning, early fringe and late-night clearances, her second season started with a 1.3 national rating (Nielsen Syndication Service, Sept. 14-18), her weekly national numbers have climbed steadily to a 1.7 rating, representing 31% growth.

Yet, Rosenblum and WBTD's senior vice president of station sales, Scott Carlin, pointed to specific growth stories in major markets that Carlin believes will be mirrored in smaller markets as the season progresses.

In New York, where WWOR-TV airs *Jenny* at 1 p.m., the strip has improved three share points from May 1992 with a current 3.4/12 (NSI, Sept. 14-Oct 8). WMAQ-TV Chicago, which serves as *Jenny's* production base, has posted a 2.6/16 average, a 45% share increase over *Chuck Woolery's* average in the 1 a.m. slot one year ago. Her best story is on WXYZ-TV Detroit,

where the program averaged a 6.3/21 at 11 a.m., six share points ahead of its *Regis & Kathie Lee* lead-in.

It is also from these metered-market stories that Carlin is banking on his sales staff to reapproach incumbent stations for time period upgrades and re-enter the 40 or so small markets where stations dropped the program before the end of last season. The new push could meet resistance, however, with Twentieth Television launching sales of its fall 1993 *Bertice Berry* project and King World Productions similarly placing *The Les Brown Show* in the syndicated market.

While Carlin went only so far as to say that "millions of dollars" have been expended in deficit-financing the first year of production of *Jenny* and the slow market rollout of late-night talk strip *NightTalk with Jane Whitney*, Telepictures Productions President Jim Paratore replied flatly: "That's our problem. All the station wants to know is if we're going to reinvest to improve the product, and that's what we have done. They also know our commitment goes beyond year one on our shows." ■

BBC'S LIONHEART REORGANIZES

Opatut to add oversight of co-productions

By Steve McClellan

BBC Lionheart, the British Broadcasting Co.'s U.S. production and distribution arm, is combining its co-production and sales divisions. As a result, Eileen Opatut has been named executive vice president, co-productions and sales. Previously, she had been responsible for sales.

Opatut will report to Sarah Frank, Lionheart's chief executive officer, whom sales had reported to directly before the realignment. According to Frank, the reorganization is an attempt to make the company's dealmaking efforts more client-friendly.

Under the new setup, company representatives will be responsible for both co-productions and sales for an assigned genre (drama, comedy, music and arts, etc.).

According to Frank, the company will also be making a big push to expand its home video division into a broader consumer products division, with a focus on licensing and merchandising. Steve Breckner, former VP, home video, has been named VP, consumer products. Among its home video vendors are Time-Life and Readers Digest.

Frank said the company is also expanding its sale of hard-news footage to U.S. networks, which have cut back dramatically on in-house staffers assigned outside the U.S. Recent examples: the sale of a story on the drug Halcyon to *60 Minutes* and a piece on the famine in Somalia to NBC.

"I'm not sure how significant that area will be for us in the future," said Frank. "But we're a niche company, and that is clearly another niche we'll be involved with."

A documentary that first aired on the BBC, *Realms of the Russian Bear*, aired earlier this month on PBS, giving the network one of its highest ratings, with an average 4.1 rating/16 share. A strong co-venture relationship with PBS will continue, said Frank. Among the projects in the pipeline is a remake of "Suddenly Last Summer," with Maggie Smith, Nata-

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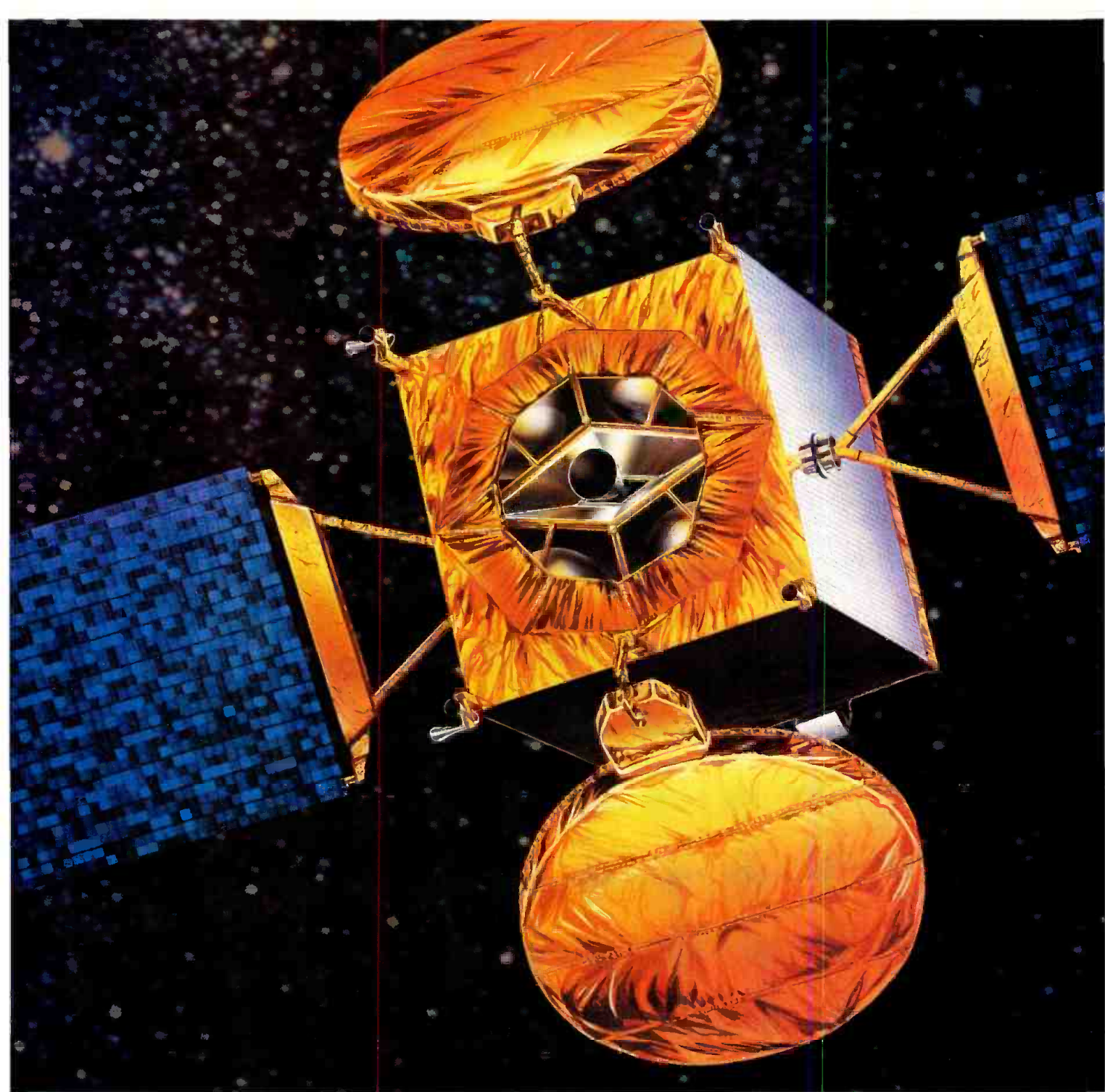
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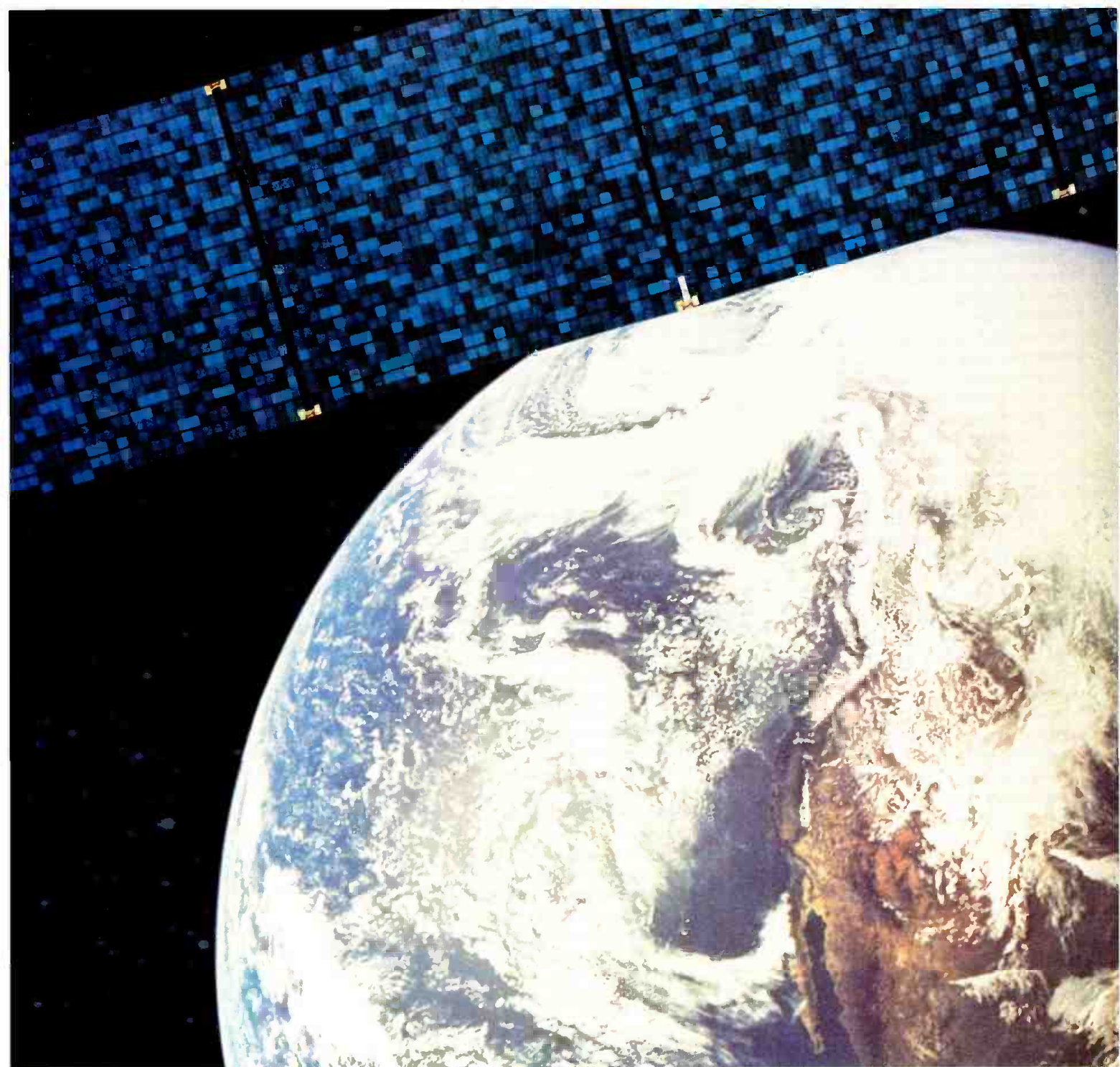
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It's the best way we know to ensure that freedom has a future.

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affairs, has rejected our numbers just as often as it has accepted our numbers," Solheim said. "To say that our numbers were politically motivated I think is a very wrong statement."

FCC enforcement of the must-carry and retransmission-consent provisions under the act will be removed by the courts, cable operators predict, after the settlement of suits brought by Turner Broadcasting and Daniels Cablevision. Must carry is considered especially fragile because it has been eliminated by the Supreme Court in two earlier cases.

Past courts struck down must carry because the governmental need for it was poorly articulated in past FCC regulations, said Keeney, who said the rationale is now clearly stated in the cable act.

"The other thing you have to remember is that at the time both of those cases were up, you had an FCC that was not fully supportive of the must-carry rules... It showed up in the defense of their positions," Cook said.

An audience member asked whether other provisions in the bill, such as retransmission consent and the "bad actor" provision (allowing the FCC to regulate extended basic cable rates under certain circumstances) could be enforced since they are, in part, based on must carry.

"The act does have a separability provision, so the court could strike down must carry and leave retransmission," Cook responded. "I believe both of them will be upheld."

As for the future, Keeney predicted the next Congress will take special interest in "the role of telephone companies generally." But panelists stopped short of predicting full cross-ownership of telephone companies and cable systems in the same local service area, as well as telco ownership of cable program services.

"There is certainly no [congressional] hostility I'm aware of to the two industries working together," Leach said. "There is, I suppose, some concern about two big daddies sitting together and carving up the world between themselves. The public ought to have a seat at the table as well."

Cook said Congress will likely wait to study the effects of the FCC's video dialtone decision—paving the way for telco video distribution and up to 5% ownership in program services—before taking further action. ■

MOONEY, FRITTS TAKE SIDES ON PLAYING FIELD

NCTA and NAB presidents debate the relative post-cable-bill futures of their industries

By Randy Sukow

It was the presidential debate, broadcasting-cable style. At the Interface, National Cable Television Association President James Mooney and National Association of Broadcasters President Eddie Fritts met face to face, in the aftermath of enactment of the Cable TV Consumer Protection Act, over the proposition: "The level playing field between cable and broadcasting: is this it?"

The answer, in the words of the debate moderator, the Federal Communications Bar Association's Clark Wadlow of Sidley & Austin, Washington: "We have agreement that the field is not level. There's just disagreement about which way it tilts."

Fritts, after a victory in Congress (which Mooney called "every bit as large as the one the cable industry won in 1984") was less interested in debate than in making peace. "We've had four years of debate on this subject. We've had 24 congressional hearings, 10 votes and one big override. I think perhaps the debate is over. My suggestion is that we now turn to the realities of the marketplace put in place by the legislation," he said.

"Between broadcasters and cable I think there are issues on which the two industries can well find themselves aligned as natural allies in the future," Fritts said. The two industries may need each other, he said, to fight expected attempts by Hollywood to eliminate the cable compulsory copyright license and the telephone industry's push to achieve full entry into the cable distribution and program-ownership businesses.

Mooney had more of the debating spirit. "A good peace is rarely made by a bad treaty, especially when that treaty is unfairly imposed," he said. "I do think we have a bad law."

Mooney recited some "modest precepts" for equal treatment that government should follow but is either ignoring or rejecting: "First, if you use it, you ought to pay for it. Second, public-interest obligations of the two industries should be equal and uniform."

Retransmission consent as passed in the 1992 Cable Act seems to reaffirm the government's belief in Mooney's first precept. But it is not a standard applied equally, he argued. "If the government has now decided squarely against free riders, how come the

NAB's Eddie Fritts and NCTA's Jim Mooney



broadcasters shouldn't have to pay for the use of spectrum just as cable pays for the use of right-of-ways?" he asked.

Local governments hold title to public right-of-ways to build a cable system just as the federal government holds title to the public airwaves, Mooney argued. "What reason could there conceivably be to allow this giveaway to continue?"

Paying for what one uses depends on the product in question and what the contract calls for, Fritts replied. "It's interesting that many cable operators I speak with, who happen to also own broadcast stations, say, 'You know, we pay for all the programing

on our cable systems as it is, and if we have to pay a nominal fee for the broadcast stations in our market, it doesn't seem unreasonable.' It's kind of interesting, but that's what they say."

Equal public-interest obligations, Mooney's second precept, vanished in the mid-1980's, "ever since [former FCC Chairman] Mark Fowler got finished with his 'toaster with pictures' agenda," which removed many of the obligations imposed on broadcasters, Mooney said.

Local programing and news requirements, commercial time limits and the fairness doctrine are among the obligations television licensees no longer

need to follow, while cable franchising authorities require cable systems to provide public, educational and governmental access channels and can require systems to maintain TV studios for general public use, he said.

"One can easily tell Jim has never operated a TV or radio station if he thinks there is no public-interest obligation. Broadcasters are, in fact, required to offer public-interest programing. What the Fowler era did was to change the reporting of that obligation," Fritts said. "If there isn't a public-interest obligation, there are probably many attorneys in this room performing a hoax on their clients." ■

FCC PONDERERS PROBLEMS OF CABLE REREG

'We have been asked to answer the unanswerable with the inadequate,' says Duggan

By Harry A. Jessell

Touching off public debate over what method of rate regulation the FCC should adopt for cable, FCC Chairman Alfred Sikes last week said the agency would have a hard time taking a "price cap...approach" due to the lack of history for determining what the caps should be.

Nonetheless, Sikes said in his luncheon address at the Broadcasting/Cable Interface that the FCC should look to achieve the goal of price caps—incentives for reducing costs, not for passing them through to consumers.

Price caps have worked in regulating telephone companies, Sikes said. For decades, telephone rates were based on rate-of-return regulation—cost plus a reasonable return. "Yet when the FCC and a number of states crafted incentive-based regulations—most often using price cap structures—and competition began to develop, hundreds of millions of dollars of excess costs began to disappear."

The new cable law instructs the FCC to set the rules of rate regulation. Municipalities will use whatever it comes up with to regulate basic tiers containing broadcast and public access channels. And the FCC itself will use it to regulate extended basic tiers in cases where the rates for those tiers have been found to exceed industry norms.

Commissioner Andrew Barrett, on a subsequent panel with fellow Com-

missioner Ervin Duggan and National Telecommunications and Information Administration head Greg Chapados, said he was no fan of rate-of-return regulation, but said "it's clear to me rate-of-return regulation is the way we have to go here."

The FCC would be breaking new ground in trying to ascertain the costs of cable systems, Barrett said. "We have never taken into consideration the value of the plant of the cable company," he said. "We have no idea how we are going to determine that."

"One of the problems...is how do you determine what the prices are?" Barrett said. "I would be very uncomfortable if one suggested rolling back the price to 1985 or 1990. It is clear to me when you look at rate-of-return

regulation you have to ask the question: Compared to what? There is not a comparative kind of industry. I don't know how you do that."

Under rate-of-return regulation, Barrett said, a cable system with debt due to the system's purchase would be "much better off" than a comparable cable system with no such debt. Debt is one of the many costs factored into a company's cost base, he said.

If the FCC goes to rate-of-return regulation, Chapados and Duggan agreed, cable may do all right. "If you look at the history of rate-of-return regulation in the common carrier field, you see double-digit rates of return were allowed, and a great many people lived very comfortably," Duggan said.

Barrett had no answer for John



FCC Commissioners Barrett, Duggan and NTIA's Chapados

Reidy, a securities analyst with Smith Barney, Harris Upham, who questioned whether rate-of-return regulation is applicable to cable. Unlike telephone companies, cable companies do not generally post a profit, he said. Their success has traditionally been measured by cash flow, he added.

Duggan expressed some skepticism about the FCC's ability to deal with cable rate regulation. "We have been asked to answer the unanswerable with the inadequate," he said.

The lack of resources will make it difficult for the FCC "to do the job we should do," said Duggan. When the Congressional Budget Office estimates it will cost between \$20 million and \$25 million and there is no accompanying appropriation, he said, "we have got a very serious problem."

Duggan praised the FCC efforts in planning to undertake the 13 rulemakings the law mandates between now and next April. But he said it will cause the agency to put a "great many" other proceedings on the back burner. The FCC agenda will not be exclusively cable over the next six months, he said, but it will "be dominated" by it.

Sikes made clear he was a reluctant regulator of the cable industry. He said the mandate to regulate cable reminded him of an old line: "If it moves, regulate it. And if it doesn't move, kick it until it moves—and then regulate it."

"No matter how dedicated a regulatory agency is or how much money it has available, it will never be able to insure that all of its regulatees charge just the optimal price," Sikes said. "And no matter how stringent the rules or how ferocious the enforcement, it is unrealistic to think a regulatory agency will ever guarantee perfect industry responsiveness.

"In dynamic and pluralistic markets [like communications], regulation becomes a hurdle," Sikes said. "It curtails flexibility. In business, it's hard to anticipate demand and then to meet it successfully. Your challenge is compounded if...you are boxed in by a static regulatory regime."

Even as the FCC moves to regulate, Sikes said, it should recommit itself to disengage eventually from regulation and rely on competition to bring consumers the best service at the best price.

Such a recommitment is important, he said. "Regulation tends, almost

biblically, to beget further regulation," Sikes said. "And its beneficiaries rarely are willing to relinquish its protection."

Barrett also expressed some reluctance. "I was against the cable bill, but Congress has spoken and I respect Congress's will," he said.

But Barrett also endorsed the program-access provision, requiring vertically integrated cable networks to make their services available to competitive media like DBS and wireless cable.

Only about 100 cable systems now face direct competition, he said. "Hopefully, the program provision will

bring more to the table in that area."

Chapados said consumers would have been better off had Congress taken the Bush administration's advice and eschewed reregulation for competition, namely allowing telephone companies to compete with cable. Regulation "is not going to be the thing that is going to dictate the future of telecommunications," he said.

Barrett was dubious about the telco solution. "If your goal is competition, you better be very careful in letting telcos into areas where they serve, because in five or six years you are going to have another situation where you have a monopoly," he said. ■

ABEL SAYS MULTICHANNEL OPTIONS COULD PAY FOR HDTV

Amid futurist predictions of 'consumer victory' through competition, he proposes 're-farming' NTSC channel after HD transition comes

By Peter Lambert

John Abel, executive vice president of operations for the National Association of Broadcasters, went far out on the broadcast multichannel—and multi-service—limb last Wednesday (Oct. 21), proposing that the FCC could offer broadcasters an economic "carrot" to implement high-definition TV by allowing them to "re-farm" their current NTSC channels with digital services after HDTV is implemented.

Joining panelists representing cable, telephone, direct broadcast satellite and wireless cable interests for the the

Broadcasting/Cable Interface's final panel, "Media Delivery Futurists," Abel did not go so far as to say whether NAB plans to press the FCC for such a "re-farming" option.

However, informally he appeared to challenge the commission, arguing that implementation of HDTV and multichannel NTSC "are not mutually exclusive, and both are possible.

"If the policy set by the government that we shall have HDTV is important, then, by God, let's go get HDTV. But there is no incentive for the broadcaster to implement HDTV. Advertisers are not going to pay us more. But, yes, there is a way we can



Futurists Abel, Bailey, Dorros, Hubbard, Schmidt

pay for this investment. In the [HDTV] transition phase—perhaps even with a speeded up transition—the FCC could say, ‘We will allow you to re-farm the current NTSC spectrum [to provide] multiple NTSC, multiple HDTV or multiple wireless telecommunications services—data broadcasting, paging, PCN—whatever you want.’

“That is the carrot that potentially can be in front of the broadcaster to say: ‘Aha. That is how I can pay for this burden of going to HDTV.’”

When pressed by moderator and seminar co-chairman Richard Wiley on whether—in the face of predictable challenges to such an allocation in court—broadcasters could expect to “get a second channel merely for non-advanced television,” Abel answered flatly: “Yes. I think so. But we have to show greater consumer good than from what we currently do.

“For example, if there were but one more telephone provider in the marketplace—not just one wireline and one wireless, but a third or fourth provider—the cost of cellular phone service would drop dramatically. There are other services that broadcasters—wireless broadcasters—can provide, if we put our minds to it.

“The programers are already out there,” he said. “They are called Dow Jones, CompuServe, Prodigy, *The Washington Post*, *The New York Times*. These people have information they can broadcast, by subscription or even advertiser-supported broadcast, and allow us to provide new services to consumers.”

Perhaps exhorting NAB’s own membership to take the idea to Washington, Abel noted: “There is no proceeding at the FCC that looks at multi-channel NTSC or at refarming the broadcast spectrum on the current NTSC channel.” For now, he said, “The HDTV standard will be adopted in 1993, and probably by 1995—maybe some broadcasting, maybe some cable.”

Although all the panelists predicted certain “consumer victory” from the coming battle for consumer media dollars, “maybe” appeared their consensus HDTV modifier, not only for broadcast, but for cable and telco as well.

Wendell Bailey, the National Cable Television Association’s vice president for science and technology, said cable’s involvement in the HDTV

standard setting process has always been predicated on proving cable capable of carrying such a signal, if broadcasters and others offer it.” Far short of bullish, he concluded, “I suspect HDTV will be available to cable, and they will go for that.”

Similarly, Wireless Cable Association President Robert Schmidt said his industry’s interests lie in making sure HDTV can be “facilitated.” He instead underscored wireless’s greater hope that compressed digital NTSC will allow wireless operators to multiply services five times over.

Offering the darkest forecast for terrestrial HDTV, Hubbard Broadcasting President Stanley S. Hubbard said he believes 75% or 80% of broadcasters may not invest in the HDTV upgrade. “I was hot on HDTV a few years ago, but I think

reality is going to have to put the FCC on a different track. If you lead a horse to water and he doesn’t drink, you have to try something else. I believe the only way to implement HDTV is over high-power DBS,” added Hubbard, who plans to launch DBS services in early 1994.

As for a broad picture of the digital, interactive, multimedia market to come, Irwin Dorros, executive vice president, technical services, for Bell Communications Research, said: “Today’s television is increasingly more tailored to consumer needs by having more channels. In the future, individuals will decide what they want to watch, when they want to watch it. Whatever the battles that occur in Washington over delivery systems, market demand will prevail, and the technology will enable it.” ■

ANALYSTS DOWNBEAT ON BROADCASTING’S OUTLOOK

Over-the-air operations seen continuing to lose ad shares and revenues in face of increased competition from cable

By Joe Flint

As is usually the case when a group of financial analysts and investment bankers get together to discuss the Fifth Estate, much of the focus is on the growing competition to end the declining value of over-the-air TV stations. Last week’s Broadcasting/Cable Interface panel was no exception.

“It is only a matter of time for the television business to lose marketing and advertising share as a result of declining revenues and flat-to-declining margins,” said Steve Rattner, co-head of Lazard Freres & Co.’s investment banking group.

Unlike the networks, Rattner said, broadcasters can cut back only so much on their expenses.

Agreeing with that assessment was



Economic forecasters McCorkindale, Tinker, Rattner, Reidy

and chief financial officer of Gannett Co. Programming costs for Gannett, he said, have been kept flat or are up 1%, and talent costs are becoming more realistic. "Besides those two areas, there is not a lot we can do," he said.

Rattner did not think retransmission consent would be a big factor in boosting the broadcasting business. "The ultimate amount [from retransmission consent] will range from zero to a small number," he predicted.

Still, in the real world, Rattner added, a 30% margin for broadcasters is pretty good. Panelists were reluctant to estimate station multiples. "Everytime we make assumptions, we've been wrong," Rattner said.

The new cable legislation also means that broadcasters will face an even greater battle for local advertising dollars. While Smith Barney, Harris Upham & Co. analyst John Reidy said local cable systems are not yet a "meaningful problem" for broadcasters, Tinker pointed to the TV rep firm Katz Communications getting into the cable business as a sign that cable systems are looking for more local ad

dollars and are after "credibility" in the local market.

If there was any good news, it's that the communications business will likely see some boost in a Clinton administration.

If the rate of inflation goes up in a Clinton administration, then advertising expenditures would also likely increase, which would help broadcasters, said John Tinker, managing director, Furman Selz Inc.

Cable will also be helped out with long-term debt if it is locked in at lower interest rates, Tinker said, adding that if Clinton introduces an investment tax credit, cable would benefit.

The panel was mixed on whether relaxing the TV ownership rules would provide broadcasters with a boost. Reidy said they would have to wait and see how retransmission consent works before deciding to buy another station.

On the capital crunch there was some disagreement over whether cable would continue to be able to get money. While Reidy pointed to Storer's

refinancing and Time Warner's successful mergers as positives, Tinker said there is "tremendous uncertainty" on how the new rules will work, which may reduce capital opportunities as well as keep stocks down.

Rattner also thought cable is "greatly constrained" and needs more capital to get into other opportunities such as business abroad, personal communications services and alternative access.

The current environment may not bode well for a fifth network. Rattner said there was not enough advertising to support one, while Reidy thought more ad hoc networks would emerge.

The panelists were in agreement that in a world of legislated cable, broadcasters facing shrinking margins and networks dealing with high sports and programming costs, it is programmers who will continue to prosper in a multichannel world.

As programmers sell more product to cable, Tinker said, their residual costs are reduced. "Programmers do quite well in a fragmented world," Rattner added. ■

INDUSTRY LEADERS DEBATE RETRANS CONSENT

Cable and broadcast executives spar over effect of new rules

By Joe Flint

The ramifications of retransmission consent dominated the "Industry Leaders" panel at the Broadcasting/Cable Interface VI last week with network, cable and program executives sparring over who would (or would not) pay what to whom.

Paying for broadcasters' signals is a "high mountain for us to climb," said Comcast Cable Communications President Tom Baxter. The cost of basic cable, he said, would likely go up, and if must-carry makes it through the courts, subscribers will be faced with a "chaotic situation" when it comes to moving channels around. Baxter did not say whether he was prepared to enter the marketplace without broadcast signals.

CBS Senior Vice President Jay Kriegel found it ironic that the cable industry "makes a moral case out of program access and being forced to sell for money their programs to third parties while we have our programs



Industry leaders Baxter, Dowdle, Kriegel, Meyer, Wilkins

stolen by these guys and they think that is the way the world should be."

Hollywood, left out of the cable legislation, made clear that it wants a piece of any retransmission-consent pie and feared that the new legislation sends a bad signal overseas where Hollywood is negotiating the value of its copyrights.

"We are the orphans of retransmis-

sion consent," said Barry Meyer, executive vice president, Warner Bros. "It is not the signal itself that is valuable—it's what the signal carries that is valuable, and as a copyright holder we feel left out of the whole process."

Meyer said he thought a long-range view could be taken that "as broadcasters become healthier, some of that financial health will translate back into

programming." But, he added, "frankly that may be a long time coming, and more likely it will translate back into increased profits."

Kriegel fired back that any additional broadcast revenue would likely end up in Hollywood's pockets. "I don't think Hollywood had a dog in this hunt except they don't like being out of the hunt. The simple fact is if we get more money it goes to buy programming. We lost \$30 million on the renewal of *Dallas*, which suggests that even if we're not making a profit they will take money from us." Meyer reminded Kriegel that "no one forced you to renew *Dallas*."

Kriegel and Meyer were not the only debaters. Baxter and Tribune Executive Vice President James Dowdle exchanged pleasantries over how new sources of cable programming would be affected by the new legislation.

Said Baxter: "Let me show you how confusing this all gets. In Chicago, Tribune is preparing to launch an all-news cable service where they also own a local station. They will have to go to the cable system and ask us to pay for WGN-TV and negotiate to carry our new basic service." Baxter asked Dowdle: "Don't you see the problem? If the cable operator cannot get a return on its investment, then it is difficult for them to get you on a basic service and may have to put you on an optional tier."

Dowdle replied that the service will be good for both Tribune and the cable operator, and differences can be negotiated.

The financial interest and syndication rules reared their ugly heads as well, and both sides of the debate are still far apart.

"The problem that we face is that reversing fin-syn means sharing a piece of the business [syndication] we use to recoup our costs," said Meyers.

Kriegel said he believed the fin-syn rules will ultimately fall. "The rules don't let us do marketplace deals and we don't share risks. We've got an extremely unhealthy relationship with our suppliers today.... The government forces us to be adversarial and to negotiate contracts that we would never do in the marketplace."

When asked whether he would want to use the spectrum allocated for HDTV for multiple NTSC channels, Tribune's Dowdle said that he would choose the picture over more channels if it is necessary to keep up with the

competition.

And what about the cable legislation's impact on would-be competitors?

"Seven of the largest companies in the area of telecommunications are not in that business, and this law did not let them get into this business. I think the American public is the big loser. Going forward I just hope we have the chance to get into that business," said Horace Wilkins, vice president, government and industry affairs, Southwestern Bell Corp.

Although telcos can enter the cable business outside their franchise areas, Wilkins said that is not enough. "The problem is that outside of our territories we lose efficiencies."

The video dialtone scenario offered by the FCC is also not substantial be-

cause it only allows opportunities to "certain niches of the market," Wilkins said.

On the subject of what the future holds for one-channel broadcasters in a multichannel world, Dowdle emphasized localism. "It is the key for us in all our markets," he said. In Los Angeles, he said, the station will have both baseball teams, and the news ratings are growing. "As long as we relate to the local marketplace we feel that we will survive in that multichannel world."

As for the future of the networks, CBS's Kriegel said sports rights fees will have to come down, as will Hollywood's costs. CBS, he said, is intent on staying in the network business. "I'm not saying it's a great business, it's a good business." ■

DUGGAN: LAY FIN-SYN TO REST

If the U.S. Court of Appeals in Chicago finds fault with the FCC's new financial interest and syndication rules and remands them for a second look, said Commissioner Ervin Duggan at a Broadcasting/Cable Interface panel, the FCC should strive to preserve the intent of the rules while adhering to the court's instructions, be they for a "narrow fix" or a "broad attack."

Duggan, a member of the three-commissioner majority that adopted the rules over the dissents of Chairman Alfred Sikes and Commissioner James Quello, said the agency should also try for a unanimous decision on remand. A divided vote tends to keep an issue open, he said. "The FCC needs to lay this contentious matter to rest."

The rules, which restrict the networks' ownership and syndication of network programs, were challenged by program producers, who believe them too lenient, and the networks, which feel they remain too restrictive.

Duggan and fellow panelist Andrew Barrett iterated their grudging willingness to launch a rulemaking aimed at revisiting the off-network prohibition of the prime time access rule, which bars network affiliates in the top 50 markets from airing network reruns in prime time. "I am not against anything coming up for review," said Barrett. "I am not dumb enough to sit here and tell you whether I'll vote favorably or unfavorably," he said. "But everything needs a fair shot."

Duggan put the burden of proof on those who advocate repeal of the prohibition. "I do not have great enthusiasm for pulling PTAR up by the roots and doing any more than the most minor change," he said.

Duggan also said PTAR reform may be one of those issues that will be delayed due to the agency's current emphasis on implementing the cable law. "We will eventually get to the question, but...not as fast."

Duggan and Barrett also expressed their support for relaxation of the TV ownership rules, which cap how many stations a single company may own nationally and locally. Given the strong negative reaction from Congress to the FCC's original plans to relax the radio ownership rules, Duggan said he would expect the agency to take a "moderate approach" in revising the TV rules.

Said Barrett: "Anyone who suggests the economies [of TV] have not changed and we should not be more flexible...is crazy." —HAJ

What kind of First Amendment rights does Democratic Vice Presidential candidate Al Gore believe broadcasters should have? A clue can be found in a 1989 letter from Tennessee Senator Gore urging the FCC to take action against WKDF(FM) Nashville for allegedly airing a song parody that, in the words of an upset constituent, "promoted violence and hatred toward those of us in the gay community." "I share my constituent's concern about elicited and violent programming," Gore wrote. "I strongly support the strict enforcement of FCC regulations which restrict such programming," he said.

Then Mass Media Bureau Chief Alex Felker replied with a lecture on the First Amendment. "As deplorable or offensive as certain remarks may be, they are not subject to review by this agency," he said. "The First Amendment protects the right of broadcasters to air statements that may be offensive and a free society requires government forbearance in these instances."

The National Hispanic Media Coalition filed suit against the FCC last week in the U.S. Court of Appeals for the D.C. Circuit last week appealing the commission's decision to approve the sale of the Univision Station Group from Hallmark Cards Inc. to Perenchio Television Inc. (PTI). The \$550 million sale included eight TV stations; the Univision Spanish language network; three low-power TV stations and two translator stations.

NHMC claims the deal violates the 5% cap on foreign ownership and will result in anticompetitive behavior by PTI. In approving the sale last month, the FCC rejected petitions to deny from NHMC and Telemundo—a rival Spanish broadcaster.

PTI, NHMC argues, will be controlled by aliens. As evidence of that, NHMC points to warrants Televisa and its foreign partner Venevision will receive that would allow them to reduce U.S. ownership of PTI's stock from 75% to 51%. PTI is owned in part by two foreign media companies—Televisa of Mexico City and Venevision of Caracas. Televisa's principal owner, the appeal says, previously was an owner of the Univision TV stations, but was forced to sell them to Hallmark in 1987 after an FCC judge said the stations had been under alien control.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) was stung by a broadcast ad aired on Oct. 17 accusing him of sexual harassment. The challenger for Inouye's seat in next month's election, Republican State Senator Rick Reed, pulled the ad the next day after the alleged victim of the harassment threatened a suit against the Reed campaign. The Reed ad claimed Inouye's female barber in Hawaii was molested by Inouye in the mid-1970's. The alleged victim, Lenore Kwock, held a press conference identifying herself as the subject of the ad and claiming it was based on an unauthorized tape recording of a conversation between Kwock and a Reed campaign staffer. "Since this began we have been emphasizing our grassroots efforts," said an Inouye spokeswoman, who predicted the ad will damage Reed's chances for victory more than Inouye's.

Discovery Channel founder John S. Hendricks attacked "the powerful broadcast lobby" and other "special inter-

ests" for pushing through the Cable TV Consumer Protection Act during a Washington Metropolitan Cable Club lunch last Tuesday. "I feel our industry fell victim, for a few weeks in September, to some of the most outrageous and unwarranted public attacks by our broadcast competitors and by their sometimes unwitting allies in Congress," Hendricks said. He called for governmental reform, such as expanded authority to the House and Senate Parliamentarians, to prevent "the loading up of bills" with special-interest provisions.



In spite of costs to the consumer Hendricks claimed the act will cause, the cable industry will continue to grow as it "launches what I consider to be the third revolution in television"—digital compression. "Cable is poised to efficiently deliver programming on demand and I firmly believe that revenues for this third revolution business will someday exceed those of the first two revolution businesses [broadcast and conventional cable TV] combined," Hendricks said.

Washington Watch

Edited By Harry A. Jessell

Just because the legislative fight is over doesn't mean the TV ads have to stop. Two weeks after the 1992 Cable Act passed by override of a presidential veto, Multimedia Cablevision, Wichita, Kan., began running ads 10 times a day attacking House Copyright Subcommittee member Dan Glickman (D-Kan.) for his override vote. The Glickman



campaign filed a complaint with the Federal Election Commission after failing to get guaranteed equal time on the same cable channels at the same times as the Multimedia-produced ads. Campaign staff for Glickman's Republican opponent, State Senator Eric Yost (who was endorsed in the cable ads), distanced Yost from the ads, saying Glickman should have the right to respond to them.

Meanwhile, the winners are running ads too. The National Association of Broadcasters and The Consumer Federation of America fed ads via satellite to NAB members thanking House and Senate members who voted for the bill and the override.

FCC Chairman Al Sikes, in his speech at the Broadcasting/Cable Interface last week, said the FCC implementation of the cable law requiring 24 proceedings and ongoing rate regulation "could prove the regulatory equivalent of a land war in Asia." But fellow Commissioner Ervin Duggan one-upped the chairman with a pre-Halloween metaphor: "A grave has been dug up and a zombie has been let loose."

Technology

TELCOS READY TO DIAL IN ON VIDEO

Oct. 28 demonstrations at FCC preview Bell Atlantic video-on-demand trial

By Peter Lambert

Digitized video is squeezing into smaller and smaller places—even the standard “twisted pair” of copper wires running to every home with a telephone. Bell Atlantic will conduct a field test of its compressed digital video Asynchronous Digital Subscriber Line technology in the Washington area next summer, offering video-on-demand to 400 of its employees. The test will involve deployment of home decoders and a central “video server” computer capable of delivering “potentially thousands” of movie, sports or educational videos on command. No coaxial cable, no fiber necessary.

“We’re in extensive discussions with some of the best known entertainment and information providers in the world,” said Art Bushkin, president of Information Services for Bell Atlantic.

Much sooner than that—on Oct. 28 in Washington—telco developments in video compression, fiber, multiplexed switching, two-way interactivity, videophone and multimedia technologies will have a day in the sun: “Video Dialtone and the Consumer,” a daylong event to be hosted by the FCC’s Public Service Division.

In addition to Bell Atlantic’s demonstration of ADSL (integrating simultaneous movie-on-demand and two-way voice and data services over standard copper wires), the day will bring Apple Computer and Corning



GLOBAL HDTV HARMONY

Forty-three members of the International Radio Consultative Committee’s Task Group on Harmonization of the HDTV Standards Between Broadcast and Non-Broadcast Applications toured the Advanced Television Test Center days before HDTV tests were completed there (see “Top of the Week”). Dr. Mark Krivocheev (front row, fifth from right), chairman of the CCIR’s Television Broadcasting Study Group, cited the potential for conducting international HDTV, high-resolution imaging and harmonization testing efforts at the ATTC. Among the visitors (representing 12 nations and the European and Asian Broadcasting Unions) getting a first-hand look at digital HDTV were Task Group Chairman Ronald Bedford, UK Department of Trade & Industry (front row, sixth from right), and Vice Chairman Hiroshi Tanimura, Sony, Japan (front, fourth from right). —PDL

Inc. together for a fiber/computer video demonstration. U.S. Videotel is expected to show its V2000 terminal, an interactive service that allows consumers to call up newswire, games and other services at home. Two AT&T Video Phones will provide real-time

displays. Time Warner will provide a video on its 100-channel Quantum experiment in Queens, N.Y. And Raleigh, N.C.-based Broadband Technologies is expected to demonstrate a switching device designed to handle dozens of channels. ■

TELCO’S VIDEO FORTUNES

Roughly 20 million homes will have access to video dialtone services, with an estimated 8.5 million people actually using the services, by 2000,” according to “Telecommunications for Television/Advanced Television: Forecasts of Markets and Technologies,” a report issued by Technology Futures Inc. (TFI), Austin, Tex. Authors Lawrence Vanston and Susan Hinton say telcos must offer TV as part of a larger set of integrated services to compete. Also projecting 29 HDTV sets will sell by 2005, the \$995 report: “Modernization of the public telecommunications infrastructure is key to the deployment of emerging television services.”

ECHOSTAR VOWS FALL 1995 DBS LAUNCH

By Peter Lambert

EchoStar, a subsidiary of Denver-based satellite equipment manufacturer and distributor EchoSphere, says it has begun building its first high-power direct broadcast satellite for launch in the fall of 1995.

Experts estimate EchoStar would spend between \$122 million and \$152 million to build and launch its two-satellite system (each bird covering half the U.S.). GE Astro Space says it has begun building the first of seven birds for EchoStar. EchoSphere President Charles Ergen says uses for the other five might include ventures with "other DBS licensees and international business."

Tele-Communications Inc.-controlled Tempo Satellite and EchoStar are licensed 11 frequencies each at 119 degrees west longitude—meaning the two could share spacecraft there.

Saying past discussions with other DBS licensees are not now active, TCI

Senior Vice President Robert Thomson added that spacecraft sharing "is still an issue that might become important in the future, based upon potential benefits to consumers."

Ergen said EchoStar's business plan will develop over the next year, "depending much on what [Hughes Communications's] DirecTv does" with both programing and technology. ■

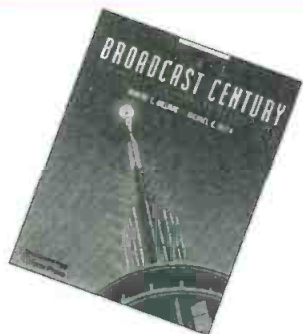
DIGITAL VIDEO, HDTV TOP MONTREUX AGENDA

With digital television, HDTV and future technologies as key themes, the Montreux International Television Symposium and Technical Exhibition scheduled for June 10-15 will explore a range of issues.

The opening day will focus on digital TV, with the presentation of a number of position and product-innovation papers. Keynoters include Dr. Robert Lucky, vice president, applied research, Bellcore, and International Telecommunications Union Secretary General Dr. P. Tarjanne. Among the HDTV sessions will be one on terrestrial transmission that Joseph Flaherty, CBS senior vice president, technology, will assemble.

Wendell Bailey, vice president, science and technology, National Cable Television Association, will moderate a session on cable technology. An all-day future technology seminar will address solid state technology, flat-screen receivers and optical storage systems. Coordinating that session will be Alexander Todorovic, past chairman of the technical committee of the European Broadcast Union. Sessions will cover the economics of HDTV (co-moderated by Flaherty and Fox Broadcasting Co.'s George Vradenburg) and cinema production applications for HDTV. —SM

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Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO □ OCTOBER '92

Duopoly hopefuls take different roads to 25%

Lack of defined ratings standard for measuring audience limit leaves owners free to choose, but FCC wary of applicants' 'survey to survey' searches for right answer

By Joe Flint

Although the FCC's new radio rules say nothing about what ratings information broadcasters should supply when seeking to take advantage of the new duopoly rules, it was expected that Arbitron would be the source of choice.

That implication will get its first test soon. Group owner Saga Communications—which wants to acquire WVEM (FM) Springfield, Ill., where it already owns WYMO(FM)—has asked the commission to rely on information from Strategic Radio Research.

The reason for the request may have something to do with the fact that Arbitron's survey shows the two stations having a market share exceeding the commission's 25% audience-reach limit on duopoly requests. The Strategic Radio Research numbers show a less than 25% reach.

Arbitron's research, Saga says, is wrong.

According to Saga President Ed Christian, Arbitron studies going back to 1989 showed the two stations having less than a 25% reach. He called the most recent survey an anomaly.

Strategic Radio Research's sample,

Christian said, is 900 listeners, about double the Arbitron sample.

Although the commission did not say it required Arbitron numbers in order to make a decision, there is concern at the FCC about broadcasters using different surveys to get the numbers they need for approval.

"People cannot simply pick and choose the studies till they get the one they want," said Bill Johnson, deputy bureau chief, Mass Media Bureau. For a different study, Johnson said, the commission will need an explanation

Continues on Radio Extra 2

Knoxville's morning kings garner huge share

Wilhite & Wall, crediting station's community involvement, extend WIVK's dominance

By Peter Viles

So morning drive is the most competitive daypart in radio, right? Not in Knoxville, Tenn., where WIVK's long-running "Great Day Show" dominates the morning so thoroughly that nobody else comes close.

How dominant? The AM-FM simulcast show hosted by Darren Wilhite and Tim Wall garnered a 37.8 share in the summer Arbitron survey (12-plus, AQH); no other station in the market exceeded an 11 share.

And if you think the summer book was a fluke, think again. The "Great Day Show" has a four-book average share of 38.8. The morning dominance also continues throughout the day—WIVK's combined AM/FM share was 33.7 in the summer Arbitron survey.

Wall and Wilhite took over the show in March 1991 from 38-year WIVK veteran Claude Tomlinson, and



Tim Wall (left) and Darren Wilhite, hosts of WIVK-AM-FM's "Great Day Show," which boasts a four-book average share of 38.8

they have stuck with a winning formula of country music, locally focused humor, news and information.

Wilhite and Wall inherited their huge share from Tomlinson, whose homespun style had helped make

"Great Day Show" a ratings leader for nearly three decades. WIVK also benefits from being the only Class C Country station in what is a largely rural market, and from its long-time reputation for full-service, community-oriented programming.

"During the time Claude was there they built a good service image, and I think that still drives their morning numbers," says Larry Trotter, programming director at WMYU(FM), an adult contemporary station. "It's a momentum thing. There's an old joke in the market that WIVK could go off the air for a whole ratings period and they'd still be number one in the next Arbitron book."

"We have such a large audience and the station is so well known that we really don't have to do anything stupid or dirty to get noticed," says Wall, who credits the station's tradition of community involvement for the

Continues on Radio Extra 2

DUOPOLY

Continued from Radio Extra 1

of what is wrong with the other studies. "Broadcasters can use other services equal to Arbitron," Johnson said, but, he added, the commission will be careful about broadcasters "going survey to survey before they get the right answer."

The right answer is something that has been lacking from many duopoly application requests.

Since the new rules went into effect last month, the commission has had to make additional information requests from many applicants.

According to Stuart Bedell, assistant chief, Audio Services Division, many of the applications did not include maps showing the markets that would be created by the contours of the two stations, the number of stations in the market or the appropriate audience-reach information.

FM stations applying for duopoly also need to include any co-owned AM stations in the contour map. ■

KNOXVILLE KINGS

Continued from Radio Extra 1

show's success.

"The big success of the whole radio station is in the news, the information, the sports, the traffic and the weather," he says. "When something is going on in Knoxville, something big, people tune us in. If we can play good music and put a little icing on the cake with a little humor to keep people here, that's our job. But the way the station is involved in the community and the service it does for the community is, I think, the big part."

But Wilhite and Wall must be doing something right. The two have been teamed together in morning drive since 1988, first at KKIX(FM) Fayetteville, Ark., and then at WFMB (FM) Springfield, Ill., before coming to Knoxville.

The two depend heavily on their ability to play off each other, trading places as the straight man and often improvising their comedy routines. "If one of us has an idea, we'll just

say to the other one, 'Go along with me,' " says Wilhite. "It freshens the show a little bit, and it doesn't sound as prepped."

Adds Wall: "Most of the bits we do we just come up with that morning depending on what's going on. Usually, we like to be as topical as we can. If we did sit down and prep a whole show the night before, we'd probably throw half of it out the next day."

Like the station itself, Wall and Wilhite view community service as an important part of their jobs. The duo's recent community activities include taking visually impaired children to the circus and describing the action to them, volunteering at numerous charity events, and leading the Christmas parade in Bulls Gap, Tenn.

"Another one of the things we do is to take time out to use the phones," says Wall, who is 35. "When people call up, we talk to them, even when somebody calls to complain. We actually like that, because they're telling us something they think is wrong with our show. We need to hear that." ■

THE NEW NEW WQXR

The *New York Times* announced last week that the AM half of its classical music simulcast station, WQXR-AM, will switch formats to become New York's new pop standard station, taking the place of soon-to-be-business-news WNEW-AM. Station officials say it's likely that WQXR-AM will adopt WQEW as its new call letters. The station also announced the hiring of WNEW-AM personality Jonathan Schwartz. WQXR-FM will continue to broadcast classical music.

ONLY LIVE SPOTS ON WFMT

WFMT(FM) Chicago has announced that, effective Jan. 1, 1993, the station will air only "live," announcer-read advertising spots. Senior Vice President Dan Schmidt says the new policy is unique in the radio industry and is possible because of the success of the station's listener-membership organization.

FORMAT SWITCH

Seattle's KKNW-FM will drop its smooth jazz format for soft adult contemporary, and owner Brown



Broadcasting has applied for new call letters: KRWM. The station drew a 3.2 share (total week, average quarter hour, 12-plus) in the summer Arbitron survey.

NEW SLOGAN ID GUIDELINES

Arbitron last week announced a new set of slogan ID guidelines that will take effect during the winter 1993 survey. Arbitron says the new guidelines are intended to eliminate abuse of its old "once-an-hour" rule, under which some stations

attempted to gain credit for a competing station's slogan by quietly slipping the other station's slogan into their own on-air patter. Among the new guidelines: a station must submit its most frequently used on-air identifier, which must be used clearly, audibly and repeatedly at least four times per hour during programming in which stations use an ID frequently.

"The new guidelines have one intent: to stop, for once and for all, attempts by stations to steal credit from a diarykeeper's legitimate use of a competing station's slogan," says Jay Guyther, Arbitron's vice president, sales and marketing, radio station services.

CBS IN THE SKY

CBS Radio and *USA Today's* Sky Radio have announced a new agreement under which Sky Radio will broadcast many of CBS's live sports events, including the World Series, NFL Football and the Super Bowl. Sky Radio, which launched Oct. 1 as the first live, satellite-delivered in-flight audio service, is available on some United Airlines and Delta Air Lines flights.

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Radio

RAB VOTES FOR ARBITRON TASK FORCE

Vote follows contentious session in Los Angeles; complaints focus on pricing policy

By Peter Viles

The Radio Advertising Bureau's board of directors voted unanimously last week to join with the NAB in forming an industry task force aimed at pressuring Arbitron into addressing complaints from the radio industry.

The vote came after a contentious meeting in which RAB board members peppered Arbitron President Anthony Aurichio with angry questions and complaints about the pricing and accuracy of the company's radio ratings.

In a complaint that appeared to sum up many broadcasters' feelings, Jim Champlin, chief executive officer of Beck-Ross Communications, cited his current Arbitron contract, which he said calls for 8% annual price increases for five years. "I think it's sick, because you're a monopoly," Champlin told Aurichio. "It drives me crazy."

"We're paying for a front-row seat and getting a third-rate performance," added Paul Fiddick, president of Heritage Media's radio group.

RAB President Gary Fries later downplayed the tense meeting, saying the task force is intended to channel the industry's current wave of frustrated Arbitron-bashing into a more productive consensus on what changes the industry wants from the ratings service.

"For the first time, the radio industry—the people who pay the bills—are taking charge of their own destiny and communicating to the ratings companies what the needs and wants of the industry are," Fries said. "It's going to be the industry's initiative rather than the initiative of the ratings companies."

During a question-and-answer ses-

"The radio industry—the people who pay the bills—are taking charge of their own destiny...."

RAB's Gary Fries

ARBITRON FINANCES

Total annual revenue:

\$194 million

Revenue from radio:

\$94 million

Radio revenue growth:

1990 — +6.8%

1991 — +3.0%

1992 — -2.1%

Number of station customers:

1,900

Source: Arbitron President Anthony Aurichio, in remarks to RAB board of directors.

"The thing that will sway us in the end is our top 10 or 15 customers. They provide us with up to 50% of our revenue. They rule my roost."

Arbitron's Anthony Aurichio

sion held at the RAB board's semi-annual meeting in Los Angeles, Aurichio released several pieces of financial information about Arbitron, including its annual revenue from radio—\$94 million (see box). Aurichio said he was releasing the information partly because it would become public within the next six months, presumably because of a public offering.

In an effort to quiet criticism of Arbitron's pricing policies, Aurichio said the company's pre-tax operating profit is less than 15% of revenue and has been in the 9% to 18% range for more than a decade. "Whoever said that we are ripping the industry off after the demise of Birch, well, we aren't doing a very good job of it," he said.

Aurichio faced numerous complaints about Arbitron's pricing policy. Fiddick complained that Heritage's radio stations in Rochester, N.Y., pay Arbitron \$100,000 per year, while its television station in Oklahoma City—a similar-sized market—pays only \$35,000. Further, Fiddick says Arbitron explained to him that rates were higher in Rochester because it is viewed as a profitable radio market.

Aurichio replied that Arbitron does in fact have a "set pricing policy based on the cume of a station." But he acknowledged that some contracts are tied to revenue rather than listenership, that some pre-date the cume policy, and that Arbitron is considering a switch to a policy based on average quarter-hour listenership. And Jay Guyther, Arbitron's vice president, sales and marketing, radio station services, acknowledged that Arbitron takes into consideration the relative financial health of a market when setting prices.

Other complaints focused on the ac-

curacy of Arbitron's ratings and the size of its samples of diarykeepers. On this issue, Aurichio said Arbitron would increase sample sizes if the industry were willing to settle for fewer ratings reports or pay a higher price. But he said the industry has never spoken in one voice on the issue.

That lack of consensus was readily apparent at the Los Angeles meeting. At one point Norm Pattiz, chairman and chief executive officer of

RADIO MAKES ITS PITCH IN L.A.

By Peter Viles

Radio put on a united front last week in Los Angeles as members of the Radio Advertising Bureau's board of directors teamed up for an unprecedented flurry of high-level sales pitches promoting the medium to major advertisers.

The roster of potential advertisers visited Oct. 19 included Hunt-Wesson, Nestle Foods, Disney Films, Columbia Pictures, Honda, Mitsubishi, Hyundai, Mattel, Hilton, Gateway Educational Products and Fox TV.

The day of client calls is part of the RAB's new emphasis on industry-wide cooperation in pitching the medium of radio to major advertisers. Additionally, the recently formed Radio Industry Executive Panel has begun pitching the medium to major national advertisers, beginning with American Express.

"When we go into these meetings, we leave the call letters behind," said Gordon Hasting, president, Katz Radio Group. "We're not pitching spot, we're not pitching network, we're not pitching local. We're pitching radio."

RAB President Gary Fries said he hopes the day of client calls in Los Angeles will inspire the entire industry to spend more time pitching the medium rather than their own companies.

"If Jim Thompson of Group W and Nancy Widmann of CBS can go together on a sales call at the highest level and work together, let's hope it will prompt general managers to work together at the local level to sell the medium rather than always competing to sell spots." ■

Westwood One, proposed a motion urging Arbitron to eliminate its monthly trend reports, reduce the number of annual surveys, and increase the sample size. While the motion appeared to address many broadcasters' complaints, it was tabled for lack of a second.

While Aurichio repeatedly defended Arbitron's right to pursue reasonable profits, he said the company would likely respond to industry pressure for

changes provided it comes in one voice from Arbitron's largest customers. "The thing that will sway us in the end is our top 10 or 15 customers," he said. "They provide us with up to 50% of our revenue."

Fries said the new task force is intended to achieve just that. "Somewhere along the line \$94 million of our money is going into this company's pocket," he said. "I think that gives us a voice." ■

RIDING GAIN

CBS, ABC MAKE PROGRAMING CUTS

More network radio programing cuts: CBS News Radio last week announced plans to disband its special broadcasting units, which produce multipart radio specials and six daily features. And ABC Radio Networks announced it is discontinuing its weekly Hot Mix program, an unhosted, four-hour weekly contemporary hit radio dance show.

The show was quickly picked by MediaAmerica, the New York-based radio sales and syndication company, which was named the exclusive national sales rep for the show, effective 1993.

CBS Radio, meanwhile, says it plans to continue at least three of the daily feature programs, and is reviewing three others: Healthtalk, The Parent Profile and Down to Earth.

The multipart specials being discontinued had focused on broad topics such as apartheid in South Africa, the presidential election and the Persian Gulf War.

A CBS spokeswoman says CBS News will try to find new positions for the eight people who worked on the special broadcasting unit.

RADIO NEWS SEEN UP SLIGHTLY

A new survey on radio news comes to a surprising conclusion: despite staff cutbacks, radio stations increased the amount of news they broadcast from mid-1990 to mid-1991.

The survey, conducted by University of Missouri School of

Journalism Professor Vernon Stone, polled 275 stations across the country that have active newsrooms. Stone reports that 26% of AM stations and 23% of FM stations had increased their news programing, while only 10% of AM stations and 14% of FM stations reported less news coverage.

INTERNATIONAL UPDATE: TAIWAN

Government officials in Taiwan said last week the nation will lift its 32-year-old ban on new radio stations. The government will reportedly accept applications for new FM stations in April 1993 and for new AM's in 1994. Taiwan has 33 radio companies, 12 of them government-owned, that run a total of 188 stations, according to the Associated Press.

KING TO DAYS—FOR ONE WEEK

Westwood One's Mutual Broadcasting announced last week that *The Larry King Show* will switch to middays for the week of Oct. 26 for a five-day special series on the presidential election. Mutual is readying plans to shift King's entire show to middays, according to network sources, but no such plans have been announced.

For the week of Oct. 26, King's show will air from 10 a.m. to 1 p.m. ET, and again during its regular overnight hours. The lineup of guests is not final yet, but will likely include some or all of the presidential candidates and key campaign advisers.

Cable

ELECTION-NIGHT JOINT VENTURES WANING

Cable operators, broadcasters prefer to go their own ways after trying shared coverage

By Rich Brown

It looks as though there will be fewer joint ventures between local broadcasters and cable operators on election night than might have been originally anticipated. What had been a trend toward combined local election-night efforts appears to have slowed down as broadcasters and cable operators have found little payoff in the experiments.

Among those who have tried and abandoned the joint concept are Viacom Cable of San Francisco and CBS affiliate KPIX(TV), which this year will be using its own airwaves to present local election-night coverage beginning at 9 p.m. local time and running through at least midnight. Station news director Harry Fuller said working with the cable operator on election night had failed to provide a payoff.

"It was a lot of expense with no way to make it pay off commercially," said Fuller. "Cable doesn't feel they have enough money to spare, and broadcasters don't feel it's worth it just for the promotion. The audience isn't big enough."



Cox Cable Omaha's Mike Kohler (left) looks on as reporter Cindy Workman of KKAR(AM) interviews Omaha Mayor-elect P.J. Morgan in 1990. The Cox-KKAR collaboration continues this year.

Sue Leviton, director of public affairs for Viacom Cable of San Francisco, said the growth of the system's public affairs programming has enabled it to provide its own live coverage of election night this year.

Another joint agreement that has

fizzled is in Philadelphia, where NBC affiliate KYW-TV last year experimented with airing its election-night coverage on Comcast Cablevision, Greater Media Cable of Philadelphia and Wade Cablevision. KYW last year had produced more than one hour of prime time election coverage that aired on the local-origination channels at the systems, while the systems themselves produced an additional hour of cable-exclusive coverage.

"There was little interest on their part," said KYW news director Scott Herman, when asked why the arrangement would not be repeated this year. "I don't think they got enough bang for the buck."

Nevertheless, Comcast's Jim Riensbach, director of production, public and government affairs, said the operator has not ruled out the possibility of teaming up with a broadcaster for future election-night coverage. "If there's an election year that has a lot of strong candidates and issues, we'd look at it again," he said.

There will also be no joint ventures between cable operators and local broadcasters in Boston, where NBC affiliate WBZ-TV had earlier teamed up with local operators to present cable-exclusive prime time election coverage. Cable coverage this time will come in the form of the New England NewsChannel, the regional cable news service that will be providing its first election-night coverage since launching several months ago.

"I have not heard as much chit-chat about these joint ventures as we did the last time around," said David Bartlett, president, Radio-Television News Directors Association. He said one possible reason there might be fewer joint ventures than in previous elections is that audiences have a greater interest in watching the returns

TIME WARNER PAY TAKES QUANTUM LEAP

Subscribers to Time Warner's interactive Quantum system in Queens, N.Y., have been ordering pay-per-view movies from the system's 57 PPV channels at eight times the company's overall PPV movie buy rates, according to the first progress report released by the company. (It is important to note that Quantum has been aggressively marketed and has offered some PPV movies at discount.) Quantum is also reporting positive response to multiplexing, including: 62% of Quantum's 3,200 customers subscribe to its multiplex option (three channels of HBO and two channels of Cinemax); 51% have added HBO or Cinemax since multiplexing began, and 56% said multiplexing made them more likely to continue subscribing to a pay-TV channel. Time Warner is currently upgrading nine systems to the Quantum cable architecture, including those in Rochester, Cincinnati, Houston, Kansas City and Memphis, according to Oppenheimer & Co. analyst Jessica Reif.

—RB

this year than in recent years. With that in mind, broadcasters might be more willing to show results on their own airwaves than they would be to produce them for another outlet.

Not all election-night collaborations have fallen by the wayside.

Cox Cable of Omaha will once again be working with KKAR(AM) Bellevue, Neb., to report election-night returns. Their arrangement, which began with joint local election coverage in 1989, calls for the radio station to provide on-air staff and an audio si-

mulcast. Cox provides technical assistance and video coverage. Salespeople from both sides offer advertising as a joint package. On air, KKAR anchors from the Cox Cable studio with live cameras from City Hall and other locations. ■

CABLE SPOT ADVERTISING RECORDING BANNER YEAR

Third quarter up 25%; political spending expected to boost fourth-quarter jump by 73%

By Rich Brown

Total spot cable television advertising during the third quarter of 1992 reached \$24.8 million, an increase of 25% over the same period last year, according to industrywide data released by rep firm Cable Networks Inc.

Due in part to a boost from political advertising, CNI is predicting that fourth-quarter total national cable spot ad revenue will grow 73%, to \$45.8 million, as compared with \$26.5 million for the fourth quarter of last year.

"This is easily the best political season we've ever had as an industry," said Peter Moran, senior vice president, CNI. "As these races get uglier, we anticipate a big jump."

Campaign ad spending on spot cable through the third quarter of the year has already totaled about \$2.5 million, according to the company. Moran said that among the candidates, Governor Bill Clinton has "embraced" spot cable, while President George Bush has "dabbled" in the category and Ross Perot has decided instead to focus all of his cable efforts on seven national networks.

Some of the political ad dollars have been coming to spot cable later than CNI had originally anticipated, according to Moran. That pacing accounted for the disparity between CNI's final third-quarter tally and the company's earlier projection of about 26 million for the period.

Moran said spot cable is expected to see significantly more political advertising in 1996 as the cable industry switches to digital technology. Current ad insertion technology often provides too slow a turnaround time for political advertisers, he said.

By category, the top 10 spot cable advertisers during the third quarter of 1992 were, in descending order: automotive; banks and banking services;

amusement and recreation; food and related products (packaged goods); fast-food restaurant chains; communications; retail building materials and gardening; political campaigns; retail food stores, and retail apparel stores.

Among changes from the first half of the year were the rise of the "banks and banking services" category from fifth to second place and the displacement of the "motor vehicle supplies" category from the top 10 list. ■

STERN ON E!

Celebrated radio shock jock Howard Stern held a rollicking press conference on Wednesday, Oct. 21, at New York's Plaza Hotel to announce plans to host a one-on-one weekly celebrity interview show for E! Entertainment Television. E! President and Chief Executive Officer Lee Masters said the 36-episode, one-year deal is expected to serve as a "lightning rod" for the network, which he said is looking to expand its definition as an entertainment channel. *The Howard Stern Interview* will air Fridays at 10 p.m. ET beginning Nov. 27.

BUSTED

More than 70,000 cable descramblers were seized by Los Angeles and Las Vegas police last week from 10 California and Nevada locations that were allegedly selling and distributing the equipment nationwide, according to the National Cable Television Association. The NCTA, which labeled the seizure the largest cable bust to date, said extensive customer lists and business records of equipment sources were also seized.

TKO FOR SET BOUT

SET Pay Per View President Scott Kurnit last Wednesday planned to send a letter to cable operators saying the company was considering cancelling its Dec. 5 PPV boxing lineup as a result of TVKO/HBO's decision to schedule its own boxing card on the same night. Kurnit took exception to comments made by HBO's Seth Abraham in the *New York Daily News* earlier this month that HBO's decision to present a competing lineup was intended as a "very clear message" to promoter Don King, former HBO partner now with SET. "If they're fighting with Don King, there are better ways to do it than by hurting the cable operators who are, after all, their customers, too," wrote Kurnit, adding that head-to-head PPV events would cost the cable industry \$2 million-\$3 million in reduced cash flow.

GOODWILL GOING TO N.Y.

Turner Broadcasting System awarded the rights to the 1998 Goodwill games to New York City, which beat out bids from Dallas, Miami and St. Louis. TBS Chairman Ted Turner said he didn't expect to make a profit, "but as long as we don't lose too much it will be OK." —RB

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Business

MODEST REVENUE GAINS FOR BROADCASTERS

Olympics and political dollars combine with cost control to boost income in third quarter

By Geoffrey Foisie

Operating income of broadcasters continued to outperform last year's distressed results. But the gains continue to be hard-fought, with cost controls making up for a weak revenue rebound—many group owners' sales are still below 1990 levels, even in nominal terms.

Of the broadcasters reporting last week, the largest, Capital Cities/ABC, said broadcasting revenue slipped slightly compared with the third quarter of last year. With costs increasing (although less than 1%), operating in-

come declined 8%, to \$89.3 million, against the third quarter of last year, which itself was down 15% from the year earlier.

The weak links in a traditionally weaker quarter were ABC Radio and the ABC television network, the latter reporting a "small operating loss," compared with a "small profit" in the 1991 period. Revenue for the TV network declined "slightly." Meanwhile, TV station income increased on a revenue gain of an estimated 7%-10%. Video Enterprises, despite the weight of the ESPN baseball contract, managed "significant" operating in-

come gains, on a "moderate" revenue increase.

Pulitzer Publishing said third-quarter broadcasting cash flow jumped 26%, to \$7.4 million, on a 6% revenue increase, to \$27 million. The company attributed the revenue gain to "general improvement in advertising demand...increased political advertising" and the Olympics (a majority of Pulitzer stations are NBC affiliates).

Also strongly benefiting from the Olympics was **Gannett**, four of whose stations are NBC affiliates. TV division revenue gained 13%; the prior third quarter it had dropped 12%.

Yet another NBC-oriented station group, **Multimedia**, said cash flow jumped 31.4%, to \$11.5 million, on a revenue gain of 12.7%, to \$40.8 million.

McGraw-Hill said that general and political advertising increases accounted for a 9% revenue gain, to \$23.7 million, and a 28% jump in operating profits, to \$5.1 million.

Meredith said that its broadcasting revenue was up "slightly," while profits also gained due to decreased programming expenses at its KPHO-TV Phoenix.

Heritage Media reported good gains for its TV group "primarily due to increases in local and national advertising revenue at the group's stations in Oklahoma City; Pensacola, Fla., and Plattsburgh, N.Y." Third-quarter operating cash flow jumped 19%, to \$4.6 million, on a revenue increase of 15%, to \$9.7 million. Some of the gains were also due to political advertising, although Heritage said that such advertising "did not meet expectations" in the third quarter. ■

EMMIS MULLS DEBT REFINANCING

Emmis Broadcasting is close to a major refinancing of debt. After abandoning an earlier financing attempt, the radio group owner, through Shearson Lehman Brothers, is now contemplating issuing more than \$50 million of two-year-extendable increasing-rate notes. Net proceeds from the offering would be used to pay off the banks, leaving the company with roughly \$90 million in total debt.

One financial industry executive suggested that sum would be less than six times the company's estimated 1992 cash flow of \$16 million. The source added that yields on the to-be-issued notes are likely to exceed 13% (Emmis's other debt is 14 $\frac{3}{8}$ % notes). Asked earlier about a possible refinancing, Emmis Chairman Jeff Smulyan said the company was considering a number of options, including buying and selling stations to take advantage of the new radio ownership rules. Smulyan said the company would, under that option, eliminate its presence in some markets, while doubling up in others. —GF

OTWELL TO MEDIA VENTURE PARTNERS

George I. Otwell, media broker for 10 years at Blackburn & Co.'s Atlanta office, will head Media Venture Partners' new office in Cincinnati. MVP currently has offices in San Francisco, Washington and Orlando. Blackburn's Atlanta office closed for about a year.

Otwell, formerly with Capitol Broadcasting Co. in Raleigh, N.C., and with the Associated Press before that, said he expects to open the office in early 1993, and it will serve primarily Midwest markets. "The Midwest has never really been served by a good brokerage firm," he said. —JG

Changing Hands

WJMO-AM-FM Cleveland □ Sold by United Broadcasting Co. to Zebra Communications for \$4.445 million. **Seller** is headed by Gerald Hroblak, and is also licensee of KSOL(FM) San Francisco, KALI(AM) Los Angeles, WKDM(AM) New York, WERQ-AM-FM Baltimore and WINX-FM Washington. **Buyer** is headed by partners of Zapis Communications, licensee of WBHT(AM)-WAAF(FM) Worcester, Mass., and WZAK(FM) Cleveland. WJMO(AM) is fulltimer with urban AC format on 1490 khz with 1 kw. WJMO-FM has dance format on 92.3 mhz with 40.7 kw and antenna 548 feet above average terrain. *Broker: Star Media Group Inc.*

WEEJ(FM) Port Charlotte, Fla. □ Sold by Chambersburg Broadcasting Co. to Kneller Broadcasting of Charlotte County Inc. for \$1.5 million. **Seller** is headed by John S. Booth, and is licensee of WCHA(AM)-WIKZ(FM) Chambersburg, Pa. **Buyer** is headed by Harold M. Kneller Jr. and is licensee of WKII(AM) Port Charlotte, Fla. WEEJ has oldies, AC format on 100.1 mhz with 3 kw and antenna 150 feet above average terrain.

WMNX(FM) Wilmington, N.C. □ Sold by Wilmington Radio Co. to Cape

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,418,000 □ 12

FM's □ \$7,828,813 □ 13

AM-FM's □ \$4,890,000 □ 5

TV's □ \$0 □ 0

Total □ \$14,136,813 □ 30

1992 to Date:

AM's □ \$178,759,284 □ 609

FM's □ \$373,728,520 □ 229

AM-FM's □ \$251,929,846 □ 136

TV's □ \$1,386,212,087 □ 49

Total □ \$2,190,629,737 □ 609

For 1991 total see Jan. 27, 1992 BROADCASTING.

Fear Radio Co. for \$950,000. **Seller** is headed by Donald R. Watson, and recently sold WMFD(AM) Wilmington, N.C. ("For the Record," Sept. 21). **Buyer** is headed by Hannah D. Gage, and is licensee of WFNC(AM)-WQSM(FM) Fayetteville and WGNI(FM) Wilmington, both North Carolina. WMNX has '70s, '80s, '90s mix on 97.3 mhz with 100 kw and antenna 602 feet above average terrain.

CONSOLIDATION AT COMSAT

Anouncing a one-time \$23.4 million after-tax restructuring charge, Comsat Corp. said it will consolidate its core systems divisions and Comsat Laboratories, eliminating up to 300 jobs in the next 12 months. Comsat Systems Division President Joel Alper, an 18-year veteran with the company, will retire in early 1993.

For third-quarter 1992, Comsat reported record quarterly revenues of \$146 million and consolidated net income of \$17 million (87 cents per share), before the write-down. Third-quarter 1991 saw net income of \$18.8 million (99 cents per share) on revenues of \$127.1 million. But after the restructuring charge, it reported a net loss of \$6.4 million (33 cents per share).

Moving away from technology and toward "our customers' needs," the changes "get us down to fighting weight for competition in the global marketplace," said Comsat Corp. President and Chief Executive Officer Bruce Crockett.

Comsat will devote about half of a \$39 million pre-tax reserve to pay for early retirement and reduction in force costs; about half for "equipment and property, predominantly in CVE as it repositions to capitalize on the rapidly growing entertainment-on-demand market." —PL

CLOSED!

WNLS-AM/WTNT-FM, Tallahassee, Florida from Arso Radio Corporation, Jesus Soto, President to Park Broadcasting of Florida, Inc., Roy H. Park, Chairman of the Board for \$2,650,000.

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HISPANIC BROADCASTING



'Sabado Gigante' host Don Francisco, Univision.



Maria Larla, Telemundo

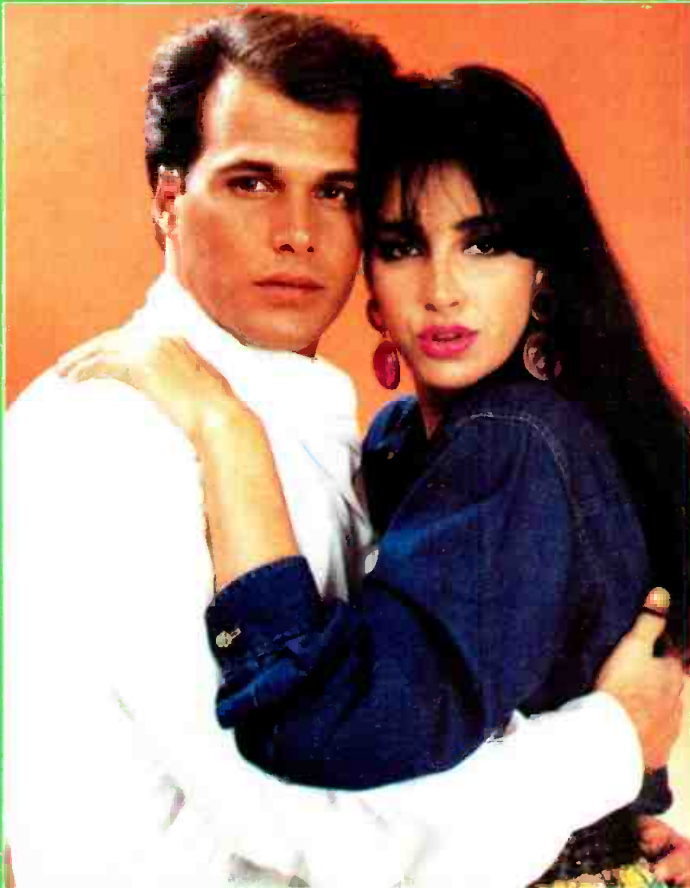


Cristina Saralegui, Univision

Hispanic television and radio are struggling with some of the same challenges as their English-language counterparts. But the long-term health of the business is no longer a question; in fact, Hispanic programming has begun crossing over to other audiences. This BROADCASTING special report also looks at the views of the advertising community, and profiles 10 important players in Hispanic radio.

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200 episodes/1 hour



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HISPANIC TV'S TOP TWO NETWORKS STILL GROWING

Univision and Telemundo continue to post advertising gains in weak economy

By Geoffrey Foisie

A story written about Hispanic television today could, in a simple sense, be summarized in much the same way it would have been five years ago: The parent companies of Hispanic TV networks are in the midst of a capital restructuring, and the Hispanic television industry is still growing rapidly.

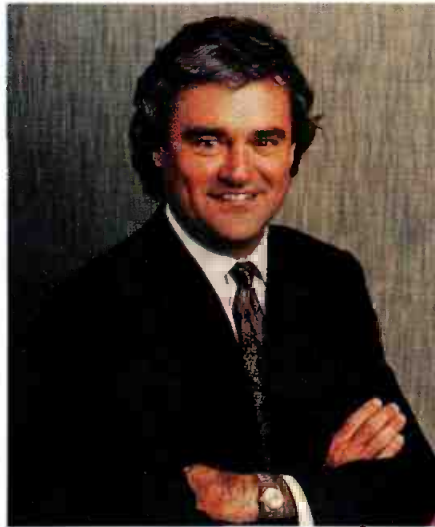
As evidence of growth, last year, when total U.S. TV advertising revenue declined for the first time in 30 years, the Hispanic portion expanded. Telemundo, the publicly traded company of the two, said domestic advertising revenue gained 9% in 1991 and through the first half of this year jumped 18%. And Ray Rodriguez, president-CEO of its larger competitor, Univision, said the top-line and bottom-line growth this year would probably exceed 20%.

Advertising growth, for both Telemundo and Univision, derives from several places.

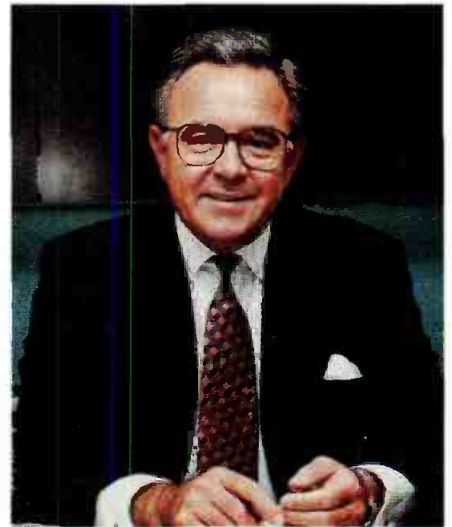
One is the growth rate of the Hispanic audience itself, which according to census data totaled 22.4 million people in 1990. That segment's gain of 55% over 1980 is compared with a 7% gain for the non-Hispanic portion of the U.S. In fact, the Hispanic growth rate could be higher, since the Census Bureau itself estimates there are more than a million uncounted Hispanics.

More advertising dollars also represent the payback for investing in marketing. It is estimated that Univision and Telemundo will spend, collectively, more than \$35 million over the next five years on a national ratings service (see page 68). And Telemundo, for instance, said that during the first half of this year it added "sales personnel at the company's network and national spot sales offices and expanded levels of marketing and promotional efforts."

A continuing target of marketing is the disparity that still exists between the shares of advertising budgets for Hispanic and mainstream media. Joaquin Blaya, president of Telemundo Group, said that Hispanic TV now gets 1.4% of TV ad spending, up from 0.8% three years ago. But Univision's

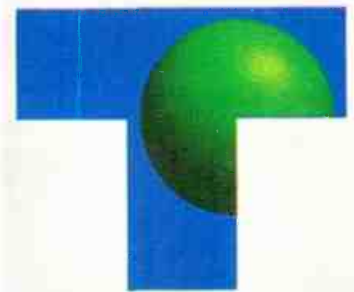
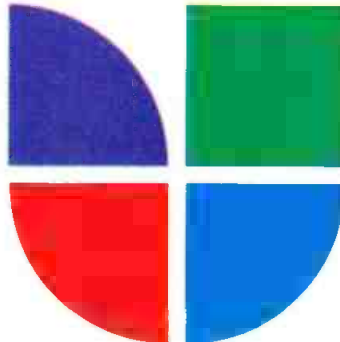


Univision's Rodriguez



Telemundo's Blaya

UNIVISION



TELEMUNDO

Rodriguez said the two TV networks could "easily double their revenue and still be short" of their deserved market share.

One way Univision and Telemundo differentiate their marketing is by integrating product announcements in the shows. Said Rodriguez: "For instance, in *Sabado Gigante*, Don Francisco [the host] gets away with getting the audience to sing the Coca-Cola jingle." He added, "A lot of companies just getting into the Hispanic market don't have spots produced in Spanish nor the marketing tools so we help them out by doing the in-show promotions."

The climb uphill for both networks has strained their capital resources. Hallmark, which bought Univision in 1986, decided to sell the network parent company even after unloading an excessive debt load a couple of

years ago.

On the verge of completion, that sale was challenged last week. The National Hispanic Media Coalition (NHMC) filed suit against the FCC in the U.S. Court of Appeals in Washington, appealing the FCC's decision approving the sale of the Univision Station Group from Hallmark Cards Inc. to Perenchio Television Inc. (PTI). If the deal is completed, Univision will also take over programming of cable network Galavision.

Telemundo has had a succession of debt workouts that have eased but not eliminated the company's cash flow shortfall. As a result, Telemundo last January retained a financial adviser and, said Peter Housman, Telemundo's chief financial officer, has made a proposal to creditors from whom it is now awaiting a response: "We hope to have something concluded by either the end of the year or the beginning of 1993." It was not clear whether such a

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restructuring would dilute the 78% ownership currently controlled by Reliance Group Holdings.

The proposed purchase of half of Univision by Hispanic media giants Grupo Televisa and Venevision has raised the question of whether Telemundo needs to create alliances of its own. Blaya, until recently the head of Univision, said that getting involved internationally is important and by early next year he hopes to announce

ties with some other foreign broadcasters: "Simply by them [Univision] taking one side of the street, there are other sides of the street for us and we have been approached by many of them." The Telemundo CEO cited possible partners in Argentina, Chile, Peru and Spain.

The most popular Hispanic TV show, Univision's *Sabado Gigante*, illustrates the dynamics of the international Hispanic market. Four months

ago the Eastman Kodak Co. acquired a "full-time, in-program segment sponsorship" on the 3½-hour show in whichever countries it airs—currently there are 19 outside the U.S. Univision termed the deal its "first long-term international advertising commitment with a major consumer products company." And one month later Univision announced it had sold *Sabado Gigante* to Mexico, beginning in January 1993. ■

UNIVISION'S BIG BROTHERS SOUTH OF THE BORDER

The largest Hispanic network in the U.S., Univision, may soon be half-owned by two foreign companies, both of which are already giants in the world of Spanish-language programming and entertainment. Televisa, based in Mexico, and Venevision, Venezuela, already each own 12.5% of Univision's TV stations.

The two have also recently formed a joint venture to help sell each other's programming in Latin America, and each has obtained rights in their home country to sell the other's programming. Additionally, they have formed a 50-50 joint venture to pursue other media opportunities in the Spanish-speaking world.

Grupo Televisa's recent 25% purchase of Univision represents a partial return to a business it had only partially left. As part of the sale of Univision to Hallmark in 1986—the FCC had forced Televisa's majority owner, the Azcarraga family, to divest its share in Univision because it exceeded foreign ownership limits in Univision's TV stations—Televisa agreed to give Univision a first look at its programming.

As the dominant television operation in Mexico with an estimated 90%-plus share of the audience, Televisa is also said to be the largest producer of television programming in the world. Roughly 10% of its revenue comes from the sale of television programming abroad, estimated Morgan Stanley research analyst Alan Kas-san.

In addition to owning the cable system in Mexico city with more than 200,000 subscribers, and one of the country's largest radio groups, Televisa owns three of Mexico's TV networks, along with almost all of each networks' affiliates, and intends to turn its fourth TV station in Mexico City into the anchor of yet another network. Its largest network programs telenovelas and other popular programming; another network airs mostly foreign-produced shows; a third, ECO, broadcasts news, and the fourth station in Mexico City currently reruns much of the popular network's programming. Televisa is said to produce about 70% of its own programming.

The other 25% owner of Univision, Venevision, is the largest TV network in Venezuela, but unlike Televisa, is part of a diversified business conglomerate. Founded in 1929 as a materials transport firm by Diego



Venevision's Barba



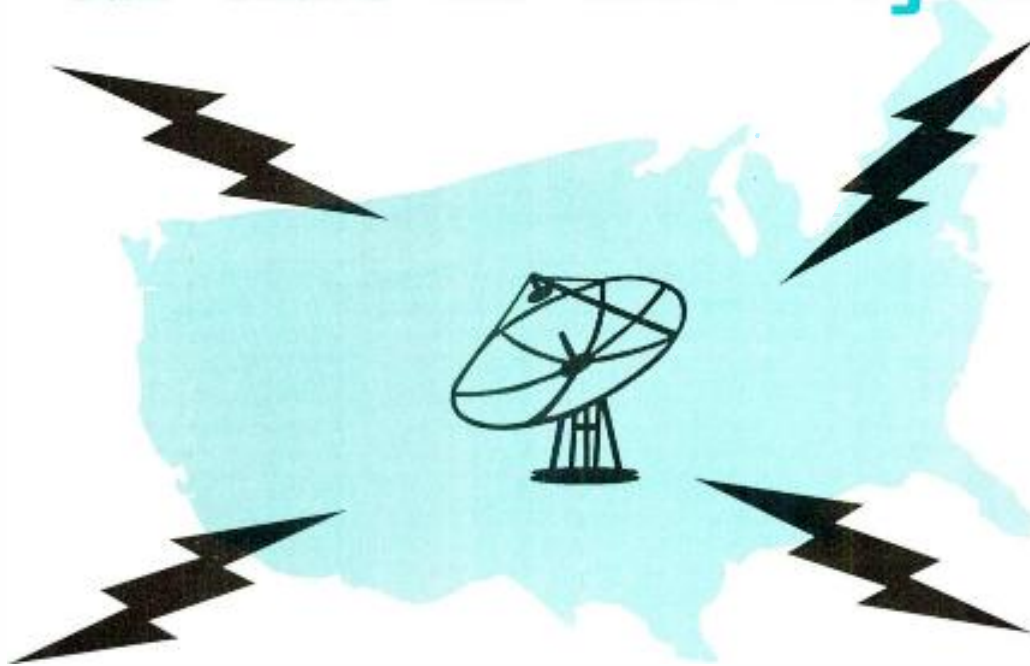
Televisa's Azcarraga

Cisneros Bermudez, Venevision's parent company, Organizacion Diego Cisneros (ODC), is now involved in department stores, bottling, events promotion, banking, mining, petrochemicals and records, and holds the franchises for distribution of products by companies including Gerber and Frito-Lay. In the mid-1980's, ODC also bought Spalding sports goods and Evenflo baby products.

Already a major player in Hispanic programming, Venevision redoubled its foreign syndication and production efforts under the name of Venevision International in 1991. Hired to lead the effort as president and chief executive officer was Carlos Barba, who previously was Telemundo's senior vice president, programming and promotion.

In a little over a year, Barba said the division's revenue has more than doubled, and added that Venevision International is "making great progress" in selling to European countries such as Turkey, Greece, Italy and Spain. Asked if being part-owner of Univision would hinder Venevision's continued sale of product to Univision rival, Telemundo, Barba responded: "One business doesn't have anything to do with the other one. The new owners of Univision have their own management and are programmed with their own criteria...we have ours." —GF

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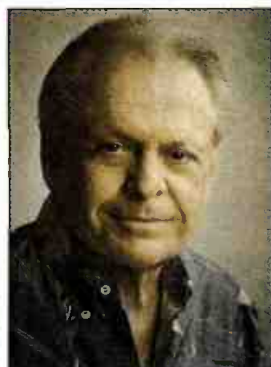
Barrett Alley



Gene Bryan



Eduardo Caballero



Cecil Heftel

MAJOR PLAYERS IN HISPANIC RADIO

Raul Alarcon Jr., president-CEO, Spanish Broadcasting System. At 36, Alarcon presides over one of the most impressive companies in Hispanic broadcasting, a small empire that combines six major-market radio stations, a rep firm and a programming network. A Cuban immigrant, Alarcon broke into broadcasting as a teenager, founded SBS in 1983, and soon acquired AM-FM combos in Miami (WCMQ-AM-FM), Los Angeles (KLAX-FM-KXED-AM) and New York (WSKQ-AM-FM). With his purchase of WSKQ-FM New York for \$55 million in 1989, Alarcon brought Hispanic radio into the megadeal era. The SBS Network, meanwhile, provides satellite-delivered news 24 hours a day, and mid-day music broadcasts that are simulcast in Miami and New York. The network will soon plunge into sports with Spanish-language broadcasts of Florida Marlins baseball throughout Florida and Latin America.

Barrett Alley, president, Cadena Radio Centro. A relative newcomer to broadcasting, Alley has run the CRC network since 1989. The Los Angeles-based network produces news, sports and feature programming for 65 affiliates. Its news division, which produces newscasts 24 hours a day, 7 days a week, is one of the largest in Hispanic radio, and also produces local news reports for KTNQ(AM)-KLVE(FM) Los Angeles. CRC's feature programming includes an opinion program hosted by well-known Hispanic television personality Christina Saralegui. Alley says CRC is looking closely at developing a business news report focusing on Hispanic businesses.

Mary Helen Barro, owner-president, KAFY(AM) Bakersfield, Calif., and presi-

dent, American Hispanic Owned Radio Association. A 22-year broadcasting veteran, she is one of only six Hispanic American women who are majority owners of commercial broadcast properties in the U.S., and is recognized as an authority on the Hispanic consumer market. Among her current projects is lobbying the federal government to abolish the opinion-molder rule, which prevents broadcasters from receiving federally subsidized small-business loans. "The big crisis—and it is a crisis—for small and minority broadcasters is financing," she says.

Gene Bryan, VP-national sales manager, Katz Hispanic Radio. Formerly a sales manager for Caballero Spanish Media, Bryan heads a rep division that is credited with bringing general market radio research and sales strategies to the Hispanic market. Bryan says Katz is the only rep firm serving the Hispanic market that has its own in-house research division and its own in-house marketing division. Founded in 1987, Katz Hispanic represents 35 stations. "The stations wanted a company that could use general market strategies and knowledge of what radio is and how it works and to convert that to Hispanic radio in whatever ways it's feasible," Bryan says. "I'd like to think we are the winds of change in the rep arena."

Eduardo Caballero, president, Caballero Spanish Media. A Cuban immigrant who once practiced law in Havana, Caballero cut his teeth as VP-director of sales for Spanish International Network TV from 1968 to 1973. In 1973 he and his wife, Raquel, founded the first Spanish radio rep firm in the U.S. Caballero Radio Network, which Caballero calls "the oldest, the largest

and the best," now represents 84 stations in markets that account for 85% of the Spanish-speaking consumers in the U.S. Widely respected as an industry leader, Caballero prides himself on his firm's reputation for going straight to the top of advertising agencies to pitch the strengths of Hispanic radio. His latest industry campaign is an effort to convince Hispanic radio salespeople to recognize Spanish television as a major competitor. "It's very hard for a radio rep to realize that you have a competitor named TV," he says. "In the major markets, you can buy television not only at a cheaper cost per thousand but at a lower rate, dollar for dollar."

Cecil Heftel, chairman-CEO, Heftel Broadcasting. A 40-year broadcasting veteran who spent 10 years in the U.S. Congress as a Democrat representing Hawaii, Heftel began concentrating on Hispanic radio after he left Congress in 1986. "I still see it as a major niche where the listeners have been somewhat underserved." Heftel owns the powerful Los Angeles combo KTNQ(AM)-KLVE(FM), and is a partner with Amancio Suarez in Miami (see below). Heftel says he still sees much room for revenue growth in Hispanic radio. "We inherited a rate structure that in some cases was 10 cents to the dollar, Hispanic versus Anglo. We've increased it to 40 to 50 cents on the dollar. Our problem is bringing that 40 or 50 cents on the dollar up closer to a full dollar."

Jaime Jarrin, play-by-play sportscaster, KWKW(AM) Los Angeles, and CBS Hispanic Radio Network. Known as the dean of Spanish-language sportscasters, Jarrin has been calling Los Angeles Dodgers games for 34 years, and is



Jaime Jarrin



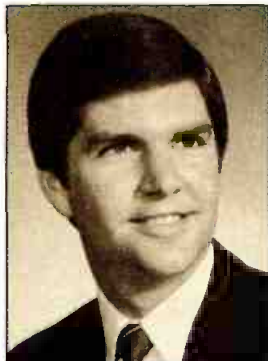
Nicolas Kiernan



Richard Kraushaar



Jose Luis Madrigal



Mac Tichenor

so well-liked that the *Los Angeles Times* once called him "possibly the most popular member of the Dodger organization." When Jarrin announces over the CBS Hispanic Radio Network, he reaches 40 U.S. stations and 80% of the U.S. Spanish-speaking population, plus another 175 stations throughout Latin America, making him one of baseball's foremost ambassadors. Jarrin came to the U.S. from Ecuador in 1959 and began his radio career at KWKW that year. His considerable fame among L.A. area Hispanics spread to the Anglo world in the 1980's, when he became known as Fernando Valenzuela's personal translator. The government of Ecuador recently awarded him its highest civilian honor, La Gran Cruz Al Merito En El Orden De Comendador.

Howard Kalmenson, president, Lotus Communications Corp. Kalmenson's group owns 14 radio stations, including Hispanic stations in Los Angeles (KWKW[AM]), Chicago (WTAQ [AM]), Fresno, Calif. (KGST[AM]) and Oxnard-Ventura, Calif. (KOXR[AM]). His Hispanic empire also includes Lotus Hispanic Reps, representing Kalmenson's four Hispanic stations plus another 83 outlets.

Nicholas Kiernan, VP-GM, CBS Hispanic Radio Network. A 14-year veteran of CBS, Kiernan has been president of the CBS Hispanic Radio Network since its launch in 1990. With 35 U.S. affiliates, the network is slowly expanding its programing offerings, which now include Major League Baseball and NFL coverage, Christmas-season specials produced in cooperation with Disney and a series of features focusing on the 1992 summer Olympics and the presidential election. CBS also counts among its affiliates some 150 stations stretching from Mexico to South America. Under Kiernan, CBS has sought to strike a

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balance within the Hispanic radio market, bringing programming and sales expertise gleaned from CBS's general market experience, but not moving so aggressively that Hispanic broadcasters resent the presence of a new player in the field. While CBS has no announced plans to deliver Spanish-language newscasts, the network recently installed satellite technology for many of its major affiliates, making newscasts a distinct possibility.

Richard B. Kraushaar, president, Lotus Hispanic Reps. Kraushaar began his career in broadcasting sales in 1958,

moved into Hispanic radio in 1971 at Lotus Communication's KWKW(AM) Los Angeles, and took over as president of Lotus Hispanic Reps when the company was founded in 1973. A full-service rep firm, Lotus now represents 87 Hispanic stations across the U.S. Kraushaar says he is especially proud of Lotus's reputation for continuity and low staff turnover. "When people talk to us, they talk to the same people every time," he says. He says billings are running slightly ahead of 1991's pace, but that Lotus is fighting the same battle that all radio rep firms are. "It's just like the Anglo world," he

says. "We're trying to get the advertisers back into spending money."


Jose Luis Madrigal, VP-GM, Spanish Information Service Radio Network and the Spanish Entertainment Network.

Dallas-based SIS, a pioneer in Spanish-language radio news in the U.S., provides satellite-delivered hourly newscasts and feature programming to 54 Hispanic stations. Its startup sister network, Spanish Entertainment Network, produces a weekly, two-hour music countdown program targeted to Hispanic listeners in virtually every market except Caribbean-flavored Miami. A former newspaper reporter, Madrigal is a 17-year veteran of Hispanic radio news and a 14-year veteran of SIS. The news network draws on its affiliates to form a national network of correspondents. Madrigal says he sees increasing demand for music programming targeted to specific regions of the nation. "It seems the [Hispanic market] is being divided into regions—East, Central and Southwest," he says. "So there is a demand for more tailoring of formats."

Amancio V. Suarez, chairman, WAQI (AM)-WRTO(FM) Miami. A Cuban immigrant whose business empire includes a share of the NBA's Miami Heat and *Mi Casa*, a Spanish-language newspaper, Suarez, along with Cecil Heftel (see above), owns one of the dominant Hispanic AM-FM combos in the nation. WRTO programs a music-intensive format dubbed Radio Ritmo, while WAQI airs news/talk, with heavy emphasis on political discussion, particularly anti-Castro sentiments that are shared by many Miami-area Cuban immigrants. WAQI garnered a 5.4 share (persons 12-plus, total week AQH) in the summer Arbitron survey.

Mac Tichenor, president, Tichenor Media System. The largest owner of Hispanic radio stations with 14, Tichenor Media properties include WADO(AM) New York, WQBA-AM-FM Miami and WIND(AM)-WOJO(FM) Chicago. Now based in Dallas, the Tichenor family business first entered the Hispanic radio market in 1941 when McHenry Tichenor turned KGBT(AM) Harlingen, Tex., into a half-English, half-Spanish station. But the family didn't truly expand in Hispanic radio until 1984, when it divested its non-Spanish-language properties, including several television stations, and began purchasing Hispanic stations. ■

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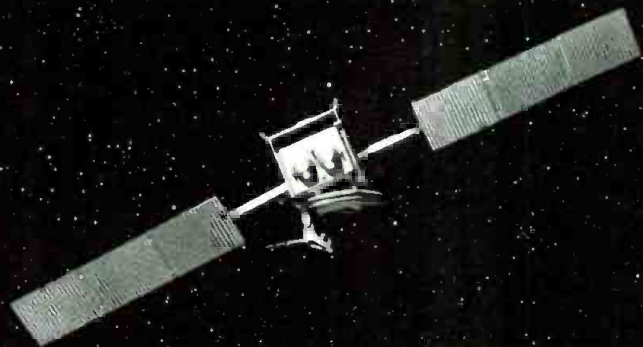
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ADVERTISING FINDS A NICHE ON HISPANIC STATIONS

While growth rates are not as good as in recent years, Spanish broadcasting finds itself more than holding its own during recessionary business climate

By Sharon D. Moshavi

For once, Hispanic advertising executives are breathing a sigh of relief that they are not part of the general market. While the recession has hit overall advertising badly, Hispanic TV and radio have found a bit of a safe haven in their niche.

This is not to say things couldn't be better. After years with growth rates of 10% to 20%, the Hispanic media will be lucky to eke out 5% growth this year, according to Nancy Tellet, executive vice president, director of media services, Conill Advertising.

The main problem affecting the Hispanic market is that the rate of new advertisers moving into Spanish media has slowed this year. While several new advertisers, such as pharmaceutical company American Home Products, Continental Baking, Ralston Purina, and Toys 'R' Us, have bought Spanish media for the first time, few other companies are following them. Normally the market greatly "in-

creases every year the number of new advertisers coming into the business. But in a recession year, new advertisers are reluctant," says Gene Bryan, vice president, general sales manager, Katz Hispanic Radio Sales.

While advertising executives say that many current Spanish media advertisers are cutting back on existing budgets, the decreases are not as significant as they might otherwise be. "For the first time, Hispanic budgets are last to be cut," says Laura Marrella, media director, Casanova Pen-drill Publicidad. In many cases when Hispanic budgets are cut, all advertising budgets are being slashed across the board. Still, because Hispanic advertising is such a relatively small market, the effect can be significant. "An across-the-board swipe affects everyone, that's true, but when there's a sneeze, to us it's pneumonia," says Manny Ballesterro, senior vice president, national sales manager, Caballero Spanish Media.

Some companies that are cutting

back on general market advertising are putting additional dollars into the Spanish market, according to Jesse Wilson, executive vice president of ad agency San Jose & Associates. "Spanish broadcast is a rifle medium, and the cost is very efficient. The return is better than if the same amount of dollars were spent in the general market," he says. Adds Gabriel Grimalt of Spanish Broadcasting Systems, which owns seven radio stations: "With the general market in recession, advertisers have to be more creative and make every dollar count."

Spanish television is weathering the recession better than Spanish radio, say ad agency executives. "When trying to stretch the dollars, secondary media suffer more than TV," says Tellet of Conill Advertising.

Hispanic radio advertising varies widely from market to market, according to Katz's Gene Bryan. West Coast stations are performing "fairly well compared to last year and the year before," he says. In the Southwest, and in major markets such as New York and Chicago, there is a slight slowdown, Bryan says, while peripheral Hispanic markets such as Boston, Philadelphia and Hartford, Conn., are probably having the toughest time.

Any loss of business can hurt Spanish radio. According to Bryan, there are 9,000 radio advertisers in the general market, but a core of just 100 to 150 in Spanish radio.

The outlook for 1993 is brighter. As the recession begins to give way (it is hoped), agency executives say that new advertisers will be attracted to the media. Also helping attract new advertisers will be the improvement in programming that San Jose & Associates' Jesse Wilson says is occurring, as well as improvements in tracking Hispanic audiences (see box).

One thing Spanish media have on their side as they try to convince advertisers of their significance is the continuing boom in the United States' Hispanic population. DRI McGraw Hill's mid-range assessment is that the growth rate has been holding steady at 4%-4½% per year, and is expected to continue at that rate through 2000. ■

NIelsen TO OFFER NATIONAL HISPANIC PEOPLEMETER DATA NEXT MONTH

Beginning in November, Nielsen Media Research will begin releasing data from its national Hispanic peoplemeter service, which many are hoping will help bring new advertisers to Spanish television.

Nielsen began installing peoplemeters in 800 Hispanic homes nationally 18 months ago. The sample includes areas with both high and low penetration of Hispanics, sometimes making up as little as 1% or 2% of a market, and represents 95% of the Hispanic population, according to Ceril Shagrin, senior vice president, market development.

The peoplemeter will help "media buyers establish confidence in their purchases," says Jesse Wilson, executive vice president, San Jose & Associates, a Chicago-based Hispanic media ad agency. "There has been some reluctance among advertisers to buy Spanish media because they haven't felt comfortable with the quantitative data," he says.

The peoplemeter service will provide monthly reports on demographic, usage and reach and frequency information, and will include individual program ratings for Telemundo and Univision. There will also be a separate section to report viewing by those living in predominantly Spanish-speaking households.

Nielsen had been testing the service for about a year in Los Angeles prior to the beginning of the national rollout. Based on the 200-home sample it developed for that test, Nielsen will now offer a local market peoplemeter report for that market, also beginning in November. Nielsen has found subscribers in Los Angeles's two Hispanic TV stations, and is also trying to attract non-Hispanic TV clients, since the report measures all viewing done by Hispanic households.

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DISCOVERING THE U.S. HISPANIC VIEWERS

English-language networks and stations beginning to target Spanish-speaking audiences

By Steve Coe

Despite the fact that Hispanic viewers in the United States number more than 28 million, with an estimated buying power of almost \$2 billion annually, the four broadcast networks and television stations around the country have been slow to take advantage of this underserved audience. Although there have been numerous examples of the networks importing British television se-

maxiseries and is in production on another for sale into syndication.

Another project that MTM Television hopes will garner attention among English and bilingual viewers is *Xuxa*, a kids show set to launch in syndication in the fall of 1993. The show features Maria DaGraca Xuxa Meneghel, arguably the most popular children's performer in Brazil. Her show is seen regularly in that country plus 16 Latin American countries, and MTM executives are banking on the

we're intrigued by it," said John Agoglia, president, NBC Enterprises, in a recent interview with BROADCASTING. "We've requested materials on the project so we can look at it in more detail," he said, referring to a project produced by Coral Pictures. A format that's seen less success in crossing over to English-speaking television is the Hispanic situation comedy. In addition to the telenovellas, Coral Pictures also produces the highest-rated comedy on Univision. Seeing the success of the show on Univision, the executives at Coral developed an English-language version of the show and began pitching the networks. To date, however, none of the networks has shown any interest in the project. "We noticed from the Univision ratings that *Corte Tropical* was taking bilingual viewers, who didn't usually watch Hispanic programming, from not only Hispanic stations but also from English-speaking stations," said Jorge Vaillant, director, marketing services, Coral Pictures.

Both Barba and Vaillant say there is a definite upside for American production companies to begin producing programming that will appeal equally to the Hispanic market as well as the traditional viewing audience. "The U.S. will have to find more resources in Latin America," said Barba. "You see what the European common market has become and now the Asian market. If we can have a market of more than 150 million television households [in the U.S. and Latin America], that's pretty good."

Barba pointed out that with the syndication market softening in this country, distributors are relying more on the overseas market. However, he notes that more and more Latin American countries are producing more of their programming, which is displacing American-made shows, once the staple of many of these countries' viewing schedules. "Fifteen years ago 80% of all television programming in Latin America was English films or series dubbed in Spanish. Everything from *Green Acres* to *Gilligan's Island* to *The Untouchables*. Now it's difficult to find a station in Latin America with more than 30% or 40% American programming." ■



Coral Pictures hopes to interest U.S. networks in 'A Cut Above,' a successful comedy airing on Univision about a unisex hair salon in Miami.

ries ideas, *Three's Company* and *Sanford and Son*, for example, the amount of crossover programming from Latin America and other Spanish-speaking countries has been minimal.

With competition growing in the television marketplace and production companies and syndicators looking outside the United States for programming ideas, it appears that companies in this country are becoming more willing to gamble on Hispanic product or personalities. Earlier this year, the CBS O&O's teamed with Columbia Pictures Television to launch *Christina* into syndication. The talk show was hosted by Christina Saralegui, who had hosted her own show on Univision. Also, NBC has been in discussions for several months with Miami-based Coral Pictures to adapt a telenovella for use on the network. And New World Television has already completed production on one such Americanized telenovella or

hope the English version of the show, which, like its Hispanic counterpart, blends music and interaction by the children on the show, will attract young viewers in this country.

Perhaps the concept with the best chance of being utilized for Anglo television is the telenovella. These maxiseries, which can run anywhere from 100 to 400 episodes, are seen all over the world. "There's no reason the Spanish telenovellas can't work here in the United States," said Carlos Barba, president and chief executive officer, Venevision. He noted that at the just completed MIPCOM programming marketplace, his company sold two telenovellas to Russian broadcasters. "These stories are airing all over the world, and they reflect the same concerns and social problems faced here in this country," said Barba, adding that Procter & Gamble is sponsoring telenovellas around the world.

"We've looked at the form and

Classifieds

See Page 74 Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

The University of Florida, College of Journalism and Communications seeks a general manager of two commercial radio stations. The general manager is responsible for the administration and overall management of WRUF AM/FM, self-supporting auxiliaries. Duties include development and execution of station policy; administration of annual budget; maintenance of revenues and station's competitive positions; and a commitment to involve students in daily operations. Salary range: \$45,000 to \$55,000. Salary may exceed range, commensurate with qualifications. Minimum qualifications: Master's degree and six years experience; or Bachelor's degree and eight years experience. Knowledge of FCC rules and regulations. Knowledge of promotion and advertising sales. Degree in business, communications or related field with extensive management experience is preferred. Send resume and cover letter to Kevin D. Robertson, University Personnel Services, 4th Floor Stadium, 99184R, Gainesville, FL 32611 by November 12, 1992. AA/EEO.

General sales manager: WHOM-FM, Northern New England's soft AC powerhouse seeks sales manager from the New England area. Applicants must have at least three years of successful sales management experience with exceptional selling and training skills. Plan to carry a quality list while managing seasoned pros and new recruits. Excellent compensation and benefits. Send your presentation with resume and income history in confidence to: Judy Glovsky-Sher, VP/GM, WHOM-FM, 477 Congress St., Portland, ME 04101. WHOM-FM is a Barnstable Broadcasting station and an equal opportunity employer. Women and minorities are encouraged to apply.

Sales manager: Leading AM/FM combo on California's central coast seeks experienced "on the street" goal-oriented sales manager. Outstanding opportunity in high growth market. EOE. Call 805-925-2582.

This is a major opportunity! Medium market Florida FM requires heavy hitter with ownership desire. No free lunch here. Are you ready to create your own rewards? 407-382-0706. EOE.

GM/GSM: Tough economy—tough market. Medium-market, Central New England station needs GM/GSM capable of hiring, training and motivating. If you are a self starter, can motivate a retail sales force, and are in it for the long haul reply to Box Q-50. EOE.

HELP WANTED SALES

National network sales manager: Major national news, talk, and special programming network seeks results oriented general sales and sales development manager. Applicant should have minimum of 5-8 years experience in regional or national sales, dealing with major accounts and agencies. Your track record as a successful sales professional, motivator, and innovator can earn you a quality position with an emerging leader. Appropriate degree with CMRC credentials given preference but performance, attitude, and experience count more. Compensation package commensurate with experience. Travel required. Send resume today in confidence to Network Manager, Broadcast Equities Inc., 1000 Centerville Turnpike SHB 411, Virginia Beach, VA 23464. B.E.I. is an equal opportunity employer, M/F.

WRCQ-FM, Classic Rock, seeks experienced broadcast sales representatives to handle existing accounts and develop new business. Substantial financial opportunity for individuals who can demonstrate a focused desire and ability to succeed. If you can develop results-oriented, win/win client relationships and close, then we should talk now! Send resume in confidence, with earnings history, to Ron Wallon, WRCQ-FM, Box #013, PO Box 2008, Fayetteville, NC 28302. EOE.

Account executive: WSLC/WSLQ Roanoke, VA seeks person with integrity and work ethic. Resume to PO Box 6002, Roanoke, VA 24017. EOE.

Broadcast sales veteran needed to direct local sales effort. Must have sales experience in a top 100 market. Salary plus commission plus override. All replies confidential. Send resume to: Richard Young, GM, WBTU-FM, 2100 Goshen Rd., Fort Wayne, IN 46825. EOE.

HELP WANTED TECHNICAL

RF/sales engineer: Extensive hi-power AM experience, construction, BSEE, PE desired. Available international travel. Resume to President, LBA, Box 8026, Greenville, NC 27835. EOE.

Staff engineer: Salary limit: \$35K. Education: 2 year electronics school graduate. Experience: 2 years work experience at an AM or FM broadcast station. Duties and responsibilities: Supplying technical support for any of the stations diverse activities within the Los Angeles/Orange County areas. This includes: 1. The KLVE/KTNQ studios in Hollywood; 2. The KLVE Mt. Wilson transmitter site; 3. The KTNQ City of Industry transmitter site; 4. Technical support and maintenance of the Fiesta Movil; 5. Technical support of special event coverage within the KLVE/KTNQ service area; 6. Technical support of the Cadena Radio Network studios in Hollywood. Resume required with employment references. Send resume to: Bob Moore, Chief Engineer, KLVE/KTNQ, 1645 N. Vine St., Hollywood, CA 90028. EOE.

HELP WANTED NEWS

Wanted: News animal. NewsTalk station in dynamic Midwest radio market looking for reporter to shake things up. Wimps need not apply. EOE. Resume to Box Q-31.

Looking for a crackerjack editor and writer with both broadcast and wire service experience. Must be able to work quickly under deadline pressure while also teaching younger, less-experienced staffers. Ground floor opportunity in new venture; parent corporation is established media giant. Pleasant North Carolina location (great place to raise a family) and competitive salary. EOE. Reply to Box Q-47.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to: Mr. B. Allan Sprague, Executive Director, New Hampshire Association of Broadcasters, 10 Chestnut Drive, Bedford, NH 03110. No phone calls. The New Hampshire Association of Broadcasters members are equal opportunity employers.

Minnesota Public Radio seeks a news producer to be responsible for on-air material and presentation during assigned hours. Ideal candidate will have BA degree; three to five years radio broadcast experience; previous on-air and/or long-form program production experience; public radio programming knowledge. Send letter, resume and audition tape (showing production and editing skills). Deadline 11/20/92. No phone calls please. Human Resources/Producer, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. AA/EEO employer.

Help wanted: Director of programming for national satellite radio network. The successful candidate will have experience in programming Adult Contemporary formats, solid on-air skills and outstanding management skills. Contact Sue Gray, 1-800-347-6373, M-F, 10AM-2PM. EOE.

HELP WANTED ANNOUNCER

Operations coordinator/announcer: All-Classical WNED-FM seeks experienced professional. Supervision station's downlinking, program-delay and traffic system and regular air shift. Must demonstrate engaging on-air style and broad knowledge of classical music and the concert world. Stimulating arts environment in seventh-largest North American market (Buffalo-Toronto). Competitive salary, excellent benefits, including 100% company-paid medical, dental and life insurance. Air-check and resume (with references specified) to: Peter Goldsmith, WNED-FM, 23 North Street, Buffalo, NY 14202. WNED-FM is an equal opportunity employer.

HELP WANTED PERSONALITY/TALENT

Seasoned and experienced morning personality/program director for permanent position at southern Ohio powerhouse 25,000 watt AC ratings leader. No screamers... mature personality and pleasant voice a must! Phone 614-844-6111 to arrange first telephone interview. EOE.

SITUATIONS WANTED MANAGEMENT

Gunslinger for hire: Will come to your town, shoot the bad guys and ride off into the sunset or stay and sheriff. Medium/major market experience. Not the Messiah but close. 209-869-0978 Brent Paris.

Aggressive, bottom line pro seeks permanent general manager/general sales manager position in small or medium sized market. Prefer turn around position in West or Northwest. Reply to Box Q-43.

Money back guaranteed: Consultant gets results or you don't pay. Put my 20+ years experience to work for your small/medium market station. Call Mike Jeffries 919-452-6829.

Sixteen years of successful sales and management experience. Offers innovative sales, management and consulting services. Call Calvin at 214-316-0288.

SITUATIONS WANTED SALES

All around broadcaster: 30 years experience. Seeks part-time sales, part-time announcer or combo sales-announcer. Prefer: So. California, Nevada, Arizona, Florida or Sunbelt. Non-smoker, non-drinker. Reliable. No automation stations. Reply to Box Q-48.

SITUATIONS WANTED ANNOUNCERS

Genuine entertainer: Experienced, pleasant, knowledgeable personality... Diversified on-air background... Interesting musicologist or conservative, thought-provoking talk host with humorous flair... Call Mark Prichard 407-340-4040.

SITUATIONS WANTED NEWS

I'm no news bunny: Years of experience at NBC (when it was NBC), AP, UPI, WGCI and other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

Experienced. Motivated. Reliable. Veteran newscaster seeks morning news anchor/sidekick slot. Prefer Northeast, but all markets considered. Reply to Box Q-49.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Former GM: Strong sales/programming credentials. Wanting PD position... and to work with your SM for a change. Reply to Box Q-34.

TELEVISION

HELP WANTED MANAGEMENT

President/GM/CEO wanted: South Florida Public Telecommunications, Inc. (SFPT, Inc.), with offices in a handsome new facility in Boynton Beach, Florida, is seeking candidates for the position of president/GM/CEO. This 50 to 60 employee company owns and operates joint Community Public Broadcasting licensees WXEL-FM 90.7 and WXEL-TV 42, which serve the community broadcasting needs of the Palm Beaches, Martin, and Broward Counties, Florida, the nation's 46th largest broadcast market. The successful candidate for this position will demonstrate to the Board of Trustees, the stations' staff, and the community that she/he has the capability to lead a committed staff, expand community support, and develop a corporate infrastructure which will assure our ability to identify and meet community broadcasting needs into the next century. The successful candidate must be accomplished at consensus-oriented management, and be effective under a high degree of public scrutiny. Salary and benefits are competitive. Candidates for this position preferably should have: A Bachelor's degree and eight (8) years successful senior broadcast management experience, or ten (10) years of successful experience in broadcast management, preferably in public broadcasting; overall knowledge of and appropriate expertise in programming, fundraising, grant application, development, underwriting, budgeting, fiscal management, short and long-term planning and recruitment; must have effective written and verbal interpersonal communications skills, including on-air. Applications will be received until November 20, 1992 in the form of a letter and complete resume, including salary expectations. SFPT is an equal opportunity/affirmative action employer, and encourages minority and female applicants to apply. We expect to select the successful candidate by mid-December, 1992. Applicants should send these materials to our mailing address as follows: J.B. Armour, Board Search Committee, c/o WXEL, 4780 Brighton Lakes Blvd., Boynton Beach, FL 33436.

Promotion manager: Highly desirable, large market, growing affiliate seeks aggressive, energetic, competitive, experienced, hands-on individual, to direct this "state-of-the-art," award winning creative services department. Inquiries strictly confidential! EOE. Reply to Box Q-35.

General manager for a small market affiliate. Stable position with excellent compensation package. Growth opportunities within group if desired. EOE/M-F. Please respond to Box Q-44.

Financial manager: Small, rapidly expanding TV facility in Washington seeks financial manager to be responsible for maintaining, reporting and directing the flow of financial information for the local office to corporate headquarters. Also responsible for the day-to-day financial and office management of local operation with emphasis on project/job and general accounting tasks; income statement analysis, client interaction and the supervision of two. Candidate must possess Accounting degree, minimum 3-5 years corporate, public and TV production oriented experience and be highly computer literate. We offer a competitive salary and excellent benefits. Please send resume with salary requirements, in confidence, to: Box AHB 142, 360 Lexington Avenue, 12th Flr, New York, NY 10017. Equal opportunity employer.

Local sales manager KHQA-TV the CBS affiliate in Quincy/Hannibal is seeking a leader. We want a creative and organized team builder. KHQA is a successful station that is ready to take next step. Ratings, BMP and other sales tools experience a must. Send resumes to John Hurley, GSM, KHQA, 510 Maine St., Quincy, IL 62301. Benedek Broadcasting is an equal opportunity employer.

Corporate national sales manager: Sinclair Broadcasting is growing and expanding! We are presently interviewing for the position of corporate NSM. This individual must have at least three years of TV broadcast sales experience and have a proven record of overachievement in their broadcast career. This individual will be based out of NYC and will be our spot sales liaison between our stations WBFF Balt., WPGH Pitts., WTTE Columbus and our rep firms (TeleRep & Petry). Please send a detailed work history of achievement to: Steve Marks, GM, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. WBFF and Sinclair Broadcasting is an equal opportunity employer.

General/national sales manager: WDKY-TV needs an innovative, aggressive manager with successful leadership skills demonstrated by a measurable proven track record in television sales management. The candidate will have experience with traffic, sales research, ratings, and marketing support services. A successful background with client/revenue driven promotion will be an essential qualifying measurement. Independent and Fox affiliate experience is preferred. Send resume (with references), and salary history to Tylin J. Smith VP/GM, 434 Interstate Ave., Lexington, KY 40505. No calls, no faxes please. WDKY is an equal employment opportunity employer.

HELP WANTED SALES

WNRW-TV Fox 45/48, the Piedmont superstation in the 48th market, has an opening for a senior account executive. This position requires knowledge of ratings and research, familiarity of value-added promotions, extensive experience in negotiations, and proven ability to generate new business. Minimum three years experience required. College degrees preferred. Send resume to: Sales Manager, WNRW-TV Fox 45/48, 3500 Myer Lee Dr., Winston-Salem, NC 27101. No phone calls please. WNRW is an Act III Broadcasting station, an equal opportunity employer. M/F EOE. Please refer to source of advertisement in your correspondence.

Local account executive: WPVI-TV/Philadelphia is seeking a local account executive. Prefer at least 2 years experience in television sales or marketing, and in new business development including cop/vendor. Please send resume and other pertinent information (no calls) to Lisa Hipp, Local Sales Manager, WPVI-TV, 4100 City Line, Philadelphia, PA 19131. EOE.

Account executive: To sell at station designated rates the products of WTVH to any assigned list of advertisers and their agencies, develop new accounts and ensure proper scheduling, billing and service. Minimum of three years broadcast sales experience. Send resume to Peg McDermott, Local Sales Manager, WTVH, 980 James Street, Syracuse, NY 13203. EOE.

Television sales manager: WHME-TV, successful South Bend, IN religious, family, and sports station, seeks an aggressive local sales manager. Successful A.E. and/or manager experience required, along with ability to build and lead a strong team. Attractive growth opportunity for the right individual. Contact Terry Bush or Kevin Kelly at Crowe Chizek, PO Box 7, South Bend, IN 46624. 219-236-8673/Fax 236-8692. EOE.

Media sales rep: Immediate opening for a seasoned account executive with WWTV-WWUP/TV, dominant CBS affiliate in the Traverse-Cadillac ADI. Heavy agency list. Must have proven ability to sell projects, promotions and new business. Marshall Mktg, BMP, Jefferson Pilot and Columbine in use. Computer literacy a plus. Send resume, income requirements and references. Women and minorities encouraged to reply. WWTV-WWUP/TV is an equal opportunity employer. Send data to: John DeMarsh, Local/Regional Sales Manager, c/o WWTV-WWUP/TV, PO Box 627, Traverse City, MI 49685-0627. Fax 616-947-4284.

HELP WANTED TECHNICAL

TV broadcast engineer: National cable TV network with the highest quality standards needs broadcast engineer with minimum five years exp. for staff engineering position. Experience with Grass Valley and Sony equipment a must. Good working conditions and benefits. Send resume and work history to PO Box 100321, Irondale, AL 35210. EOE.

Master control operator: 32-34 hours/week. Program automation computer. Load and run local programming in accordance with FCC, station requirements and program logs. Record incoming Saturday feeds. No phone calls. Application deadline October 30. Send resume to T. Hiebert, KTVATV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

RF maintenance technician and transmitter operator: WCBS-TV New York requires a transmitter person with a minimum of 5 years major market RF maintenance experience in high powered TV transmitters, two-way communications systems, and ENG microwave systems. Technical or engineering degree preferred. Familiarity with Harris transmitters helpful. Supervisory and design experience desirable. General Class Radiotelephone license a must. This is a permanent union staff position. Send resumes to Joe Fedele, WCBS-TV Technical Operations Dept., 524 West 57th St., NY, NY 10019. We are an equal opportunity employer.

Transmitter vacation relief operator: WCBS-TV New York is now recruiting personnel to operate its TV transmitter facilities. Applicants must have a minimum of 2 years experience in transmitter operations and possess a comprehensive knowledge of complex TV plant systems. Personnel will be hired on a weekly basis throughout the year. General Class Radiotelephone license desirable. Send resumes to Joe Fedele, WCBS-TV Technical Operations Dept., 524 West 57th St., NY, NY 10019. We are an equal opportunity employer.

HELP WANTED NEWS

Medium sized midwest affiliate seeking an aggressive, organized news director with good people skills to manage staff of 25. Send resume & references to Box Q-38. EOE.

Reporter: Top 50 East Coast ABC affiliate needs a top-flight reporter. Aggressive, polished and quick with solid live skills. You'll work a beat and set up some of your own stories. No beginners please. Send resume to Box Q-40. EOE.

Executive producer wanted to produce daily newscast and lead line producers with great writing and teasing and first-class newscast construction. Great opportunity. Tapes and resumes only. Phone calls will disqualify you. Send to Bob Yuna, KSNW-TV, PO Box 333, Wichita, KS 67201. EOE.

Producer wanted to build aggressive daily newscasts for NBC affiliate. Excellent writing and teasing skills must. Tapes and resumes only. Phone calls will disqualify you. Send to Bob Yuna, KSNW-TV, PO Box 333, Wichita, KS 67201. EOE.

News photographer/editor: KMBC-TV will be hiring a news photographer/editor. Duties include video tape photography, editing, and microwave truck operation. We are looking for someone with a creative eye and a team attitude. Applicant should have a college degree in broadcasting or TV news experience. Minorities and women are encouraged to apply. Send resume, references and video tape to: Assistant News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. Tapes are not returnable. No telephone calls, please. EOE.

Sports anchor: Small market network affiliate in the Southwest needs experienced sports anchor/reporter. EOE. Please submit resume to Box Q-45.

Meteorologist/weathercaster: Midwest affiliate seeks experienced weathercaster with strong on-air presence for six and ten PM newscasts. Excellent fringe benefits. Send resume and salary requirements to Box Q-46. EOE.

News producer: Group-owned affiliate seeks an assertive, determined individual with a need to win and the skills required. Experience producing newscasts absolutely required. New broadcast facility. All applications confidential to News Director, WCIV, PO Box 22165, Charleston, SC 29413. EOE. M/F. No phone calls, please.

News director: Dynamic news professional needed to direct top 30 market Fox affiliate newscast. Creative marketing concepts, hands-on management, in addition to a minimum of 3 years journalistic supervisory background required. Send resume to: WXIN-TV, PO Box 59, Indianapolis, IN 46206. Attn: Station Manager by 11/8/92. EOE.

NELP WANTED PROGRAMING PRODUCTION & OTHERS

Copywriter: A major sports & entertainment company is seeking experienced free-lance copywriters to help develop and create public service announcements for national broadcast. Send resume, book, and 3/4" demo reel to PO Box 3367, Secaucus, NJ 07094-3367. EOE.

Promotion & marketing manager: Strong, southwest, VHF independent is seeking a candidate with broad experience in news and entertainment campaign development, media planning and co-op management, and sales promotion. No phone calls, please send resume and non-returnable tape to Program Manager, KPHO TV, 4016 North Black Canyon, Phoenix, AZ 87017. EOE.

Production writer/producer: If you love promoting movies, sports, sitcoms and news, have at least three years promotion experience and want to work with an award winning team in a state of the art facility, rush your tape and resume to New York's leading independent station, WPIX. WPIX, 220 East 42nd Street, NY, NY 10017, Employment A. We are an equal opportunity employer. A Tribune Broadcasting Company.

Television Sr. production technician: NYC Foundation currently seeks an experienced technician to work in the TV production department. Responsibilities include setting up basic lighting, audio, floor manager, generator, field camera, editing, studio staging, technical directing functions and all other elements of the studio, location and post production operations. Requirements include a BA degree in Communications or satisfactory equivalent, and a minimum of two years recent operational experience in TV production. Applicants must have a motor vehicle driver's license valid for operation in the State of New York. Previous post production editing experience required as is the ability to supervise. Salary: \$29,043 + benefits. If interested, please send resume to: WNYC Human Resources Dept. 13-P, 1 Centre St., New York, NY 10007. EOE/M/F/H/V.

A major sports & entertainment company is seeking a producer/editor to write, edit, and produce video news releases and corporate/sales videos. Must have hands-on experience with off-line editing, excellent writing skills, and extensive experience in both field and post production. An equal opportunity employer. Send resume and 3/4" demo tape to: PO Box 3367, Secaucus, NJ 07094-3367. EOE.

Promotion writer/producer: Seeking talented writer for entry level position with experience in 3/4" off-line editing. Send non-returnable tape and resume to promotion manager. KDRV, PO Box 4220, Medford, OR 97501. EOE.

Senior director: ABC affiliate in South Bend/Elkhart is looking for an experienced "hands-on" director who's interested in accepting management responsibilities. Candidate must excel in creating commercials and programs. Send resume, salary requirements and non-returnable tape to: Operations Manager, WSJV-TV, 58096 County Road 7, South, Elkhart, IN 46517. EOE. No calls please!

SITUATIONS WANTED MANAGEMENT

Former general manager of successful station that has been sold looking for a position in sales or management. Prefer under performing stations where creativity is required. Reply to Box Q-26.

SITUATIONS WANTED TECHNICAL

Mobile EIC video/transmission maintenance engineer, based in New York area. 20 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

SITUATIONS WANTED NEWS

Broadcast vet: Strong commercial production and sales. One year TV news and sports anchor experience, 10 yrs. radio ann. and sales. Seeks TV news anchor and/or sales, but consider radio. Amenable. Welcome drug test. Aggressive. Good image. Conscientious. 214-270-1114.

Female-10 yr. veteran as local news reporter, producer w/major health network & correspondent w/syndicated programs seeks new opportunity. Extensive investigative background w/medical-health-environmental expertise. NW or SW preferred but other areas considered. 914-634-1981.

Fail safe — Act now before winter prices set in! Why not hire someone who's done it all! 23 years in the #1 market: O&O TV reporter, O&O assignment editor, and Emmy award winning field producer. Presently hosting NYC cable public affairs show and reporting at a NYC all news radio station. Ready for full-time reporting, news director slot, or combo. Let's get creative! You won't regret it!! 516-691-6933.

Knowledgeable sportscaster: 4 years experience radio/TV, USA Today, SportsPhone. Seeks brighter opportunities as announcer, writer, reporter, production assistant, etc. Willing to relocate. Jeff 516-826-4240.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Doctoral assistantships: The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting, journalism, and advertising concentration. M.S. degree helpful. GRE required. Program requires 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for fall 1993 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347. EOE.

University of Tennessee, Knoxville: Assistant professor, department of broadcasting. To be filled by August 1993. Teach in areas of corporate video, TV production and new technologies, coordinate the department's video facilities and equipment and conduct research and/or produce creative projects. Ph.D. in Broadcasting or related field, or master's degree with significant professional experience required. Demonstrated success as a teacher with potential in research and/or creative activities. Send letter, vita, and names and addresses of three references to Dr. Barbara Moore, Department of Broadcasting, 333 Communications Building, University of Tennessee, Knoxville, TN 37996. Review of applications will begin November 16, 1992. UTK is an EEO/AA/Title IX/Section 504/ADA employer.

Western Michigan University: Telecommunication: Tenure track assistant professor position, starting August 16, 1993. Ph.D. in Mass Communication required, with background and experience in telecommunication management, sales, and programing. Education and experience in one or more of the following areas desirable: Media production, broadcast journalism, corporate media. Salary competitive and commensurate with qualifications and experience. Review of applications will begin December 1, 1992, and will continue until suitable candidates are found. Western Michigan University, a Carnegie Classification Doctoral I Institution, has embarked upon a vigorous affirmative action program and encourages applications from women and members of minority groups. The university, which currently enrolls about 27,000 students, is located in the desirable southwest Michigan area. Please send letter of application, vita, transcripts, and three recent letters of recommendation by December 1, 1992 to: Dr. Richard J. Dieker, Chairperson, Department of Communication, Western Michigan University, Kalamazoo, MI 49008-5090. WMU is an equal opportunity/affirmative action employer.

The School of Journalism at the University of Montana: Dean. The University of Montana School of Journalism is the second-oldest undergraduate journalism school in the nation. It is accredited by ACEJMC and offers B.A. degrees in Journalism and Radio-Television and an M.A. in Journalism. The University of Montana is a comprehensive liberal arts institution with seven professional schools, 10,500 students and 400 faculty. The university is one of six units of the Montana University System and the center of liberal arts education in Montana. It is the only university in the state with a school of journalism. The dean is the academic, administrative and professional leader of the school. Duties include general administration, teaching, advising, outside fundraising, directing the academic program and serving as the school's advocate on and off campus. Qualifications include: 1. Distinguished professional experience in print or broadcast news; 2. Distinguished college-level teaching experience; 3. Administrative experience, preferably in an academic institution; and 4. An advanced degree and professional accomplishments commensurate with appointment at the rank of professor. The position is tenurable. The salary is competitive. Applications must be postmarked by Dec. 1 and should include a statement of interest, professional resume and transcripts. Nominations are encouraged and must be received by Nov. 16. Applications and nominations should be sent to: Search Committee, School of Journalism, University of Montana, Missoula, MT 59812. The University of Montana is an equal opportunity/affirmative action employer.

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.

HELP WANTED TECHNICAL

Maintenance engineer: Regent University's School of Radio, Television & Film has immediate opportunity for individual with experience in troubleshooting to the component level and repairing equipment such as Sony, BetaSP cameras, and VTR's, CMX editing system, digital effects, radio and film production. The college has the mission of providing graduate-level education within an evangelical worldview. Staff and faculty are expected to share such a perspective. Regent University does not discriminate on the basis of age, disability, race, gender, color, and national or ethnic origin. Competitive salary and benefits. Closing date is December 1, or when position is filled. Send resume and salary requirements to Martha Smith, Director of Personnel, Regent University, 1000 Centerville Turnpike, Virginia Beach, VA 23464-5041. EOE.

EMPLOYMENT SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

Lease-purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

Complete news/talk radio studio facility (used 18 months) with 5 rooms of equipment including modular cabinetry, P.R. "stereo mixers," mics, tape decks, etc. Inventory list upon request. For more info call KBLA 213-665-1580.

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

RADIO

SITUATIONS WANTED NEWS

READY

12 years morning drive news for ABC network major, L.A. all news, morning drive before that. Pro wants to chuck NYC for nice place to live. News or personality, host. Bright, warm morning sound.

Reply to Box Q-51

TELEVISION

EDUCATIONAL SERVICES

TV WEATHERCASTERS WORKSHOP NATIONAL WEATHER NETWORK OFFERS WEEK-END TV WEATHERCASTING SEMINARS FOR ASPIRING TALENT. GAIN PRACTICAL COMPUTER GRAPHICS EXPERIENCE & WORK THE CHROMAKEY. SHARPEN YOUR ON-AIR SKILLS AND PRESENTATION IN OUR COMPLETE STUDIO. PRODUCE YOUR ON-AIR DEMO TAPE AND BENEFIT FROM THE ADVICE OF WORKING PROFESSIONALS. CALL NWN TODAY FOR BOOKING INFORMATION 801-352-6673

HELP WANTED MANAGEMENT

ASSISTANT NEWS DIRECTOR

Capable of starting up news department, aggressive self starter, knowledgeable person, can make a nice future in sunny Clearwater Florida. CPN Television Inc., 813-530-5000 Stu Arnold or Sherry

HELP WANTED SALES/RESEARCH

SALES RESEARCH DIRECTOR

TOP 5 MARKET AFFILIATED STATION. QUALIFICATIONS INCLUDE FAMILIARITY WITH NSI, ARB, JEFFERSON PILOT, LEIGH STOWELL/MARSHALL MARKETING, TAPSCAN, SCARBOROUGH, ETC. CANDIDATE SHOULD HAVE THE ABILITY TO INTERPRET DATA IN AN EFFECTIVE, COMPETITIVE MANNER. POSITION REQUIRES A SELF-STARTER WHO POSSESSES STRONG MARKETING AND SALES CLIENT PRESENTATION SKILLS. RESEARCH DIRECTOR WILL WORK CLOSELY WITH GSM AND MUST INTERACT WITH THE LOCAL AND NATIONAL SALES STAFF. SALARY COMMENSURATE WITH EXPERIENCE. EOE. SEND LETTER WITH RESUME AND SALARY REQUIREMENTS. REPLY TO BOX Q-41.

HELP WANTED NEWS

NEWS ANCHORS

San Diego

KUSI-TV IN SAN DIEGO IS PLANNING ANOTHER NEWS EXPANSION AND WANTS BRIGHT AND EXPERIENCED NEWS ANCHORS WHO WILL COMPETE SUCCESSFULLY IN PRIME TIME ON A WELL-PACED, HIGH QUALITY NEWSCAST.

SHOW US YOUR ANCHOR WORK, "LIVE" REPORTING, INTERVIEWING AND HOW YOU INTER-ACT ON SET WITH MEMBERS OF YOUR NEWS TEAM.

PLEASE DON'T CALL. SEND NON-RETURNABLE VHS OR 3/4" TAPE AND RESUME TO:

DIRECTOR,
HUMAN RESOURCES
KUSI-TV
PO BOX 719051
SAN DIEGO, CA 92171

EQUAL OPPORTUNITY EMPLOYER

HELP WANTED LEGAL

LEGAL COUNSEL

Children's Television Workshop is seeking a bright, energetic and creative Attorney for their Legal Affairs Division.

Reporting to the VP/Director of Legal Affairs, you will research, negotiate and assist in business deals, provide legal advice and guidance, prepare contracts and other documents for domestic and international projects and CTW's Magazine Group; handle various legal matters and contracts as assigned by the VP/Director of Legal Affairs.

The candidate should have the following qualifications:

- Law degree
- Practicing attorney for a minimum of 5 years
- Legal/Business Affairs experience in TV, film and/or Print
- Budgeting familiarity, preferred

We offer an excellent compensation and benefits package. Send resume with salary requirements, in confidence, to: (Resumes MUST have salary requirements)

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New York, NY 10017

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 Dicks Ave. S.W., Washington, DC 20036. For information call (202) 555-3300 and ask for Miss Miller.

Payable in advance. Check, money order or credit card cash. MasterCard or American Express. Full and final payment must accompany all orders. All orders must be in writing by either letter or fax: 202-555-3279. Payment made by credit card indicate card number, expiration date and daytime phone number.

Deadline: Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply to those published during a week containing a legal holiday. A special notice announcing the exact 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 Adult Entertainment. Help Wanted or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the ad. NO more goods will be put in if an advertisement is not included. No personal ads.

Rates: Classified help/wanted (non-display): Per issue: Help Wanted: \$1.60 per word, 532 weekly minimum. Situations Wanted: 80¢ per word, 576 weekly minimum. All other classifications: \$1.60 per word, 532 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as \$, %, @, #, 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 full inch increments): Per issue: Help Wanted: \$158 per inch. Situations Wanted: 86¢ per inch. All other classifications: \$158 per inch. For Sale: Situations Wanted: \$158 per inch. Music, Home & Business Opportunities, advertising, house display space: Agency commission only on display space. Frequency rates available.

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

Reply to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 Dicks Ave. S.W., Washington, DC 20036.

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

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

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

CABLE

HELP WANTED PROGRAMING
PROMOTION & OTHERS



ON-AIR PROMOTIONS PRODUCER

The nation's premiere news network is seeking a top-of-the-line promotions producer with fresh ideas! Strong background in film, tape and graphic production with solid writing skills a must. Two years experience in major market on-air promotions gets you consideration.

Resumes & 3/4" Tape to:

Randall Tatum

Manager News Promotions

One CNN Center

4th Floor, North Tower

Box 105366

Atlanta, GA 30348-5366

Equal Opportunity Employer

ALLIED FIELDS

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NO OUTLANDISH PHONE CHARGES
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THE BEST JOBS ARE ON THE LINE
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News Jobs

RTNDA Job Service

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

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

FOR SALE EQUIPMENT

FOR SALE

GRASS VALLEY KALEIDOSCOPE DPM-1

\$79,000.00

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C FM IN FAST GROWING SOUTH-
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SERIOUS BUYERS ONLY.

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OPERATING CLASS A - FM IN SOUTH AR-
KANSAS. WE HAVE AUTHORIZATION FOR
POWER INCREASE TO 25,000 WATTS.

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WAYNE BREWIES— 501-798-4107
BETWEEN 3PM AND 6PM CENTRAL TIME.

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\$350K/TERMS • MOTIVATED SELLER!

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1.2 MILLION,

SOME TERMS AVAILABLE.

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Top audience share, Regional signals
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Mint Equipment, Sales growth
Steady economy, \$595,000.

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Reasonable Multiple.

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BROKERAGE

UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF MASSACHUSETTS

STATE STREET BANK & TRUST COMPANY
and BAY BANK BOSTON, N.A.
Plaintiffs,

Civil Action
No. 92-11436-WD

vs.

ARROW COMMUNICATIONS, INC
ARROW COMMUNICATIONS OF ALABAMA, INC.,
and ARROW COMMUNICATIONS OF UTICA/ROME, INC.
Defendants.

RECEIVER'S NOTICE OF SALE

PLEASE TAKE NOTICE:

William R. Rice, Receiver ("Receiver") of Arrow Communications of Alabama, Inc. and its affiliated companies ("Arrow"), intends to sell all of the assets, tangible and intangible, real, personal or mixed, used in the operation of radio stations WTNW-AM and WFFX-FM ("Assets"). The sale will be in accordance with the terms of a proposed purchase agreement attached to an application filed by the Receiver for authority to sell the assets ("Purchase Agreement"). Counteroffers are hereby being solicited.

The terms and conditions of the proposed purchase are set forth in the Purchase Agreement, a copy which may be obtained by interested purchasers by contacting the Receiver at the address shown at the foot of this notice. Under the Purchase Agreement, the proposed purchase price for the assets is \$900,000, plus 60% of the face value of all outstanding accounts receivable existing at the time of closing, together with the assumption of certain contractual and leasehold obligations associated with such radio station operations (the "Purchase Price"). It is anticipated that outstanding accounts receivable at the time of closing will be \$100,000. Competing bids must be at least \$50,000 in excess of the offer.

The Buyer will receive a Receiver's Deed and a Bill of Sale from the Receiver pursuant to an Order of the United States District Court for the District of Massachusetts.

IN ORDER TO BE CONSIDERED, A COUNTEROFFER MUST BE FILED WITH THE RECEIVER PURSUANT TO THE PROCEDURE ESTABLISHED BELOW.

All persons interested in bidding for the Assets must submit their counteroffers to the receiver by the date set forth below and must appear at the hearing scheduled on the sale. The deadlines established below shall control any further bidding or counteroffers.

Parties interested in submitting a counteroffer may obtain a copy of the Purchase Agreement by contacting William R. Rice, the Receiver herein at the address and telephone number listed below.

The Counteroffer procedure established hereby is designed to encourage, not discourage, further bids for the Assets, and higher offers will be welcomed by the Receiver. Counteroffers accompanied by a deposit in the amount of Ten Thousand Dollars (\$10,000) are welcome, but must be submitted within the scheduled time set forth below. If any counteroffer is accepted by the Court, an additional \$90,000 must be deposited in escrow upon such approval. The balance of the Purchase Price shall be required to be paid in cash at closing.

All interested parties are invited to submit counteroffers for the purchase of the Assets. Any counteroffer must be submitted in writing to the Receiver at the address shown below, before the 29th day of October, 1992, and filed with the Clerk of the U.S. District Court of the District of Massachusetts, U.S. Post Office and Courthouse, Boston, Massachusetts 01209. To be considered as a qualified counteroffer, the counteroffer delivered to the Receiver must be accompanied by a deposit in the amount of Ten Thousand Dollars (\$10,000), in the form of a certified or bank check payable to William R. Rice, Receiver. (Please write the appropriate tax identification number on the check.) At the hearing, any qualified counteroffer and the original proposed purchaser may be requested to file a new written bid. The deposit of the successful bidder will be forfeited if the successful bidder fails to complete the purchase. All other deposits will be returned.

A hearing on counteroffers on the proposed sale, if any, and the authorization for the sale, will be held in the United States District for the District of Massachusetts, U.S. Courthouse, Boston, Massachusetts, on the 5th day of November, 1992, at 3:30 o'clock P.M. If you have submitted a counteroffer for the purchase of the Assets, you will be expected to be present at such hearing. The hearing may be continued from time to time by the Court without further notice.

Date: Oct. 1, 1992

William R. Rice, Receiver for Arrow
Communications, Inc. et al

FOR INFORMATION CONTACT:

William R. Rice, Receiver
William R. Rice Company
9102 N. Meridian Street, Suite 500
Indianapolis, Indiana 46260
Telephone: 317-844-7390

Date Book

Highlighted listings indicate major meetings.

OCTOBER

Oct. 27—International Radio and Television Society, sports division, seminar "Radio: The Conscience of Baseball." Time Life Building, New York. Information: Julie Furman, (212) 867-6650.

Oct. 27-29—LPTV annual conference and exposition sponsored by Community Broadcasters Association. Tropicana, Las Vegas. Information: (800) 225-8183.

Oct. 28—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Bridget Potter, senior vice president, original programming, Home Box Office. Copacabana, New York. Information: (212) 768-7050.

Oct. 28-29—Ohio Association of Broadcasters fall convention. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 228-4052.

NOVEMBER

Nov. 4—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Steve Cohen, chairman and CEO, American Transportation Network. Copacabana, New York. Information: (212) 768-7050.

Nov. 4-8—National Black Media Coalition 19th annual media conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Nov. 6-8—Society of Environmental Journalists second annual national conference. Keynote speaker: Ted Turner, founder, CEO, Turner Broadcasting System. University of Michigan, Ann Arbor, Mich. Information: Julie Edelson, (313) 769-7780; Emilia Askari, (313) 223-4536; Jim DeJen, (215) 854-2438.

Nov. 7—NAB Radio Manager's Roundtable for small and medium markets, including Q&A with FCC Mass Media Bureau Chief Roy Stewart. Holiday Inn Palo Verde, Tucson, Ariz. Information: (202) 429-5402.

Nov. 9—"Where Are the Ratings Systems Headed?" tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Susan Davis, (310) 453-4440.

Nov. 10-12—National Catholic Association of Broadcasters annual convention and Gabriel Awards banquet. St. Louis. Information: (513) 429-2663.

Nov. 10-13—Society of Motion Picture and Television Engineers 134th technical conference and equipment exhibit. Metro Toronto Convention Center, Toronto. Information: (914) 761-1100.

Nov. 11—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Kicha Ganapathy, AT&T Laboratories. Copacabana, New York. Informa-

tion: (212) 768-7050.

Nov. 12-14—Special Interest Video Association convention. Greenwich Hyatt Regency, Greenwich, Conn. Information: (201) 697-7776.

Nov. 13—"Investigative Reporting: America, What Went Wrong?" seminar sponsored by *Center for Communication*. Center, New York. Information: (212) 836-3050.

Nov. 15—Radio Hall of Fame black-tie gala sponsored by *Museum of Broadcast Communications*. Program will be fed live via satellite, free of charge to radio stations. Chicago. Information: (312) 629-6015.

Nov. 15—Deadline for entries for *Pope Foundation Journalism Awards*. Three \$15,000 awards will be made to mid-career print and television journalists who have written or produced investigative pieces within the last three years. Information: Catherine Pope, (212) 399-9069.

Nov. 18—"Careers in Radio," seminar sponsored by *Center for Communication*. Center, New York. Information: (212) 836-3050.

Nov. 19—International Radio and Television Society newsmaker luncheon. Speaker: Phil Donahue. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

Nov. 19-22—National Association of College Broadcasters national conference. Providence, R.I. Information: (401) 863-2225.

Nov. 19-22—Society of Professional Journalists national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

DECEMBER

Dec. 1—Cable Television Administration and Marketing Society fourth annual western regional pay-per-view conference. Hyatt Regency Alicante, Anaheim, Calif. Information: Kirsten McConnell, (703) 549-4200.

Dec. 2-4—Western Cable Show sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

Dec. 3—Ohio Association of Broadcasters sales workshop. Embassy Suites Hotel, Columbus, Ohio. Information: (614) 228-4052.

Dec. 3—American Sportscasters Association eighth annual Hall of Fame Awards dinner. Inductee: Vin Scully, veteran sports announcer and voice of the Los Angeles Dodgers. Marriott Marquis Hotel, New York. Information: Louis Schwartz, (212) 227-8080.

Dec. 13—Second annual Robert E. Dallos memorial lecture. Speaker: Bernard Shaw, anchor, CNN. *New York Society for Ethical Culture*, New York. Information: (212) 874-5210.

JANUARY-JUNE 1993

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

Jan. 19—Nebraska Broadcasters Association winter meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Jan. 21-23—Louisiana Association of Broadcasters annual convention. Fairmont Hotel, New Orleans. Information: (504) 922-9150.

Jan. 24-28—NATPE International/Association of Independent Television Stations. NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orlanopoulos, for NATPE, (310) 453-4440, and Angela Giroux, for INTV, (202) 997-1970.

Jan. 26-27—International Sports Summit. Beverly Hilton, Beverly Hills, Calif. Information: Peter Cantor, (301) 986-7800.

Feb. 2-3—Arizona Cable Television Association annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

Feb. 3—Ohio Association of Broadcasters sales workshop. Holiday Inn, North and State Route 23, North Columbus, Ohio. Information: (614) 228-4052.

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

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

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

March 3-6—24th Country Radio seminar sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 15-17—North Central Cable Television Association annual convention and trade show. Hyatt Hotel, Minneapolis. Information: (612) 641-0268.

April 16-21—MIP-TV, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

April 19-22—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

May 12-13—Ohio Association of Broadcasters spring convention. Clairion Hotel, Cincinnati. Information: (614) 228-4052.

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

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

Open Mike

PRAISING FRITTS

EDITOR: Your generous Sept. 14 editorial on Eddie Fritts's first decade at National Association of Broadcasters is well deserved.

As your unique, national publication has been *the* most consistent and effective defender of free and independent broadcasting in our country, your approval of Eddie's stewardship is meaningful and significant to him and to all of us who have been the beneficiaries of his leadership.

Permit me to also use the occasion to again urge an enlightened attitude concerning a merger of NAB and the Radio Advertising Bureau, which will provide needed sales and marketing help for NAB members and standing and stature as something more than peddlers to the RAB diehards. And though they both continue their posturing to the contrary...this too will happen.

Eddie Fritts is strong enough now to confront the RAB fiefdom and the egos therein just as we did in the case of the National Radio Broadcasters Association.—*William O'Shaughnessy, president and editorial director, WVOX(AM)-WRTN(FM) Westchester, N.Y.*

STAYING WITH CBS

EDITOR: I want to clarify my remarks in your Sept. 21 "Journalism '92" special report. I haven't recommended dropping the *CBS Evening News* to our station management. The evening broadcast is a strong lead-in to our 5:30 broadcast, and it is my hope the combination doesn't change. In our long phone interview, I said that if we dropped the broadcast—meaning we as affiliates and the network—local stations could fill the void.

Local anchors have strong credibility in their markets, whether reporting on city hall or Capitol Hill. All of us have access to live and taped news material from just about any-

where in the country, from many different news delivery services. More and more stations send their own crews to the scenes of stories hundreds or thousands of miles away.

The commitment made to affiliate news directors at the 1992 RTNDA convention, however, makes it highly unlikely that we will have to live without the evening broadcast. In fact, it seems CBS is committed to providing more news programing than ever before, and allowing local affiliates more opportunities to integrate local programing in the national broadcasts.

I'm not involved in the compensation discussions going on between the network and its affiliates. Hopefully, they can be resolved so we can get on with the business of planning a future that includes more news, at both the local and network levels. Eric Ober has CBS News well on its way to that goal. I'd rather have Rather than have to program without him.—*Brian Olson, news director, KGWN-TV Cheyenne, Wyo.*

FINEST HOUR

EDITOR: I have been earning my living in broadcasting for 43 years. I have never been so proud of the profession I chose than during the spectacular coverage of Hurricane Andrew by Miami broadcasters, and by the wonderful and heartfelt response by broadcasters all over this nation following the devastation caused by the storm.—*George Doolley, president-chief executive officer, WPBT(TV) Miami.*

HOW FOX WORKS

EDITOR: The Fox New Service appreciates BROADCASTING's interest in the development and growth of Fox News. In your Oct. 5 issue, you reported on how the Fox News Service obtains news video in markets where the local Fox affiliate is not currently producing news. In those markets, FNS utilizes stringers or

other local stations for coverage. Those non-Fox stations providing FNS with news video do so under either a news exchange agreement or by selling FNS material on an ad-hoc basis.

To clarify, WAGA-TV Atlanta is an example of a station that has entered into a news exchange relationship with the Fox News Service, and WCVB-TV Boston is one from which FNS has purchased coverage. We did not mean to imply that WCVB-TV is an FNS reciprocal station.—*Paul Amos, executive vice president, Fox News Service, Washington.*

AM RECEIVER PROBLEM

EDITOR: The 1992 edition of the *Annual Equipment Directory* has been published by *Audio* magazine. This is an annual listing of consumer products aimed at audio aficionados ranging from impoverished teenagers to perfectionists able and willing to spend as much as \$9,000 for just a pair of loudspeakers. These are people who support those technical innovations that provide improved audio quality; e.g., those behind the overnight success of the CD.

It's appalling that of the 80 models of component radio tuners listed in this directory, *only three* are listed as AM stereo compatible. The cheapest is priced at \$650.

It's even worse among the integrated receiver listings: of 185 models listed, most of them AM-FM and ranging in price up to \$2,995, evidently *none* includes AM stereo capability.

Of tuners and receivers with AM-FM coverage, the AM specifications aren't even listed. With good reason, no doubt. Nowhere in the directory can I find even a hint of AMAX receiver standards.

Deplorably, it's clear that AM faces a monumental struggle for its very survival, let alone recovery.—*Robert H. Coddington, Richmond, Va.*

For the Record

As compiled by BROADCASTING from October 12 through October 16 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KSED(FM) Sedona, AZ** (BAPH920915GZ; 107.5 mhz; 76.28 kw; ant. 1,463 ft.)—Seeks assignment of CP from RAP Broadcasting Corp. to Red Rock Communications Ltd. for \$100,000. **Seller** is headed by Margaret C. Durham, and has no other broadcast interests. **Buyer** is headed by Thomas S. Rockler, who also owns KCRZ(FM) Tucson, AZ. Wayne A. Cook and Marjorie S. Cook, officers of assignee, are each 50% owners of licensee KSGC(FM) Tusayan, AZ. Filed Sept. 15.

■ **KABK-FM Augusta, AR** (BALH920922HL; 97.7 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Harvey Fritts, receiver, to Good News Network Inc. for \$150,000. **Seller** has interests in KGHT(AM) Sheridan, AR. **Buyer** is headed by John Latham, and has interests in licensees of one AM and two FM's. Filed Sept. 22.

■ **KRTY(FM) Los Gatos-San Jose, CA** (BALH921002GY; 95.3 mhz; 370 w; ant. 860 ft.)—Seeks assignment of license from Royal Broadcasting of California Inc. to Empire Broadcasting Corp. for \$3.31 million ("Changing Hands," Oct. 12). **Seller** is headed by Randolph E. George, media broker, who was receiver for CKKK(FM) Kanab, Utah. **Buyer** is headed by Robert S. Kieve, who also has interests in KLIV(AM)-KARA(FM) San Jose. Filed Oct. 2.

■ **KQPT(FM) Sacramento, CA** (BALH920925GU; 100.5 mhz; 115 w-H, 105 w-V; ant. 380 ft.)—Seeks assignment of license from Duchossois Communications Co. to The Brown Organization for \$7 million ("Changing Hands," Sept. 28). **Seller** is headed by Roland C. Johnson, and is also selling KJYK(AM)-KKLD(FM) Tucson, AZ. It also owns WHFS(FM) Washington and KGLL(FM) Greeley, CO. **Buyer** is headed by Michael J. Brown and Willet H. Brown, and is licensee of three AM's and five FM's. Filed Sept. 25.

■ **KRMH-AM-FM Leadville, CO** (AM: BA-

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

L920911EA; 1230 khz; 1 kw-U; FM: BALH920911EB; 93.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Phoenix Broadcasting Inc. to Gardiner Broadcast Partners Ltd. for \$10,000. **Seller** is headed by Michael Lowrey, and has no other broadcast interests. **Buyer** is headed by Clifton H. Gardiner, and is licensee of three AM's and five FM's. Filed Sept. 11.

■ **KRRU(AM) Pueblo, CO** (BAL920914EF; 1480 khz; 1 kw-D)—Seeks assignment of license from Joyce C. Erway to Quetzal Communications Corp. for \$140,000. **Seller** is sole proprietor of KKSB(AM) Santa Barbara, CA. **Buyer** is headed by Gail Wallace. Vice president David Drucker has interests in one AM and two TV's. Filed Sept. 14.

■ **WTIC-TV Hartford, CT** (BAL920917KH; ch. 61; 5,000 kw-V; 1,000 kw-A; ant. 1,692 ft.)—Seeks assignment of license from Channel 36 Licensee Corp. to 36 Licensee Inc. for undisclosed price; industry sources estimate assignment at \$175 million to \$200 million (see WATL(TV) Atlanta, below). Filed Sept. 17.

■ **WKIQ(AM) Eustis, FL** (BAL920923EC; 1240 khz; 1 kw-U)—Seeks assignment of license from Starship Communications Inc. to J & V Communications Co. for \$75,000. **Seller** is headed by Hugh E. Reams, and is licensee of WKFL(AM) Bushnell, FL. **Buyer** is headed by Jesus M. and Virgen Torrado, husband and wife, and is licensee of WTRR(AM) Sanford, FL. Filed Sept. 23.

■ **WLVE(FM) Miami Beach** (BAPLH920921HC; 93.9 mhz; 96 kw; ant. 1,006 ft.)—Seeks assignment of CP from Gilmore Broadcasting Corp. to Paxson Enterprises Inc. for \$14 million ("Changing Hands," Aug. 17). **Seller** is headed by Jim Gilmore Jr., and is also licensee of WEHT(TV) Evansville, IN. **Buyer** is headed by Lowell Paxson, who recently sold WHVE(FM) Cocoa Beach, FL ("Changing Hands," Sept. 28), and purchased two AM's and three FM's in Florida. Paxson owns five AM's and eight FM's. Filed Sept. 21.

■ **WXBM(FM) Milton, FL** (BALH920917GP; 102.7 mhz; 100 kw; ant. 1,320 ft.)—Seeks assignment of license from WXBM Inc. to June Broadcasting Inc. for \$4.5 million ("Changing Hands," Sept. 28). **Seller** is headed by Lou Mahacek, and has no other broadcast interests. **Buyer** is headed by Philip J. Giordano, and has interests in licensees of one AM and two FM's. Filed Sept. 17.

■ **WRBD(AM) Pompano Beach FL** (BAL920918EB; 1470 khz; 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Sunao Broadcasting Co. Inc. to WRBD Inc. for \$202,000. **Seller** is headed by John W. Ruffin Jr., and has no other broadcast interests. **Buyer** is headed by Jerry J. Rushin. Certain directors of assignee have interests in four AM's and three FM's. Filed Sept. 18.

■ **WEEJ(FM) Port Charlotte, FL** (BALH921001HE; 100.1 mhz; 3 kw; ant. 150 ft.)—Seeks assignment of license from Chambersburg Broadcasting Co. to Kneller Broadcasting of Charlotte County Inc. for \$1.5 million. **Seller** is headed by John S. Booth, and is licensee of WCHA(AM)-WIKZ(FM) Chambersburg, PA. **Buyer** is headed by Harold M. Kneller Jr. and is licensee of WKII(AM) Port Charlotte, FL. Filed Oct. 1.

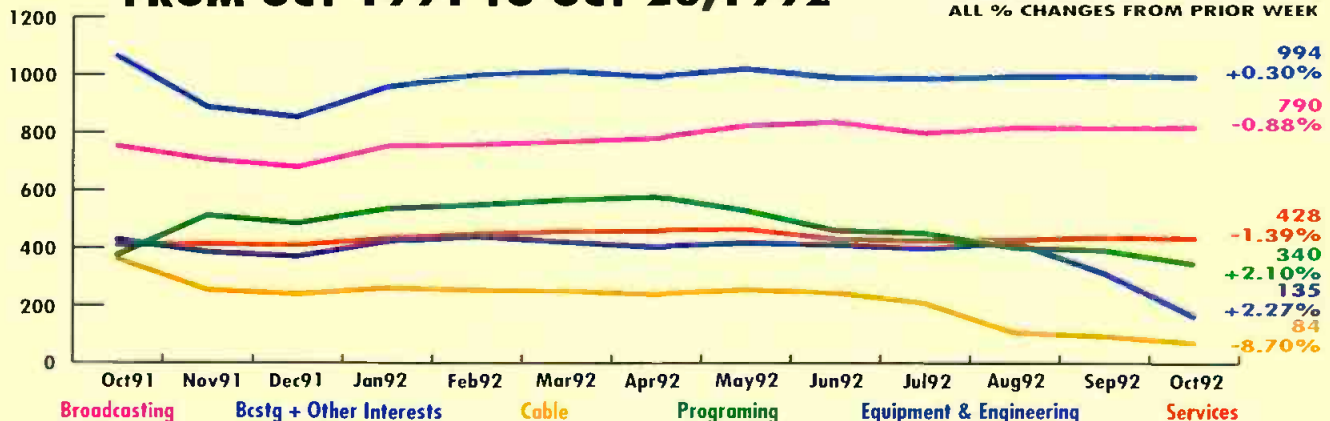
■ **WCCF(AM)-WQLM-FM Punta Gorda, FL** (AM: BAPL920914EG; 1580 khz; 1 kw-D, 122 w-N; FM: BALH920914EH; 92.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from WQLM-FM Inc. to Internart Broadcasting Southwest Florida Inc.; asset purchase agreement will be filed as amendment in near future. **Seller** is headed by Carl J. Marrocci, and is subsidiary of Ogden Newspapers Inc., licensee of four AM's and four FM's. **Buyer** is headed by James E. Martin Jr., and has interests in licensee of WGO(FM) Midway, GA. Filed Sept. 14.

■ **WATL(TV) Atlanta** (BAL920917KF; ch. 36; 2,682 kw-V; 402 kw-A; ant. 1,170 ft.)—Seeks assignment of license from Channel 36 Licensee

STOCK MARKET PERFORMANCE AVERAGES FROM OCT 1991 TO OCT 20, 1992

NASDAQ: 592.70 (+2.82%)
S&P Ind.: 486.44 (+1.54%)

ALL % CHANGES FROM PRIOR WEEK



Corp. to 36 Licensee Inc. for undisclosed price; industry sources estimate assignment at \$175 million to \$200 million ("Changing Hands," Sept. 14). Assignment includes WTIC-TV Hartford, CT, KDVR(TV) Denver and WXIN(TV) Indianapolis (see individual stations). Seller is subsidiary of Chase Communications, headed by Arnold Chase, and is licensee of WTIC-AM-FM Hartford, CT, and is currently building cable systems in Poland. Buyer is subsidiary of Renaissance Communications, headed by Michael Finkelstein, and is licensee of four TV's. Filed Sept. 17.

■ **WSIZ(FM) Ocala, GA** (BAPH920929GT; 98.5 mhz; 3 kw)—Seeks assignment of CP from Osceola Communications Inc. to Clarence T. Barinowski for \$55,000. Seller is headed by Curtis F. Rogers Jr., and is also licensee of WSIZ(AM) Ocala, GA. Buyer has interests in licensee of four noncommercial FM's. Filed Sept. 29.

■ **KKOA(FM) Volcano, HI** (BAPH920916HD; 107.7 mhz; 6 kw; ant. 100 m.)—Seeks assignment of CP from Mary Miho-Finley to Li Hing Mui Inc. for \$51,163. Seller has no other broadcast interests. Buyer is headed by Philip Brewer, and is licensee of KHLO(AM) Hilo, HI. Brewer owns KKBG(FM) Hilo and KLEO(FM) Kahaluu, both Hawaii. Filed Sept. 16.

■ **KCVI(FM) Blackfoot, ID** (BAPH920917GO; 101.5 mhz)—Seeks assignment CP from Richard P. Bott II to Western Communications Inc. for \$100,000. Seller has interests in KCVI(FM) Mt. Bullion, CA, and KSIV(AM) Clayton, MO. Buyer is headed by M. Kent Frandsen, and is licensee of three AM's and three FM's. Filed Sept. 17.

■ **WRYT(AM) Edwardsville, IL** (BAL920911ED; 1080 khz; 500 w-D)—Seeks assignment of license from Horizon Broadcasting Corp. to Hometown Broadcasting Co. Inc. for \$200,000. Seller is headed by Robert Howe, and has no other broadcast interests. Buyer is headed by Thomas M. Lauher, and has no other broadcast interests. Filed Sept. 11.

■ **WVEM(FM) Springfield, IL** (BALH920925GV; 101.9 mhz; 50 kw; ant. 300 ft.)—Seeks assignment of license from Dan Menghini to Saga Communications for \$1.44 million ("Changing Hands," Oct. 12). Seller has no other broadcast interests. Buyer is headed by Edward K. Christian, and is also acquiring WIXY(FM) Champaign IL (see "Changing Hands," Oct. 19). It is licensee of six AM's and nine FM's. Filed Sept. 25.

■ **WXIN(TV) Indianapolis** (BALCT920917KI; ch. 59; 2,090 kw-V; 209 kw-A; ant. 990 ft.)—Seeks assignment of license from Channel 36 Licensee Corp. to 36 Licensee Inc. for undisclosed price; industry sources estimate assignment at \$175 million to \$200 million (see WATL(TV) Atlanta, above). Filed Sept. 17.

■ **WKID(FM) Vevay, IN** (BALH920922GO; 95.9 mhz; 2.7 kw; ant. 480 ft.)—Seeks assignment of license from Gray & Gray Communications Inc. to Raydell Media Group Inc. for \$32,146. Seller is headed by Carlos P. Gray, and has no other broadcast interests. Buyer is headed by Carolyn D. Hubbard, and has no other broadcast interests. Filed Sept. 22.

■ **WHRM(AM) Winchester, KY** (BAL920921EC; 1380 khz; 2.5 kw-D, 40 w-N)—Seeks assignment of license from Hancock Communications Inc. to WWKY Inc. for \$60,000. Seller is headed by Bayard H. Walters, and has interests in licensees of six AM's and seven FM's. Walters also has interests in WHAL(AM)-WYQC(FM) Shelbyville, TN. Buyer is headed by Tim Smith, and has no other broadcast interests. Filed Sept. 21.

■ **KJCB(AM) Lafayette, LA** (BAL920918EA; 770 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Jackson Co. Broadcasting System Inc. to R & M Broadcasting Inc. for \$100,000. Seller is headed by Gerald H. Schiff, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Roy L.H. Winbush, and has interests in licensee of KPWS(AM)-KAJN-FM Crowley, LA. Filed Sept. 18.

■ **KLPL-AM-FM Lake Providence, LA** (BAL-

H920930EB; 1050 khz; 250 w-D; FM: 92.7 mhz; 2 kw; ant. 145 ft.)—Seeks assignment of license from Dixie Business Investment Co. to Arthur L. Thomas for \$30,000. Seller is headed by E. W. Patrick, and is licensee of WZFL-AM-FM Centreville, MS. Buyer has no other broadcast interests. Filed Sept. 30.

■ **KLIC(AM) Monroe, LA** (BAL920911EC; 1230 khz)—Seeks assignment of license from KLIC Radio Inc. to Fountain of Love Ministries for \$165,000. Seller is headed by Patricia Heard, and has no other broadcast interests. Buyer is headed by James W. Stewart, and has no other broadcast interests. Filed Sept. 11.

■ **WWFX-FM Belfast (Bangor), ME** (BALH920921HK; 104.7 mhz; 10 kw; ant. 1,099 ft.)—Seeks assignment of license from Union Financial Services Inc. to Group H Radio Inc. for \$525,000 ("Changing Hands," Oct. 5). Seller foreclosed on station in 1991. Buyer is headed by Michael Hauptman, and has no other broadcast interests. Filed Sept. 21.

■ **WUPQ(FM) Newberry, MI** (BALH920921GJ; 97.9 mhz; 50 kw; ant. 352 ft.)—Seeks assignment of license from Peninsula Broadcasting Co. to Northern Michigan University for \$140,000. Seller is headed by Leon B. Van Dam, and has no other broadcast interests. Buyer is headed by Hugh E. Jarvis and Edward F. Havlik, and is licensee of WUNM-FM-TV Marquette, MI. Filed Sept. 21.

■ **WJKX(FM) Ellenville, MS** (BALH920917GF; 102.5 mhz; 50 kw; ant. 377 ft.)—Seeks assignment of license from KZ Radio Ltd., debtor-in-possession, to South Jones Broadcasters Inc. for \$50,000. Seller has interests in one AM and four FM's. Buyer is headed by Gynn E. Holland, and has no other broadcast interests. Filed Sept. 17.

■ **WBNC(AM)-WMWV(FM) Conway, NH** (FM: BTC920918EH; 1050 khz; 1 kw-D, 63 w-N; FM: BTCH920918EI; 93.5 mhz; 3 kw; ant. 420 ft.)—Seeks transfer of control of North Country Radio Inc. to Lawrence H. and Joan T. Sherman, husband and wife, for \$160,000. Seller is headed by Cynthia B. Hall and Timothy T. Hilton, et al., and has no other broadcast interests. Buyers, former owners of station, have no other broadcast interests. Filed Sept. 18.

■ **WBZA(AM)-WAYI(FM) Glens Falls-Hudson Falls, NY** (AM: BTC920908EE; 1230 khz; 1 kw-U; FM: BTCH920908EF; 107.1 mhz; 280 w; ant. 844 ft.)—Seeks transfer of control from Mix Radio Inc. to Northway Broadcasting Inc. for exchange of shares (see WMXW(FM) Vestal, NY). Filed Sept. 8.

■ **WMXW(FM) Vestal, NY** (BTCH920908EG; 103.3 mhz; 407 w; ant. 2,791 ft.)—Seeks transfer of control from Mix Radio Inc. to Northway Broadcasting Inc. for exchange of shares. Joseph A. Reilly and David G. Mitchell will sell their stock in Northway, licensee of WBZA(AM)-WAYI(FM) Glens Falls-Hudson Falls, NY (see above), to William C. Burtis and E. Mark Vieira; Burtis and Vieira will sell their shares of stock in Mix Radio Inc. to Reilly and Mitchell, who are also each 25% shareholders of capital stock of Mix Radio. At closing, Reilly and Mitchell will contribute \$106,000 to capital of Northway, and Mix will pay \$400,000 for three-year non-compete covenant by assuming Northway's liabilities. Mitchell and Reilly also have interests in licensee of WKMC(AM)-WHPA(FM) Roaring Spring-Holidaysburg, PA. Reilly also has interests in WIZR(AM)-WSRD(FM) Johnstown, NY. Filed Sept. 8.

■ **WMNX(FM) Wilmington, NC** (BALH920930HS; 97.3 mhz)—Seeks assignment of license from Wilmington Radio Co. to Cape Fear Radio Co. for \$950,000. Seller is headed by Donald R. Watson, and recently sold WMFD(AM) Wilmington, NC ("For the Record," Sept. 21). Buyer is headed by Hannah D. Gage, and is licensee of WFNC(AM)-WQSM(FM) Fayetteville and WGN(FM) Wilmington, both North Carolina. Filed Sept. 30.

■ **WWIL(AM) Wilmington, NC** (BAL920915EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Word of Faith of Jacksonville Inc. to Family Radio Network Inc. for \$35,000. Seller is headed by Rick Osborne, and is also licensee of WWOV(AM)

Camp Lejeune, NC. Buyer is headed by James J. Stephens Jr., and has no other broadcast interests. Filed Sept. 15.

■ **WZOQ(FM) Wapakoneta, OH** (BALH920929GR; 92.1 mhz; 3 kw; ant. 320 ft.)—Seeks assignment of license from Arrow Communications Inc. to WZOQ Inc.; asset purchase agreement will be filed as amendment. Seller is headed by William R. Rice, receiver; he is also receiver for WTNW(AM)-WFFX(FM) Tuscaloosa, AL ("Changing Hands," Sept. 28), and for one AM and four other FM's formerly licensed to Arrow Communications. Buyer is headed by Kerby E. Confer, president of Keymarket Communications, licensee of four AM's and six FM's. Filed Sept. 29.

■ **WHUM(FM) Avis, PA** (BTCH920911GP; 99.9 mhz; 450 w; ant. 823 ft.)—Seeks transfer of control from CNW Communications Inc. to Kennedy Broadcasting Inc. for assumption of defaulted \$188,504 promissory note. CNW Communications Inc. holds all shares of HUM Inc., general partner of licensee HUM Broadcasting Ltd. Kennedy Broadcasting has exercised rights under stock pledge agreement to acquire HUM stock, thus reacquiring control of licensee. Kennedy Broadcasting Inc. is headed by John A. Kennedy Jr., who has interests in two FM's. Filed Sept. 11.

■ **WKPA(AM) Kensington, PA** (BAL920921EB; 1150 khz; 1 kw-D, 70 w-N)—Seeks assignment of license from Salem Media of Pennsylvania Inc. to Pentecostal Temple Development Corp. as gift; assignee will lease transmitter site from assignor. Seller is subsidiary of Salem Communications, headed by Edward G. Atsinger III and Stuart W. Epperson, and is licensee of eight AM's and five FM's. Atsinger and Epperson also have controlling interests in WAVA(FM) Washington, KFAZ(AM) San Francisco and KIOX-FM Delano, CA. Buyer is headed by Loran E. Mann, and has no other broadcast interests. Filed Sept. 21.

■ **WKEG(AM) Washington, PA** (BAL920923EB; 1110 khz; 1 kw-D)—Seeks assignment of license from JJG Communications Inc. to U.S. North Broadcasting Inc. for \$100,000. Seller is headed by John G. Brodak, and has no other broadcast interests. Buyer is headed by Harry J. Cancelmi Jr., and has no other broadcast interests. Filed Sept. 23.

■ **WLGQ(AM) Lexington, SC** (BAL920914EE; 1170 khz; 10 kw-D)—Seeks assignment of license from Standard Broadcasting Co. Inc. to AARC Broadcast Properties Inc. for \$150,000. Seller is headed by William C. Branham, and has no other broadcast interests. Buyer is headed by Clay Evans, and has no other broadcast interests. Filed Sept. 14.

■ **WJOC(AM) Chattanooga, TN** (BAL920925EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Tennessee Valley Sports Inc. to Bobby E. Godgib; purchase agreement was not with application. Seller is headed by Richard Holtzman, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 25.

■ **KFXJ(FM) Abilene, TX** (BAPH920915GY; 92.5 mhz; 50 kw; ant. 492 ft.)—Seeks assignment CP from American Indian Broadcast Group Inc. to Abilene Broadcast Corp. for \$22,000. Seller is headed by Jack Bursack, and is also licensee of KPOS(AM) San Angelo, TX. Buyer is headed by Lawrence D. Wilson, and has no other broadcast interests. Filed Sept. 15.

■ **KPUR-AM-FM Amarillo, TX** (BAL920918EF; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH920918EG; 107.1 mhz; 5 kw; ant. 300 ft.)—Seeks assignment of license from Alfred Broadcasting Inc. to Westwind Broadcasting Inc. for \$245,000. Seller is headed by A. W. Lair, and has no other broadcast interests. Buyer is headed by Keith Adams, and is permittee of KLSF(FM) Amarillo, TX. Adams is 50% owner of licensee of KBIL-FM San Angelo, TX. Filed Sept. 18.

■ **KZZN(AM) Littlefield, TX** (BAL920916EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Lamb County Broadcasting Co. to Emil Macha for \$46,000. Seller is headed by Dave C. Stebbins, and has no other broadcast interests. Buyer has no

other broadcast interests. Filed Sept. 16.

■ **WWDE-FM Hampton, VA** (BALH920925GW; 101.3 mhz; 50 kw; ant. 505 ft.)—Seeks assignment of license from Edens Broadcasting Inc. to Max Radio of Hampton Inc. for \$5 million, plus accounts receivable ("Changing Hands," Sept. 28). Seller is headed by Gary Edens, and is also licensee of KOY-AM-FM Phoenix and KKLO-AM-FM San Diego. Buyer is headed by Larry Saunders. Certain investors have interests in three TV's. Filed Sept. 25.

■ **WTRW(AM) Two Rivers, WI** (BAL920923EA; 1590 khz; 1 kw-D, 33 w-N)—Seeks assignment of license from W.T.R.W. Inc. to Wisconsin Great Lakes Broadcasting Inc. for \$145,000. Seller is headed by Max Dolins and Mark Heller; Heller is 40% shareholder in assignor, and also heads assignee. Heller has no other broadcast interests. Filed Sept. 23.

NEW STATIONS

Applications

■ **Worthington, MN** (BPED921006MA)—Minnesota Public Radio seeks 89.3 mhz; 100 kw; ant. 169 m. Address: 45 East Seventh Street, Saint Paul, MN 55101.

Applicant is headed by Addison L. Piper and William H. King, and is noncommercial licensee of 1 AM and 25 FM's. Filed Oct. 6.

■ **Calverton-Roanoke, NY** (BPH920928MQ)—East Shore Broadcasting Corp. seeks 105.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 95, Danbury, CT 06813. Applicant is headed by Gary J. Starr, and is

licensee of WRHD(AM)-WRCN-FM Riverhead, NY. Some principals in assignee have interests in licensee of WINE(AM)-WRKI(FM) Brookfield, CT. Filed Sept. 28.

■ **Bridgehampton, NY** (BPH920928MR)—Peconic Bay Broadcasting Corp. seeks 102.5 mhz; 4.5 kw; ant. 112 m. Address: Box 612, Southold, NY 11971. Applicant is headed by Joseph J. Sullivan Jr., and is licensee WBAZ(FM) Southold, NY. Filed Sept. 28.

■ **Southampton, NY** (BPH920928MM)—Peconic Bay Broadcasting Corp. seeks 92.9 mhz; 5.1 kw; ant. 106 m. Address: Box 612, Southold, NY 11971. Applicant is headed by Joseph J. Sullivan Jr., and is licensee of WBAZ(FM) Southold, NY. Filed Sept. 28.

■ **Southampton, NY** (BPH920929MC)—East Hampton Broadcasting Group Inc. seeks 92.9 mhz; 3 kw; ant. 128.6 m. Address: 34 Pantigo Road, East Hampton, NY 11937. Applicant is headed by Leonard I. Ackerman, and has no other broadcast interests. Filed Sept. 29.

■ **Ladson, SC** (BPH920928ML)—Thomas B. Daniels seeks 106.3 mhz; 3 kw; ant. 100 m. Address: 5081 Rivers Ave., North Charleston, SC 29418. Applicant has no other broadcast interests. Filed Sept. 28.

Actions

■ **Ossining, NY** (BPED840423IC)—Granted app. of Westchester Council for Public Broadcasting Inc. for 90.3 mhz; 1.25 kw; ant. 70 m. Address: 21 Brookside Lane, Dobbs Ferry, NY 10522. Applicant is headed by Marc Sophos, and has no other broadcast interests. Action Sept. 30.

■ **Amarillo, TX** (BPH920213MC)—Dismissed app.

of Northstar Communications Co. for 99.7 mhz; 6 kw; ant. 83 m. Address: 3301 Bensing Rd., Hobbs, MN 88240. Applicant is headed by partners Alton Lloyd Finley Jr., Matt Edwards and Charles Lanktree, and has no other broadcast interests. Action Oct. 6.

■ **Hempstead, TX** (BPH911004MF)—Granted app. of Farmers Communications for 105.3 mhz; 6 kw; ant. 100 m. Address: 14318 Spring Maple Lane, Houston, TX 77062. Applicant is headed by Roy E. Henderson, and has no other broadcast interests. Action Sept. 30.

FACILITIES CHANGES

Applications

AM's

■ **Crescent City, CA** KPOD(AM) 1240 khz—Aug. 18 application of William E. Stamps Sr. for CP to change TL to 400 ft. SE of county fairgrounds at Crescent City: 41 45 35 - 124 11 28.

■ **Hogansville, GA** WMXY(AM) 720 khz—Aug. 14 application of T. Wood & Associates Inc. for CP to reduce day power to 7.97 kw and make changes in antenna system.

■ **Florence, KY** WMLX(AM) 1180 khz—Aug. 31 application of WMLX Inc. for MP (BP890630AD) to change TL: south side of Hwy 237 (Pleasant Valley Road), 6.34 km WSW of center of Florence. 38 59 00 - 84 41 44.

■ **Leicester, MA** WVNE(AM) 760 khz—Aug. 14 application of Blount Masscom Inc. for CP to increase day power to 25 kw.

■ **Mankato, MN** KTOE(AM) 1420 khz—Aug. 18 application of Minnesota Broadcasting Co. for CP to augment authorized pattern.

■ **Reno, NV** KQLO(AM) 920 khz—Aug. 24 application of PTI Broadcasting Inc. for MP (BP900627AH) to reduce day power to 4.6 kw, make changes in antenna system and change TL to Kimlick Lane, 2.5 km E. of McCarran Blvd., Reno: 39 30 41 - 119 42 51.

■ **Patillas, PR** WEXS(AM) 610 khz—Aug. 18 application of Community Broadcasting Inc. for MP (BP880111AF) to reduce day power to 250 watts.

■ **San Antonio, TX** KSLR(AM) 630 khz—Aug. 14 application of Communicom Corporation of America for MP (BP900405DC) to correct error in tower height.

■ **Smithfield, VA** WKGM(AM) 940 khz—Aug. 24 application of WKGM Inc. for CP to augment nighttime DA pattern.

FM's

■ **Carbondale, CO** KDNK(FM) 90.5 mhz—Aug. 31 application of Carbondale Comm. Access Radio Inc. for CP to make changes: ERP: 215 kw (H&V), ant.: 862 m.

■ **Monroe, CT** WMNR(FM) 88.1 mhz—Aug. 27 application of Monroe Board of Education for CP to make changes; change ERP: 5.8 kw (H&V).

■ **Beverly Hills, FL** WXOF(FM) 97.1 mhz—Aug. 25 application of Heart of Citrus Inc. for mod. of CP (BPH-871119ME) to make changes: change ERP: 5.1 kw (H&V).

■ **Panama City, FL** WPAP-FM 92.5 mhz—Aug. 24 application of Southern Broadcasting Co. Inc. for CP to change ant.: 100 kw H&V.

■ **Payette, ID** KQXR(FM) 100.1 mhz—Aug. 24 application of Miller-Kohl Broadcasting Inc. for CP to make changes; change ERP: 98.43 kw (H&V); ant.: 216 m.; TL: 5.1 km SW of Central Emmett, ID, AT 194 deg. true; change to class C1 (per MM docket #82-665).

■ **Omaha, NE** KKCD(FM) 105.9 mhz—Aug. 26 application of Vantage Communications Inc. for CP to make changes; change ERP: 40 kw (H&V); ant.: 166 m.; TL: Capehart Rd., 1.1 km west of 36th St.; approx. 6.5 km WSW of Bellevue, Sarpy County,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	11,275	1,410	12,685
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	1,505	183	1,688
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	1,291	1,061	2,352
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

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

† Construction permit.

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

NE; change to class C2 (per docket #89-595).

■ **Plattsburgh, NE** KOTD-FM 106.5 mhz—Aug. 26 application of Platte Broadcasting Company Inc. for mod. of CP (BPH-880714NY) for new station to change frequency to 106.9; ERP 6 kw H&V; ant. 100 m.; TL: 7.2 km (4.7 mi.) NW of Glenwood, IA (per MM docket #89-595).

■ **New London, NH** New FM 99.7 mhz—Aug. 25 application of Koor Communications Inc. for mod. of CP (911121MD) to make changes; change ant.: 217 m.

■ **Lisbon, ND** KQLX-FM 106.1 mhz—Aug. 24 application of Sheyenne Valley Broadcasting Inc. for mod. of CP (BPH-850711PO) to make changes to ant. 75.9 m.

■ **Wooster, OH** WCWS-FM 90.9 mhz—Aug. 31 application of College of Wooster for mod. of CP (BPED-910911MD) to make changes: 1.03 kw (H&V), ant.: 68 m.

■ **Milton-Freewater, OR** KLUB(FM) 97.9 mhz—Aug. 26 application of Nanette Markunas for CP to make changes; change antenna supporting-structure height.

■ **Princeton, WV** WAEY-FM 95.9 mhz—Aug. 27 application of Betap Corporation for CP to make changes: ERP: .48 kw (H&V), ant.: 348 m., TL: 3 km E of Bluefield, WV, on north side of hwy 21-52, Bland County, VA.

TV

■ **Bluefield, WV** WLFB(TV) ch. 40—Aug. 28 application of Living Faith Ministries Inc. for MP (BPCT-860529KF) to change ant.: 387 m.; TL: 1.2 km at 68 degrees to telephone company site. Antenna in Bland Co., VA.

Actions

AM's

■ **Honolulu KOHO(AM)** 1170 khz—Dismissed app. of Cosmopolitan Broadcasting Corp. (BP-920618AD) for CP to relocate transmitter to KDEO and KHNR site, on west side of Rt. 75-750, 4.4 mi. north of HI interstate, Waipahu, HI, and make changes in antenna system: 21 26 43 - 158 03 49. Action Aug. 25.

■ **Natick, MA** WBIV(AM) 1060 khz—Granted app. of Boston SRN Inc. (BMP-910903AG) for MP (BP-

900214AC) to make changes in antenna system. Action Aug. 28.

■ **Santa Fe, NM** KSWV(AM) 810 khz—Granted app. of La Voz Broadcasting Co. Inc. (BP-920619AD) for CP TO change TL within triangle formed by Arroyo de las Trampas Buckman Rd. and existing Rd. NW within city limits, Santa Fe, and make changes in antenna system: 35 42 05 - 105 57 58. Action Aug. 28.

■ **Eugene, OR** KDBS(AM) 860 khz—Granted app. of Bjornstad Broadcasting (BMP-910925AE) for MP (BP871028AC) to make changes in antenna system. Action Aug. 19.

■ **Minocqua, WI** WMQA(AM) 1570 khz—Granted app. of Raven Broadcasting Corp. (BP-920415AC) for CP to reduce night power to .25 kw and make changes in antenna system. Action Aug. 17.

■ **Blaine, WA** KARI(AM) 550 khz—Returned app. of Birch Bay Broadcasting Co. Inc. (BP-901101AE) for CP to increase day power to 25 kw and modify radiation pattern using existing towers. Action Aug. 25.

FM's

■ **Apache Junction, AZ** KVVA-FM 107.1 mhz—Granted app. of American Broadcasting Systems Inc. (BPH-890405ID) for CP to make changes: change ERP: 50 kw H&V; ant. 150 m.; class C2; TL: 9 km southeast from Apache Junction; amended 6-8-92 to C3, 25 kw H&V, ant. 95 m. at existing KVVA-FM site. Action Aug. 27.

■ **Glenwood Springs, CO** KMTS(FM) 92.7 mhz—Forfeited and canceled app. of Colorado West Broadcasting Inc. (BPH-880406IC) for CP to make changes; change ERP: 25 kw (H&V); ant.: -71 m.; TL: south of 19th St., west of Grand Avenue; Glenwood Springs; change to class C2 (per docket #87-214); 39 31 58 - 107 20 30. Action Aug. 24.

■ **Cedar Key, FL** WVNM(FM) 102.7 mhz—Granted app. of Karen M. Voyles (BMPH-920501ID) for mod. of CP (BPH-881115MD) to make changes: change ERP: 25 kw (H&V); class C3; change to class 274C3 (per MM docket #91-118). Action Aug. 25.

■ **Indianapolis** WFBQ(FM) 94.7 mhz—Granted app. of Broadcast Alchemy Ltd. (BPH-861117IH) for CP to make changes; change TL: 2350 West-

lane Rd., Indianapolis; change ERP: 47 kw (H&V); change ant.: 271.8 m.; 39 53 20 - 86 12 07; petition for reconsideration granted 8-26-92; application reinstated nunc pro tunc 8-26-92. Action Aug. 26.

■ **Winchester, KY** WLFX(FM) 100.1 mhz—Granted app. of Gary L. Jensen, receiver (BPH-920803ID), for CP to make changes; change ERP: 32 kw (H&V); ant.: 149.5 m.; TL: existing WLAP(AM)-WMXL(FM) tower at intersection of Huffman Mill and Russel Cave Roads, Fayette County, KY; change to class C2 (per MM docket #88-31). Action Aug. 27.

■ **Detroit** WMXD(FM) 92.3 mhz—Granted app. of Fritz Broadcasting Inc. (BMPH-920707II) for mod. of CP (BPH-900814ID) to make changes: ERP: 50 kw (H&V), ant.: 140 m., TL: 65 Cadillac Square, Detroit, change directional antenna pattern. Action Aug. 25.

■ **Garapan, Saipan, MP** KPXP(FM) 99.5 mhz—Granted app. of K-Z Radio Inc. (BMPH-920403ID) for mod. of CP (BPH-890103MA) to make changes: ERP: 6.5 kw (H&V) ant.: 454 m., TL: Okso Takpochao site, approx. 3 km southeast of Garapan; class: C1. Action Aug. 25.

■ **Osakis, MN** KBHL(FM) 103.9 mhz—Granted app. of Christian Heritage Broadcasting Inc. (BPH-920316IC) for CP to make changes; change ERP: 6 kw (H&V), ant.: 100 m. Action Aug. 25.

■ **Redwood Falls, MN** KLGR-FM 97.7 mhz—Granted app. of CD Broadcasting Corp. of Redwood Falls (BPH-891130IC) for CP to make changes; change ERP 100 kw H&V ant. 115 m.; class C1; amended 7-11-91, change ERP: 60 kw and ant. 88 m. Action July 23.

■ **Aberdeen, MS** WWZQ-FM 105.3 mhz—Granted app. of Tenn-Tom Broadcasting Corporation (BPH-900516IB) for CP to make changes; change ERP: 25 kw H&V; ant. 90 m.; class C3 (per docket #89-468). Action Aug. 28.

■ **Grove City, OH** WWCD(FM) 101.1 mhz—Granted app. of Ingleside Radio Inc. (BPH-900919IA) for CP to use DA and change ERP: 6 kw (H&V). Action Aug. 25. Action Aug. 27.

■ **Wheeling, WV** WEGW(FM) 107.5 mhz—Forfeited and canceled app. of Wheeling Radio Company (BPH-870410ID) for CP to make changes; ERP: 16 kw (H&V); change ant.: 268 m. Action Aug. 20.

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Fates Fortunes

TELEVISION

David Katz, former regional sales manager, All American Television, Los Angeles, joins **Don Buchwald & Associates**, New York, as broadcast talent agent.

WFLD-TV Chicago, joins WCAU-TV Philadelphia as anchor-reporter.

Appointments at KFSN-TV Fresno, Calif: **Greg Baker**, local sales manager, KTUC(AM) Tucson, Ariz., joins as account executive; **Shelby Huston-Haro**, executive sales assistant, KABC-TV Los Angeles, joins as ac-

Brian Marsh, former local sales manager, WLOS-TV Asheville, N.C., joins WTLV-TV Jacksonville, Fla., in same capacity.

Appointments at Northwest Teleproductions, Chicago: **Gene Maynard**, director, photography, Business Incentives, Minneapolis, joins as



Ted Zachary Reeves



Susan Kantor
Paramount Pictures



Peter Barnes
WCAU-TV



David Katz
Don Buchwald & Assoc.



Dennis Thatcher
Malrite

Susan Kantor, VP, client services, Jacobs & Gerber, Los Angeles, joins Paramount Pictures, Domestic Television Division, Hollywood, as VP, advertising, promotion.

Appointments at WGBS-TV Philadelphia: **Carol Healey**, station manager, named VP; **Georgette Houghton**, former national sales manager, KYW-TV, there, **Sampson Bowers**, general manager, Griffin Communications, Charlotte, N.C., and **Cassandra Lockerman**, gallery manager, October Gallery, there, join as account executives.

Jay Fehnel, former manager, audience analysis, station division, NBC, New York, joins Tribune Media Services, Chicago, as business development analyst.

Appointments at King World International, New York: **Melaine Newman**, manager, international sales operations, named director, international sales, marketing; **Clifford Tandler**, syndication manager, Picture Scores, there, joins as director, international operations.

Peter Barnes, formerly anchor-reporter with KTTV(TV) Los Angeles and

count executive.

David Ratkowski, writer/producer, WISN-TV Milwaukee, joins WVTU-TV there as producer/director.

Amalia Barreda, freelance general assignment reporter, WCVB-TV Boston, joins as full-time reporter.

Chad Woolbright, account executive, KJRH-TV Tulsa, Okla., joins KNXV-TV Phoenix in same capacity.

Thomas Fortuin, senior VP, Paramount Domestic Television Division, Hollywood, named senior VP, deputy general counsel, Paramount Pictures.

Ted Zachary, former senior VP, production, TriStar Pictures, Los Angeles, joins Reeves Entertainment there in same capacity.

Roy Steinfort, former VP, director, broadcasting, Associated Press, Washington, named director, Society of Professional Journalists, First Amendment Center, there.

Stephane Reichel, VP, production, Alliance Productions, Toronto, named senior VP.

director/cameraman; **Penny Andreou**, Paintbox artist, Multimedia Graphic Network, San Diego, joins in same capacity; **Bob Brink**, videotape editor, Swell Pictures, there, joins in same capacity; **Sue Benko**, intern, computer graphics, joins as apprentice Paintbox artist; **Sue Malinowski**, freelancer, production, joins as assistant production manager.

Tony Travostino, former director, business, legal affairs, Multimedia Motion Pictures (formerly Multimedia Television Productions), Los Angeles, named VP.

Lisa Crouch, associate producer, news, KHOU-TV Houston, named producer.

Joe Clines, news, public affairs director/anchor, WHLI Hempstead, N.Y., and news writer, WNYW-TV New York, named news editor, WNYW-TV.

Bill Glenn, account executive, WAVY-TV Portsmouth, Va., joins WGNT-TV there in same capacity.

Dennis Thatcher, VP/GM, WOIO-TV Cleveland, named group regional VP, Malrite Communications Group, there.

RADIO

Bud Stiker, VP/GM, WBT(AM)-FM Charlotte, N.C., named executive VP, Bonneville Broadcasting System, Northbrook, Ill.

Robert Longwell, senior VP/GM, WXTR-FM Washington, named president of Four Seasons Communications Partners, regional radio group consisting of WXTR-FM, WMBX-FM Richmond, Va., and WAFX-FM Norfolk, Va.

New officers elected Washington



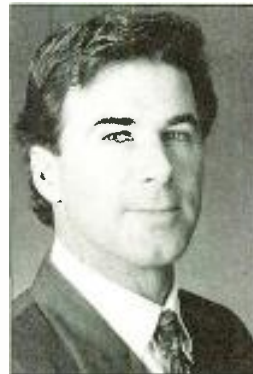
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John Janas
HBO/Time Warner Int'l

State Association of Broadcasters, Seattle: **Lucy Rice**, general sales manager, KXRX-FM Seattle, elected president; **Harold Greenberg**, GM, KMAS (AM) Shelton, Wash., elected VP; **Val Limburg**, professor, communication, Washington State University, Pullman, elected secretary/treasurer; **Steve West**, GM, KXRX-FM Seattle, elected immediate past president.

CABLE

Ray Boller, VP, sales support, communications, Showtime Networks, New York, named VP, national accounts.

Appointments at Nostalgia Television, Los Angeles: **Charles Bush**, executive VP, chief financial officer, named president, chief operating officer; **Susan Wander**, producer, named senior producer.

Dennis Miller, executive VP, Turner Network Television, Atlanta, named president, Turner Pictures Worldwide, there.

Robert McAuliffe, executive director, Broadcast Cable Financial

Management, Des Plaines, Ill., retires.

Elected to board of directors, Harron Communications Corp., Frazer, Pa.: **Greg Bicket**, executive VP, chief operating officer; **Joel Cohen**, chief financial officer.

Michael Hayashi, former VP/GM, Scientific Atlanta, Norcross, Ga., joins Time Warner Cable, Stamford, Conn., as VP, international development.

Appointments at Cablevision, Hauppauge, N.Y.: **Christine Geed**, assistant director, public affairs,

Thea Diserio, VP, international television, New World International, New York, named senior VP.

David Davis, vice chairman, Daniel J. Edelman Inc., New York, joins Medialink, London, as vice chairman, Europe.

Appointments at HBO International, New York: **Vincent Caputo**, director, broadcast operations, **James Marturano**, director, international operations, **Mack Perryman**, VP, new business development and **Michael Spinell**, VP, assistant controller, cash, revenue operations,

named director, government, community relations; **Charles Karwowski**, engineering operations/facility manager, named director, engineering.

INTERNATIONAL

John Janas, former president, chief executive officer, Nostalgia Television, Los Angeles, joins HBO International and Time Warner International, Berlin, as senior consultant.

named VP's, HBO Asia.

Laurie Pozmantier, director, program development, international co-production, Turner Network Television, Los Angeles, named VP.

Rena Ronson, VP, international distribution, Trans Atlantic Entertainment, Los Angeles, named senior VP.

Lisa Hryniewicz, former sales manager, IBS/Trimark, Los Angeles, joins Central Programing Co. there as programing manager.

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Bill Saunders, former president, Twentieth Century Fox Television International, UK, appointed honorary chairman, TV Sales Co. Ltd., there.

Christian Marks, radio consultant, Europe, joins Communications Equity Associates, Munich, as consultant.

ADVERTISING

Jack Sander, president/GM, WAGA-TV Atlanta, elected chairman, board of directors, Television Advertising Bureau, New York.

Appointments at Media & Marketing Inc., Dallas: **J.J. Davis**, VP, talent placement, and **Diane Harris**, visual image consultant, named partners; **Scott Tallal**, president, Advanced Research Services, joins as director, research services; **Carol Dearing-Rommel**, private speech pathologist, there, assumes additional responsibilities as talent consultant; **Joe Del Grosso**, general sales manager, WJLA-TV Washington, joins as sales and marketing consultant; **Estelle Stern**, head, Estelle Stern & Associates, Columbus, Ohio, assumes additional responsibilities as executive marketing consultant; **Jeff Scheidecker**, former news director, WGHP-TV High Point, N.C., joins as marketing consultant.

Appointments at FCB, Philadelphia: **Ann Riddell**, VP, account supervisor, Lintas, New York, joins as VP, management director; **Ellen Simon**, account executive, Young and Rubicam, Wilmington, Del., joins in same capacity.

TECHNOLOGY

Appointments at Editel, Chicago: **Roxanne Gryder**, post-production coordinator, named producer; **Brian Joosse**, scheduler, named post-production coordinator.

Appointments at Odetics UK Ltd., Berks, England: **Frank Borst**, general manager, Odetics Omotic division, Anaheim, Calif., named managing director; **Robert Stopford**, sales manager, Vistek Ltd., UK, joins as sales, marketing director.

Kent Malinowski, sales manager, network systems group, Scientific-At-

lanta, Norcross, Ga., named VP, broadcast radio, data systems, Melbourne, Fla.

Peter Browne, district accounts manager, Andrew Corp., Orland Park, Ill., joins Washington International Teleport, Alexandria, Va., as VP, operations, engineering.

DEATHS



Barber

Walter Lanier (Red) Barber, 84, legendary baseball announcer and sports commentator, died Oct. 22, of complications following surgery for an intestinal blockage at Tallahassee Memorial Regional Medical Center, Tallahassee, Fla. In a broadcasting career that spanned 60 years, Barber called the plays for the Cincinnati Reds, the Brooklyn Dodgers and the New York Yankees, always from the spot he dubbed the "catbird seat" high above home plate. His career included many "firsts"—he announced Major League Baseball's first night game, its first televised game, and was, with Mel Allen in 1978, the first broadcaster inducted into the Baseball Hall of Fame. He also was one of 60 charter inductees into BROADCASTING's Hall of Fame last year. Barber began his broadcast career at WRUF(AM) Gainesville, Fla., in 1930, moving to WLW(AM) and WSAI(AM) Cincinnati in 1934, then to CBS New York as sports director in 1946. Since 1981 he had contributed weekly, Friday morning spots commentaries to National Public Radio's *Morning Edition*, providing what host Bob Edwards said was "the most popular segment of the show." He is survived by his wife, Lylah, and a daughter. Contributions in Barber's memory can be sent to the Alzheimer's Association, 919 North Michigan Avenue, Suite 1000, Chicago 60611.

Jackson Weaver, 72, veteran radio/TV announcer and personality, died of complications from diabetes Oct. 20 at suburban Washington's Holy Cross hospital. For the past 32 years, Weaver had been co-host with Frank Hardin of WMAL(AM)

Washington's *Hardin & Weaver* morning drive program, making them among the nation's longest-running radio partnerships. A native of Buffalo, N.Y., Weaver worked at stations in Erie, Pa., and Manitowoc, Wis., before joining WMAL(AM) in 1944. In addition to his announcing duties at the station, his broadcast career included announcer for several White House news conferences, the local and national *Jimmy Dean Show*, announcer for Navy band broadcasts, an ABC Radio show with Hardin and the voice of Smokey the Bear. Weaver is survived by his wife, Elsie, and sons Eric and Mark, the latter an announcer for WMAL.

Shirley Booth, 94, veteran stage and screen actress who won two Emmy's for her portrayal of *Hazel*, the maid with a heart of gold and a nose for everybody else's business, died Oct. 17 at her Cape Cod home. Booth, a Tony and Oscar winner as well, starred on the series from 1961 through 1965 on NBC and 1966 on CBS, drawing from her experience as Dolly Levy on Broadway to help craft the character of the lovably meddling Hazel Burke, the de facto head of the Baxter residence. Booth's other TV credits included a *CBS Playhouse* appearance in 1967 and the short-lived *A Touch of Grace* on ABC in 1973.

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Donald V. West
Editor

RANDY REISS

When The Walt Disney Co. officially christened its grand post-modern office complex The Team Disney Building, it was more than a name. For Randy Reiss, it meant working within a management structure far removed from the traditional top-down concept of authority.

As executive vice president of Walt Disney Studios, Reiss is involved in all areas of TV, but directly oversees the studio's domestic syndication division, international and domestic television programming and news-oriented independent KCAL(TV) Los Angeles. But Reiss boasts of a "rotating point man" philosophy that allows each executive to keep abreast of daily operations within each other's divisions.

"We're so instinctively in tune with what we're each doing, it feels similar to being on court completing passes like those between Magic [Johnson] and [James] Worthy," says Reiss. "I sit in on all of Rich's [Walt Disney Television President Rich Frank] network meetings, and he often sits in on the syndication meetings to keep abreast of what I am doing."

When Reiss joined Disney in 1987, he oversaw the Walt Disney Television and Touchstone Television network production divisions for the first three years of his tenure. On his watch, Disney made its biggest push in signing major Hollywood production talent, including an expanded relationship with Paul Junger Witt, Tony Thomas and Susan Harris, producers of *Golden Girls* and *Empty Nest*, and signed Matt Williams, creator of ABC's *Home Improvement*.

In 1990, Frank and Reiss agreed to do a permanent flip-flop of many responsibilities. Later that same year, Reiss made his mark on the local side of the broadcast business when he led the reformatting of KCAL(TV) (formerly KHJ(TV)) with a three-hour prime time news block. The station is beginning to carve out a strong news presence in the highly competitive seven-station VHF market, particularly after its nearly non-stop live coverage of the L.A. riots last May. And KCAL has coined a new phrase that is fast be-



coming part of the spot buyer's lexicon: "the trombo." It was devised as a marketing strategy to sell all three hours of the station's prime time news on a combined rating. It "has paid off in spades for us," says Reiss.

Much of Reiss's early TV exposure began in national advertising sales out in New York, first as a media buyer with Grey Advertising and later as an account executive with Metromedia Television Sales.

In 1974, Frank, who was then broadcast division president of Chris-Craft Industries, began his long association with Reiss, hiring him as national sales manager for Chris-Craft's KCOP(TV) Los Angeles. When Frank became vice president of Paramount Pictures two years later, he and Eisner, then president of the studio, lured Reiss over with the opportunity to head up affiliate relations and advertising sales for a fourth broadcast network.

Undaunted by the early setback, Reiss moved steadily into the syndica-

tion division of Paramount, where he helped the studio rewrite many of the rules as they applied to first-run and off-network syndication. Since it was an infant business, Reiss says many of the initial first-run marketing efforts were by "trial and error." When an executive from Paramount's motion picture division developed a special to promote the release of "Saturday Night Fever," Reiss maintains that stations would not pony up cash, so Paramount took half the inventory to promote the release, and stations slowly warmed to the concept of retaining only half of their local inventory.

"Barter splits were much more in favor of the TV stations at that time," Reiss says. "No station previously would ever agree to 50-50 barter splits on programming. By not knowing some of the traditions of syndication, it enabled us to get higher budget, network-quality shows into the syndication marketplace."

It also enabled Paramount to launch its first all-barter syndication hit, *Solid Gold*. During his 1981-86 reign as president of Paramount's syndication arm, Reiss says, one of the studio's proudest accomplishments was the creation of *Entertainment Tonight*, which had a "lease buyback" program that helped stations install satellite dishes.

"The beauty of the lease buyback was that it provided the long-term benefit to stations of receiving day-and-date programming from any program supplier," Reiss says. "It was a

heady time to be in the broadcast business. Who's to say what emerging technologies in the future will lead to the next major growth cycle?" ■

Executive VP, Walt Disney Studios, Burbank, Calif.; b. June 13, 1945, Augusta, Ga.; BS, psychology, University of Maryland, College Park, 1968; media buyer, Grey Advertising, New York, 1969-70; account executive, Metromedia Television Sales, New York, 1970-74; national sales manager, KCOP(TV) Los Angeles (based out of New York), 1974-77; VP, affiliate relations and domestic sales, Paramount Television Service, Hollywood, Aug.-Dec. 1977; VP, domestic syndication, Paramount Television Sales, Hollywood, 1977-79; senior VP, Paramount Television Domestic Distribution, 1979-81; president, Paramount Domestic Television and Video Programming, 1981-86; president and CEO, ACT III Communications, Los Angeles, 1986-88; present position since August 1987; m. Carolyn DeFoe, November 1981.

Broadcasting

In Brief

Sampling of **TV stations' September revenue by Television Bureau of Advertising shows across-the-board gains.** Unaudited affiliate revenue compiled by TVB was up 9.6%; independent station revenue was up 7.8%; local revenue was up 9.2%, and spot revenue was up 9.3%.

Outlet Communications reported 27% third-quarter revenue jump, to \$11.5 million, and six-fold operating income jump, to \$2.9 million. Both of the company's TV stations are NBC affiliates, and benefited from the Olympics as well as increased political spending versus the year-ago period. The NBC connection also benefited **Viacom**, where third-quarter revenue gained 13%, to \$21.2 million, and operating cash flow rose 17%, to \$7.4 million.

National Association of Broadcasters filed as an intervenor in a suit filed by Turner Broadcasting System, challenging the must-carry and retransmission-consent provisions of 1992 Cable Act. "We thought it was important to get to the court quickly so that we get granted a party status," said Jeff Baumann, NAB executive vice president and general counsel. No objections to the motion are expected. Meanwhile, John Hendricks, chairman, **Discovery Communications** (Discovery Channel and The Learning Channel), said his company **will be co-plaintiff** in the Turner suit, which was filed in U.S. District Court in Washington on Oct. 6, the day after Congress passed the act by overriding a presidential veto. Daniels Cablevision later filed a separate suit in Washington, also challenging the constitutionality of must carry and retransmission consent.

CBS coverage of the World Series through four games is down 12% from a year ago, although the network has easily won every night with

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Oct. 11. Numbers represent aggregate rating average/stations/% coverage)	
1. Star Trek.....	13.2/246/99
2. Wheel Of Fortune.....	12.3/215/96
3. Jeopardy!.....	10.4/202/96
4. Oprah Winfrey Show.....	9.5/221/97
5. Entertainment Tonight.....	8.3/177/94
6. Current Affair.....	7.2/174/94
7. Married...With Children.....	7.1/181/96
8. Inside Edition.....	6.9/159/90
9. Wheel Of Fortune-wknd.....	6.5/174/86
10. Baywatch.....	5.6/167/92
11. Designing Women.....	5.4/204/99
12. Donahue.....	5.3/213/96
13. Cosby Show.....	5.1/193/95
14. Roseanne M-F.....	5.0/131/85
15. American Gladiators.....	4.9/201/97
Sally Jesse Raphael.....	4.8/215/96

its coverage. In fact, the series won all but three half-hours (*Roseanne*, *Full House* and the first half-hour of *Unsolved Mysteries*). Through four games, the series pulled an average 28 million viewers. At deadline last week, national Nielsens weren't available for last Thursday's game five, but the overnights averaged a 20.5 rating, which CBS officials figure will translate to a 21 national rating. Last year's game five did a 23 rating. Part of the decline is due to the fact CBS gets no credit for any Canadian viewership. Toronto has 1.8 million households, and would rank sixth among U.S. TV markets. And in Canada, World Series carrier CTV was getting some of its best numbers ever with the games—through four games, the series averaged a 32.9 rating/63 share. That translated to almost 11 million viewers.

Genesis Entertainment has joined with KCBS-TV Los Angeles on a two-week reality strip test of *Real Stories of the Highway Patrol*, which is a spinoff from Genesis's weekly *Emergency Call* series. KCBS-TV will begin airing the 10 specially produced episodes on Dec. 7. If all goes well, Genesis says it will test

Highway Patrol in other markets.

KNBC-TV Los Angeles's recently installed multi-million-dollar anchor team of **Paul Moyer and Wendy Tokuda** had a somewhat disappointing turnout in their major sweeps test, with the NBC O&O's 11 p.m. newscast averaging a 6.3 rating/16 share (NSI, Sept. 24-Oct. 21), down 24% in share from October 1991 (8.0/21). KABC-TV, the station from which Moyer came last summer, saw its late newscast improve 14% with a similar 6.3/16 score. The 6-6:30 p.m. newscast ratings for Moyer-Tokuda were also down 17%, with a fourth-ranked 4.8/10 average, while KABC's newscast jumped 25% with a top-ranked 7.3/15.

In addition to international expansion, "interpretation of the cable bill as it relates to the home satellite industry, as well as compulsory license issues, will also be high on the segment's agenda," said Gil Korta, VP, marketing and programming, for EMI Communications Corp. and newly elected chairman of the **Satellite Broadcasting and Communications Association's** Programmer Segment. Other officers elected are Jerry Parker, VP, Satellite Sports Networks; Diana Ritchie, VP, special markets, The Disney Channel, and Scott Weiss, executive VP, Turner Home Satellite.

In an overall restructuring to allow **RHI Entertainment** to concentrate on television production, the company will be releasing RHI Television Sales **President Jody Shapiro** from his contract as of November 1993 and has come to an agreement with New Line Television to provide management services to RHI's syndication sales unit. Also, **Tim Noonan**, who is senior VP of RHI Television Sales, will be leaving the company by the end of the year. RHI Television Sales, formerly New Line Television Distribution, will



CBS hosted a reception in New York's Rainbow Room last week celebrating the production of a five-hour miniseries, *Sinatra*. The show's executive producer was the subject's daughter, Tina Sinatra. She's shown here with Howard Stringer (l), president, CBS/Broadcast Group, and John Matoian, senior VP, motion pictures for television and miniseries, CBS Entertainment. The show will air in two parts on Sunday, Nov. 8, and Tuesday, Nov. 10.

continue to focus on the distribution of RHI's long-form and series library product, most of which was acquired by Quintex Entertainment in 1990 when it filed Chapter 11.

Buena Vista Television announced that *The Crusaders*, a social advocacy series ("Bi-Coastal," Sept. 28), **will be marketed as an hour weekly** for syndication in fall 1993, rather than BVT's previously speculated plan to launch it as a strip. A BVT spokesman confirmed that a pilot has already been shot (minus permanent hosts) and will be shopped to stations as an all-barter offering (likely to be an even six-minute local and national barter split).

Infinity Broadcasting, adding to its stable of high-profile shock jocks, last week **signed Doug (The Greaseman) Tracht** to a multi-year contract. Beginning in 1993, Tracht, now the morning-drive host on Capitol Broadcasting's WWDC-FM Washington, will be based in Los Angeles, with a daily live program syndicated on Infinity stations in New York, Philadelphia and Washington.

KDMI(FM) Des Moines, Iowa, was sold by KDMI-FM Inc., headed by Ralph E. Duckworth Jr., to Stoner



Women in Cable presented its first Millennium Awards for innovative workforce programs at a Washington gala last week. The awards, presented by Angeia Gerken (l) and Ruth Brumfield (r) of the CableForce 2000 Alliance, honored Showtime Networks for its Corporate Diversity Program and Cox Cable of Santa Barbara, Calif., for its Child Care Subsidy Program. Accepting the awards are Bobbi Didier, Cox director of human resources and organizational development, and Tony Cox, Showtime president.

Broadcasting for \$1.35 million. Stoner Broadcasting, headed by Thomas Stoner, recently purchased WONE(AM)-WTUE(FM) Dayton, Ohio, for \$7.7 million. KDMI joins Stoner's KGGO-AM-FM Des Moines; it owns four AM's and eight FM's. Broker: Blackburn & Co.

WBBS(FM) Great Barrington, Mass., was sold by Berkshire Broadcasting-South Inc. to WAMC for **\$325,000**. Seller is owned by Donald Thurston, who also owns WBS(AM) Great Barrington, WNAW(AM)-WMNB(FM) North Adams, all Mass. Buyer is an Albany, N.Y.-based educational corporation which owns WAMK(FM) Kingston, WCAN(FM) Canajoharie, WANC(FM) Ticonderoga and WOSR(FM) Middletown, all New York. Broker: New England Media Inc.

Arianespace now plans to launch CBS-TV's next-generation satellite Galaxy VII after 7:17 p.m. ET, **Tuesday, Oct. 27**. Hughes Communications delayed the original Oct. 15 launch to replace a telemetry control unit on the bird.

Veto by Iowa Governor Terry Branstad of a bill passed by Iowa legislature last May to block the sale of woi-TV Des Moines, Iowa, for \$12.7 million, from Iowa State University to Citadel Communications, **was nullified** as a result of a ruling by Iowa district court on Thursday. The court ruled that the

school's board of regents "abused their discretion" in trying to sell the station, according to Neil Harl, president of Citizens for WOI-TV Inc., whose lawsuit against the sale led to the action. Harl said the board of regents may appeal to the state supreme court.

NCTA will hold four regional seminars to brief the cable industry following the Oct. 5 passage of the **1992 Cable Television Consumer Protection Act**. The seminars will be conducted by Daniel Brenner, NCTA VP, law and regulatory policy, and attorney Charles Walsh of Fleischman & Walsh, Washington. Seminars are scheduled for Denver (Nov. 12), Atlanta (Nov. 13), Philadelphia (Nov. 16) and Chicago (Nov. 17). Meanwhile, last Tuesday (Oct. 20), NCTA uplinked a 30-minute panel discussion on the consequences of the act to its members.

A memorial service for Otis Freeman, a television engineering pioneer who died Sept. 17 at the age of 71, will be held in the Chapel of the Episcopal Church Center, 815 Second Ave., **New York City, at 2 p.m. Nov. 6**. Freeman was the former director of engineering at Tribune Broadcasting Co. and senior VP, engineering, at WPXI-TV New York. He was awarded the NAB Engineering Achievement Award in 1984. Those interested in attending the service should RSVP at 212-210-2700.

Editorials

ANOTHER FINE MESS

The FCC is preparing to turn up the heat on broadcasters. Last week, it issued a \$6,000 fine for a Howard Stern broadcast, and was preparing to issue a notice of apparent liability for another broadcast. We will save the merits of the fines—or lack of them—for another editorial. What was immediately frightening is the way the fine was levied.

The commission decided to fine the shock jock \$2,000 for an indecent Christmas broadcast in 1988 (see "Top of the Week"), but rather than stop with that, the FCC decided to multiply the fine by the number of stations (three) that carried it, even though it received a complaint only from only one market. There is talk at the FCC that the second fine may be as much as \$100,000. Stern is now on eight stations, so Infinity had better hope this fine is not multiplied as well. If \$6,000 is a bee sting, \$100,000 is a mortar round. By the FCC's logic, a licensee in San Francisco or Miami can be fined for a show that draws a complaint only in Ottumwa, Iowa. Contemporary community standards, which are supposed to be the applicable standard, can hardly apply in such an across-the-board fine. The reality is as it has always been: the only community that ultimately counts is the three commissioners who represent a majority on any content call.

The only bright spot we can see is that the FCC's hand is likely to be forced in court. Infinity, which owns the stations that aired the Stern broadcast, says it has no intention of paying its fine. It will join Evergreen Media in the roll of owners who, with no other avenue of appeal, respectfully decline to pay in order to challenge the decision. It is a challenge they should win hands down—and First Amendment up.

HERE TODAY, HERE TOMORROW

The radio industry lost two favorite and familiar voices last week.

Red Barber was living baseball and broadcast history. He was in "the catbird seat," as he liked to call it, for numerous firsts, including broadcasting play-by-play of the first night game, the first televised game and Jackie Robinson's breaking of the color barrier. His cry of "Oh, doctor" to punctuate important plays became part of the language, and he is credited with coining "rhubarb" as a synonym for a dust-up or argument. He was one of the charter honorees of the Broadcasting Magazine Hall of Fame. His death last week at the age of 84 marked the end of one of the longest and most distinguished careers be-

hind the microphone (he was still contributing commentary to National Public Radio's *Morning Edition*).

In an industry filled with flashes in the pan, Jackson Weaver was something of an eternal flame. The long-time co-host of WMAL(AM) Washington's *Harden & Weaver* morning show died last week at the age of 72. For 32 years, he and partner Frank Harden co-piloted the morning drive for hundreds of thousands with their wit and unflagging good humor. They almost double-handedly turned the station from just another AM in the market to one of the most successful AM's in the country. Weaver, who also provided the kind but stern voice behind Smokey the Bear's "Only you can prevent forest fires" admonition, helped raise millions for charity.

Each of them gave the last full measure.

GETTING OUT THE VOTE

We have an endorsement for the presidential election, in fact for all of the races, from bond issues to board members to congressmen. We join with the TV stations, networks and program producers who have endorsed the Media Voting Project, a nonprofit group of former and current educators and business leaders working to improve voter turnout for the November elections. Stars of such series as *Cheers*, *Roseanne*, *Home Improvement* and *Married...with Children* have made PSA's and more than 300 TV stations have ordered the tapes to air in the weeks (now a week) before the election. "We need to use TV to get more people to exercise their franchise," said a project adviser, "and I can't think of a more powerful way to use the medium than a direct appeal from the TV network stars." We agree.

Time is short, but PSA's are still available. For information, contact Henry Griggs or Phil Sparks at (202) 682-1270.



Drawn for BROADCASTING by Jack Schmidt

"Does this mean we're going to have to change the working title from 'The Myth of the Magic Carpet?'"



**MOST
POLITICIANS
STILL THINK
WOMEN
SHOULD BE
SEEN
AND NOT
HEARD.**

**IN THE LAST
ELECTION,
39 MILLION
WOMEN
AGREED.**

*They gave up the power to make an impact on
crime, drugs, education, pollution, poverty, healthcare
and the homeless. The power to change their lives.*

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without a video switcher. The power of the room goes up. (Delta) enhances the capability of that edit suite."

-Mark Jaques, Operations Manager,
National Boston Video Center

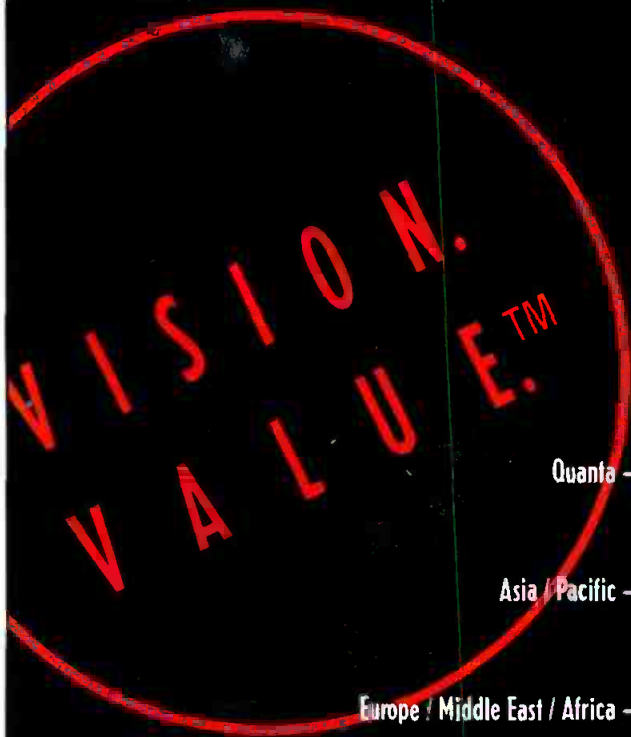
- "Doing comparisons... Delta seemed to be the most versatile. We also felt that Quanta is very innovative and up-and-coming... that they are really listening and dealing with what's happening in the industry. It's as if they really care about the product and the customer, not just the sale."
- Rick Breniser, Assistant General Manager, Encore Video

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