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A CARRIERS PUBLICATION

Vol. 123 No. 7



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Top of the Week

SOUTHWESTERN BELL MAKES FIRST RBOC CABLE ENTRY FOR \$650 MILLION

Announcement of purchase of two Washington, D.C.-area systems from Hauser Communications gets positive reaction from both telco and cable industries

By Rich Brown

Southwestern Bell Corp. sent shockwaves through the media business last week with its plans to purchase two major Washington, D.C.-area cable systems. If completed, the \$650 million deal will represent the first Bell company purchase of a U.S. cable operator.

Cable stocks leapt upwards in the

wake of the news. Speculation was rampant that the nation's profitable telephone companies could be ready buyers for other cable systems around the country. And it painted a picture of the future that would apparently allow cable systems to continue competing with the video dialtone services of tomorrow.

Of particular interest to cable brokers and system owners was the price

of the deal, which represents about 10½ times cash flow. Privately owned seller Hauser Communications Inc. stands to make about \$2,800 per subscriber on the systems' 225,000 subscribers. Southwestern Bell officials said the price was based on the affluent nature of the subscriber base.

"People need to get away from this dollar per subscriber analogy, frankly," said Stephen McGaw, associate

NBC STORY GOES UP IN FLAMES

By Geoffrey Foisie
and Sharon Moshavi

The collision between NBC and GM last week over a rigged crash test sent shock waves through the journalistic community and left the network trying to control the damage to its news operation.

NBC agreed to pay General Motors \$2 million and broadcast a lengthy on-air apology to settle a defamation suit involving a Nov. 17 *Dateline NBC* broadcast (see page 9), but the real cost was to the network's credibility.

The consequences for those involved in production of the "Waiting to Explode" piece on GM is unclear. NBC executives were huddled at a business retreat in upstate New York late last week. Morale at the network and particularly among *Dateline* staffers was low, and the fate of segment producer Robert Read and *Dateline* executive producer Richard Diamond were in question.

Still, many doubt that any senior NBC

Continues on page 8



More smoke than fire. The rigging of a crash test of GM trucks backfired on NBC last week, which issued an on-air apology for its Nov. 17 *Dateline NBC* piece as part of its settlement of a defamation suit filed by GM.



Hauser Chairman-CEO Gus Hauser, with company President John Evans, reportedly controls 100% of the Arlington system and 80% of the Montgomery County system.

director of corporate development for Southwestern Bell. "In these particular markets, the people have very good demographics."

According to Southwestern Bell data, residents of the areas served by the two systems—Montgomery Cablevision Limited Partnership and Arlington Cable Partners—represent the fifth and sixth highest per capita income in the country.

Southwestern Bell also has experience in the Washington market as a long-time provider of cellular phone service. The company offers cellular phone service in areas around the country representing a total population of about 35.7 million and includes Chicago, Boston, Dallas-Fort Worth, St. Louis, Baltimore, Kansas City, San Antonio and Oklahoma City.

McGaw said owning a cable system and a cellular phone operation in the

same market would likely provide some potential marketing synergies. McGaw would not say whether Southwestern Bell would focus on acquiring additional cable systems in markets where it already owns cellular phone operations, but he did leave open the possibility of acquiring additional cable systems and said the company likes to focus on major markets.

"We don't have a game plan on a number of subscribers we have to get to," McGaw said of the company's cable acquisition plans. "As opportunities present themselves, we'll continue to take a look at them."

Before the deal with Hauser Communications can be completed, it will have to clear a number of regulatory hurdles. Bell companies are permitted to own cable systems outside areas where they provide local exchange telephone service (Southwestern Bell

serves Arkansas, Kansas, Missouri, Oklahoma and Texas). But Bell companies are not permitted to provide long-distance service and therefore Southwestern Bell will have to obtain special permission to receive satellite-delivered cable programming from U.S. District Judge Harold Greene. Under the same long-distance restrictions, Southwestern Bell will have to get permission in order to provide service to the entire Montgomery County system, which serves two different court-designated local access transport areas.

Approval of the deal will also have to come from the FCC and local franchising authorities. Southwestern Bell officials said the deal is not expected to be completed until some time after July.

"We don't see the regulatory hurdles as major problems," said McGaw. He said there will be plenty of time prior to the closing of the deal to seek approval from the local franchise authorities, neither of which has yet received the required application for transfer.

"The challenge is going to be inquiring into a company that doesn't have a track record other than in the United Kingdom and Israel," said Rob Farr, Arlington's acting cable administrator. Southwestern Bell owns and operates cable TV systems in the UK and has interests in cable TV systems in Israel, representing a total of approximately 1.6 million homes.

In the event Southwestern Bell closes its deal with Hauser, McGaw said the Bell company has no specific plans for implementing personal com-

IRVING NAMED TO TOP NTIA POST

President Clinton late last Friday tapped House Telecommunications Subcommittee aide Larry Irving to head the National Telecommunications and Information Administration.

As administrator of the Commerce Department's telecommunications policymaking arm, Irving will hold the rank of assistant secretary.

Irving, 37, emerged several weeks ago as the leading candidate for the post (BROADCASTING, Dec. 14, 1992). He served the Clinton transition as a telecommunications adviser to the economic policy team headed by Robert Reich, now Secretary of the Interior. He also staffed Clinton's economic conference in Little Rock, Ark., last December.

"I can't think of anybody who knows the issues better," said Jim Hedlund, president, Association of Independent Television Stations.

"To the extent they want to elevate NTIA, they needed to put a player in the job and they did so," said Martin Franks, CBS Washington vice president.

"From the telco standpoint, he is well acquainted with the issues and the players and brings informed presence to the office," said Ward White, president, United States Telephone Association.

Irving has been integrally involved in most telecommunications legislation since joining the telecommunications subcommittee in 1987.

He was a major force in the drafting and passage of the 1992 Cable Act, a triumph that earned him the respect of some, but the resentment of many cable operators who must cope with the act's regulations.

Prior to joining the subcommittee, Irving served four years on the personal staff of the late Representative Mickey Leland (D-Tex.).

—HAJ

munication systems (PCS) and alternate access on the cable systems. However, he said he would not rule out the possibility of providing telephone services through the systems at some point in the future.

"If it makes sense, then we'll do it," said McGaw. "We decided to do this transaction based on cable and not on other services."

Meanwhile, fellow regional bell operating company Bell Atlantic has already applied for authorization to construct an experimental video dialtone system in the Washington area. Bell Atlantic Information Services President Art Bushkin issued a statement last week saying that the Southwestern Bell purchase was no surprise.

"Anyone with more than a passing knowledge of these industries fully understands that entry into the market is virtually wide open," said Bushkin. "It is high time to discard the fiction that anyone has a stranglehold on a particular market. It is time for the obsolete restrictions of the AT&T consent decree and the Cable Act of 1984 to fall."

Jones Intercable Chairman-CEO Glenn Jones, who said he has had various exploratory talks with telcos, as have many other MSO's, said he embraced the news of the Southwestern Bell-Hauser deal.

"It clears up some of the conceptual clutter in the marketplace that we only need one big pipe into the house," said Jones. "They see a viable economic world with two big pipes."

Others in the cable industry last week also appeared to be embracing news of the Southwestern Bell-Hauser deal. National Cable Television Association President James Mooney issued a statement reading in part: "Speaking personally, and reserving final judgment until we see the details, I'd be surprised if the cable industry opposed this deal."

The two systems represent the remaining cable operations owned by Hauser, which last year sold systems near Minneapolis and St. Paul. The Washington-area deals should prove lucrative for company Chairman-CEO Gus Hauser, a longtime cable executive who previously ran the Warner Amex systems and was a vice chairman of the NCTA board. Together with company President John Evans, Hauser reportedly controls 100% of the Arlington system and 80% of the Montgomery system. ■



Harvard panel puts forth less than rosy assessment of television's future (p. 12)

TELCO'S CABLE MOVE / 3

Southwestern Bell's planned purchase of two Washington-area cable systems could bring surge in system trading as new players come to bat.

UP IN FLAMES / 3

Affiliates and former NBC executives assess the damage to NBC's reputation wrought by its *Dateline* report on GM trucks.

THINGS TO COME / 12

A Harvard forum on television takes a generally pessimistic view of the medium's future.

MONTE CARLO MARKET / 16

Program dealers headed to the Monte Carlo looking as much for "insight" into the market's mood as for business.

GOOD RATINGS FOR CARTOON / 24

Turner's new Cartoon Network garnered a 0.8 rating its first time out, beating its 0.6 projection and landing it in sixth place among cable networks.

SOFTWARE FOR PCS / 26

General Magic has unveiled software designs for end users of personal communications services.

CLINTON GOES RADIO ROUTE / 28

President Clinton on Feb. 6 delivered the first in what the White House plans to be a regular series of Saturday morning radio addresses.

COMMITTEE'S NEW MEMBERS / 31

The two new Democrats on the Senate Communications

Subcommittee bring with them support for a major upgrade in U.S. telecommunications abilities.

FAIRNESS LOOMS / 32

A bill moving through Congress to codify the fairness doctrine has a good chance of becoming law.

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NOW THERE ARE FOUR

NHK pulls Narrow-MUSE from HDTV contention

By Randy Sukow

The long-held assumption that the FCC's high-definition television transmission standard will be all-digital became official last week when the last analog-based system, Japan Broadcasting Company's (NHK) Narrow-MUSE, bowed out of contention.

But a four-day meeting of a special panel of the FCC's Advisory Committee on Advanced Television Service, leading TV engineers were unable to settle an undisputed front-runner to recommend to the full advisory committee, which meets Feb. 24.

Absent some consolidation among the remaining proponents, the advisory committee's most likely alternative is to approve a new round of laboratory tests for all four at the Advanced Television Test Center in Alexandria, Va., which would delay selection of a final system until late this year.

The panel was divided into three task forces on technology, spectrum characteristics and economics. There were no clear winners in any area among the four systems—two proposed by a consortium of General Instrument and the Massachusetts Institute of Technology; one by a consortium of Zenith and AT&T, and one by a consortium of NBC, Thomson, Philips and the David Sarnoff Research Center.

The technology task force saw the most activity as it sought to compare the systems' audio and video test performances. By week's end, the group approved a performance grid outlining strengths and weaknesses according to 10 major criteria. While some systems tested better than others in certain criteria, "there does not appear to be one system that has a clear advantage in all areas," said PBS engineer Mark Richer, chairman of the technology task force.

NHK removed Narrow-MUSE after the panel found what was considered a fatal flaw, interference test results vastly inferior to results of the four competing all-digital systems. ■



JAMES QUELLO: THE FCC'S 'REPORT AND ORDER' CHAIRMAN

Cable, fin-syn deadlines crowd interim chairman

Anyone who sees James Quello's appointment as interim chairman of the FCC as merely a "reward" for some 19 years' service at the commission and another 27 in the broadcasting industry are only looking at half the picture. It is also a heavy responsibility.

The 78-year-old Quello will likely only serve as chairman for a few months, but those will be some of the more intensive months the FCC has seen for some time. During that time, the FCC must produce a volume of new rules regulating cable television and rewrite the financial interest and syndication rules. Both will strain agency resources and tempers.

Quello took time from his first full week at the helm to discuss his agenda with BROADCASTING editors Harry Jessell and Joe Flint. Quello says he will preside over a "report-and-order" FCC—no "caretaker" he.

On the other hand, he says, he will not advance any "contentious" items that would add to the cable and fin-syn load. That means, he says, no action of relaxing the TV ownership limits or the prime time access rules.

Quello succeeds Alfred Sikes. Due to his departure and Commissioner Sherrie Marshall's recusal from broadcasting and cable issues,

Continues on page 34

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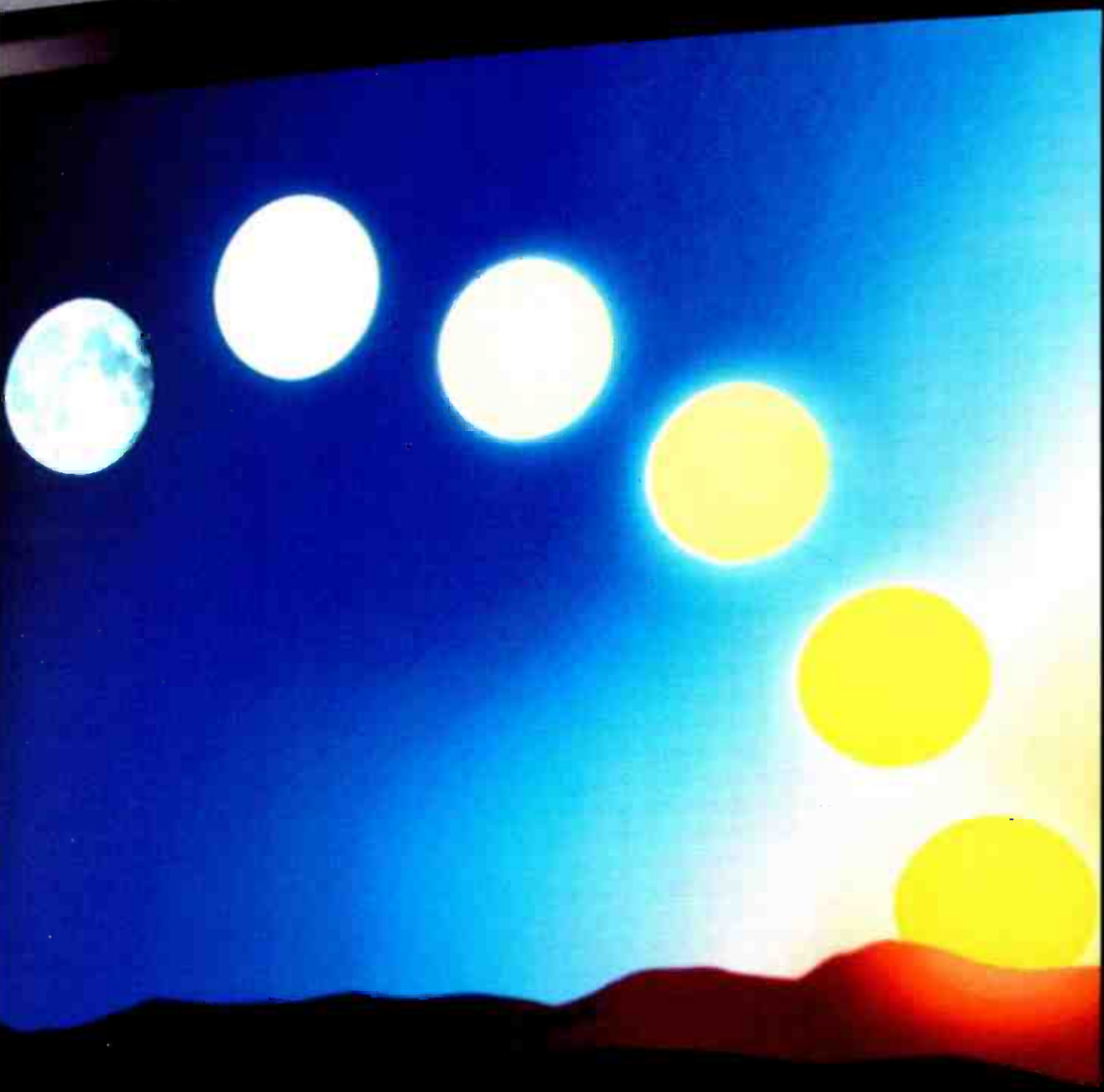
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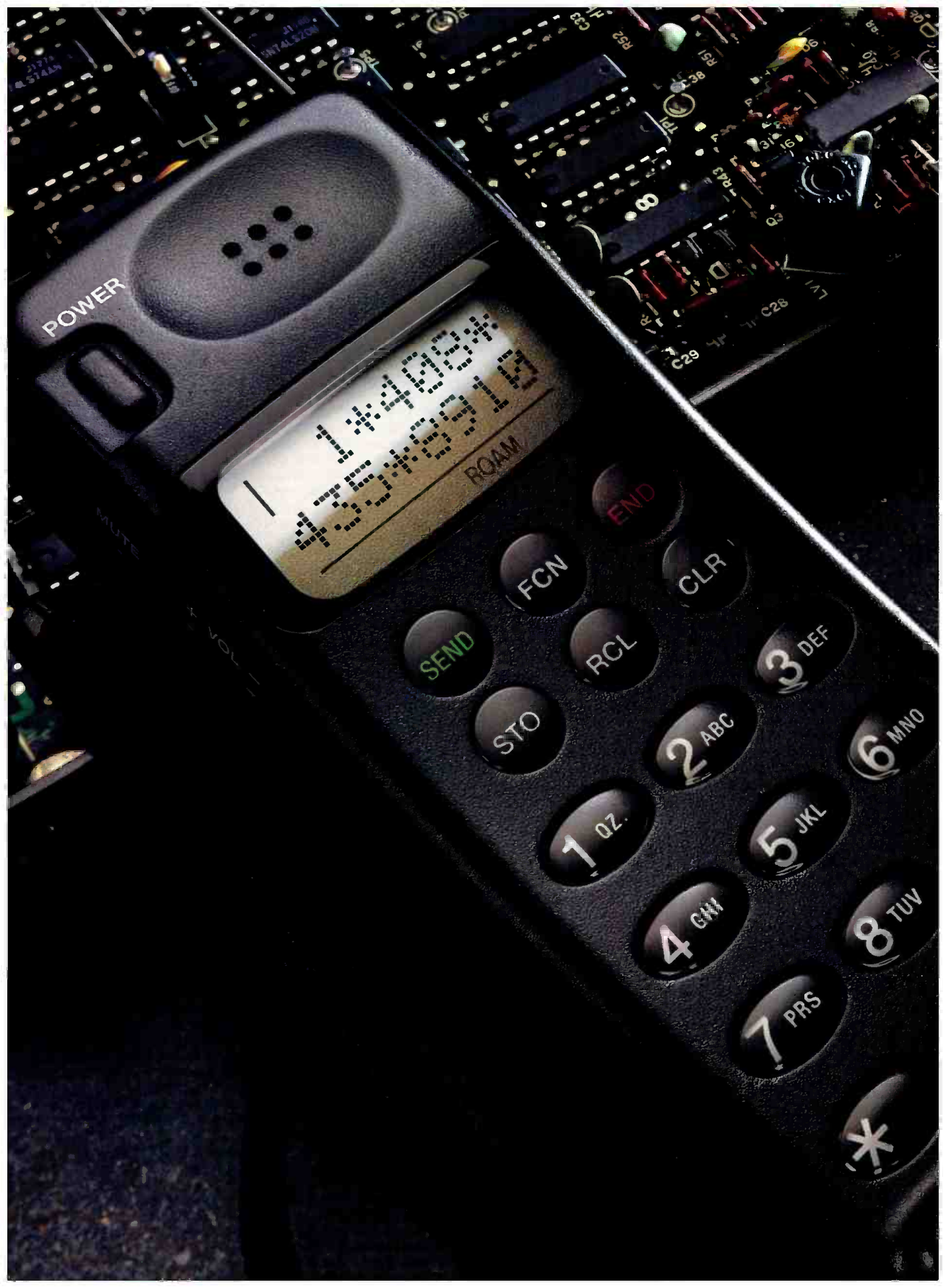
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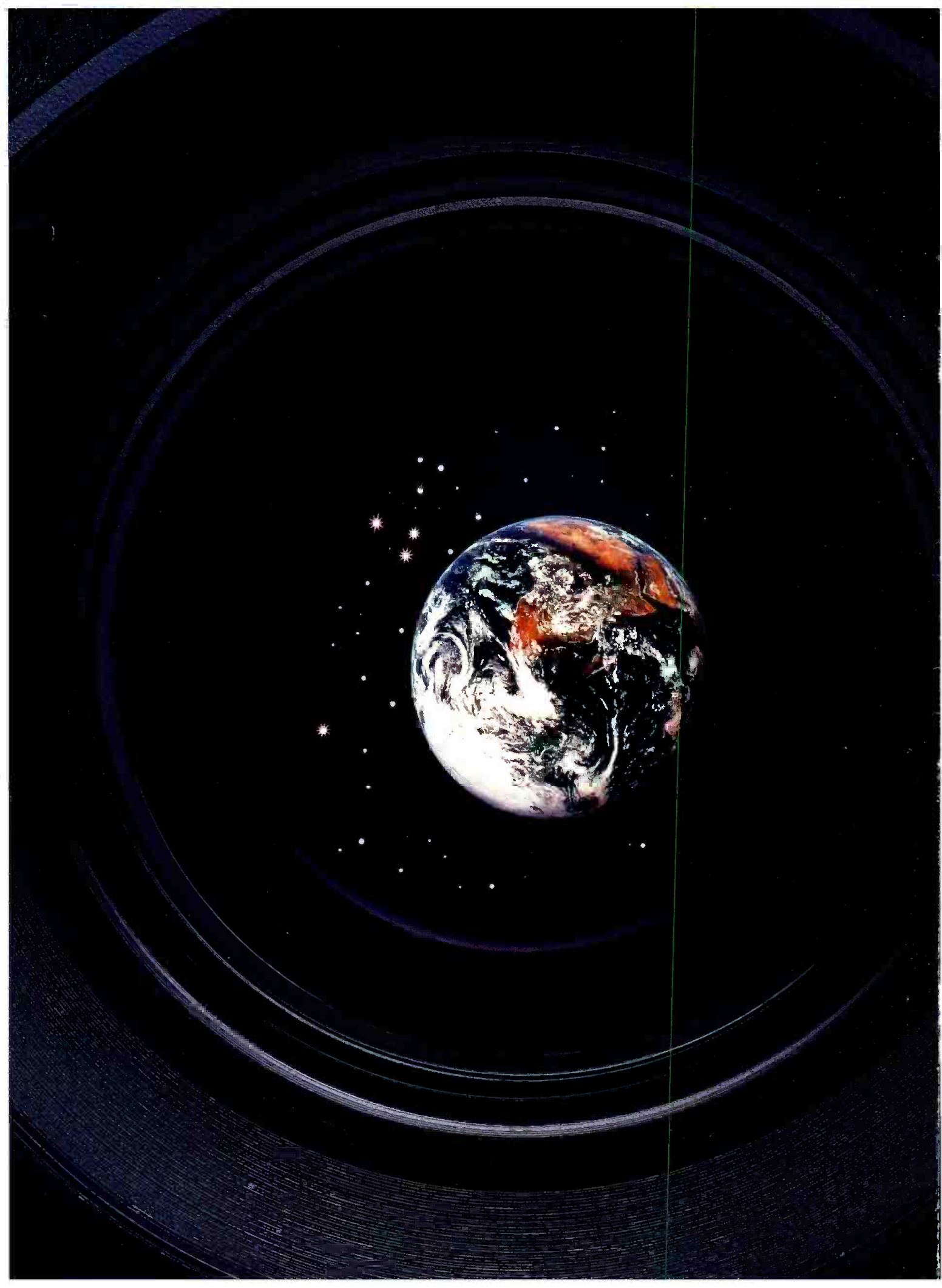


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JACKSON INTERVIEW A THRILLER FOR ABC

'Gloved one' gab with Oprah helps power network to sweeps lead

By Steve Coe

When the queen of talk met the king of pop last week the ratings result was more a coronation than a competition.

ABC recorded a huge Wednesday night win for the first full week of the February sweeps. Oprah Winfrey's live 90-minute interview with the reclusive Michael Jackson, at his home, was viewed by an average 36.5 million households, making it the fourth most-watched entertainment program rated by Nielsen since 1960. In fact, the interview was more than 12 rating points higher than the highest-rated Barbara Walters' special, which garnered a 27.8/43 in 1981.

The program averaged a 39.3 rating/56 share at 9:30-11 p.m., making it the highest rated entertainment special since NBC's *The Bob Hope Christmas Special* on Jan. 14, 1971. ABC estimates that 90 million viewers tuned in to all or part of *Michael Jackson Talks... To Oprah*. It was the first television interview for the entertainer in 14 years. Thanks to the program, as well as two episodes of *Home Improvement* at 8 p.m. and 9 p.m. and an episode of *The Wonder Years* sandwiched in between at 8:30 p.m., ABC averaged its

highest-rated night of programming since 1983.

The lineup dwarfed the other networks with ABC's 28.6/42 from 8-11 p.m. almost tripling CBS's second place 9.9/14. Fox's came in third at 9.3/13 (from 8-10 p.m.) and NBC last with a 9.2/13 average. More impor-



Oprah made ratings history last week with her live interview with the reclusive Michael Jackson.

tantly, ABC's Wednesday slate helped jump the network ahead of the other networks in the sweeps race in both the Arbitron and Nielsen-measured sweeps.

Through last Thursday night, in the Arbitron-measured sweeps, which began on Wednesday, Feb. 3, ABC is ahead of second-place CBS by 1.0 rating point and ahead of NBC and Fox by 2.2 and 5.4 points, respective-

ly. According to Nielsen, which began its measurement a day later, on Feb. 4, the gap is 6/10 of a rating point over CBS and 2.1 and 5.3 points over NBC and Fox.

The Oprah interview was just one of several high profile shows served up last week. CBS's *Andy Griffith Show Reunion* also aired Wednesday night and averaged a 12.2/18 at 8-9 p.m. but fell victim to a special airing of *Home Improvement* at 8 and *The Wonder Years* at 8:30. The two comedies averaged a 13.7/21.

NBC was set to make a move on Friday night, against ABC's "TGIF" lineup and CBS's new series schedule, with the airing of *Fallen Champ: The Untold Story of Mike Tyson*.

On Sunday night, all three of the big broadcast networks were scheduled to do battle, with each offering highly promotable programming from 9 p.m. to 11 p.m. CBS was all set to present the first part of *Queen*, the continuation of Alex Haley's autobiographical series. ABC offered the broadcast television debut of "Dick Tracy," starring Warren Beatty, and NBC countered with *Lucy and Desi: A Home Movie*, featuring never-before-aired home videos of the famous couple at home. ■

TOWN HALL SCORES FOR LOCALS

It may not have been Oprah and Michael, but President Clinton's town-hall meeting from Detroit earlier the same night was a ratings success of its own. On WXYZ-TV Detroit, the show easily won its time period with a 33.7 rating/44 share, according to Arbitron metered ratings, and did well in the three cities that participated via satellite: according to Nielsen numbers, KOMO-TV Seattle won its slot with a 14.5/28, WSB-TV Atlanta was number one with 17.3/24 and WPLG(TV) Miami ran a close second at 16.5/23. The four stations shared production costs, and at least 30 other stations, CNN, C-SPAN and National Public Radio picked up the feed. At right, nine-year-old Rochelle Penrod of Edmonds, Wash., asks what the President will do to ensure a drug-free America. —JG



NBC

Continued from page 3

News executives will pay a price for the breach of journalistic ethics.

Affiliates, former NBC News executives and others agreed the rigged *Dateline* demonstration damaged not only NBC News but its affiliates and the reputation of television news operations everywhere.

Former NBC News executives say the network should never have found itself in such a situation.

news-division-produced magazines."

"I am aghast and appalled," says Fred Walker, owner of KWQC-TV, the NBC affiliate in Davenport, Iowa, who says the *Dateline* segment amounted to a simulation, which, he says, the network swore off doing a couple of years ago.

The condemnation was even stronger from a broadcast group head whose company owns several NBC affiliates. "There ought to be an execution. This reflects badly on all of us. People have often said that TV news reaches a conclusion and then finds a

diate retribution from GM dealers or dealers' associations. Jack Lyons, general sales manager at WFLA-TV Tampa-St. Petersburg, Fla., says: "The only thing that happened is that we were told to move any GM spots out of late news this past Tuesday [*Dateline* aired Tuesday at 10 p.m.] to somewhere else."

Dennis Williamson, general manager of KGW-TV Portland, Ore., says he spent "plenty of time" talking with both the president of the local GM dealers' association and the local agency that places ads for the dealers. "Obviously, they weren't happy, and, frankly, neither are we. When doing stories on one of the largest corporations in the world, about a matter this sensitive to public reaction, I would think they would have done all their homework. It doesn't appear they dotted any of the i's or crossed the t's."

"We have a very large GM plant here in Arlington," said Dave Oberton, news director of KXAS-TV Dallas-Fort Worth, "and the people who work at that plant, their friends, their families—I'm sure they weren't terribly impressed with our network, and some of that certainly will spill off on us. We've got to renew our efforts to regain that trust. I applaud NBC News for owning up to the error....They didn't hide behind the First Amendment, they didn't fight it in court."

"It's a closed matter as far as we're concerned," said Howard Zeiden, sales director, WPXI(TV) Pittsburgh. "You can't kill the messenger. We're an NBC affiliate, a Cox station. We really had nothing to do with it....We haven't really heard anything up until this point [from local GM advertisers]."

Joe Oliver, vice president and general sales manager, WLEX-TV Lexington, Ky., says he "wouldn't be surprised" to hear from local GM dealers that "we're looking at this as a network mistake, rather than an affiliate mistake."

NBC took heat in the press and from media pundits, who said the network crossed the line. But some reporters at other networks were not very surprised by the debacle. Said one: "Five years ago, it was not acceptable to do dramatizations. Now it is a common practice. This is what you can expect when all three networks are doing Amy Fisher movies." ■



'Dateline' anchors Stone Phillips and Jane Pauley were handed a statement halfway through the show last week, during which the network apologized for the report on GM

"What is so striking to me is that this is not a case where somebody was misled by a bad source," says former NBC News president Larry Grossman. "Anyone who had any knowledge of that videotape should have known. It was probably seen by many [before the broadcast]."

A former NBC News executive producer, who asked not to be identified, agrees. "That reference in the copy to a 'non-scientific' test should have been a flag. People who saw that should have said, what does that mean?"

Grossman says it would be too easy to pin the blame on one or two people: "In the traditional news operation, any idea of faking to suit a particular need was just unthinkable. What has happened is that management hasn't held people accountable. Sleeze has drifted over from the non-

way to get there, and this incident only confirms that view."

Bob Richardson, news director at KOB-TV Albuquerque, said NBC did not go far enough in its on-air apology. A Gartner resignation, he said, "would have to be his decision, but I won't say it would be an inappropriate action on his part.

"It's hurting us financially," Richardson said of the incident. "We've had several GM-related industries—dealerships, ad co-ops, things like that—drop their advertising on our air, pull their entire schedule. What they want us to do, in essence, is go on the air and say, 'We would never do anything like that, the trucks are fine.' That's not our job. We didn't do the story—NBC did."

Other affiliates contacted by BROADCASTING say there has been no imme-

'A BAD IDEA FROM START TO FINISH'

Impact of GM press conference led to harried day of negotiations, NBC's public apology

By Joe Flint

When General Motors hit NBC with a defamation suit for a Nov. 17 *Dateline NBC* report alleging that the auto manufacturer's 1973-87 full-sized pickup trucks were fire traps, some thought GM was risking more bad publicity over the safety of its trucks.

But by week's end, it was NBC that was reeling from bad publicity. The network was forced to admit it had failed to alert viewers it had rigged a crash test of one of the trucks to ensure it would burst into flames.

In announcing its suit at a Detroit press conference last Monday, GM executives revealed results of an intensive investigation picking apart NBC's staged crash. Among its claims: NBC had ignited model rocket engines at the moment of impact.

Besides using the rockets, NBC, according to GM, also deceived audiences about the speed of the cars used to crash into the trucks, lied about one of the gas tanks being punctured in the test crash and failed to mention that the gas cap on one of the trucks was improper and caused gasoline to leak.

Following GM's Detroit press conference, which was beamed via satellite to reporters in Washington, New York and to NBC's New York headquarters, NBC News President Michael Gartner released a letter he had earlier sent to GM in which he stood by the story. The network, he said, "does not believe there were any false or misleading statements in the 15-minute *Dateline* broadcast which reflected at great length both sides of this critical issue."

NBC's attitude changed as GM's press conference generated front-page news across the country and as the public sided with GM. By Tuesday evening, *Dateline* anchors Stone Phillips and Jane Pauley were apologizing on air for the November report.

Behind the scenes, NBC had agreed to pay GM \$2 million to cover the cost of GM's investigation and to broadcast an apology. Satisfied, GM dropped its suit.

"NBC's contractor did put incendi-

ary devices under the trucks to ensure that there would be a fire, if gasoline were released from the truck's gas tank," Pauley said. "NBC personnel knew this before we aired the program, but the public was not informed, because consultants at the scene told us the devices did not start the fire.

"We agree with GM that we should have told our viewers about these devices. We acknowledge the placing of

DINGELL ENTERS FRAY

Capitol Hill may also weigh in on the controversy. Representative John Dingell (D-Mich.), chairman of the House oversight and investigations subcommittee, told staffers to determine whether a hearing on NBC's broadcast was necessary.

the incendiary devices under the truck was a bad idea from start to finish," Pauley said.

The public apology culminated a day of negotiations between Harry Pearce, GM's vice president and general counsel, and NBC executives, including Gartner, NBC President Bob Wright and General Counsel Richard Cotton. Benjamin Heineman, general counsel for NBC-parent General Electric, also played a role.

In an internal NBC memo, Wright explained it had become "apparent that

the crash demonstration, as we had presented it, was confusing at best. We decided the only appropriate course of action was to admit our mistake...."

In a separate memo, Gartner told staffers that admitting the mistake was "painful and difficult.... Now we need to find out what went awry. We will review what happened and review all relevant policies."

GM's victory could not have come at a better time for the auto manufacturer. It just lost a court case in Atlanta in which it was ordered to pay \$105 million to the family of a man who had burned to death in one of the trucks. GM plans to appeal the verdict.

GM launched its investigation of NBC's report in January after talking with firemen and others on the scene of test crash.

"Viewers would have come away from the *Dateline NBC* program with a much different understanding of the very low risk of fire following side collisions if they had been told that the one fire was produced in a crash involving a truck with a fuel tank filled to capacity, the wrong gas cap, and rigged with model rocket engines; and in the second crash, that no fire could be ignited despite a higher-speed collision and the ignition of these concealed incendiary devices," Pearce said.

"I trusted NBC; it's a mistake I'll never make again," Pearce said. ■

LARGEST TV STATION LIBEL VERDICT UPHeld

A New York appeals court last week upheld a \$15 million libel verdict against a Buffalo television station that mistakenly linked a restaurant owner to organized crime in a 1982 broadcast.

Capital Cities/ABC, which owned WKBW-TV at the time of the report, said it would appeal the decision, a 3-2 ruling by the New York Appellate Division, Fourth Department, in Rochester. If upheld by higher courts, the verdict would mark the biggest libel judgment ever against a TV station.

The case stems from a report in which WKBW-TV identified a Niagara Falls restaurateur, John Prozeralik, as the victim of a kidnapping and beating by organized-crime members. The report further stated the FBI had confirmed that Prozeralik was under investigation because of suspicions that he owed money to organized crime figures.

The station soon corrected the report, saying Prozeralik was mistakenly identified. But the station also said the mistake arose from an FBI agent's indirect confirmation, an account the FBI disputes.

The court wrote that the mistake resulted from "groundless speculation and conjecture" and that the station acted with "actual malice." —PV

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

LOS ANGELES

BYRNE RETURN

Former LIN Broadcasting group head and KCAL-TV Los Angeles general manager, Blake Byrne, may soon resurface in the news. He has formed a partnership with former Harte-Hanks president and CEO, Robert Marbut to look for station acquisitions under the name of Argyle Communications. Byrne says he is looking at network or Fox affiliates. The company recently made an unsuccessful run at a sizable station group.

GET REAL

Buena Vista's next move into first run will apparently be a reality. The company, which is launching two new projects this year in *Countdown at the Neon Armadillo* and *Crusaders*, is looking to develop a reality show for kids. Buena Vista is in the beginning stages of developing the project and no other details are available.

MERGER PLANS

Management partners for recently merged regional sports cable networks Prime Network and SportsChannel America in about a week will be presented with a plan outlining the proposed implementation of the merger. Current plans call for all sports events from both channels to be consolidated onto a revamped Prime Network by this summer; SportsChannel is expected to be revamped by 4th quarter 1993 with an all sports news format.

BURBANK

SHAMROCK BUYING MALRITE

Shamrock Broadcasting is close to an agreement to purchase Malrite Communications' radio group, sources said last week. Such a deal would give Shamrock 10 more stations, for a total of 25, including a duopoly "megacombo" of four sta-

INFINITY, UNISTAR CLOSE TO DEAL

Infinity Broadcasting and Unistar Radio Networks are close to an agreement under which Infinity would take over the financially troubled network, one of the four largest in radio. While both companies refused to comment on a potential deal, industry sources said talks focus on an agreement under which Unistar Chairman-CEO Nick Verbitsky would eventually leave the network. Those sources said Unistar President Bill Hogan would remain, reporting to Infinity President Mel Karmazin—who was Hogan's boss at WNEW(AM) New York in the 1970's. It remained unclear whether Infinity would buy Unistar outright, assume a portion of debt or agree to manage the network in return for an ownership stake. Karmazin stressed no deal has been reached. "The fact that nobody is commenting on it means that, at this moment in time, there is no truth to it," he said. Unistar, a privately held company founded and partly owned by Verbitsky and Dick Clark, is said to face difficulty making payments on its debt, estimated at \$105 million. One factor said to be driving the deal is that Infinity and Unistar share the same lead bank, Chase Manhattan, which is eager to find a solution to the network's cash crunch. —PV

tions in San Francisco. Shamrock, currently radio's 17th-largest group according to audience size, would move up to number five.

WASHINGTON

CABLE CONFIRMATION

According to interim Chairman James Quello, FCC will affirm its decision to allow big three networks into cable system business and not alter its June rulemaking, which allows networks to acquire up to 10% of the nation's homes passed by cable and 50% of homes passed by cable with an Area of Dominant Influence. Capital Cities/ABC Chairman Tom Murphy was among network executives pressuring commission to move on reconsideration petitions that had been filed.

TURNER TRAVEL PLANS

Ted Turner will visit the FCC within the next few weeks to meet with new interim Chairman James Quello and Commissioners Ervin Duggan and Andrew Barrett. Although cable deregulation will likely top Turner's agenda—rules on rate regulation and vertical/horizontal integration are likely to be issued at

April's meeting—he may also gauge commission reaction to reports that Turner is talking mergers with several companies.

PRESIDENTIAL POW-WOW

National Cable Television Association President Jim Mooney was among the business leaders who attended a White House briefing in which President Clinton outlined his much-anticipated plan for boosting the economy and cutting the deficit. The outline was broad, according to Mooney and others in room. The President again spoke of the need to build a "national information infrastructure," but, as with other parts of the plan, kept details of how he would himself. Other communications types on hand: U.S. West's Laird Walker and Black Entertainment Television's Bob Johnson.

Like other businesses, broadcast and cable will be examining closely the elements of the economic plan, due out this week. There is mounting concern the spectrum or license-user fees may be included as revenue raisers, but there is also hope some companies may be able to take advantage of investment-tax incentives being talked about.

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Monday Memo

“Stations cutting talent expenses are doing so at the expense of the viewers.”

Are there times when we have too much coverage of an event or issue? We may get tired of hearing about an event, but if the media do not push to unveil new angles, there may be sides left permanently buried. There are instances when local television affiliates send reporters to cover national events, thus leaving viewers inundated with reports of the same event during both network and local newscasts. (When Iben Browning uttered his ill-fated prediction about an earthquake, there were more reporters than residents in New Madrid, Mo.) Many affiliates around the country sent news teams to Florida and Louisiana to cover the effects of Hurricane Andrew. Being there is often more image than substance—especially when a Midwest meteorologist is live at the scene with nothing more than a soaked note pad. Isn't that why we have networks, so they will provide us with national and international news, leaving local affiliates to do what they do best...local news?

When people were cleaning up in the aftermath of Hurricane Andrew, what was the second major news story during that time? The Woody Allen-Mia Farrow custody case. I'm sorry, but 99% of the time Woody Allen, the Kennedys or members of British royalty do not constitute newsworthy stories. Would you rather know whether Princess Stephanie is pregnant or whether President Bush has declared a no-fly zone over Iraq? Hollywood stories are better left for "inquiring minds." A basic rule students of broadcast journalism learn is to cover stories that affect people. Ted Koppel once noted that the major story of the 1980's—the budget deficit—*Nightline* covered the least because people, in general, found the subject to be boring. Thus, news operations should find more ways to cover homelessness

and the budget deficit rather than a Kennedy wedding.

Too often journalists are blamed for events they report. Reporters do not make the news. They do report about the people and issues of the day. When a controversial issue surfaces, such as the allegation that a presidential candidate may have had an extramarital affair, that candidate may blame the media for reporting it. But journalists are the watchdogs of government, and it is the media's job to report on the happenings of government and government officials. Freedom of speech and freedom of the press allow the media freedom from inhibition when reporting on government activities. We are the only nation in the world to have such a seemingly unbiased communication system. Of course there are members of the media who go too far—



By Terry Likes, instructor,
Western Kentucky University

however, the message is not the fault of the messenger.

There has been a gradual change in news personnel over the past 15 years. It used to be that the nation relied on the news veterans—Cronkite, Brinkley and Reasoner—for information. Nowadays, we have switched to the younger faces of Jennings, Rather and Brokaw. The change is even more drastic locally. In larger cities like Nashville most anchors are between 30 and 45, while most reporters are even younger. In smaller cities many anchors are even younger, with some reporters just out of college. Many stations are quietly removing highly paid and highly skilled news veterans and replacing them with younger reporters who will work for near minimum wage. Stations cutting on-air talent expenses are doing so at the expense of the viewers. Lowering the bottom line usually means lowering quality. Unfortunately, broadcasting is one of those businesses that can't see past the bottom line. ■

Television

TOP EXECS TAKE HARD LOOK AT TV'S FUTURE

Harvard/HBO conference takes critical look at evolution of television; panel, including CBS's Sagansky, HBO's Fuchs and producer Gary Goldberg, agrees medium can never be as good as people want it to be

By Bill Kirtz,
Boston correspondent

Television can never live up to expectations, top executives agreed last week. At a Harvard conference on the future of TV, co-sponsored by HBO and carried on C-SPAN, other prominent speakers condemned "tabloidization" and predicted television will help kill representative democracy.

HBO Chairman Michael Fuchs said television will never be as good as people think it ought to be, because watching is passive, something you do with "half your brain switched off." Calling its power "a little frightening," he said TV is "so pervasive, I hope it will be a source for more than tabloidization."

Fuchs sees a drop in the I.Q. and attention span of viewers, but joined Jeff Sagansky, president of CBS Entertainment, in assigning timid advertisers some of the blame for bland programming.

Sagansky said advertisers are increasingly reluctant to back hard-hitting shows because special interest groups are more active in threatening product boycotts. "There's no way that TV can live up to expectations, because there's only so much that inspires. It happens very occasionally" in art and literature as well as in video.

He predicted networks will curb violent programming because government regulation is the alternative. He said CBS will "invite" its producers to meet with experts to discuss the harmful effects of violent shows. "Hopefully, this will start to sensitize them, because we rely on their good taste."

Tom Wicker, former *New York*



Media observers and executives gathered at Harvard last week. Shown above: Russell Neuman, director, Murrow Center, Tufts University; Tom Wicker, retired New York Times columnist; Reuben Blades, actor and singer; Jennifer Lawson, executive vice president, programming, PBS; moderator Marvin Kalb, director, Barone Center on the Press, Politics and Public Policy, Harvard; Michael Fuchs, chairman and CEO, HBO; Jeff Sagansky, president, CBS Entertainment; Gary Goldberg, TV producer, 'Family Ties.'

Times columnist and a fellow at Harvard's Barone Center on the Press, Politics and Public Policy, said, "We're very far down the road toward an electronic town meeting," which representative democracy won't survive. Fuchs called the electronic town meeting "incredibly dangerous."

Wicker said TV has helped create "the era of the one-term Presidency. We see too much of these people, and we get tired of them." He said, "The intensive familiarity television gives us is a significant political factor we're just beginning to realize."

Actor-singer Reuben Blades thinks the fault is not in the tube but in ourselves, and that we are culture starved. "We run the risk of being the best-

informed society that ever died of ignorance," he said. "We should blame ourselves for looking at mindless things; it's a lack of respect for the intellect."

Gary Goldberg, whose productions include *Family Ties* and *Brooklyn Bridge*, also sees "no relationship between network television and culture. Network television exists to deliver sponsor messages—anything else is an interesting sidelight."

After jokingly urging Sagansky to air his productions, Goldberg added, "Jeff's job isn't to put on quality TV," and said that if he had Sagansky's job, he doesn't know what he could do differently.

But Goldberg rapped the medium

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The Hearst Corporation

for becoming the "National Enquirer and not aspiring to anything else." He charged: "We've diminished our own worth with a large segment of the audience. Our job is not just to pander. There must be another dimension. There should be something the networks won't put on; three Amy Fisher programs diminished us as a culture."

Sagansky replied, "We didn't set out to make our Amy Fisher movie awful; there are highs and lows in

every artistic field."

Russell Neuman, director of the Murrow Center at Tufts University, said fiber optics will allow viewers to order programming on demand and decide whether they want to pay a premium for an ad-free show.

At that point, he said, the premise of advertising-supported television, with networks deciding what to program, will be history. Neuman predicted, "Television will be an entirely

new medium, moving away from network economics," with "niche" shows succeeding without the ratings that networks require.

Jennifer Lawson, PBS's executive vice president for programming, fears video on demand will ignore people who can't afford to pay. "It assumes that we can get everything we need through the marketplace. What happens to the needs that don't make marketplace sense?" ■

BRAND SEES AX FOR 'EXTREMES,' 'FLY AWAY'

By Steve McClellan

There was some good news and bad news this season for the dynamic producing duo of Joshua Brand and John Falsey. The good news: they have prime time shows on ABC, CBS and NBC, including the popular *Northern Exposure* on CBS. The bad news is that the two others—ABC's *Going to Extremes* and NBC's *I'll Fly Away*—will probably be history by the end of the season.

At least that was the rather gloomy assessment by Brand, a self-proclaimed fatalist, although at this point there is no official word on either show.

Brand discussed the shows and other topics in New York last week with a small group of reporters at a Museum of Radio and Television luncheon. Brand and Falsey, based in Los Angeles, under contract to Time-Warner's Lorimar Television, were in town to deliver a series of lectures at the Museum.

As to *I'll Fly Away*, Brand seemed a little perplexed as to why the network wouldn't want to renew the show. Despite the fact, as he put it, that "it will never be a 20-share show," the program, set in the civil-rights-era South, has been near unanimously embraced by critics and the industry as a quality show.

"NBC has so many problems, you'd think they'd want to keep it just so they have something positive to talk about," said Brand. He recalled a conversation he had with NBC President Bob Wright several weeks ago in which Wright said he thought the show was great. But Wright also said that his kids didn't watch it and that he didn't think it had much appeal for younger viewers.

Brand's reaction was that the net-

work hasn't made an effort with *Fly Away* to reach younger viewers with promotion and marketing, despite its much ballyhooed, and failed, attempt to develop younger-skewing programs this season, he says. "The networks don't know how to market themselves to viewers because they have never

"The networks don't know how to market themselves to viewers because they have never had to."

Joshua Brand

had to," said Brand. He said that network executives generally seem fatalistic about their business: "They see the network business as a melting ice cube." But instead of finding solutions, he said, the prevailing reaction is "let's hope it stops melting."

With *Going to Extremes*, Brand says he and Falsey share much of the

blame for the show's lukewarm performance. "We let the show down in terms of character development and stories," he said, adding that part of the problem was the many distractions they had shooting the show in Jamaica, a location he says is ill-equipped to handle many of the show's production and post-production needs.

But Brand also believes ABC didn't help matters by positioning the show as the network's own *Northern Exposure*. *Extremes* was more dramatic and less comedic, and many viewers may have been let down, he says.

As to development projects, the one he would talk about has already been passed on by CBS. It's based on the experiences of *I'll Fly Away* writer Henry Bromell who grew up traveling around the world as his father was transferred from one CIA post to another. "We wanted to do the first post-Cold War family spy show," said Brand. But CBS's response was, essentially, "great script," but they didn't think it would fly. Brand says the project may be pitched to NBC. ■

BPME RECHRISTENED PROMAX

Name change meant to reflect diversity of membership

By Mike Freeman

Broadcast Promotion & Marketing Executives (BPME) is changing its name to Promax International, an acronym for Promotion and Marketing Executives in the Electronic Media. The change is meant to reflect the diversity of its membership from the broadcast, cable, interactive and satellite industries.

The board of directors has adopted

the change ("Bi-Coastal," Jan. 25), which won the preliminary survey support of 64% of the organization's 1,600 members, who are expected to vote for ratification later this week.

The Hollywood-based trade association will not throw out the BPME banner, preferring instead to give it shared billing with Promax while its membership and other executives "assimilate" the "philosophical changes" within the 37-year-old orga-



Jim Chabin

nization (known originally as the Broadcast Promotion Association), according to association president Jim Chabin.

The push for a name change began when BPME's membership board began polling the rank and file about a name change during its annual conference and exposition in Seattle last June. An accompanying survey revealed, says Chabin, that more than half the marketing executives surveyed believe their job responsibilities will be "different" within the next five to 10 years, due to the "increasing emphasis on the marketing and promotion of emerging technologies."

"Here is an organization that is not afraid of the changes coming in the future," says Chabin, who joined BPME last September after heading up marketing at the E! Entertainment cable network. "We believe it will come down to communication with the consumer, and it will be the innovators of the new technologies who will be placing a premium on marketers who can break down whatever psychological barriers may exist in the marketplace," says Chabin. "The 1990's will belong to marketers who know how to survive in a 500-channel universe and with ever-tightening budgets, which is something that this organization intends to remain in step with to provide resource support to our membership."

BPME's board has written a new mission statement—"Vision 2000"—setting a goal of 5% annual membership growth going into the next century. Besides the obvious recruitment of radio and TV marketing executives, Chabin says several emerging interactive hardware and software manufacturers, such as The Interactive Net-

Miami woos Letterman

While a battle rages between New York and Los Angeles over which city will host CBS's new David Letterman show, a third suit-or emerged nearly three weeks ago. The Miami-Dade Office of Television, Film and Print sent a letter to Letterman offering the city as an alternative. With the letter came a list of 12 reasons the host should choose the Sunshine State as headquarters, including:

- He won't have to wear socks with his sneakers.
- As far as we know there is no one buried under Joe Robbie Stadium.
- The chances of running into Amy Fisher at spring break are highly improbable.
- The chances of running into Joey Buttafuoco at spring break are highly probable.

The city has historical precedent on its side: in the 1960's it lured Jackie Gleason from New York to the "sun and

fun capital of the world." From an entertainment standpoint, the highly publicized train ride south, which included Gleason, his staff and musicians—and no shortage of bars or beautiful women—put the city spot on the map.

Verry interesting

You may not have seen the last of *Rowan & Martin's Laugh-In*, the ground-breaking series that wowed audiences all over again during a special retrospective on NBC last week. The special scored an 18.7 A.C. Nielsen Co. rating and proved to be NBC's top show of the week. Veteran producer **George Schlatter** has since been fielding calls that could lead to syndication of the series in its original hour-long format and possibly more specials. There's even some talk of a new NBC series based on the format. The original *Laugh-In* series (1968-73) was last seen in syndication in a half-hour edited format.

KIRO blitz

To mount a full-scale promotional blitz for its launch of the KIRO News Network format Feb. 4, Bonneville-owned KIRO-TV Seattle made more than \$1 million in ad buys, according to its executive vice president and general manager, **Glenn Wright**. Wright said that spot buys were made with ESPN and CNN on local cable systems, in addition to buys on 13 radio stations (including spots on its KIRO-AM-FM combination) and print buys with eight local newspapers, 138 outdoor billboards, 288 buses and direct-mail leaflets to 250,000 homes in the Seattle area.

However, the most unusual aspect is KIRO's airing of promo spots on competing independent KTZZ-TV. KIRO produces an exclusive 10-10:30 p.m. nightly newscast for KTZZ. "It only made sense to run spots on KTZZ, since they'll be getting the new format for their station also," Wright said.

work and Call Interactive, have joined BPME. And after visiting the Technology Pavilion at last month's NATPE convention in San Francisco, Chabin says executives from IBM, Apple and Microsoft asked about membership in the organization.

More than just the name is changing, emphasizes Chabin. Joining BPME with Chabin from E! Entertainment was Lou Bortone as, somewhat ironically, the association's first full-time promotion director. He will also oversee editorial production of BPME's *PromoFax* newsletter (which began publication earlier this month). *PromoFax* is faxed to its members on Tuesday mornings and supplants

BPME's *Image Magazine*, which is being reformatted from bimonthly to thrice-yearly publication.

Chabin says the reduction in publication of *Image* allowed him to reduce BPME's full-time staff from 13 to 10, but also opened up funds to hire Bortone and director of sales and marketing, John Lyons, formerly an advertising consultant to Fox Broadcasting Co.

Chabin says other unspecified cost-cutting moves will allow the organization to maintain a freeze on annual dues (ranging from \$45 for students to \$300 for professional members) and registration fees (\$345 per person) for its annual conference. ■

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

TIRED PROGRAMERS BEAT PATH TO MONTE CARLO

Recognize growing importance of globetrotting for buyers and partners

By Meredith Amdur

Have shows, will travel" could have been the motto of most program dealers who settled into the Riviera's exclusive TV retreat of Monte Carlo last week.

Somewhat battle-weary from NATPE in San Francisco at the end of January, distributors on the international program trail were anxiously looking for signs of how the European market was responding to tougher competition and strict budget requirements. But the international marketplace represents an important revenue source for almost all U.S. distributors, so few program merchants were bemoaning the non-stop pace of TV commerce.

These days, producers and distributors know that the now-global game of program diplomacy is a beaten path back and forth over the Atlantic.

The independents with small catalogs struggle more than the majors during lean times, but even the majors like Paramount admit that "you can't take anything for granted."

The Monte Carlo market itself seemed to be suffering something of an identity crisis, perched as it is between NATPE and April's MIP-TV in Cannes. But its role in the international program trade remained secure for those who prefer its businesslike atmosphere.

Few participants tried to second-guess the mood of the market. "Trends at a market are invisible," said DSL's Drew Levin. "What we're all looking for in this club is insight." As always at Monte Carlo's Loews Hotel venue, the corridors were crowded with anxious buyers and sellers. But the suites of some of the smaller independents were noticeably hushed. Those with major feature film catalogues and action-adventure series on offer were doing predictably brisk business.

There are few barometers of activity at most markets, and Monte Carlo participants say the main goal is to make new contacts and bolster existing ones.

A veteran of the international program market, Harmony Gold Chairman and CEO Frank Agrama, offered



a more philosophical approach to working the international co-production trade: "Pick partners who you feel can reciprocate, keep your ego in check and have a sense of humor."

Increasingly, Hollywood is looking abroad for ways to hedge their risk with financial partners. Major European TV entities such as the Kirch Group's Beta Film and Silvio Berlusconi Communications are becoming ubiquitous financiers of big-budget global productions. In their role, the two have been able to claim European rights for big-budget TV events that are in global demand.

"It's not prudent for us to carry the

deficits; we can only manage if we can spread the risk," said Gary Marenzi, MGM's president of International television distribution. "The networks aren't willing to spend high license fees or extend long runs anymore: that's where well-financed foreign companies step in."

"The major studios are starting to integrate their global business strategy," said Marenzi. But "such alliances between U.S. and European groups must be equal or one partner will be overpowered," said Giovanni Stabilini, Berlusconi's VP, sales.

Taking the sales pulse

According to Paramount's vice president of sales, Joe Lucas: "International is much higher profile than before; we're an integral part of program development now." Paramount's two new series, *The Untouchables* and *Star Trek: Deep Space Nine*, have met with the approval of international buyers. "We knew from inception that these kinds of shows would do well internationally; they're high budget projects and we're asking top dollar," Lucas said.

While many foreign buyers still mourn the loss of the big-event, long-form miniseries, Lucas and other U.S. majors say such expensive ventures are no longer feasible. The four-hour miniseries is clearly the dominant special on offer for international buyers. ■

ON THE TABLE AT MONTE CARLO

Some deals among programing wheels unveiled

By Meredith Amdur

Major dealmaking was largely kept under wraps last week, but several major new ventures were announced.

The market got off to a regal start with the world premier screening of *Diana: Her True Story* at the Rothschild villa in Saint-Jean-Cap-Ferrat. The dignified surroundings proved a fitting venue for the TV adaptation of Andrew Morton's controversial book on the trials of the marital woes of Britain's royal couple.

Set to air on NBC this spring, the Martin Poll Production was co-produced in association with BSKyB, the Kirch Group, Network Ten in Australia, Spain's Antena 3 and Portugal RTP, among others. Kirch's Beta Film also screened the futuristic environmental survival drama miniseries *The Fire Next Time*, produced by RHI Entertainment in association with RAI2, ORF, and SAT1.

■ Twentieth Television unveiled its plans for a distinctly new rendering of the series format genre with its sci-fi adventure game show, *Scavengers*.

Filmed on an extravagant spaceship set, participants will engage in a 34th-century treasure hunt. The series is a first in that it will be introduced without the need of a U.S. network pre-sale or syndication deal, although a U.S. version of the innovative show is in discussion. It is the first time that multiple versions of a show will be produced by different broadcasters from a single location.

The 70,000-square-foot set, which will cost in excess of \$2 million, is being built in London and is expected to be completed by the summer. In what Twentieth Television International President Jim Gianopulos termed "a techno reality adventure," broadcasters from different countries with different budgetary requirements can come film the series at the set with the marketing and production help of the producers. This experiment with high-tech TV will be well-suited to interactive exploitation in the future.

Scavengers will be produced by Twentieth Television in association with BSKyB and Julian Grant Television. Several broadcasting partners are expected to be announced within the next few months.

■ In the first network-to-network project of its kind, London Weekend Television has completed a deal with NBC to produce a prime time, 22-part action adventure series, *Bermuda Grace*. The show, written by screenwriters Will Osborne and Will Davies, will involve one British and one American police officer based in Bermuda. The series is expected to launch on Saturday nights in the fall. The partners will share costs on the action-adventure, which is expected to meet the commercial needs of both countries. Canadian producer and distributor Catalyst Entertainment is also a co-production partner and will hold Canadian rights.

■ London-based Movie Acquisition Corporation for the first time offered the 1960's classic cult series *The Avengers* on home video for the international market. The company, the UK arm of French film company Initial Group, acquired the Thorn EMI/Weintraub library last year and currently holds almost half of all British films.

■ The UK's Channel 4 Television Corporation announced the launch of its new trading subsidiary, Channel 4 International, which is to aid the inde-

pendent channel's financial prowess. Managing director Colin Leventhal said the new arm aims to give Channel 4's sales business a clearer commercial focus, increase profitability and help initiate new TV-related investments.

■ Also looking to optimize profits and efficiencies, ITV companies Granada and LWT formally launched their merged distribution entity, Granada LWT International. In its first month of trading, the company has achieved sales worth 2 million pounds. Their combined library has over 4,000 program hours.

Channel 4 is currently in pre-production on its first major co-production with the Discovery channel for the four-part series *Plague*, which deals with AIDS.

*"Pick partners
who you feel can
reciprocate, keep
your ego in check
and have a sense
of humor."*

**Frank Agrama, Harmony
Gold chairman and CEO,
with a recipe for
international co-production
success**

■ Harmony Gold, which deals exclusively on the international sales market, focused its efforts on long-form product such as action-adventure family miniseries *Jingo Django*, co-produced with Bob Banner Associates, Silvio Berlusconi Communications and Germany's Beta Taurus. The Los Angeles-based company also offered four-hour miniseries *Heidi*, co-produced with the Disney Channel, Silvio Berlusconi, German production group Tele-Munchen and Bill McCutchen productions. Chairman Frank Agrama says such international ventures can work in multiple global markets "so long as the themes deal with primary human emotions; we don't do anything unless the script works."

■ National Geographic will join

forces with the UK's Survival Anglia to produce a 50-minute film on the endangered orangutan of the Sumatran rain forest. The project, to be undertaken by filmmakers Dieter and Mary Plage, is scheduled to broadcast in 1995 on WTBS's superstation's National Geographic Explorer series and on the UK's ITV network.

"This is our year to see if we can implement our branding strategy and build an image internationally," said National Geographic Television's international distribution executive Helen Tourell.

■ U.S. distributor Fox Lorber Associates won an exclusive deal with France Television (France 2 and France 3) to handle all North American distribution of the two French public channels products. The library consists of 500 hours of nature and adventure-documentary series, as well as sports documentaries and music variety shows. Fox Lorber will also handle all new programming. Since many of the shows use off-camera narration, President Richard Lorber says they can be easily adapted for English-language viewing. Fox Lorber will target cable networks, public television stations and home video companies.

■ The UK's Central Television licensed the new Grundy International Distribution soap, *Shortland Street*, to run in an afternoon slot. The show is co-produced by TV New Zealand, New Zealand On Air and South Pacific Pictures.

■ Los Angeles-based newcomer DSL Productions unveiled 140 hours of new series programming to the domestic and international marketplace. As part of the company's \$30 million international production slate, the year-old company has high hopes for its long-form maxi series *Pinnacle*, a half-hour soap co-produced with Skyvision Entertainment.

The half-hour docudrama series *Hearts of Courage* made its international debut and has already been sold to French commercial network TF1, RAI2 in Italy, Germany's SAT1 and Spanish state broadcaster RTVE.

DSL also offered the 26-part half-hour series *Superstars of Action*, profiling Hollywood action heroes such as Arnold Schwarzenegger and Sylvester Stallone. Furthering its push into more localized shows for various international markets, DSL pursued new territories for its reality formats. ■

Ratings Week : Broadcast

The World According to Nielsen, Feb 1-7

	abc ABC	CBS	NBC	FOX
MONDAY	11.7/18	16.8/26	12.5/19	NO PROGRAMING
8:00	47. FBI: Untold Stor 11.3/17	19. Evening Shade 14.8/22	13. Fresh Prince 17.1/26	
8:30	33. American Det. 12.6/19	23. Hearts Afire 14.5/22	23. Blossom 14.5/22	
9:00		5. Murphy Brown 19.8/30		
9:30	44. ABC Monday Night Movie—Kiss of a Killer	16. Love and War 16.4/25	48. NBC Monday Night Movies—It's Nothing Personal 10.9/17	
10:00	11.5/18	12. Northern Exposure 17.5/29		
10:30				
TUESDAY	13.1/21	15.2/25	8.9/14	4.9/7
8:00	17. Full House 15.3/24	14. Rescue: 911 16.6/26	80. NBC Movie of the Week Tuesday—I Still Dream of Jeannie 7.7/12	90. Class of '96 5.0/8
8:30	29. Hangin w/Mr. C 13.8/21			
9:00	6. Roseanne 19.3/30			91. Key West 4.8/7
9:30	26. Jackie Thomas 14.4/23	23. CBS Tuesday Movie: Poisoned by Love 14.5/24		
10:00	78. Civil Wars 8.0/14		46. Dateline NBC 11.4/20	
10:30				
WEDNESDAY	14.9/23	11.2/18	12.4/19	9.0/14
8:00	65. Wonder Years 9.9/15	73. Best of Disney Music 8.9/14	15. Unsolved Mysteries 16.5/25	52. Beverly Hills, 90210 10.8/16
8:30	62. Doogie Howser 10.1/15			
9:00	2. Home Improvmt 21.4/32	41. In the Heat of the Night 11.7/17	60. Homicide* 10.2/15	82. Melrose Place 7.2/11
9:30	8. Coach 18.4/27			
10:00	20. TV's Funniest Commercials 14.7/25	31. 48 Hours 13.1/22	55. Law and Order 10.5/18	
10:30				
THURSDAY	11.9/19	10.9/17	13.9/22	12.7/19
8:00	28. Matlock 13.9/21	55. Top Cops 10.5/16	58. Cheers 10.4/16	18. Simpsons 14.9/23
8:30			38. Wings 12.1/18	30. Martin 13.3/20
9:00	82. Jack's Place 7.2/11	54. Street Stories 10.6/16	9. Cheers 18.3/28	35. ILC Greatest Bits 12.4/19
9:30			10. Seinfeld 17.9/27	64. ILC: First Season 10.0/15
10:00	20. Primetime Live 14.7/25	41. Knots Landing 11.7/20	35. L.A. Law 12.4/21	
10:30				
FRIDAY	15.0/25	9.6/16	9.1/16	7.5/13
8:00	27. Family Matters 14.0/24	71. Golden Palace 9.2/16	58. NBC Movie of the Week Friday—Perry Mason: The Case of the Reckless Romeo 10.4/18	77. America's Most Wanted 8.3/14
8:30	32. Step By Step 12.8/21	69. Major Dad 9.4/16		82. Sightings 7.2/12
9:00	39. Dinosaurs 12.0/20	60. Designing Wm 10.2/17		87. Sightings 2 6.3/11
9:30	48. Camp Wilder 10.9/18	65. Bob 9.9/17		
10:00	3. 20/20 20.0/35	70. Picket Fences 9.3/16	86. I'll Fly Away 6.4/11	
10:30				
SATURDAY	9.8/17	11.9/20	9.6/16	8.7/14
8:00		22. Dr. Quinn, Medicine Woman 14.6/25	79. Almost Home* 7.9/13	72. Cops 9.1/15
8:30	74. Great Television Moments 8.7/15		81. Nurses 7.6/13	67. Cops 2 9.8/16
9:00		55. Country Music Association 35th Anniversary 10.5/18	48. Empty Nest 10.9/18	76. Code 3 8.5/14
9:30			53. Mad About You 10.7/18	82. Code 3 2* 7.2/12
10:00	40. The Commish 11.9/21		62. Sisters 10.1/18	
10:30				
SUNDAY	12.0/18	20.2/30	13.8/21	7.7/11
7:00		1. 60 Minutes 23.2/37	82. NBA Basketball 7.1/12	93. Batman 4.5/7
7:30	35. ABC Movie Special—The Flintstones: I Yabba-Dabba-Do! 12.4/19	11. Murder, She Wrote 17.6/25	89. Secret Service 5.3/8	91. Shaky Ground 4.8/7
8:00			41. I Witness Video 11.7/17	48. In Living Color 10.9/16
8:30				75. Roc 8.6/12
9:00		4. CBS Sunday Movie—Hallmark Hall of Fame: Skylark 19.9/29		34. Married w/Childn 12.5/18
9:30	44. ABC Sunday Night Movie—Firestorm: 72 Hours in Oakland 11.5/17		7. Laugh-In 25th Anniversary 18.7/27	67. Herman's Head 9.8/14
10:00				88. Flying Blind 6.1/9
10:30				93. The Edge 4.5/7
WEEK'S AVGS	12.6/20	14.0/22	11.6/18	8.3/13
SSN. TO DATE	12.4/20	13.2/22	11.1/18	7.7/12

RANKING/SHOW (PROGRAM RATING/SHARE)

* PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Business

POLITICIANS BOOST TV'S BOTTOM LINE

Fourth-quarter station revenue shows improvement, if not rebound

By Geoffrey Foisie

While the broadcast television business did not lose ground in the fourth quarter, its gains were modest and due largely to political advertising. Revenue and profit for many TV group owners, while higher than last year, were still below the level of two years ago.

■ One exception was News Corp., which said profits at Fox Broadcasting and Fox Television Stations were up almost 20%, which it attributed "primarily" to higher revenue from im-

proved ratings performance. The company's 50%-owned satellite company, BSkyB, saw a 79% jump in revenue, to just under \$10 million per week. News Corp. said that at the end of last year, the total number of homes receiving the Sky channels was 3.4 million, with pay movie subscribers totaling 1.9 million and pay sports subscribers totaling 1.4 million.

■ CBS said fourth-quarter profits at its TV stations division declined, "...stemming from both sales weakness in the top three markets and program write-downs of certain syndicat-

ed properties." The company's TV network profit picture improved, "...nearing a break-even," although CBS noted "lower ad unit pricing for sports programming."

■ Times Mirror Broadcasting also took a \$2.5 million write-down of program costs in the fourth quarter, causing a 14% decline in operating income on a 12% fourth-quarter revenue increase.

■ Lee Enterprises said broadcasting revenue gained 8.8% in its fiscal first

Continues on page 23

AD ASSOCIATION SALARIES SURVEYED

These are the most recent salaries of the heads of the major radio and television advertising trade associations. They do not include expense accounts or other allowances.



Ave Butensky, president, Television Bureau of Advertising □ \$240,000

Salary is for calendar year 1992. Butensky took on the position in February of that year.



Gary Fries, president-CEO, Radio Advertising Bureau □ \$225,000

Fries took the position the last quarter of 1991 and was paid \$56,250, annualized at \$225,000.



Thomas McKinney, president-CEO, Cabletelevision Advertising Bureau □ \$206,346

Salary is for calendar year 1991. McKinney was executive VP until mid-October of that year. He replaced Robert Alter, who became vice chairman of the organization. Alter earned \$230,721 for calendar year 1991.



Tim Duncan, executive director, Advertiser Syndicated Television Association □ \$137,000

Salary is for fiscal year 1992. Duncan operates as an independent contractor through his own organization, Boston Media Consultants.

Changing Hands

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

WXXA-TV Albany, N.Y. □ Sold by Heritage Broadcasting Company of New York to McKee Communications Inc. for \$25 million. **Seller** is headed by Mario F. Iacobelli, who also owns CBS affiliates WWTW(TV) Cadillac and WWUP-TV Sault Ste. Marie, both Michigan. **Buyer** is headed by Clarence V. McKee, who has no other broadcast interests. WXXA-TV is Fox affiliate on ch. 23 with 3,020 kw visual, 302 kw aural and ant. 1,200 ft. *Broker: Wood and Co. Inc.*

WPRO-AM-FM Providence, R.I. □ Sold by Capital Cities-ABC Inc. to Tele-Media Broadcasting Company of America for \$6 million. **Seller** is headed by Daniel Burke and James Arcara, and owns nine AM's and eight FM's. **Buyer** is affiliated with TMZ Broadcasting Co., headed by Robert

E. Tudek, and is licensee of three AM's and four FM's, including WLKW(AM)-WVLI(FM) Providence, R.I. WPRO(AM) is fulltimer with AC, news-talk format on 630 khz and 5 kw. WPRO-FM has CHR format on 92.3 mhz with 39 kw and antenna 550 ft.

WRRK(FM) Pittsburgh □ Sold by WHYW Associates to Saul Frischling for \$5.5 million. **Buyer** also owns WLTJ(FM) Pittsburgh, with which he has entered a time brokerage agreement. He recently purchased KASP(AM)-WKBQ(FM) St. Louis from Evergreen Media for \$7 million; he also owns KXOK(AM)-KHTK(FM) St. Louis. WRRK has AOR format on 96.9 mhz with 44.7 kw and antenna 530 feet. *Broker: Bergner & Co.*

WWNZ(FM) Cocoa Beach, Fla. □ Sold

by Paxson Broadcasting of Orlando Ltd. to Press Broadcasting Company Inc. for \$5.01 million. **Seller** is headed by Lowell Paxson, and recently purchased WHVE(FM) Cocoa Beach and WVRJ(FM) Orlando, both Florida ("For the Record," Oct. 12, 1992). He is also licensee of five AM's and eight FM's in Florida. **Buyer** is headed by Robert E. McAllan, and is licensee of WBUD(AM)-WKXW(FM) Trenton, N.J., and WKCF(TV) Clermont, Fla. (Orlando). WWNZ has easy listening format on 104.1 mhz with 100 kw and ant. 1,609 ft. *Broker: Media Venture Partners.*

WGLD(AM)-WWWB(FM) Greensboro-High Point, N.C. □ Sold by WGLD Inc. to MHD Corp. for \$3.5 million. **Seller** is headed by Bernard and Roberta Mann, husband and wife, and has no other broadcast interests. **Buyer** is newly formed unit of First Union National Bank in Charlotte, N.C. WGLD is fulltimer with MOR format on 1320 khz with 5 kw. wwwb has AC format on 100.3 mhz with 100 kw and antenna 1,049 feet above average terrain.

KIOA-AM-FM Des Moines, Iowa □ Sold by Midwest Communications to Saga Communications for \$2.7 million. **Seller** is headed by Duke Wright, and is licensee of four AM's and four FM's. **Buyer** is headed by Edward K. Christian, and recently purchased WVEM(FM) Springfield and WIXY(FM) Champaign, both Illinois ("Changing Hands," Oct. 12, 1992). It is also licensee of six AM's and nine FM's, including KRNT(AM)-KRNQ(FM) Des Moines. KIOA(AM) has oldies format on 940 khz with 10 kw day and 5 kw night. KIOA-FM has oldies format on 93.3 mhz with 100 kw and antenna 1,063 ft. *Broker: Media Venture Partners.*

WIAI(FM) Danville, Ill. □ Sold by Kickapoo Broadcasting Inc. to I.A.I. Broadcasting for \$1.3 million. **Seller** is headed by Terry Forcht, and has no other broadcast interests. **Buyer** is subsidiary of Key Broadcasting Inc.,

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and assisted in the negotiations.



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PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$2,268,000 □ 8

FM's □ \$14,820,000 □ 7

AM-FM's □ \$12,200,000 □ 3

TV's □ \$25,110,000 □ 3

Total □ \$54,398,000 □ 21

1993

AM's □ \$3,429,000 □ 14

FM's □ \$19,671,015 □ 22

AM-FM's □ \$62,832,500 □ 19

TV's □ \$87,635,000 □ 9

Total □ \$173,567,515 □ 64

For 1992 total see Feb. 1, 1993 BROADCASTING.

which also owns eight AM's and eight FM's. WIAI has country format on 99.1 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Hague & Co.*

WBES-FM Dunbar, W.Va. (Charleston) □ CP sold by Thomas Communications to Ardman Broadcasting Corp. of West Virginia for \$1 million. **Seller** is headed by Morton J. Victorson, trustee. **Buyer** is headed by Myer Feldman, and is parent of licensees of KCKN(AM)-KBCQ(FM) Roswell, N.M.; WWSR-AM-FM Charleston, W.Va.; WNWZ(AM)-WODZ(FM) Germantown, Tenn.; WENZ(FM) Cleveland; WZOU(FM) Boston and WCIB(FM) Falmouth, both Massachusetts, and WIRA(AM)-WOVV(FM) Fort Pierce, Fla. He also has interests in KKCJ(FM) Liberty, Mo. WBES-FM has easy listening format on 94.5 mhz with 3 kw and ant. 328 ft.

WBTR-FM Carrollton, Ga. □ Sold by Reliance Broadcasting Inc. to Carroll County Media Inc. for \$950,000. **Seller** is headed by Kenneth C. Bazzle (94.46%), and has interest in licensees of one AM, one FM and two TV's. **Buyer** is headed by Dallas M. Tarkenton, who is licensee of KIXK(FM) Canton, S.D. WBTR-FM has AC format on 92.1 mhz with 580 w and ant. 635 ft. **WTMP(AM) Temple Terrace, Fla. (Tampa)** □ Sold by Broadcap of Florida Inc. to DMPG Broadcasting Group Inc. for \$625,000. **Seller** is headed by John E. Oxendine, president of Broadcast Capital Inc., minority funding company. **Buyer** is headed by partners

Derrick Reynolds and John M. Carrier, professional football players with Tampa Bay Buccaneers, and former player Patrick Franklin; they have no other broadcast interests. WTMP has urban format on 1150 khz with 5 kw day and 2.5 kw night. *Brokers: The Connelly Co. and Jorgenson Broadcast Brokerage.*

KBLS(FM) North Fort Riley, Kan. □ CP sold by Mid-America Ag Systems Inc. and Lesso Inc. to The Eagle Broadcasting Company Inc. for \$585,000. **Seller** is headed by Lawrence Steckline, who has interests in three AM's and six FM's. **Buyer** is headed by John K. Vanier II, and has no other broadcast interests. KBLS is assigned to 102.5 mhz with 50 kw and ant. 492 ft.

WAPQ(FM) Crestline, Ohio □ CP sold by WHOH Inc. to Mid-American Radio Group Inc. for \$475,000. **Seller** is headed by Redge A. Mahaffey, and has no other broadcast interests. **Buyer** is headed by Barry Gerber, and has no other broadcast interests. WAPQ has AOR format on 98.7 mhz with 1.8 kw and ant. 418 ft.

KRPW(AM) Oklahoma City □ Sold by Sun Broadcasting Co. to Perry Broadcasting Company Inc. for \$375,000. **Seller** is headed by J. Kent Nichols, who recently sold KDZA(AM) Pueblo, Colo. ("For the Record," Nov. 30, 1992). It is subsidiary of licensee of KATT-FM Oklahoma City. **Buyer** is headed by Russell M. Perry, and has no other broadcast interests. KRPW is fulltimer with urban contemporary format on 1140 khz with 1 kw.

WGGA(AM) Gainesville, Ga. □ Sold by Allied Media of Georgia Inc. to WDUN Radio Inc. for \$360,000. **Seller** is headed by Roger C. Amato, and is parent of licensees of two AM's and one FM. **Buyer** is headed by John W. Jacobs III, and is licensee of WDUN(AM)-WMJE(FM) Gainesville, Ga. WGGA is fulltimer with AC, oldies format on 1240 khz with 1 kw.

KDIX(AM) Dickinson, N.D. □ Sold by Dickinson Broadcasting Corp. to Starrdak Inc. for \$250,000. **Seller** is headed by June Deck, and has no other broadcast interests. **Buyer** is headed by Daniel C. Porter, and has no other broadcast interests. KDIX is fulltimer with AC format on 1230 khz with 1 kw.

CLOSED!

KRTY(FM), San Jose, California from Royal Broadcasting to KRTY, Ltd., for \$3,331,000.

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CLUTTER ON THE DECLINE

For the first time in several years, ads, promos and PSA's decrease, according to 4A's/ANA study

By Sharon D. Moshavi

Average prime time clutter for each of the four broadcast networks declined for the first time since 1989, according to a monitoring report issued jointly by the American Association of Advertising Agencies and the Association of National Advertisers.

ABC had the lowest rate of non-program time (which includes ads, promos, public service announcements and credits), with an average of 12 minutes, 46 seconds, while Fox, at 14:38, had the highest.

The monitoring for the survey was conducted last Nov. 16-22 and followed surveys performed in March 1992 and November 1991. In network prime time (including Fox), non-program time was down 27 seconds from March 1992; of that, commercial time was down 7 seconds, PSA's down 8, and promotional messages down 12. For daytime, the three-network average was up 9 seconds, with commercial time up 10 seconds, PSA's up slightly and promos down slightly.

CBS was the only network to decrease its non-program time during daytime, the result of a drop in promotional and PSA time, not commercial load. But ABC, despite an increase in

ABC-TV SET TO CUT RANKS BY 500

ABC said roughly 500 people had agreed to accept the buyout offer recently made by the TV network group to union and contract employees. This Friday (Feb. 19) will be the final day for those accepting to change their mind; it is expected that ABC will accept more than 95% of the resignations.

Among those indicating their intention to accept the buyout are Stephen Solomon, senior vice president of sports and Walter Porges, vice president, news practices. ABC-TV's broadcast and engineering department will apparently lose both its president, Robert Siegenthaler, and senior vice president, Joe Di Giovanna. Siegenthaler will be replaced by Preston A. Davis, vice president, television operations, broadcast operations and engineering.

-GF

both commercial and promotional time, still had fewer non-program minutes in that daypart than either CBS or NBC. Daytime, with a three-network average of 18:16 per hour, continued to have the highest level of non-program time, while sports, at 12:19, continued to have the lowest.

In pure commercial time, prime was the daypart with the fewest minutes (9:42), and was about even with levels in March 1992 and November 1991. Average sports commercial time dropped off significantly over the past year, to 10:09, a minute less than November 1991.

The results of the study were released at an ANA conference in New York last week, where despite long-time advertiser complaints about clutter, agency executives indicated they were not willing to pay to get rid of it. Thanks to an interactive technology used at the ANA TV forum in New York last week, an informal poll of the several hundred media buyers in attendance showed 87% of them would not pay 10% more for a commercial unit if there was a 10% reduction in ad time.

The survey also looked at clutter in

syndication and cable (see chart). According to the survey, the least cluttered syndication genre, talk shows, showed gains in non-programming time (to 15:53) over the last two monitoring surveys. Conversely, game shows, the most cluttered of syndicated programming, showed a substantial decline in non-programming time from the previous two monitoring periods and now averaged 17:16 per hour. Cable networks vary considerably in non-program time, with the average at 14 minutes.

Speaking at the forum, Beth Bressan, CBS Broadcast Group vice president and assistant to the president, provided data that stated that viewers are more apt to watch non-programming time on network TV than in other venues. According to her data, 4.1% of viewers graze while watching non-program network time, while that number rises to 5.7% for Fox and 10.5% for cable. Bressan also said CBS was "looking to make format changes" in the 1993-94 season regarding clutter, although she did not say CBS would reduce the amount of non-program time. ■

TOP 10 CLUTTER LIST

Network prime time programs	Total non-program time per hour	Syndicated programs	Total non-program time per hour	Cable Networks	Total non-program time per hour
1. The Edge (Fox)	17:32	1. Jeopardy	17:48	1. Family	17:00
2. In Living Color (Fox)	16:36	2. Renegade	17:46	2. Discovery	16:29
3. Code 3 (Fox)	16:26	3. Married...With Children	17:38	3. Nashville	15:27
4. Nurses (NBC)	16:22	4. Bill Cosby Show	17:34	4. CNN	15:17
5. Different World (NBC)	16:14	5. Designing Women	17:30	5. CNBC	15:03
6. Blossom (NBC)	16:12	6. WKRP in Cincinnati	17:22	6. USA	14:32
7. Wings (NBC)	16:08	7. Baywatch	17:21	7. WTBS	14:21
8. Mad About You (NBC)	16:06	8. Wheel of Fortune	17:16	8. MTV	14:15
9. The Simpsons (Fox)	15:58	9. Arsenio Hall	17:07	9. A&E	13:48
10. The Heights (Fox)	15:09	10. Inside Edition	17:06	10. Lifetime	13:38

Note: Cable averages are derived from five hours of monitoring per network across several dayparts. Source: Commercial Monitoring Report, November 1992. American Association of Advertising Agencies and Association of National Advertisers.

BOTTOM LINE

Continued from page 19

quarter, "largely due to political advertising."

■ Belo also said political advertising "contributed significantly" to its 5.2% revenue gain in the fourth quarter; compared with two years ago, fourth-quarter revenue was up 3.5%. Earnings from broadcast operations in the fourth quarter of \$18 million were roughly flat after taking into account \$4.8 million in special charges taken in the same period a year ago.

■ While a "surge in political advertising" lifted fourth-quarter revenue and operating profit at McGraw-Hill above the same period a year ago, the revenue performance was still 2% below the same period two years ago, while operating income was off 20% from the 1990 period. The company noted "...a sustained turnaround at our Denver station, KMGH-TV."

■ Heritage Media cited increased local television advertising, as well as political dollars, in explaining its 13% fourth-quarter cash flow increase, to \$6.1 million, on a 12% revenue increase to \$11.8 million.

■ At Gannett television stations, fourth-quarter revenue was up 4%, roughly 1% ahead of the same period two years ago.

■ Multimedia said fourth-quarter broadcasting cash flow was up 9%, to \$14.9 million, on a 12% revenue increase, to \$44.9 million.

■ Viacom TV station fourth-quarter cash flow was up 11%, to \$9.4 million, on a 10% revenue increase, to \$24.6 million. Compared with two years ago, TV station revenue was slightly ahead, while cash flow was still roughly 15% behind the 1990 number.

■ Cosmos Broadcasting attributed a 25% increase in fourth-quarter earnings, to \$3.4 million, "...primarily to a substantial increase in political advertising revenue." The company said local revenue increased 2%, "due to a rebound in auto and fast-food advertising." Fourth-quarter revenue, up 7% to \$24.9 million, was slightly below the level of two years ago.

■ Meredith said that "soft national advertising revenues held down profits at some of our television stations," but said KCTV-TV Kansas City reported "an impressive profit increase" for the fourth quarter.



PEPSI PLEASSED WITH INTERACTIVE AD TEST

Pepsi thinks it got the right stuff from an advertising test it performed with Interactive Network during the Super Bowl last month.

Pepsi teamed up with Interactive Network, the Mountain View, Calif.-based interactive technology service partially owned by NBC, to poll the service's members on its advertising. Interactive Network offered T-shirts to members able to answer questions about commercials for Pepsi's new product Crystal Pepsi, which was unveiled during the Super Bowl, and its Pepsi campaign in general. Viewers (IN has a total of about 3,300 subscribers in the San Francisco area) used handheld units to answer questions asked during a post-game show.

According to Pepsi, which approached IN about doing the test, nearly 750 viewers participated. About 92% correctly identified Crystal Pepsi as the company's new clear cola. The other two questions pertained to Diet Pepsi's 1992 advertising campaign (no Diet Pepsi ads ran during the Super Bowl): 87% of respondents identified Cindy Crawford as the soft drink's model spokesperson, and 99% identified Ray Charles as the musician who appears in Diet Pepsi ads.

Pepsi spokesman Andrew Giangola said: "We didn't go in asking complicated or research-type questions. We were in this to dip our toe into the interactive waters." The hope for possible future interactive advertising plans is that there is some correlation between an interactive program and the amount of attention viewers pay to ads, said Giangola.

David Lockton, IN president-CEO, said interactive commercials could really become important when there is interactivity during the commercials themselves. IN launches nationwide in September, according to Lockton, and is starting to make presentations to other sports advertisers about teaming up with the service.

—SDM

■ Tribune said that excluding the results of WPHL-TV Philadelphia, which was acquired in June 1992, fourth-quarter television revenue increased 2%.

■ The Washington Post Co. said fourth-quarter broadcast revenue declined 1%. The company cited "...the impact of Hurricane Andrew on

WPLG(TV) in Miami."

■ Scripps-Howard said fourth-quarter political advertising totaled \$6.8 million, compared with \$500,000 in the year-ago quarter. As a result, total broadcasting revenue gained 6% in the quarter to \$77.2 million, while profit for the quarter gained 11% to \$25.7 million. ■

Cable

CARTOON RATINGS OUTPACE PROJECTIONS

Release of numbers might signal start of kids upfront season, but ad execs say otherwise

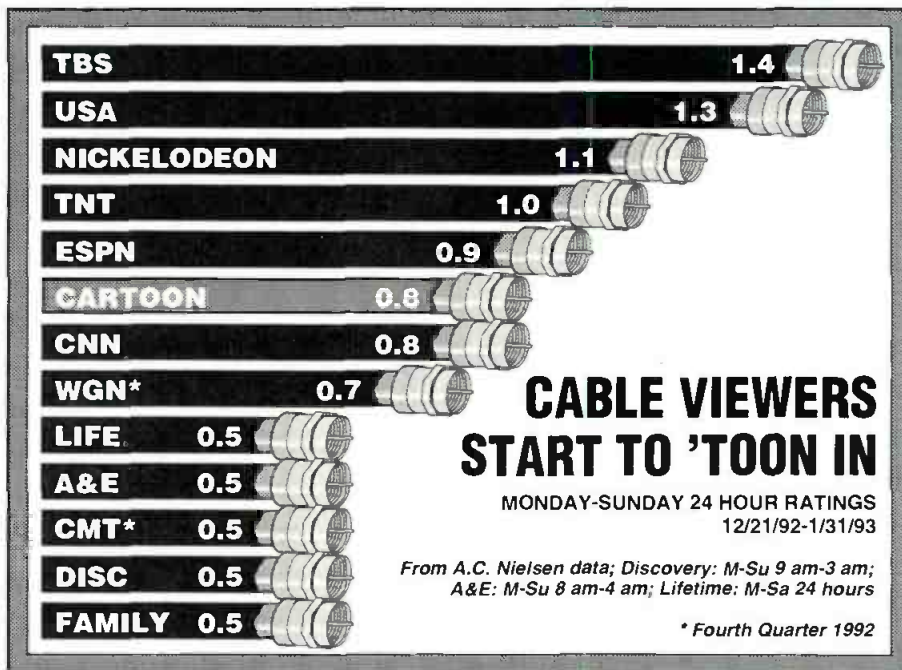
By Rich Brown

As the fourth-quarter kids upfront made its earliest rumblings on Madison Avenue last week, Turner Broadcasting's Cartoon Network unveiled higher-than-projected first-time national ratings for the fledgling cable channel.

The four-month-old network managed to drum up an average 0.8 rating—representing about 40,000 homes on a 24-hour basis—in its first six weeks of national measurement, according to A.C. Nielsen Co. data supplied by the channel. The number paced ahead of the 0.6 projected by the network at launch.

"We knew there was an audience out there for the best 'toons' on television, but to be ahead of our expectations right out of the gate suggests an incredibly popular network now and in the future," said Betty Cohen, executive vice president of the channel.

The network's 0.8 rating makes it proportionately the sixth-highest-rated channel of the 25 rated basic cable networks for the period Dec. 21, 1992, through Jan. 31, 1993. Top networks were TBS, USA, Nickelodeon,



TNT and ESPN (see chart). By day-part, ratings for the same period showed the Cartoon Network with a 0.6 during the 6-11 a.m. block; a 0.9 during both the 11 a.m.-4 p.m. and the 4-6 p.m. blocks; a 0.8 during both the 6-8 p.m. and the 8-11 p.m. blocks.

and a 0.7 during the midnight-6 a.m. time period. Demographics during January showed 43% of the network's audience were adult viewers.

Following presentations of the ratings data to reporters last week, Cohen said the Cartoon Network numbers

GOLF NETWORK TEES OFF

Yet another new cable network has been unveiled in the form of the Golf Channel, a 24-hour service whose backers include legendary golfer Arnold Palmer and which is scheduled to launch in the first half of 1994.

As planned, the Birmingham, Ala.-based channel will be offered as a pay-TV service and will feature a lineup of programming including live and tape-delay coverage of several golf tournaments in the U.S. and abroad, hands-on instruction from leading golf teachers, escorted video tours of great golf courses of the world, daily news shows, live appearances and interviews with golf celebrities, and original programming

that will provide viewers with personalized critiques and coaching.

Palmer, whose golf career took off with the 1954 U.S. Amateur Championship, plans to take an active, on-air role in the channel. Other company personnel include Joseph E. Gibbs, president and chief executive officer; James L. Lowery, senior vice president and chief financial officer; James L. Shepherd, vice president, sales/marketing, and Peter Smith, International Management Group senior international vice president/director of international television sales. IMG's Trans-World International will serve as programming consultants to the channel.

—RB

would be presented on Madison Avenue. A competing network, Nickelodeon, was scheduled to hold its own upfront presentation last Thursday at the Grand Hyatt in New York. According to Cohen, the annual Toy Fair toymakers convention in New York last week marked the beginnings of the upfront kids marketplace for cable.

Despite enthusiasm for the start of the kids upfront, it looks like it might not kick off soon. USA Network has not scheduled its annual kids presentation to agencies until mid-March, and agency executives last week said it was too early to get a sense of where the kids market was heading.

"They're trying to panic the market," said Jon Mandel, senior vice president, director of national broadcast, Grey Advertising, who fielded a number of calls from reporters last week. Mandel, a major buyer of kids ad time, added he was not overwhelmed by the Cartoon Network's initial numbers. "I think Cartoon Network is going to be something someday," said Mandel. But he said the network will need a far bigger audience and a broader range of animated product before it can really succeed.

The Cartoon Network continues to program its schedule predominantly with Turner library product, including Hanna-Barbera and MGM animation. Cohen said original programming is expected to kick in by 1995, and channel executives are regularly meeting with Hanna-Barbera officials to discuss such possibilities.

More immediately, the network is looking to program stunts to draw attention: a round-the-clock Earth Day marathon of Turner's environmentally conscious cartoon *Captain Planet* and an April 3 marathon featuring *Johnny Quest*. The network is also planning to run its programs simultaneously on other Turner networks, as it did last Thanksgiving, Cohen said.

The Cartoon Network is currently available in 4.5 million households via 480 systems nationwide, including 26 of the top 30 multisystem operators. The channel has not yet signed any deals for international distribution, although Cohen said announcements to that effect are expected by the second quarter of this year. She said the format is particularly suitable for international distribution because the Hanna-Barbera library has already been translated and offered around the world for a number of years. ■

HEAD ENDINGS

NEW PROGRAMING VENTURE FOR RAINBOW

Rainbow Programming Holdings (RPH) president-COO Sharon Patrick, previously in charge of a number of the company's programming services including Bravo and SportsChannel, will now focus instead on new business as president of Rainbow Programming Ventures. Under the restructuring, existing RPH businesses will be overseen by CEO James Dolan. Patrick's unit will direct and manage the company's new business and programing development, including interactive ventures; regional news service News 12 Long Island and related expansion; new channel development, and TVRO.

'TRAVEL' TO MARDI GRAS

The Travel Channel will present a three-hour live national telecast of the New Orleans Mardi Gras

festivities on Feb. 23 beginning at 11 a.m. ET. The parade will be offered to all cable operators nationwide free of charge.

C&W ON AMERICANA

Americana Television Network, which launches as a part-time service on The Nostalgia Television Network on April 3, will debut with coverage of the "Branson Jam," a three-day country music concert series set for March 5-7 in the Missouri town of the same name. Hosts Kenny Rogers, Louise Mandrell, Tony Orlando and Jim Stafford will present a full roster of country music stars.

\$12 MILLION FIGHT

SET Pay Per View and KingVision have paid \$12.2 million for pay-per-view TV rights to the WBC Heavyweight Champion bout between Lennox Lewis and Tony Tucker, set for May 8 in Las Vegas.

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Technology

ANOTHER STEP CLOSER TO A MULTIMEDIA WORLD?

General Magic, new alliance of electronics manufacturers and computer firms, is attracting interest from cable, telcos and broadcasters with PCS software

By Randy Sukow

Cable TV operators exploring their possible future entry into personal communications services, the next generation of wireless, mobile voice and data transmission, watched with interest last Monday (Feb. 8) as General Magic, Mountain View, Calif., unveiled key software designs for PCS end-users and a powerful alliance of electronics manufacturers to build PCS computer/ phones.

The General Magic alliance includes Apple Computer, AT&T, Matsushita, Motorola, Philips and Sony. Conspicuously absent are the companies that could link the terminals with PCS spectrum licenses and local wire infrastructure, just the sort of service a cable company or local telephone company would like to provide.

"We're very interested in what they're doing because the same things apply in terms of PCS infrastructure needed for data as is needed for voice. Cable looks to be a good fit," said Mike Schwartz, spokesman for Cable Laboratories Inc., Boulder, Colo. "There may be another customer for our broadband infrastructure."

After first reading press reports on General Magic, Jim Chiddix, senior vice president, engineering and technology, Time Warner Cable, Denver, said the announcement did not appear to be relevant to his company's PCS experiments. But on second thought, he concluded: "Everything is relevant to everything these days. Those are certainly powerful players [in the General Magic alliance]. If they can come up with the services and the hardware and operating standards which are the catalysts to turning this into a service with real appeal, it could be very significant."



General Magic hopes to work wonders with its Magic Cap.

General Magic is a spin-off company of Apple formed nearly three years ago by former Apple executives Marc Porat, Andy Hertzfeld and Bill Atkinson. (Hertzfeld and Atkinson were original members of Apple's Macintosh design team.) The company was organized to extend applications for personal computers into what the company calls "personal intelligent communications." General Magic then quietly began signing up other companies as co-investors and licensees of the company's technology, beginning with Sony and Motorola in February 1991 and, most recently, Matsushita last month.

Part of the reason for going public with the company's strategy now, said Porat, General Magic president-CEO, is "to solicit input from potential customers and widen the circle of developers and potential licensees."

The fruits of the company's labor so far are two software products. Telescript is the company's programming computer language designed to flow easily from one computer or other electronic device through several different communications networks, wired or non-wired. Telescript language is incorporated into Magic Cap (Cap being short for Communicating

Applications Platform), described as a way "to make it easy for developers to create communicating applications and services" to run on a mobile computer system.

When all of the pieces of such a system are put together, a user could be connected by voice or computer link to home or office with a hand-held terminal. Travelers with car terminals could computer-link with restaurants, hotels and other businesses without leaving the driver's seat.

Before such a service is a reality, some problems must be solved, such as FCC licensing of spectrum and cable and telephone-company construction of wired networks to support the system. Cable operators, telephone companies and others have held experimental PCS licenses for two years hoping they will eventually get FCC authorization to be that piece of the system.

Broadcasters may be able to get into the act as well. Systems such as General Magic put more pressure on a scarce spectrum reserve. "That raises the question of whether [PCS] can be done in broadcast spectrum. There might be places where broadcasters could lease space out for this kind of thing, riding on the broadcast signal," said John Abel, executive vice president, operations, National Association of Broadcasters, who has often argued the merits of broadcaster exploration into revenue-making applications for their spectrum beyond audio and video entertainment.

General Magic's emergence relates to more than an alliance of powerful electronics companies, Abel said. "It advances the merger of computers, telephone, maybe television and radio, and personal communication into one," he said. ■

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Radio

CLINTON CARRIES ON SATURDAY TRADITION

Networks give coverage to first radio address, but stations take wait-and-see approach

By Peter Viles

Amid all the talk of change in Washington, President Clinton last week continued one of former President Reagan's traditions—the Saturday morning radio address.

Major radio networks broadcast Clinton's five-minute speech live, but several station executives—who ultimately decide whether or not anyone will hear the speech live—said live coverage would probably be limited and would continue only if the weekly speeches prove newsworthy.

"To institutionalize carrying a message each week from Mr. Clinton would, in all fairness, force us to carry an opposition view every week," said Bob Sims, news director at KNX-AM Los Angeles, an all-news station that carried last week's speech live. "It's a tricky business."

The Saturday speech, as practiced by Reagan and, to a lesser extent, President Bush, has been used more as an opportunity to set the agenda for weekend news coverage than to reach a live audience via radio.



From Oval Office, President Clinton delivers his first radio address Saturday, Feb. 6.

"I don't think they're intended to reach people live," said Ron Nessen, who served as press secretary under President Ford and later as a top news executive for Mutual Broadcasting. "I

don't think many stations carry them—music stations aren't going to break format to carry the President."

Unlike network-affiliated television stations, radio stations are under little

'FLY JOCK' JOYNER TO DO MORNING SHOW FOR ABC

Tom Joyner, the disc jockey who broadcasts separate, daily local shows in Dallas and Chicago, plans to give up his "fly jock" nickname and land with ABC Radio Networks to do a nationally syndicated morning show, network radio sources said last week.

ABC had no comment on the move, which would put the network—and its 24-hour formats—squarely in the race to develop nationally syndicated, personality-driven, daily shows along the lines of those of Howard Stern, Rush Limbaugh and Larry King.

Until recently, network shows featuring high-profile personalities were relegated to late night and overnight dayparts. But that has changed with the success of Limbaugh and Stern, whose daytime shows have performed so well in major markets that some industry observers are now predicting a rebirth of national radio.

Joyner's personable, humorous style and celebrated work ethic have made him one of the biggest stars of urban radio. He has won loyal followings on KKDA-FM Dallas in the morning and WGCI-FM Chicago in the afternoon. He also hosts a weekly countdown show, *On the Move*, distributed by CBS Radio Networks.

Contract negotiations to free Joyner from *On the Move* were said to be holding up formal announcement of the ABC deal. A CBS spokeswoman said last week that Joyner remains under contract to the show, produced by Cutler Productions, into 1996.

The *Chicago Sun-Times* reported, however, that Joyner has signed a five-year, multimillion-dollar deal with ABC to do a morning show on "The Touch," the 24-hour, urban adult-contemporary format distributed by ABC's Satellite Music Network.

—PV

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pressure to broadcast live news events as they happen. So while CBS Radio Networks provided live coverage of the Clinton speech for KNX and other affiliates, KCBS-AM, the CBS-owned, all-news station in San Francisco, chose not to air the speech.

"We made a decision years ago not to take these weekly radio addresses, because it is a forum that is con-

trolled," said Ed Cavagnaro, news director at KCBS. "It's truly not fair to decide to start covering them now."

Major networks, including UPI, AP, CBS, ABC, Mutual, NBC, Unistar and CNN Radio, aired the speech live and said they would continue to do so, leaving local stations with the choice of whether to broadcast the live feeds. One exception was UPI Radio

Networks, which aired last week's speech but said it would not necessarily air future addresses.

The White House plans regular Saturday speeches, but not necessarily every week. "We're hoping to do them regularly, but no final plans have been set out yet," said Richard Strauss, director of radio services for the White House press office. ■

CABLE SCENARIO STEALS SPOTLIGHT AT RAB CONFERENCE

Broker Steding urges stations to start local, multimedia marketing services

By Peter Viles

The Radio Advertising Bureau enticed a record-setting crowd of station sales managers to Dallas for the Managing Sales Conference with the promise to offer creative, innovative ideas to help stations think "outside the box."

Then, at a breakfast panel attended by the entire conference, broker William Steding put forth an idea so far "outside the box" that some industry

executives were still shaking their heads about it several days later.

Steding's proposal: Radio stations should take full advantage of their expertise in targeted local marketing by forming alliances, even joint ventures, with local competitors such as cable systems and community newspapers. In short, Steding said, "Go make a deal with your local cable operator to sell his inventory."

Steding, president of Star Media Group, later said: "Radio salespeople

are the best salespeople in the world at selling fragmented media. Given that capability, why isn't that sales force also selling other fragmented media, such as cable, community newspapers and outdoor?"

RAB President Gary Fries, appearing on the same panel, urged sales managers to give the idea serious thought. "There are no boundaries here," he said. "Don't try to put this thing back in the box."

The Managing Sales Conference, radio's only gathering devoted exclusively to sales and management issues, drew a record-breaking crowd of 1,600 to Dallas Feb. 4-7. Attendance exceeded 1992's five-year high by some 28%, a turnout that attendees attributed both to the RAB's recent resurgence under Fries and to the industry's generally optimistic attitude heading into 1993.

While Steding's idea was generally praised as forward-looking and provocative, the thought of helping cable systems sell local advertising clearly struck some industry executives as a dangerous precedent, if not downright bad business.

"It might be good for short-term revenue, but if you take cable in with you, you're going to automatically introduce cable to new advertisers who don't know them," warned Ralph Guild, chairman of the board, Interep Radio Store, at a luncheon last week in New York sponsored by American Women in Radio and Television.

The concept drew measured support, however, from Gordon Hastings, president of Katz Radio Group. "We must take a look at how our customers want to use their advertising dollars," he said. "If we can have a greater voice with our customers by solving their needs, we will grow the revenue pie more effectively." ■

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Washington

PANEL'S NEW MEMBERS RIDE THE HIGH-TECH HIGHWAY

Robb, Rockefeller bring interest in telecommunications issues to Senate subcommittee

By Randy Sukow

To the extent Vice President Albert Gore and the Clinton administration follow through with campaign promises to upgrade U.S. telecommunications networks, they will have allies in the two new members of the Senate Communications Subcommittee, Charles Robb (D-Va.) and John D. (Jay) Rockefeller IV (D-W.Va.).

As members of the parent Senate Commerce Committee in the last congressional session, the two senators supported Gore's High Performance Computing Act of 1991, which established the National Research and Education Network (NREN), a high-speed fiber optic data transmission network linking schools, libraries and research facilities.

Robb and Rockefeller were also among original co-sponsors last summer of Gore's Information Infrastructure and Technology Act, a plan to expand NREN to a wider universe of users, including many businesses. Both were also original co-sponsors of Commerce Committee Chairman Ernest Hollings's (D-S.C.) overall competitiveness package (S. 4), which incorporates much of the Gore language.

To Rockefeller, government attention to building the next generation's communications lines is a natural issue for a rural state's senator. "By providing for development of digital libraries which users could access over computer networks, this bill will make more information available to more Americans: students, teachers, small-business men and women, housewives—anyone who has a question and is looking for an answer," he said in a speech in support of the Gore bill in July.



Charles Robb



Jay Rockefeller

But Rockefeller's views on the more contentious issues of telephone-company ownership of cable systems and disposition of the modified final judgment (MFJ), the 1984 AT&T-breakup consent agreement, are so far unknown. (Neither Rockefeller nor his staff would comment for this story.)

Several areas of the neighboring state of Virginia could also benefit from modern digital telecommunications networks, and Robb's views are somewhat better known.

He believes "that competition should rule, not regulation" and was a reluctant supporter of last year's cable bill, an aide said. "He has said many times he is supportive of new technologies coming on to compete, whether it is telco ownership of cable or it's cable [ownership of] telephone, which he supports."

Robb also supports regional Bell operating company entry into other, non-video information services and telephone equipment manufacturing. "He would like to see the MFJ repealed, with the caveat that there be some checks and balances," the Robb aide said. "That's one of the roles he feels the Communications Subcommittee should have."

But as a new subcommittee member, Robb is not expected to step into Gore's shoes as the Democratic co-sponsor of a cable-telco crossownership bill. Conrad Burns (R-Mont.),

who co-sponsored such a bill in 1991, is expected to reintroduce a new version within weeks, but as of last week no Democrat was known to be willing to join him.

Although both Robb and Rockefeller supported the 1992 Cable Television Consumer Protection and Competition Act, which was enacted last fall over George Bush's veto, neither spoke on the floor of the Senate on the bill. The distance Robb kept from the bill was for a purpose. Until recently, he had connections with the cable and broadcast industry through his mother-in-law, Lady Bird Johnson, who has held interests in KLBJ-AM-FM Austin, Tex., and some cable systems.

"He recused himself for the first two years in the Senate. He was still kind of rebuilding his understanding and knowledge of the industry [last year], so he did not take a real visible role in the cable legislation," Robb's aide said.

Rockefeller also may have to recuse himself from some communications issues due to his wife's connection to broadcasting. Sharon Percy Rockefeller—daughter of former Senator Charles Percy (R-Ill.)—is former chairwoman of the Corporation for Public Broadcasting and current president of noncommercial WETA-TV Washington.

One way Rockefeller's presence on the subcommittee could change the tenor of debate is in the area of "intellectual property." As a member of the Finance Committee's International Trade Subcommittee, he introduced the "Intellectual Property Protection Act" last year, a measure to strengthen protection of U.S. copyrights and patents, which he called "the seed corn that builds our national income, our social well-being and our international competitiveness." ■

CONGRESS LIKELY TO REINSTATE FAIRNESS DOCTRINE

That is among number of content regulations Democrats will be pushing through

By Randy Sukow

Fairness doctrine codification will be among the earliest communications policy matters to be addressed by the Congress, and with a Democratic President now in office who is generally assumed will sign it, it could be passed into law within months—relatively quickly by congressional standards.

The fairness bill (S. 333) introduced by Commerce Committee Chairman Ernest Hollings (D-S.C.), and co-sponsored by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and ranking Commerce Committee Republican John Danforth (Mo.), would codify the former FCC rule, removed from the books in 1987: "A broadcast licensee shall afford reasonable opportunity for discussion of conflicting views on issues of public importance."

It will be considered in the Senate on approximately the same timetable as two other content-regulation bills: Hollings's "clean campaigns" bill (S. 334), a measure to curtail negative TV ads, and Danforth's Campaign Adver-

tising and Disclosure Act (S. 329), a National Association of Broadcasters-supported bill designed to change the lowest unit rate (LUR) rules that was part of an election-reform package vetoed by President Bush last year.

A late February or early March markup date in the Senate Communications Subcommittee is said to be likely for the three bills. "We'll be trying to get those done because the administration and leadership in the Senate have made [political advertising bills] campaign issues high priorities to get done," a Senate aide said. Also, Chairman Inouye is said to be interested in getting these comparatively simple communications bills out of the way early in the 1993 session so that he can deal with issues in other committees later in the spring.

On the House side, no fairness doctrine bill has been introduced, but Telecommunications Subcommittee hearings to consider several election-reform bills are likely in March. The absence of a companion fairness bill should not be interpreted as a potential roadblock to the measure, House sources say. The measure has easily

passed the Energy and Commerce Committee in three straight Congresses and can be expected to do so again as soon as the Senate acts, they say.

Fairness should pass both Houses easily. Many Republicans join the Democratic leaders in support of it. Organized resistance to fairness, which blocked supporters from gaining a veto-proof majority during the Reagan and Bush administrations, does not appear to be mobilizing because Bill Clinton, it is assumed, will sign it. "I don't see enough of a change of the membership in the Senate to expect a vastly different outcome [against fairness]. We have not done anything specific," said an aide to Senate Communications Subcommittee ranking minority member Bob Packwood (R-Ore.), a leading fairness opponent in the past.

The courts will be the alternative for fairness doctrine opponents outside Congress. The NAB is widely expected to challenge it; the Radio-Television News Directors Association (RTNDA) is certain to do so. "We are definitely resisting [the bill] and we are trying to mobilize whatever resources we can to take it to court. We believe it will be struck down," said RTNDA President David Bartlett.

Meredith Corp., for example, the TV station group that fought a 1982 fairness doctrine complaint against its WTVH(TV) Syracuse, N.Y., leading to the doctrine's repeal by the Dennis Patrick FCC in August 1987, is uncertain of its role in coming court battles. "The issue is sort of open. We have to analyze the bill and think about what the NAB might do and whether other people may join in," said Meredith's attorney, Michael Bader of Haley, Bader & Potts, Washington.

The high court hearing could also involve reconsideration of its 1969 *Red Lion* decision, which in the past has been used to uphold the doctrine's constitutionality. Reversal of that decision could affect several other broadcast content laws and FCC regulations, such as children's television laws and political advertising. "Those are the stakes we're playing with. Folks who support the fairness doctrine support it at their own peril," Bartlett said. ■

NCTA: KEEP TELCOS OUT IN SERVICE AREAS

The statutory ban against telephone companies providing cable or other video services where they also provide monopoly telephone services is constitutional and necessary to prevent telcos from engaging in "unfair, predatory practices" against incumbent cable systems, the National Cable Television Association last week argued in asking to intervene in Bell Atlantic's challenge of the ban.

Telcos might use revenues from telephone customers to subsidize their video services and undercut cable competitors or make it difficult for cable competitors to use telephone poles and conduits, NCTA said.

Hoping to build a cable system in Alexandria, Va., and compete with NCTA-member company Jones Intercable there, Bell Atlantic last December sued the federal government in U.S. District Court in Alexandria, charging the crossownership ban violates its First Amendment rights.

Congress had ample precedent and authority to codify the ban in the 1984 Cable Act, NCTA said. It enacted the provision "in recognition of the fact the nation's local telephone companies...are enormous companies with unparalleled power and advantages in the communications marketplace," it said.

Under the act, telcos are permitted to offer cable services outside their telephone service areas. The St. Louis-based Southwestern Bell last week made that fact clear, announcing its \$650 million purchase of two suburban Washington cable systems from Hauser Communications (see "Top of the Week"). Bruce Sokler, an attorney representing NCTA, said he expects the motion to go before a judge on Friday (Feb. 19). —HAJ

CABLE ASKS FCC FOR LIMITS ON LIMITS

NCTA, others say restrictions on operators' interest in programing services should be set at high levels; exceptions for widely distributed programing recommended

By Joe Flint

The cable industry expressed grave concerns last week over the FCC's plans to put limits on how many subscribers a single cable operator may serve and on how many channels it can devote to programing services it owns.

Investment bankers also jumped into the FCC's cable reregulation push mandated by the 1992 Cable Act, cautioning the FCC to take care in drafting anti-trafficking rules prohibiting the sale of cable systems for three years after their acquisition.

The National Cable Television Association said any programing or vertical integration limits "must be set at a fairly high level—certainly much higher than the 20%" of channel capacity suggested by the FCC.

Multiple system operators Cablevision Industries and Comcast said a 25% limit would be acceptable.

NCTA and individual cable operators and programers raised First Amendment concerns. In imposing limits, the FCC must tread lightly "in light of the serious constitutional concerns raised by restrictions on a cable operator's use of its channels of communications."

Turner Broadcasting System Inc. pointed to possible unforeseen consequences of such regulation. "It would be an anomalous result indeed if, for example, the residents of Arlington and Fairfax, Va., and Montgomery County, Md., are free to receive all the diversity provided by the Cartoon Network, Black Entertainment Television, the Discovery Channel and the Family Channel, since their cable systems are not vertically integrated with program services, while under some approaches to [planned rule] Section 613, the residents of the District of Columbia might be prevented from gaining access to some of these services."

TCI, which has interests in 22 different cable programing services, asked for a rule permitting operators to devote a "significant amount" of bandwidth to affiliated programing services.

"It is well-established that vertical and horizontal ownership produces significant benefits for consumers.... Integrated firms have both the incentive and the ability to efficiently finance program production," TCI said. Such integration, it said, is also key for the "continued development of cable technology and the realization of a broadband telecommunications infrastructure."

Viacom, owner of MTV and other popular cable networks, told the commission that limits should not apply to "any program service that the marketplace has generally found to be desired by consumers on a national basis. Specifically, any program service that: (i) is carried by cable systems not under common ownership with the programer; and (ii) is available to more than 50% of subscribers nationwide (excluding subscribers to commonly owned systems), should not be counted toward the channel occupancy limits."

The Association of Independent Television Stations countered that, in recent years, "cable's ability to vertically integrate has become a mechanism for extracting equity interests from otherwise independent programers and limiting the development of independent services."

The Motion Picture Association of America is also pushing for the commission's proposed 20% cap.

"This simple and straightforward channel occupancy limit will help to reduce the risk that a cable MSO will favor program services in which it has a financial stake over those in which it does not." MPAA would not oppose grandfathering an operator's current interests, a stance also endorsed by Liberty Media Corp.

There is also a difference of opinion between cable, broadcasters and programers over how many homes passed by cable an operator should be allowed to reach.

Cable also felt the FCC's suggested horizontal ownership cap of 25%-35% of all cable subscribers was too stringent. The NCTA, Time Warner, TCI and other operators said a range of 30%-40% national limit would not

create any undue risk of anticompetitive behavior. All opposed regional ownership limits.

TCI, the largest MSO, reaches about 12% of the nation's subscribers and 24% of homes passed.

The MPAA, on the other hand, endorsed a 25% cap of homes passed nationally.

INTV wants a lower cap, saying a 10% cap would be in place "in a perfect world."

The investor bankers who filed comments warned the FCC of potential pitfalls in writing the anti-trafficking rules. "If the commission's regulations achieve a proper balance, they will succeed in maintaining stability and growth—but if the rules are inflexible and overbroad, then these sources of funds will look elsewhere," said Corporate Partners, a \$1.5 billion investment fund. ■

The National Association of Black Journalists
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QUELLO

Continued from page 6

Quello will need just one of the two other votes for a majority. He says that second vote will most often be Ervin Duggan's. Commissioner Andrew Barrett, he says, "will vote against you just to be contrary."

The first words from Chairman Quello:

What's on the Quello agenda?

Cable is the big thing. I think this will be a report-and-order commission, not a caretaker commission. The March and April agendas are loaded with cable items.

But are there any initiatives you would like to take or pending issues you would like to make priorities? Relaxation of the TV ownership rules?

We won't take anything up as contentious as TV ownership until a full complement of commissioners is here. The only idea from the new administration is that they want a broadband multichannel system. Unless we get a strong signal from the transition team and the House and Senate, the idea is to keep a stable, steady course here and do what we have to do until a permanent chairman is named.

The other big issue before you is the financial interest and syndication rules. Commissioner Andrew Barrett appears to be signaling he is ready to compromise, with talk of a sunset of the rules. Will you meet him halfway?

I will compromise to this extent. As I said at NATPE, we should consider giving the networks complete financial control of the programs. They should be allowed to acquire interest in everything. But to protect the independent stations, we could continue to bar the networks from controlling syndication sales. You can own, but you have to turn it over to syndicators—give them 10% or 15%—and they sell it to whomever the hell they want. I think it is a fair thing to do for independents. I'm a bleeding heart for independents.

Have you broached this fin-but-no-syn idea with Barrett?

I don't feel like asking [Barrett] for a hell of a lot. If you want to tell me where he stands, fine. Whenever I go to see Barrett, I tell him to vote any way he wants because he is a very contrary guy. He might vote against you just to be contrary. You can't tell



where he is coming from.

I'm no obstructionist. Whatever the majority wants, it'll get. If I don't like it, I will write one hell of a corking dissent. I feel like I have a recourse.

What about the prime time access rule? Will reform of that come up on your watch?

No, I will leave that to the new guy's agenda. Let a full commission take a hold of that hot potato. But long range, I think the same rationale [for repeal] that applies to fin-syn applies to prime time access.

Getting back to cable, what are the challenges?

We're going to get out some very complex reports and orders on a Cable Act that has no perfect answers. With must carry we have to decide whether using ADI's will determine carriage. What happens to the network non-duplication rules? That would fly in the face of those rules. Who will enforce program access? Us? We're barely able to take care of ourselves.

What about retransmission consent? How do we keep cable profitable and able to expand and still give broadcasters what they deserve? We don't want to hurt cable to the point where it is no longer profitable. Cable provides a lot of service. If we drive cash flow down, we could put cable in default and have another mess on our hands. We don't want that either. We want a better deal for consumers, equity for broadcasters, cash flow profits for cable. Can we do this? That will be the

test for us in March and April.

Are you going to finalize the FCC's decision to relax the ban against broadcast networks' owning cable systems?

The tenor I get here is that network-cable will be validated. [Capital Cities/ABC Chairman Tom] Murphy and others want it. They are satisfied with the 50% local ownership cap.

What about the implementation of high-definition television?

I was the guy that got the review clause [in the last report and order]. I told Al [Sikes] that I would not go for it otherwise. I'm not going to force-feed it. The idea of three years to apply and three years to construct and then you're out is ridiculous. It is going to be an evolutionary process.

It has to come because if broadcasting does not get it, cable and DBS will get it and they'll sell the sizzle.

Al Sikes stepped up indecency enforcement. Will that continue?

We will continue indecency enforcement. We have to remember that the Gores are both strong on indecency. Broadcasters cannot abdicate licensee responsibility. People have to be aware that there is a public outcry against sex and violence on TV.

Congress is again trying to resurrect the fairness doctrine. What will this commission's stance be?

I don't know where we'll go on that. I spilled enough blood on the fairness doctrine and will not be an ardent opponent of any big draft to reinstate it, but I won't vote to reinstate it. ■

JAMES QUELLO: THE BROADCASTERS' CHAIRMAN

Pro-broadcaster and proud of it, the FCC's interim chief is pro-public interest first

By Joe Flint

When battling for his first FCC appointment in 1974, James Quello, longtime general manager of Capacities' WJR-AM-FM Detroit, faced charges of a pro-broadcast bias. "They say because I know broadcasting, I'm not qualified to regulate it," complained Quello at the time.

Some 19 years later, Quello still has not shaken the perception that he is the broadcasters' best friend at the commission. He also has not really tried to.

"I still believe that the preservation and enhancement of the all-important free, universal broadcast service for all Americans should remain and will remain the underlying bedrock of American mass communications for at least the next five years. I still adhere to the principle of universal free TV."

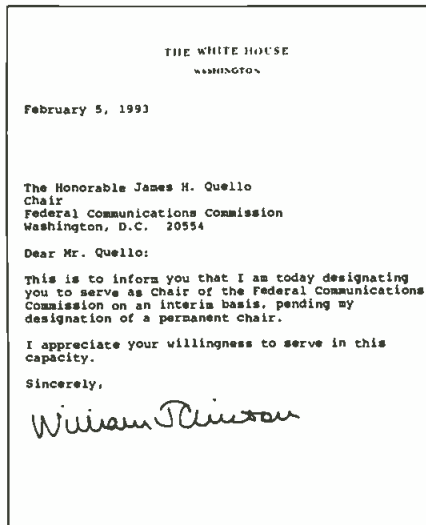
Today, with audience reach of network television in prime time down to 63% and with 58% of the radio industry in the red, broadcasters appear to need all the help they can get.

Evidence of the help Quello has provided is easy to find. He has been pushing for more freedom for broadcasters in the timetable for implementing high-definition television.

He has opposed satellite-delivered digital audio broadcasting because it threatens local over-the-air radio service. He took heat from Congress for supporting the repeal of the fairness doctrine in 1987 and has stood by the networks in their battle against Hollywood over fin-syn. He blocked the proposal to reallocate UHF spectrum for land mobile use.

He has resisted review of the prime time access rule, which endears him to independents, as does his partial dissent in the commission's decision to allow networks to acquire cable systems last June. "I'm a bleeding heart for independents," Quello told BROADCASTING.

Quello is currently such a favorite of Capitol Hill that some question the closeness of his relationship with House Energy and Commerce Committee and fellow Detroit Chairman John Dingell (D-Mich) and Senators Ernest Hollings (D-S.C.) and Daniel



Bill Clinton's letter making it Chairman Quello

Inouye (D-Hawaii). All endorsed him for interim chairman, and Quello acknowledged in an interview with BROADCASTING that he will keep the Hill fully informed on the FCC agenda.

"My appointment was strongly supported by Dingell and Hollings. I use the commonsense approach to everything. Cable is not opposing me." The public interest groups have also softened.

"The thing I respect the most about Quello is his gut-level political horse sense," says Andy Schwartzman, executive director, Media Access Project. "He is temperamentally very well suited for what could be a very awkward situation. He is not worried about what this is going to do for his career," he says, adding that Quello has managed to attain wide respect and not alienate a large number of people. "I expect to disagree with some of the positions he takes, but he understands the importance of collegiality," Schwartzman says.

Added Dingell aide David Leach: "He is a good, level-headed thinker with a good visceral sense of where public interest is. And he is one of the hardest workers there. Quello keeps long hours." Quello's hours will only get longer, and he knows it.

While that will keep him and the rest of what he calls an understaffed and underfunded FCC busy, Quello also knows that he is not there to put

his own agenda in place.

"Our main objective is to keep a stable course until a permanent chairman is installed." There is still no word on when that will be, though, and in the meantime Quello not only has to worry about the commission's agenda but also the management of the FCC. That being the case, don't look for anything dramatic from Chairman Quello.

Quello was born in Detroit on April 21, 1914, and lived there until joining the FCC in 1974.

During his long career in the Fifth Estate, Quello has essentially worked at two places. In 1947 he joined WJR-AM as promotion manager and remained at the station until 1974, when he retired as station manager and a Capital Cities vice president. From there it was on to the FCC, where he intends to remain until his term expires in 1996.

Quello has also seen his share of violence outside FCC meetings. During World War II, Quello went from the rank of lieutenant to lieutenant colonel and saw combat with the Ninth and 45th Infantry Division in Africa and Europe. He was also decorated with seven campaign stars, the Bronze Star with cluster and the Croix de Guerre. After that, regulating the communications industry probably does not look so hard.

"This has been the most important productive job I've had. I just feel that in a nutshell what we have to do here is foster competition but at the same time appreciate that more is not always better."

Commissioners, he says, must remember that they are paid with public funds. "Whenever private interests conflict with public interests, the public interests must prevail." As for government working with industry, Quello would like both to "save the adversaries for after the offenses are committed. Let's go together in the spirit of cooperation and see what the hell we can get done."

Don't let Quello's age fool you. At 78, he still plays tennis twice a week, and his office is filled with athletic trophies. "I've been blessed with great vitality for my age," said Quello. ■

It was bound to happen sooner or later—a real live candidate for FCC chairman from Arkansas. He is Edwin Alderson, a former municipal court judge and broadcaster from El Dorado, Ark., reportedly with personal ties to Bill and Hillary. According to sources, Alderson has the backing of Arkansas's two Democratic senators, Dale Bumpers and David Pryor, as well as many broadcasters in the state. Alderson, 52, had little to say when contacted by BROADCASTING last week: "I just wish the administration well in selecting a candidate." Alderson is co-owner of Noalmark Broadcasting Corp., licensee of five FM's and three AM's in Arkansas, Texas and New Mexico.

And in Chicago, Bruce DuMont, radio talk show host and founder and president of The Museum of Broadcast Communications, is telling reporters the Clinton

administration has talked to him about serving on the FCC. One source told BROADCASTING the White House approached DuMont as a potential chairman, but DuMont would not comment on that. He also won't reveal what political party he belongs to. But sources say he is a registered Democrat, despite having run for Illinois state senate in 1970 as a Republican. He generally avoids partisan stands as host of *Inside Politics*, his nationally syndicated radio show heard in 23 markets, including Little Rock, Ark. He is the nephew of Allen B. DuMont, the founder of the DuMont Television Network and a co-inventor of the cathode ray tube.

Thomas Barry, Southwestern Bell, vice president-government relations and industry affairs, and **James Bayless**, an outside lobbyist for the telco, figured they would personally break the news of Southwestern Bell's \$650 million purchase of Hauser Communications to Acting FCC Chairman James Quello at what was meant to be a simple courtesy call last Tuesday morning. But by the time they got in to see Quello, the news was old. Hauser President John Evans had dropped by an hour earlier to tell Quello about the deal.

Quello, by the way, takes partial credit for Evans's success. When Evans was trying to raise money to build the Arlington, Va., system a decade ago, Quello says, he helped secure a waiver that allowed Evans to import signals from Baltimore—a waiver Evans bankers deemed critical.

The Quello FCC administration is starting to take shape: Brian Fontes and Bob Corn-Revere will remain on his personal staff—Fontes as chief of staff and Corn-Revere as chief counsel to the chairman. Legal assistant Pete Belvin will head the Office of Legislative Affairs, taking over from Linda Solheim, a Sikes appointee who resigned last month.

Quello plans to keep most of the office and bureau heads where they are, including Cheryl Tritt and Roy Stewart, chiefs of the Common Carrier and Mass Media Bureaus, respectively. However, Quello told BROADCASTING he planned to shut down the Office of International Communications, leaving Director Walda Roseman without a home.

It's now OK to buy lunch for your favorite FCC official; just avoid those high-priced expense-account restaurants. Under new government-wide ethics rules that went into effect two weeks ago, lobbyists, company executives and

even reporters may now take a commissioner or staffer out to discuss this or that rulemaking or waiver request as long as his or her meal doesn't exceed \$20 (including taxes and tips) and the total largess for the year doesn't exceed \$50. Personal gifts also count against the \$20/\$50 limits.

The old rules, which went into effect during the Dennis Patrick administration, prohibited those with business before the agency from picking up the tab. (That made it important to bring cash so the check could be split easily.)

The new rules also clear the way for officials to attend large dinners and receptions, regardless of sponsor, if they are participants (as speakers or panelists, say) or if they can show their attendance outweighs concerns of their being improperly influenced.

Bell Atlantic's response to petitions to deny its planned video dialtone system in Dover Township, N.J., included an affidavit from Stuart Johnson, president of Regional Services for Bell Atlantic Network Services, correcting "any misimpression"

left by comments he made in a BROADCASTING interview (Jan. 4). Johnson was paraphrased as saying Bell Atlantic could have "gone with" any of several companies that had expressed interest in being its charter programmer-customer, but settled on the upstart FutureVision of America after determining it had sufficient financial backing. Critics had seized on the comments to allege that Bell Atlantic had hand-picked its programmer-customer in violation of its common carrier obligation.

But in the affidavit, Johnson says Bell Atlantic did not choose FutureVision. "On the contrary, [Bell Atlantic] invited all the cable operators that provide service in New Jersey" to become customers on the systems it is planning to build throughout the state. FutureVision "was one of the few programmers who responded to...[the] open invitation, the only respondent...that asked to provide programming over...[the] system in Dover and the only video programmer that has agreed to use the video dialtone system in Dover to date."

The Association of Independent Television Stations is urging the FCC to deny a PTAR exemption for *Rescue 911* that would allow affiliates in the top 50 markets to strip the CBS-produced reality show in prime time access. Syndicator MTM Television argues the show should be exempted as a documentary. But INTV claims it fails to meet the well-established criteria for documentaries. In any case, it says, stripping of documentaries is prohibited, and granting the exemption would open "the floodgates for reality-based entertainment programming" in access. INTV Jim Hedlund says.

Sorry, wrong number. Washington Watch last week misreported the telephone number for reaching StatusFax, the Community Antenna Television Association's new service offering summaries of the FCC's cable rereg proceedings. The correct number is (301) 216-1846. Afraid the fax service may be overtaxed, CATA President Steve Effros urges users to buy a complete set of status reports by mail (P.O. Box 1005, Fairfax, Va. 22030) for \$15 and tap into the fax for updates. ■



Washington Watch

Edited By Harry A. Jessell

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Powerhouse legendary New England station seeks GSM. This heritage station offers a great career opportunity for a highly motivated and disciplined leader. We need to hear from you immediately. All replies kept confidential. EOE. Reply to Box B-34.

General manager: Barnstable Broadcasting seeks experienced general manager for WWKL-FM (KOOL 94.9) Harrisburg, PA. This is not a start-up. KOOL 94.9 is well-positioned, highly rated and profitable. Applicants should possess the knowledge, leadership skills and drive to take KOOL 94.9 to the next level. Strong sales management background a must. Excellent compensation package and benefits. Send resume with specific performance and salary history to: David Gingold, President/COO, Barnstable Broadcasting, Inc., PO Box 9042, Waltham, MA 02254-9042. EOE.

General sales manager: Outstanding nostalgia station and market niche. Top 30 major market. Stand alone AM stereo. Grow into general manager with opportunity for ownership. Looking for successful and well-trained sales manager in medium market who would like to move up. Send resume and success stories to Tom E. Beal, President, KFEZ (formerly KJLA), 8826 Santa Fe Drive, Suite 100, Overland Park, KS 66212. EOE.

KWYO/KLWD needs selling GM. Financially sound standard broadcast operation with solid staff and new facilities. Scenic valley location. Great town to raise family. Prefer LSM. GM experience in medium market. Equity possible. EOE. Letter and resume to CMI, 130 South Main, Buffalo, NY 82834. 307-684-2207.

Sales manager: Sales manager needed for AM/FM radio station in New England college town. Must understand motivating selling and promotion to get this opportunity. Send resume to Box B-35. EOE.

General manager for Southern Ohio small market AM/FM combo. Sales management and revenue-generating promotional experience a must. Send resume, salary history, references, to Box B-40. EOE.

Major Caribbean radio show looking for qualified sales manager. Call 718-424-4706. EOE.

HELP WANTED SALES

WNWK-FM 105.9, NY's newest and hottest FM radio station is looking for a few good salespeople. Must be ambitious, energetic, organized and detail-oriented, must have at least 2 years advertising sales experience. Call Otto Miller, General Manager between 10:00am-3:00pm. 212-966-1059. EOE.

Sales: WDJR, 100,000 watt hot Country, Dothan, AL. Market 173. List available. Guarantee. Winning environment. You need honesty, energy, no blinders, team oriented. We are stable, professional, trend setters. Fax Jay Joyce, 205-712-0374. EOE.

HELP WANTED ANNOUNCERS

Morning person on AM newstalk. Adult, mature, keep flow interesting. Good station, good pay, medium market. In Great Lakes region. EOE. Send resume to Box B-36.

SITUATIONS WANTED MANAGEMENT

Seeking permanent GM position, small to medium market, preferably in Southeast. Present project involves building presence for a St. Thomas radio station on St. Croix, Virgin Islands. Accomplishments include initiating trade advertising with the VI's only TV station, St. Croix's daily newspapers and a weekly publication. Recruited St. Croix sales reps and made first sales to all St. Croix agencies. Prior to this, increased a TV station's revenue by ninety (90) percent. Mature, stable, high energy. To discuss possibilities telephone 809-773-0612.

Take charge manager looking for seemingly impossible situation, such as, small non-rated station in medium to large market. I'm so confident that my plan of action will work, that I will take a percentage of profits in lieu of salary. If you're an absentee owner or just frustrated, don't sell yet. Reply to Box B-37.

Music licensing problems? Fees too high? Too much red tape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner, 914-634-6630.

GM/GSM: Experienced pro. No magic wand. 25 years of shirt sleeve experience and hard work gets the job done. Excellent record and references. Seeking situation with realistic goals. Call Jerry after 6pm EST. 1-804-399-8854.

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

SITUATIONS WANTED ANNOUNCERS

Job wanted: As staff announcer in small market radio station in Midwest. Also willing to do sales, custodial engineer, and "gopher" work. Please contact: Leo Ahmann, Box 2462, Benson, AZ 85602. Phone 602-586-3185 after 6:00pm.

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

Experienced broadcaster with TV/radio on-air/production/operations/news background seeks position at a California radio station. Reply to Box B-39.

SITUATIONS WANTED TALENT/PERSONALITY

Talk show host: Experienced, professional, extensive contacts. Conversant on varied subjects, call-in, monologue, interview, deep resonant voice. Salary open. Michael. 1-704-632-4621.

SITUATIONS WANTED NEWS

Award-winning morning news anchor/reporter in #1 market seeks fresh opportunity. Tired of hearing wire copy on your air? Call a creative professional. 201-420-6836.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Mature, experienced talk show host. If you want intelligence, non-screaming interchange, and guaranteed ratings and revenue, call Ken at 1-800-875-8687 days, or 313-682-7798 eves. Live audition, my expense. No obligation.

MISCELLANEOUS

Owners: I want to lease your station or 5 to 20 hours per week. Small suburban station, dark or not, in medium market ok. Possible buyout in future. Will look at any worthwhile opportunity. Reply to Box B-38.

Radiation hazard meters, General Microwave, model 3, RF range 300 MHz to 10 GHz. \$1,195. 702-386-2844.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: Southern Minnesota's #1 Newschannel seeks savvy manager to lead top-notch sales force. Local and/or national management experience preferred. Great 100+ market to live in with excellent group. Many career growth opportunities. Send resume to: Jerry Watson, VP-GM, KTTC Television, Inc., 601 1st Ave. SW, Rochester, MN 55902. No calls please. EOE.

TV station manager: KWHY-TV, channel 22 in Los Angeles is seeking an experienced broadcast executive to manage its independent Spanish language broadcast business. Formerly a Galavision affiliate. Channel 22 broadcasts over 85 hours a week in Spanish during afternoons, primetime, and weekends. Salary is open. Replies confidential. Contact Buzz Harris, 10960 Wilshire Blvd., Los Angeles, CA 90024. 310-477-7724. fax 310-477-9646. KWHY-TV is an equal opportunity employer.

Group owned affiliate seeking general sales manager. We are a company in excellent health with good benefits looking for a manager who knows all the tricks. Although our market size is small, it's a good place to live, raise a family and enjoy the outdoors. The station is in a rebuilding phase and we need someone who can take our team to the next level. If you have national and local television sales experience and can lead people where we need them to go, send a resume with references. Reply to Box B-30. EOE.

Controller: KSBY-TV, a dominant NBC affiliate serving the Santa Barbara-Santa Maria-San Luis Obispo, CA, area is seeking a self-motivated hands-on oriented controller. Prospective candidate should have a four year accounting degree or equivalent broadcast experience and should be proficient with microcomputers and Lotus 1-2-3. Position will be responsible for all accounting systems, budgeting and financial reporting and report to general manager. Send resume to Cynthia McGillen, General Manager, KSBW-TV, PO Box 81651, Salinas, CA 93912. EOE.

Sales manager SportsChannel: Miami/West Palm market. Must have 2-4 years local television or radio experience in management/sales. Please send resume and compensation requirements to: Gene Pizzolato, Director, National Sales SportsChannel, 260 Madison Avenue, 14th Fl., New York, NY 10016. 212-779-6138. An equal opportunity employer M/F/H.

HELP WANTED SALES

Entry-level sales: WROC-TV (CBS) is Rochester's fastest growing television station, and we're looking for a self-motivated sales professional to generate new business. If you want the job, you must sell us on why you're the one to hire. Call Lynda Peterson, 716-288-8400 EOE M/F

Target Select Cable is a 255,000 household cable interconnect located in southeastern Pennsylvania selling local ad insertions on network cable channels in a market without home-based network affiliate competition. We seek an experienced, proven sales professional to develop and manage an account list composed of regional and national business. The ideal candidate will have at least four years experience in television spot sales, as well as, excellent verbal and writing skills. Generous salary and commission compensation package makes low six figure income probable. Send resume listing accomplishments, experience, and education to V.P. Sales and Marketing, PO Box 3395, Allentown, PA 18106 EOE.

Small market western states affiliate seeks local/national sales manager. Must have history of strong personal sales and be willing to carry local list. Must be self starter. Strong recruiter, trainer, motivator and organized. Station manager opportunity. Send resume and salary requirements to Box B-31. EOE

WISC-TV seeking local sales manager: Must have organizational and communicative skills. Proven track record in broadcast sales, new business development and sales promotion. Skills in training, motivation and leadership a must. Resumes accepted until 2/28/93. No phone calls. Send resumes to: WISC-TV, PO Box 44965, Madison, WI 53744-4965, Attn: EEO Coordinator EOE/M-F

HELP WANTED TECHNICAL

Leading Nashville film and video production company seeks videotape editor. Knowledge of CMX, switchers, DVE's, CG's essential. Creativity and strong technical background a must. Resume to Mike Arnold, Scene Three, 1813 8th Avenue S., Nashville, TN 37203 EOE.

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

Production engineer: The University of Mississippi is seeking applicants for the position of production engineer. Applicant must have knowledge of the technical aspects of the operation of broadcast equipment. Responsibilities will include maintenance of broadcast technical standards in television production: the set-up and operation of broadcast equipment in both field and studio locations. College degree in broadcast or engineering field. Two years experience required, experience in satellite uplinks is desirable. This position is currently funded through sponsored funds until September 30, 1993, and may be extended for an additional year. Prospects for continued employment on other projects are excellent. The University of Mississippi has a strong commitment to the principle of diversity. In that spirit, it is particularly interested in receiving applications from a broad range of people, including women, members of ethnic minorities and differently able individuals. Open until filled. Submit resume to Hugh R. Paul, Teleproductions Resource Center, 201 Bishop Hall, University, MS 38677. The University of Mississippi is an AA/EEOE.

Traffic person needed for software installation and phone support for our growing number of stations. 2-3 years experience in television traffic required. PC and accounting knowledge a plus. Position based out of Western MA. Travel required. Send resume and references to VCI, PO Box 215, Feeding Hills, MA 01030-0215. EOE.

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

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

Chief engineer: KJTV34 is a mature Fox affiliate in the 147th market but has top 25 market facilities and expectations. Responsibilities include: Supervision of transmission plant, studio facilities, 17 translators, budgeting, equipment maintenance, FCC compliance and supervision of radio stations in adjacent markets. People oriented and communication skills a must. Please send resumes to: Brad Moran, Ramar Communications, PO Box 3757, Lubbock, TX 79452. EOE.

HELP WANTED NEWS

Anchor/reporter needed for one of the best capitalized facilities on the Eastern Shore. At least one year experience. Position includes: weekend anchoring (with some weathercasting), three days reporting. Ability to generate stories from an assigned beat essential. Resume, references, 3/4 inch audition tape to: News Director, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. Women and minorities encouraged to apply. No phone calls please. EOE M/F.

Sports talent: 3-5 yrs. experience: on-camera, voice, producing for event coverage/magazine formats. Good interviewer/story teller. Overall sports background, motorsports knowledge helpful. Extensive travel, relocation necessary. M/F EOE. Resume and tape to: Sports, PO Box 7637, Mission Hills, CA 91346.

Meteorologist: Medium, midwest market seeking strong communicator. Prefer AMS seal. Send resume and statement of weather philosophy to Box B-23. No beginners. EOE M/F.

Photojournalist: We need a photojournalist with two years experience who wants to do it all. Knows how to shoot run-and-gun with a flair, understands video storytelling, works with aesthetic quality in mind, and wants to constantly learn. Most importantly, this person must understand they're not just a "shooter" and is expected to contribute editorially. Contact: Bill Zetterower, Chief Photographer, WTLV-TV, 1070 East Adams Street, Jacksonville, FL 32202 EOE

More than a producer: WCYB, the #1 station in the 92nd market is looking for a producer who can also provide feedback to our excellent staff of reporters. You provide the polished writing, solid judgment, at least two years of experience and ability to work with a team, the mountainous Southeast provides a quality lifestyle and a low crime rate, we provide the SNG truck, computerized newsroom and other top of the line tools. Send your resume/tape before March 1, 1993 to Judy Baker, Administrative Assistant, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V

General assignment reporter (2): Top market station seeks experienced general assignment reporters. Live news experience a must. Send resume and tape to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Executive producer: Aggressive news organization seeks high energy, people-oriented, executive producer needed for aggressive, young news staff. Successful candidate must be able to teach, lead and motivate. No beginners. Top 50 market, state-of-the-art facility. EOE. Reply to Box B-32.

News writer: Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Familiarity with NewStar computer systems a plus. Send resume and writing samples to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

Producer: Aggressive computerized newsroom looking for creative individual. Must be good writer, organizer. Know how to use lives, graphics and production. Resumes and tapes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE. M/F

WRDW-TV has immediate opening for weeknight co-anchor; responsibilities include writing, anchoring and producing 6:00 & 11:00pm newscasts. Previous anchoring/reporting experience a must. Send resume and 3/4" tapes to Brian Trauring, VP News & Operations, WRDW-TV, Box 1212, Augusta, GA 30903-1212. EOE.

Meteorologist: Weather is important here, so join Rochester's best meteorology department. Must be a great forecaster with strong on-air abilities. AMS seal preferred. We have a super Kavours-equipped weather center. Looking at candidates for full-time morning/noon position. No calls. Send non-returnable 3/4" tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610 EOE M/F

Want to help make a #1 even better? We need a strong newsroom manager who can knock the socks off a newscast. Desiring a producer who makes things happen! 3/4-inch tape and resume to Pete Michenfelder, WJBF-TV, Dept. ND-4, 1001 Reynolds Street, Augusta, GA 30903 EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Assistant producer: Nationally syndicated business news program seeks candidate with strong news writing skills, knowledge of the financial markets and some field production experience. Two to four years of headline news or newswheel type experience preferred. Line production knowledge required. Opportunity for growth in areas of package production, graphics and post-production. Send resumes to WSJ-TV, 200 Liberty Street, 10th Floor, New York, NY 10281. Attn: Executive Producer. EOE

Graphic artist: WABC-TV, NY seeks highly qualified full-time computer graphic artist. Experience with Quantel Paintbox, Digital F/X, A/V and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is required. Send resume and reel to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

Production paradise! Seeking several full-time producers/directors, program hosts, videographers/editors, segment producers, reporters, and production assistants. On-going projects include commercials, music/corporate video, documentaries, syndicated programming, infomercials, and much more! Relocation provided. For consideration, rush non-returnable demo tape and complete presentation. No freelancers, please. PO Box 22607, Tampa, FL 33622-2607 EOE.

Computer editor: Major market, northeast production facility seeking a creative and talented computer editor. Position requires 3 to 5 years experience with state-of-the-art equipment, preferably ADO and D2 M/F. EOE. Send resume and salary requirements to Box B-26.

Producer, news: Top 20 station searching for creative, assertive, organized producer. Candidate must have 3 years show producing experience, superb writing and leasing skills. Excellent opportunity. EOE. Send resume to Box B-27.

Producer/writer: WUFT-TV, the public television service of the University of Florida, is seeking an experienced producer-writer to be responsible for the planning and execution of series, documentary, and special events programs for our community and region. Primary area of emphasis will be public affairs. Position requires a Master's degree in Communication or related field and at least two years broadcast reporting and/or producing experience, or a similar Bachelor's degree and five years experience. Videotape editing skills a plus. Closing date for application is March 5. Send letter and resume (no tapes yet, please) to Frank Counts, WUFT-TV, Weimer Hall, U. of Fla., Gainesville, FL 32611. The University of Florida is an affirmative action/equal opportunity employer.

Commercial producer/copywriter/announcer: Superior skills in location/edit-suite tape production required for state-of-the-art Southeast ABC affiliate. You'll have the freedom to create a selling spot from concept to completion in this space-age high tech center nestled in Northern Alabama's mountain and lakes region. If you are a senior director with talent, enthusiasm, and a great attitude, send 3/4" or 1/2" demo tape, along with resume and photo to: Lew Koch, Operations Manager, WAAV-TV, PO Box 2555, Huntsville, AL 35801, 205-533-3131. EOE.

Senior designer: Landmark Networks is looking for a senior designer who will provide graphic support for The Travel Channel. Position requires five years of broadcast design. Quantel Paintbox experience. Chyron, strong design and illustration skills. Quantel Harriet, supervisory and print production experience preferred. Send resume to Eddie Terrill, THE WEATHER CHANNEL, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

SITUATIONS WANTED TECHNICAL

Studio/transmitter maintenance, 10 years experience, strong design, installation and troubleshooting skills. GVG 300 ops schooled, creative production skills. Seeks new opportunities. Please reply to Box B-17.

25 years broadcast engineering, 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box B-33.

SITUATIONS WANTED NEWS

Meteorologist looking for weather anchor position. Recent graduate with two degrees, meteorology and mass communication. TV internship and radio experience, actor and consulting meteorologist. Call Charles DeBroder 719-564-4432.

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

MISCELLANEOUS

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

Career videos: Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, success record, job search assistance. 708-272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Rowan College of New Jersey, is now accepting applications for a tenure-line position in radio broadcasting/audio production to begin September 1, 1993. College teaching and/or professional broadcasting experience and current involvement or scholarly research in the electronic media industry are required. Terminal degree required in Broadcasting, Mass Communications or related field. Send letter of application, transcripts, curriculum vitae, and names, addresses and telephone numbers of five people who may be contacted as references. Contact Radio/TV/Film Search Committee, Communications Department, Rowan College of New Jersey, 201 Mullica Hill Road, Glassboro, NJ 08028-1701. All positions are contingent upon budget appropriations. Deadline March 15, 1993. Rowan College of New Jersey is an affirmative action/equal opportunity employer. Applications from minorities, the physically challenged, and women are encouraged.

HELP WANTED NEWS

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

Minority/journalists/students: Win an expenses-paid trip to investigative reporting conference in New York. To apply, call Investigative Reporters & Editors. 314-882-2042. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Radio-TV producer: The University of Maine is seeking a radio-TV producer for its department of public affairs. Primary duties include developing promotional and information video and audio productions. The producer will also assist the department's news media services unit with broadcast news media planning and services. For educational, experience and skill requirements, contact: Department of Public Affairs, University of Maine, 5761 Public Affairs Bldg., Orono, ME 04469-5761, 207-581-3743. Minority applicants are particularly encouraged to apply. EOE-AA employer.

FINANCIAL SERVICES

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

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

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

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AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed Financing available Transcom 800-441-8454, 215-884-0888. Fax 215-884-0738.

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

Used 340' ft. tower with lighting system, includes new guy wires etc. 314-687-3932.

Acrodyne t000 watt television transmitter, Excellent condition. \$29,000.00. Microdyne satellite receiver \$250.00. Acrodyne notch filter channels 52 to 69 \$500.00. Need spotmatic juniors. 813-542-8042.

Used/new TV/AM/FM transmitters, one watt to 120KW, antennas, cable/rigid line, microwave systems, dishes, MA/COM radios, repair, etc. Save thousands. Broadcasting Systems 602-582-6550, fax 602-582-8229.

Video switchers, 3M model 101 vertical switches. Ten in, one out. \$185 large quantity 702-386-2844.

TV transmitter 60KW, channel 19, RCA-TTU-60C, pulsar, extra exciter. Megastar 702-386-2844.

CABLE

HELP WANTED TECHNICAL

Vice president of engineering and operations for local news to oversee entire daily activities of a start-up cable network. Responsibilities include staffing, establishing and maintaining procedures and generating capital projections. Operational familiarity with studios, control rooms, edit suites and graphic rooms and all technical equipment. Ideal candidate has experience in developing and maintaining a broadcast television/cable facility. Local news and/or Home Shopping Network background helpful. All resumes confidential. We are an equal opportunity employer and multi-national company. Fax resume to: 404-233-8079. Attention: Media Department.

HELP WANTED PROGRAMING PROMOTION & OTHERS

Vice president of programing/operations for local news to oversee entire daily operation activities for cable production and all video operations of start-up. Responsibilities include staffing, establishing programing of local news and calendar events. Candidates must have successful management experience with extensive operation/technical experience with state-of-the-art equipment. Local news and/or Home Shopping Network background helpful. All resumes confidential. We are an equal opportunity employer and multi-national company. Fax resume to: 404-233-8079. Attn: Media Department.

Blind Box Response???

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HELP WANTED MANAGEMENT

GENERAL MANAGER WANTED!

Successful AM/FM combo in New England market looking for that one person who can take these two radio stations to new heights. Sales background a must and can't be afraid to get into the trenches with the sales staff. Send resume with past performance to Box B-42. EOE.

HELP WANTED TECHNICAL

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HELP WANTED MANAGEMENT

EXECUTIVE DIRECTOR STATE OF WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD



The State of Wisconsin Educational Communications Board (ECB) invites applications and nominations for the position of Executive Director of the ECB. The position functions as the CEO for the agency directing a staff of 91 full-time employees and managing an annual budget of approximately \$13 million. The Executive Director is charged with planning, developing, constructing, and operating state-wide public radio, public television, and educational telecommunications systems. The Executive Director provides informed experienced leadership and services to post secondary and elementary-secondary educational institutions in the selection and implementation of educational delivery strategies, including distance education, throughout the state and across educational institutional lines. The Executive Director represents the Board before the executive and legislative branches of state government, federal agencies, educational institutions, industry and labor, and the general public.

QUALIFICATIONS: The successful candidate will have substantial administrative experience in education or a related telecommunications business or industry, and a minimum of a Bachelor's degree in Communications, Public Administration, Educational Administration, or an appropriate academic discipline. An advanced degree is preferred but not required.

SALARY: Salary commensurate with qualifications and experiences with a maximum of \$83,067. The State of Wisconsin provides an excellent benefits program.

APPLICATION SHOULD INCLUDE: (1) a narrative letter indicating how the applicant's training and qualifications relate specifically to the listed job responsibilities and qualifications; (2) a detailed professional resume; and, (3) the names, current addresses, and telephone numbers of at least five references who can attest to the applicant's professional qualifications. Nominations and applications should be sent to:

Executive Director Search Committee
Wisconsin Educational Communications Board
Post Office Box 5387
Madison, Wisconsin 53705

Nomination deadline is March 19, 1993. Deadline for receipt of applications is April 16, 1993. Women, ethnic/racial minorities and persons with disabilities are encouraged to apply. (The State of Wisconsin provides special assistance to persons with disabilities which affect their ability to apply for this position. To request assistance call 608-266-1844; or TDD at 608-276-2483.) The ECB is an Affirmative Action/Equal Employment Opportunity Employer.

EMPLOYMENT SERVICES

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Sale of MDS Station and Equipment in Place San Bernardino, CA

By Bankruptcy Court Order, a hearing to authorize the sale, transfer and provision of interim service pending closing, of sale of a MDS station and equipment "as is, where is" in San Bernardino, CA held by Microband Corporation of America, is to be held on March 17, 1993 at 9:30 a.m. at the U.S. Bankruptcy Court located at One Bowling Green, New York, New York. The terms and conditions of the sale, including the interim service arrangements and transmission site lease assignment, which are subject to higher and better offers, and over-bidding procedures are available at the office of the Court Clerk, One Bowling Green, New York, NY; office of Kensington & Ressler, P.C.; 400 Madison Avenue, New York, NY 10017 and at owner's offices at 286 Eldridge Road, Fairfield, NJ 07004.

Sale of OFS Station and Equipment in Place Philadelphia

By Bankruptcy Court Order, a hearing to authorize the sale, transfer and provision of interim service pending closing of sale of an OFS station and equipment "as is, where is" in Philadelphia, PA held by Microband Wireless Cable Corporation, is to be held on March 17, 1993 at 9:30 a.m. at the U.S. Bankruptcy Court located at One Bowling Green, New York, New York. The terms and conditions of the sale, including the interim service arrangements, which are subject to higher and better offers, and over-bidding procedures are available at the office of the Court Clerk, One Bowling Green, New York, NY; office of Kensington & Ressler, P.C.; 400 Madison Avenue, New York, NY 10017 and at owner's offices at 286 Eldridge Road, Fairfield, NJ 07004.

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

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

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

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

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

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

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

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

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

DateBook

FEBRUARY

Feb. 17-21—"Close Encounters of a Different Kind: New Strategies for a New Age," 21st annual faculty/industry seminar sponsored by *International Radio and Television Society*. New York Marriott East Side, New York. Information: Maria De Leon, (212) 867-6650.

Feb. 18—"The Role of the Western Press in East Asia," seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Information: (212) 678-6600.

Feb. 19—"Television: A View From the Top—The New Realities," seminar sponsored by *International Radio and Television Society* and *Broadcasting magazine*. Waldorf-Astoria, New York. Information: Maria De Leon, (212) 867-6650.

Feb. 19—"Presidential Debates and National Issues," conference co-sponsored by the *Annenberg Washington Program in Communications Policy Studies of Northwestern University* and the *Joan Shorenstein Barone Center of Harvard University*. Willard Office Building, Washington, D.C. Information: (202) 393-7100.

Feb. 19-21—"Domestic Environmental Issues

of the Next Four Years," seminar sponsored by *Foundation for American Communications, W.K. Kellogg Foundation, Society of Professional Journalists and California Society of Newspaper Editors*. Pacific Grove, Calif. Information: Chris Gardner, (213) 851-7372.

Feb. 22-26—"Advancing the Field of Media Studies," research and technology studies seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Information: Shirley Gazsi, (212) 678-6600.

Feb. 22-24—Great Lakes broadcasting conference and expo sponsored by *Michigan Association of Broadcasters, Society of Broadcast Engineers, chapter 91* and *Michigan Public Broadcasting*. Lansing Center and Radisson Hotel, Lansing, Mich. Information: (517) 484-7444.

MARCH

March 3—"Programmer and Operator Partnerships for Effective Public Affairs," regional event sponsored by *Cable Television Public Affairs Association*. National Press Club, Washington, D.C. Information: (301) 206-5393.

March 4—"The Changing Landscape of Television: 500 Channels and Beyond," breakfast

meeting sponsored by *Cable Television Administration and Marketing Society, New York chapter*. Panelists: Herb Granath, ABC Enterprises; James Kofalt, Cablevision Systems Corporation; John Hendricks, Discovery Network; Dick Aurelio, Time Warner New York City Cable Group. Rainbow Room's Pegasus Room, Rockefeller Center, New York. Information: Elizabeth Loyola, (212) 735-5372.

March 9—*American Advertising Federation* government affairs conference. Willard Hotel, Washington, D.C. Information: (202) 898-0089.

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

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

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

MAJOR MEETINGS

Feb. 13-16—50th annual *National Religious Broadcasters* convention. Los Angeles. Information: (703) 330-7000.

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

Feb. 24-26—*Satellite XII*, annual conference and exhibition, sponsored by Phillips Business Information Inc. Sheraton Washington. Information: 800-777-5006.

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

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

April 16-19—*Broadcast Education Association* 38th annual convention. Las Vegas. Information: Louisa Nielsen, (202) 429-5354.

April 18-20—*Cabletelevision Advertising Bureau* 12th annual conference. New York Marriott Marquis, New York. Information: (212) 751-7770.

April 18-20—*Television Bureau of Advertising* annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

April 19-22—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information:

(202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

April 21-24—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (212) 682-2500.

May 5-9—*Public Radio* annual conference. Washington. Information: (202) 822-2000.

May 16-19—*NBC* affiliates meeting. Walt Disney World, Orlando, Fla. Information: (212) 664-2928.

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

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

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

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

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

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

June 13-16—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

June 22-25—*National Association of Broadcasters* board of directors meeting. Washington.

July 15-17—*Satellite Broadcasting and Communications Association* summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

July 18-21—*Cable Television Administration and Marketing Society* annual convention. Atlanta. Information: (703) 549-4200.

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (202) 452-7823.

Aug. 25-27—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

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

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

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

For the Record

As compiled by BROADCASTING from February 1 through February 5 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- **WNPT(AM)** Tuscaloosa, AL (BAL930121EA; 1280 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from WANR Inc. to Lawson of Tuscaloosa Inc. for \$160,000. Seller is headed by Ellis J. Parker, and is also licensee of WNPT-FM Tuscaloosa, AL. Parker also has 25% interest in permittee of WLPH(AM) Irondale, AL. **Buyer** is headed by James W. Lawson, who is 100% owner of WIDO-(FM) Eutaw, AL. Filed Jan. 21.
- **KGKO(AM)-KAKI(FM)** Benton, AR (Little Rock) (AM: BALPH930115GE; 850 khz; 1 kw-D; FM: 107.1 mhz; 2.5 kw; ant. 331 ft.)—Seeks assignment of license from Bridges Broadcasting Service to subsidiary of Southern Skies Corp. for \$1.125 million ("Changing Hands," Jan. 11). Filed Jan. 15.
- **KMST(TV)** Monterey, CA (BALCT930113KJ; ch. 46; 1,350 kw-V; 135 kw-A; ant. 2,530 ft.)—Seeks assignment of license from Rellaw Enterprises Inc. to Harron-Smith Television Partnership for \$8.2 million ("Changing Hands," Jan. 11). Filed Jan. 13.
- **KXRE(AM)** Manitou Springs, CO (BAL930119EA; 1490 khz)—Seeks assignment of license from Green TV Corp. to Quetzal Communications Corp. for assumption of debt. Seller is headed by David M. Drucker, and is licensee of KDMD(TV) Anchorage. **Buyer** is headed by Gail Wallace and Drucker, proposed assignor, and is also licensee of KRRU(AM) Pueblo, CO. Drucker also has interests in KUBD(TV) Denver and five LPTV's. Filed Jan. 19.
- **WJZE(FM)** Washington, DC (BALH930111GL; 100.3 mhz; 40 kw-H; 38 kw-V; ant. 323 ft.)—Seeks assignment of license from United Broadcasting Company Inc. to Radio 100 of Maryland Ltd. for \$19.5 million ("For the Record," Jan. 18). Filed Jan. 11.
- **WWNZ(FM)** Cocoa Beach, FL (BALH930114GF; 104.1 mhz)—Seeks assignment of license from

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.

Paxon Broadcasting of Orlando Ltd. to Press Broadcasting Company Inc. for \$5.01 million (see "Changing Hands," p. 21). Filed Jan. 14.

- ***WWFD(TV)** Key West, FL (BAPET930113KG; ch. 8)—Seeks assignment of CP from Hispanic Keys Broadcasting Corp. to Florida Keys Educational Broadcasters Inc. for \$100,000. Seller has no other broadcast interests. **Buyer** is headed by John C. Baile, and has no other broadcast interests. Filed Jan. 13.
- **WBTR-FM** Carrollton, GA (BALH930119HU; 92.1 mhz; 580 w; ant. 635 ft.)—Seeks assignment of license from Reliance Broadcasting Inc. to Carroll County Media Inc. for \$950,000 (see "Changing Hands," p. 21). Filed Jan. 19.
- **WRBL(TV)** Columbus, GA (BTCCT930114KE; ch. 3; 100 kw-V; 12 kw-A; ant. 1,780 ft.)—Seeks transfer of control from Stockholders of Riverdale Media Corp. to TCS Management Corp. in stock option sale, such that partners MC Media will own 50.005% interest, Commonwealth 48.995% and TCB Management 1%. Assignment includes KQTV(TV) St. Joseph, MO, WTWO(TV) Terre Haute, IN (see below). Principals have no other broadcast interests. Filed Jan. 14.
- **WGGA(AM)** Gainesville, GA (BAL930113HH; 1240 khz; 1 kw-U)—Seeks assignment of license from Allied Media of Georgia Inc. to WDUN Radio Inc. for \$360,000 (see "Changing Hands," p. 21). Filed Jan. 13.

■ **WLMX-AM-FM** Rossville, GA (Chatanooga, TN) (AM: BAL930113HJ; 980 khz; 500 w-D; FM: BALH930113HI; 105.5 mhz; 3 kw; ant. 270 ft.)—Seeks assignment of license from BTMI Inc., receiver, to Wicks Radio Limited Partnership for \$6.9 million. Assignment includes WMFX-FM St. Andrews, SC (Columbia) (see below and "Changing Hands," Dec. 21, 1992). Filed Jan. 13.

■ **WTWO(TV)** Terre Haute, IN (BTCCT930114KG; ch. 2; 100 kw-V; 19.5 kw-A; ant. 950 ft.; see WRBL(TV) Columbus, GA, above).

■ **KBLS(FM)** North Fort Riley, KS (BAPH930114HZ; 102.5 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of CP from Mid-America Ag Systems Inc. and Lesso Co. to The Eagle Broadcasting Company Inc. for \$585,000 (see "Changing Hands," p. 21). Filed Jan. 14.

■ **WMFG-AM-FM** Hibbing, MN (AM: BAL930113GO; 1240 khz; 1 kw-U; FM: BALH930113GN; 106.3 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from D.N.S. Broadcasting Inc. to Sounds Unlimited of Red Wing Inc. for \$255,000 ("Changing Hands," Feb. 8). Filed Jan. 13.

■ **KQTV(TV)** St. Joseph, MD (BTCCT930114KF; ch. 2; 100 kw-V; 20 kw-A; ant. 810 ft.; see WRBL(TV) Columbus, GA, above).

■ **KDLT-FM** Santa Fe, NM (BALH930113GM; 105.9 mhz; 100 kw; ant. 1,936 ft.)—Seeks assignment of license from Clairmor Broadcasting Inc. to The Braiker Family Trust for approximately \$1.4 million in transfer of assets in lieu of foreclosure. Seller is headed principally by Braiker Broadcasting, which purchased KDF(AM)-KUCU(FM) Albuquerque, NM, last year ("Changing Hands," Aug. 31, 1992). **Buyer** is headed by Morton Braiker and Bonnie Braiker Gordon, husband and wife and co-trustees; they have no other broadcast interests. Filed Jan. 13.

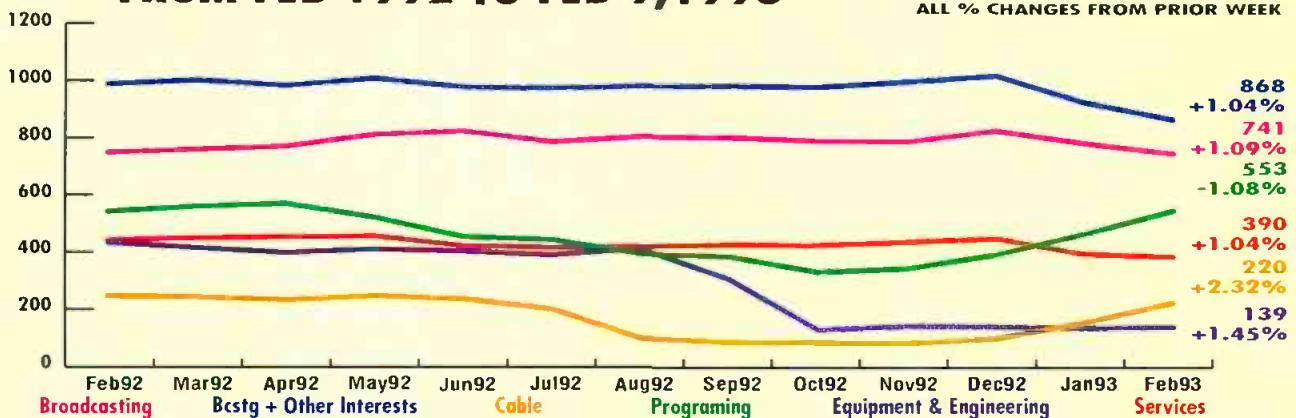
■ **WXLE(FM)** Mechanicville, NY (BAPH930112GR; 104.5 mhz)—Seeks assignment of CP from Twenty First Century Broadcasting Corp. to Foley Broadcasting Ltd. for no cash consideration; assignee is exercising option to acquire station through its loan to assignor for \$525,000. Assignor's obligations with respect to loan will be cancelled. Assignor is 35% limited partner in assignee. **Buyer** is headed by nine limited partners, and has no other broadcast interests. Filed Jan. 12.

■ **WPIE(AM)** Trumansburg, NY (BAPL930115ED;

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1992 TO FEB 9, 1993

NASDAQ: 629.21 (-10.77%)
S&P Ind.: 514.23 (+0.56%)

ALL % CHANGES FROM PRIOR WEEK



1160 khz; 990 w-D, 220 w-N)—Seeks assignment of CP from WPIE Broadcasting Inc. to Pembroke Pines Ithaca Ltd. for \$150,000, \$120,000 of which is assumption of debt. Seller is headed by Joel L. Clawson, and has no other broadcast interests. Buyer is headed by Robert J. Pluntner, and has no other broadcast interests. Filed Jan. 15.

■ **KDIX(AM)** Dickinson, ND (BAL930115EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Dickinson Broadcasting Corp. to Starrdak Inc. for \$250,000. Seller is headed by June Deck, and has no other broadcast interests. Buyer is headed by Daniel C. Porter, and has no other broadcast interests. Filed Jan. 15.

■ **WAPQ(FM)** Crestline, OH (BAPH930114GG; 98.7 mhz; 1.8 kw; ant. 418 ft.)—Seeks assignment of CP from WHOH Inc. to Mid-American Radio Group Inc. for \$475,000. Seller is headed by Redge A. Mahaffey, and has no other broadcast interests. Buyer is headed by Barry Gerber, and has no other broadcast interests. Filed Jan. 14.

■ **WCHE(AM)** West Chester, PA (BAL930115EC; 1520 khz; 250 w-D)—Seeks assignment of license from WCHE Inc. to Tri-State Radio Inc. for \$198,000. Seller is headed by Horace W. Gross, and has no other broadcast interests. Buyer is headed by Eugene W. Boyd Jr., and has no other broadcast interests. Filed Jan. 15.

■ **WILF(TV)** Williamsport, PA (Wilkes-Barre-Scranton) (BAPCT930119KI; ch. 53; 12.2 kw-V; ant. 728 ft.)—Seeks assignment of CP from Williamsport Television Associates to Pegasus Broadcast Associates Ltd. for \$10,000. Seller has no other broadcast interests. Buyer is headed by Marshall W. Pagon, and has limited interest in recent purchase of WDBD(TV) Jackson, Miss., for \$21 million ("Changing Hands," Jan. 4). Pagon has interest in proposed assignees for WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania. Filed Jan. 19.

■ **WMFX-FM** St. Andrews, SC (Columbia) (BALH930113HK; 102.3 mhz; 3 kw; ant. 322 ft.; see WLMX-AM-FM Rossville, GA, above).

■ **WXXA-TV** Albany, NY (BALCT930122KF; ch. 23; 3,020 kw-V; 302 kw-A; ant. 1,200 ft.)—Seeks assignment of license from Heritage Broadcasting Company of New York to McKee Communications

Inc. for \$25 million (see "Changing Hands," p. 21). Filed Jan. 22.

■ **KRPW(AM)** Oklahoma City (BAL930125EB; 1140 khz; 1 kw-D)—Seeks assignment of license from Sun Broadcasting Co. to Perry Broadcasting Company Inc. for \$375,000 (see "Changing Hands," p. 21). Buyer is headed by Russell M. Perry, and has no other broadcast interests. Filed Jan. 25.

■ **WPRO-AM-FM** Providence, RI (AM: BAL930106HL; 630 khz; 5 kw-U; FM: BALH930106HM; 92.3 mhz; 39 kw; ant. 550 ft.)—Seeks assignment of license from Capital Cities/ABC Inc. to Tele-Media Broadcasting Company of America for \$6 million (see "Changing Hands," p. 21). Filed Jan. 6.

■ **KXTQ(AM)-KKIK(FM)** Lubbock, TX (AM: BAL930125EI; 950 khz; 5 kw-D, 500 w-N; FM: BALH930125EJ; 93.7 mhz; 100 kw; ant. 740 ft.)—Seeks assignment of license from Dennis Elam, Chapter 7 trustee for Bakcor Communications Inc. and Bakke Communications, to Ramar Development Inc. for \$362,500 (see "Changing Hands," Feb. 8). Filed Jan. 25.

■ **WTAR(AM)-WLTY(FM)** Norfolk, VA (AM: BAL930114HX; 790 khz; 5 kw-U; FM: BALH930114HY; 95.7 mhz; 40 kw; ant. 881 ft.)—Seeks assignment of license from WTAR-WLTY Inc. to Benchmark Radio Acquisition Fund IV Ltd. for \$4.5 million ("Changing Hands," Jan. 18). Filed Jan. 14.

■ **KJTT(AM)** Oak Harbor, WA (BAPL930114EB; 1110 khz; 500 w-D)—Seeks assignment of CP from Whidbey Island Broadcast Services to Oak Harbor Communications Inc. for approximately \$150,000. Seller is headed by Henry Koetje, receiver. Buyer is headed by Pat O'Day, and has no other broadcast interests. Filed Jan. 14.

■ **WBES-FM** Dunbar, WV (Charleston) (BAPLH930112GP; 94.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Thomas Communications to Ardman Broadcasting Corp. of West Virginia for \$1 million (see "Changing Hands," p. 21). Filed Jan. 12.

Actions

■ **KNST(AM)-KRQQ(FM)** Tucson, AZ (AM: BA-

L921130EC; 940 khz; 1 kw-D, 250 w-N; FM: 790 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Nationwide Communications Inc. to Prism Radio Partners Ltd. for \$4.5 million ("Changing Hands," Dec. 7, 1992). Action Jan. 25.

■ **KWFM-AM-FM** Tucson, AZ (AM: BAL921201EA; 790 khz; 5 kw-D, 1 kw-N; FM: BALH921201EB; 92.9 mhz; 90 kw; ant. 2,037 ft.)—Granted assignment of license from National Radio Partners Ltd. to Prism Radio Partners Ltd. for \$4 million ("Changing Hands," Dec. 7, 1992). Action Jan. 25.

■ **KZOT(AM)** Marianna, AR (BAL920518EC; 1460 khz; 500 w-D)—Granted assignment of license from Daniel K. Schieffler, bankruptcy trustee, to general partners Raymond and L.T. Simes II, brothers, for \$4,000 ("For the Record," June 8, 1992). Action Jan. 28.

■ **KIST(AM)-KMGQ(FM)** Santa Barbara, CA (AM: BAL920824EB; 1340 khz; 1 kw-U; FM: BALH920824EC; 106.3 mhz; 365 w; ant. 879 ft.)—Granted assignment of license from Richard C. Phalen, receiver for Radio Santa Barbara Inc., to Channel Islands Broadcasting Inc. for \$1.5 million ("Changing Hands," Aug. 31, 1992). Action Jan. 28.

■ **WQAI(AM)** Fernandina Beach, FL (BAL920904EE; 1570 khz; 5 kw-D)—Granted assignment of license from B & L Communications Inc. to North East Florida Radio Inc. for \$133,136 ("For the Record," Sept. 28, 1992). Action Jan. 26.

■ **WOKV(AM)-WKQL(FM)** Jacksonville, FL (AM: BTC921127GU; 600 khz; 5 kw-D, 5.4 kw-N; FM: BTCH921127GV; 96.9 mhz; 98 kw; ant. 1,014 ft.)—Granted transfer of control of Phalen & Associates Inc., general partner of Prism Radio Partners. Transferor will be replaced as sole general partner of Prism Radio Partners by PRP GP Ltd., resulting from restructuring and recapitalization of partnership ("For the Record," Jan. 4). Action Jan. 25.

■ **WHBX(FM)** Tallahassee, FL (BAPLH921104GH; 95.9 mhz)—Granted assignment of license from Gary Burns Inc. to HVS Partners for \$2.7 million; sale includes WLWV-FM Salisbury, MD (see "Changing Hands," Nov. 23, 1992). Action Jan. 14.

■ **WTNL(AM)-WRBX(FM)** Reidsville, GA (AM: BAL920518HE; 1390 khz; 500 w-D; FM: BAPH920518HL; 104.1 mhz; 1.35 kw; ant. 465

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ft.)—Granted assignment of license from Reidsville Broadcasting Corporation to Nassau Baptist Ministries for \$35,000 ("For the Record," June 8, 1992).

■ **WLWV-FM Salisbury, MD** (BALH921104GI; 105.5 mhz; 2.1 kw; ant. 384 ft.)—Granted assignment of license from Gary Bums Inc. to HVS Partners for \$2.7 million; sale includes WHBX(FM) Tallahassee, FL ("Changing Hands," Nov. 23, 1992). Action Jan. 14.

■ **WDBI-FM Tawas City, MI** (BALH921119GK; 107.3 mhz; 3 kw; ant. 280 ft.)—Granted assignment of license from Tawas City Broadcasting Co. to Ives Broadcasting Inc. for \$190,000 ("For the Record," Dec. 21, 1992). Action Jan. 27.

■ **WGBB(AM)-WBAB-FM Freeport, NY** (AM: BAL921203HZ; 1240 khz; 1 kw-U; FM: BALH921203GF; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Noble Broadcast of New York Inc. to Liberty Broadcasting of New York Inc. for \$16 million ("Changing Hands," Dec. 7, 1992). Action Jan. 21.

■ **WZLB(AM)-WFRG-FM Rome, NY** (AM: BAL920929GU; 1450 khz; 1 kw-U; FM: BALH920929GV; 96.1 mhz; 7.4 kw; ant. 600 ft.)—Granted assignment of license from Arrow Communications of Utica-Rome Inc. to WFRG Inc. for \$4.15 million. Sale includes WZOQ(FM) Wapakoneta (Lima), OH ("For the Record," Nov. 2, 1992). Action Jan. 26.

■ **KZBB(FM) Poteau, OK** (BALH920903HJ; 97.9 mhz; 100 kw; ant. 2,000 ft.)—Granted assignment of license from Arrow Communications Inc. to Ark-La-Homa Communications Co. for \$355,000 ("For the Record," Oct. 12, 1992). Action Jan. 21, 1992.

■ **WNCC(AM) Barnesboro, PA** (BAL921211EA; 950 khz; 500 w-D)—Granted assignment of license from J. Richard Lee to Eagle Broadcasting Group Inc. for \$10; Lee owns 70% of assignee ("For the Record," Jan. 11). Action Jan. 25.

■ **WQJU(FM) Mifflintown, PA** (BALH921116HO; 107.1 mhz; 225 w; ant. 1,117 ft.)—Granted assignment of license from Juniata Broadcasting Co. to Central Pennsylvania Christian Institute for \$132,500 ("For the Record," Dec. 7, 1992). Action Jan. 22.

■ **WMOC(AM) Chattanooga, TN** (BAL921214EE; 1450 khz; 1 kw-U)—Granted assignment of license from Johnny Godgiben to Grace Media Inc. for \$307,174 ("Changing Hands," Jan. 18). Action Jan. 25.

■ **WSMT-AM-FM Sparta, TN** (AM: BAL921208GJ; 1050 khz; 1 kw-D; FM: BALH921208GI; 105.5 mhz; 3 kw; ant. 35 ft.)—Granted assignment of license from Heartland Broadcasting Inc. to Austin Broadcasting Corp. for \$375,000 ("Changing Hands," Jan. 18). Action Jan. 22.

■ **KPSM(FM) Brownwood, TX** (BALH911209HU; 99.3 mhz; 800 w; ant. 489 ft.)—Granted assignment of license from Group R. Broadcasting Inc. to Word of Faith Christian Center of Brownwood Inc. for \$40,000 ("For the Record," Jan. 6, 1992). Action Jan. 22.

■ **KHDL(AM)-KKPL-FM Opportunity, WA (Spokane)** (AM: BAL921106EB; 630 khz; 1 kw-D, 32 w-N; FM: BALH921106EC; 96.1 mhz; 56 kw; ant. 2,378 ft.)—Granted assignment of license from Alpha Radio Inc. to Silverado Broadcasting Co. for \$1 million ("Changing Hands," Nov. 16, 1992). Action Jan. 28.

■ **WJZE(FM) Washington, DC** (BALH930111GL; 100.3 mhz; 40 kw-H; 38 kw-V; ant. 323 ft.)—Seeks assignment of license from United Broadcasting Company Inc. to Radio 100 of Maryland Ltd. for \$19.5 million ("Changing Hands," Jan. 18). Filed Jan. 11.

NEW STATIONS

Applications

■ ***Willits, CA** (BPED930114MG)—Mendocino County Public Broadcasting seeks 91.5 mhz; .6 kw; ant. 555 m. Address: 9300 Highway 128, Philo, CA 95466. Applicant is headed by Susan Newstead, and is licensee of noncommercial KZYX(FM) Philo, CA. Filed Jan. 14.

■ **Fairfield, IL** (BPH930111ME)—Wayne County Broadcasting Co. Inc. seeks 105.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 310, Fairfield, IL 62837. Applicant is headed by Thomas S. Land, and is licensee of WFIW(AM)-WFIW-FM Fairfield, IL. Filed Jan. 11.

■ ***Indianola, IA** (BPED930112ME)—Simpson College seeks 88.9 mhz; .1 kw; ant. 38 m. Address: 701 North C, Indianola, IA 50125. Applicant is headed by Owen Newlin (chairman), and has no other broadcast interests. Filed Jan. 12.

■ **Ft. Belknap Agency, MT** (BPED930115MA)—Ft. Belknap College seeks 88.1 mhz; 90 kw; ant. 340 m. Address: P.O. Box 159, Harlem, MT 59526. Applicant is headed by Beverly Badhorse, and has no other broadcast interests. Filed Jan. 15.

■ ***Corning, NY** (BPED930113MF)—WSKG Public Telecommunications Council seeks 91.1 mhz; 12.6 kw; ant. 177 m. Address: P.O. Box 3000, Binghamton, NY 13902. Applicant is headed by Michael J. Ziegler, and is licensee of noncommercial educational stations WSKG-FM-TV Binghamton, WSQG(FM) Ithaca and WSQC(FM) Oneonta, all New York. Filed Jan. 13.

■ **Hickory, NC** (BPED930114MF)—University Radio Foundation Inc. seeks 90.3 mhz; .15 kw; ant. 245 m. Address: One University Place, Suite 91, Charlotte, NC 28262. Applicant is headed by Roger Sarow, and has no other broadcast interests. Filed Jan. 14.

■ **North Madison, OH** (BPH930121MB)—Music Express Broadcasting Corp. seeks 93.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 800, Chardon, OH 44024-0800. Applicant is headed by Warren Jones,

and is licensee of WATJ(AM) Chardon, OH. Jones also owns 79.7% of licensee of WKKY(FM) Geneva, OH. Filed Jan. 21.

■ ***Little Eagle, SD** (BPED930114MI)—Seventh Generation Media Services Inc. seeks 89.5 mhz; 90 kw; ant. 324 m. Address: P.O. Box 32; Little Eagle, SD 57642. Applicant is headed by Jana Shields, and has no other broadcast interests. Filed Jan. 14.

■ ***Victoria, TX** (BPED930114MH)—South Texas Public Broadcasting System Inc. seeks 90.7 mhz; 30 kw; ant. 100 m. Address: P.O. Box 81690, Corpus Christi, TX 78468. Applicant is headed by Kenton McDonald (chairman), and is licensee of KEDT-FM-TV Corpus Christi, TX. Filed Jan. 14.

■ ***Monterey, VA** (BPED930113MF)—Pocahontas Communications Cooperative Corp. seeks 91.9 mhz; .2 kw; ant. 426.1 m. Address: State Rte. 28, Dunmore, WV 24934. Applicant is headed by John Geiger, and is licensee of noncommercial WVMR(AM) Frost, WV. Filed Jan. 13.

Actions

■ **Jonesboro, AR** (BPCT900821KF)—Granted app. of Arkansas Rural Television Co. for ch. 48; 1,062 kw; ant. 310 m. Address: 9165 White Drive, Cord, AR 72524. Applicant is headed by Paula S. B. Pruett, and is 50% owner of licensee of WMSN(TV) Madison, WI. Steven J. Pruett has interests in KODM(FM) Odessa and KRDD(AM)-KLAQ(FM) El Paso, both Texas, and WJLK-AM-FM Asbury Park, NJ. Action Oct. 7, 1992.

■ **Jensen Beach, FL** (BP860728AJ)—Dismissed app. of WDCQ Inc. for 1100 khz; 5 kw-D. Address: 1227 Del Prado Blvd. #103, Cape Coral, FL 33904. Applicant is headed by Jerry J. Collins, and has no other broadcast interests. Action Jan. 14.

■ **Loxahatchee, FL** (BP860728AD)—Dismissed app. of Eugene R. Bernald for 1100 khz; 2.4 kw-D, 1 kw-N. Address: 14398 Evans Lane, Saratoga, CA 95070. Applicant has no other broadcast interests. Action Jan. 14.

■ **Palm Shores, FL** (BP860728AC)—Granted app. of Jeffrey N. Eustis for 1100 khz; 1 kw-D. Address: 862 Lathrop Dr. Stanford, CA 94305. Applicant has no other broadcast interests. Action Jan. 14.

■ **Panama City, FL** (BPED900504MA)—Dismissed app. of Gulf Coast Community College for 89.1 mhz; 100 kw; ant. 123 m. Address: 5230 West Hwy. 98, Panama City, FL 32401. Applicant is headed by Lester Spencer, and is licensee of non-commercial WKGC-AM-FM Panama City, FL. Action Jan. 22.

■ **Parkland, FL** (BP860728AG)—Dismissed app. of Jeffrey N. Eustis for 1110 khz; 2.5 kw-D. Address: 862 Lathrop Dr., Stanford, CA 94305. Applicant has no other broadcast interests. Action Jan. 14.

■ **Umatilla, FL** (BP860423AC)—Dismissed app. of Christian S. Miller for 1100 khz; 4.9 kw-D. Address: P.O. Box 514, Ticonderoga, NY 12883. Applicant has no other broadcast interests. Action Jan. 14.

■ **Vero Beach, FL** (BP860724AF)—Dismissed app. of Marlene V. Borman for 1120 khz. Address: 6720 Lakeview Dr., Carmichael, CA 95608. Applicant has no other broadcast interests. Action Jan. 14.

■ **Jacksboro, TX** (BPH900524MA)—Dismissed app. of Albert L. Crain for 93.7 mhz; 6 kw; ant. 64 m. Address: Rte. 6, Box 250, Byhalia, MS 38611. Applicant has interests in WAVN(AM) Southaven and WHLE(FM) Holly Springs, both Mississippi, and permittee of KGRW(FM) Friona, KAIR(FM) Crane and KWTA(FM) Electra, all Texas. Action Jan. 22.

■ **Mount Vernon, WA** (BP831230AF)—Dismissed app. of Northwest Indian Women Broadcasters Inc. for 1470 khz; .5 kw-D. Address: 85 Oakmont, Piedmont, CA 94610. Applicant has no other broadcast interests. Action Jan. 25.

ACTIONS

■ **Asked for comment on implementation of provision of 1992 Cable Act relating to the carriage of broadcast TV stations that are predominantly used**

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for transmission of sales presentations or program length commercials (home shopping stations). (MM docket 93-8, by NPRM [FCC 93-35] adopted January 14 by Commission).

■ **Commission has begun** inquiry to obtain information regarding means of assuring compatibility between consumer electronics equipment and cable systems. Comments are due March 22, replies April 21. (ET docket 93-7 by NOI [FCC 93-30] adopted January 14 by FCC).

■ **Denied** motion for extension of time to file comments in matter of FCC's rules with regard to establishment and regulation of new digital audio radio services. Comments are due February 3, replies March 1. (Gen. docket 90-357 by Order Denying Motion for Extension of Time to File Comments [DA 93-101] adopted January 29 by Chief Engineer, Office of Engineering and Technology).

■ **Implemented** Section 10(b) of 1992 Cable Act, which required FCC to promulgate "blocking" regulations for indecent programming on commercial leased access channels. (MM docket 92-258, by First R&O [FCC 93-72] adopted February 1 by FCC).

■ **Implementation of Home Wiring Provisions of Cable Act** (MM docket 92-260 (Report DC-2323, Action in docket Case) Action by FCC February 1 by R&O [FCC 93-73].)

■ **Initiated inquiry** into sports programming migration, in accordance with Cable TV Consumer Protection and Competition Act of 1992. (PP docket 93-21, Report DC-2326, by FCC February 3 by NOI [FCC 93-77].)

■ **Brundidge, AL** Commission has upheld Review Board action granting application of Troy Broadcasting Corporation for new FM on channel 234A, denying competing application of Sunbelt Ltd. and disqualifying application of Ralph W. Black Jr. for facility. (MM docket 90-96, Report No. DC-2322, Action by FCC January 27 by MO&O [FCC 93-52].)

■ **Jupiter and White City, both Florida** Dismissed petitions for reconsideration filed by J.J. Taylor Companies, Inc., and Edens Broadcasting Inc., regarding amending FM Table of Allotments; dismissed J.J. Taylor Companies' motion for stay of effective date and start of filing window period for filing applications to amend FM Table at Jupiter and White City, FL; terminated proceeding. (MM docket 88-366 by MO&O [DA 93-33] adopted January 11 by Chief, Policy and Rules Division, Mass Media Bureau).

■ **New Port Richey, FL** Upheld earlier decision granting short-term license renewals for WGUL-AM-FM, New Port Richey, FL, and assessing \$15,000 forfeiture for failure to comply with FCC's EEO rules. (By MO&O and Notice of Forfeiture [FCC 92-574] adopted December 30 by FCC).

■ **Port St. Lucie, FL** Granted application of Horton Broadcasting Company Inc. for new FM station on channel 267A in Port St. Lucie, FL; denied competing applications of Richard M. Carrus, Evett Communications Inc., and Banks Investment Company. (MM docket 91-83 by Initial Decision [FCC 93D-2] issued January 15 by ALJ Joseph Chachkin).

■ **Union Park and Lake Mary, both Florida** Granted petition by Hispanic Broadcast System Inc. for leave to amend, sever and grant; granted application of Central Florida Educational Foundation Inc. for new noncommercial educational FM on channel 202C at Union Park, FL; granted amended application of Hispanic Broadcast System Inc. for new noncommercial educational FM on channel 206A at Kissimmee, FL. (MM docket 92-33 by Decision [FCC 93R-1] adopted January 13 by Review Board).

■ **Millford, IA** Designated for hearing mutually exclusive applications of Millford Broadcasting Co. and Sharon A. Mayer for new FM on channel 271C2 at Millford, IA. (MM docket 92-317 by Order [DA 92-1755] adopted December 30 by Chief, Audio Services Division, Mass Media Bureau).

■ **Fitchburg, MA** Upheld \$4,000 forfeiture imposed

on Montachusett Broadcasting Inc., licensee of WXLO(FM) Fitchburg, MA, \$4,000 forfeiture for violation of Section 73.1206 of Commission's rules, which prohibits broadcasting telephone conversation without permission. (By MO&O [FCC 93-17] adopted January 11 by Commission).

■ **Jackson, MS** Notified J. C. Maxwell Broadcasting Group Inc. of its apparent liability of forfeiture in amount of \$7,500 for violation of Commission's rules which prohibit noncommercial stations from broadcasting advertisements. (By MO&O [DA 93-112] adopted January 29 by Chief, Mass Media Bureau).

■ **Union, MS** Dismissed with prejudice application of Mary L. Hooper and Carolyn B. Tinsley for new FM on channel 281C2 at Union, MS, for failure to prosecute. (MM docket 90-501 by Order [FCC 93R-2] adopted January 15 by Review Board).

■ **Franklin Lakes, NJ** Denied petition by Ramapo Indian Hills Regional High School District seeking reconsideration of Commission's earlier decision upholding Mass Media Bureau's dismissal of Ramapo's application to upgrade facilities of WRRH(FM). Franklin Lakes, NJ, from Class D to Class A. (By MO&O [FCC 93-15] adopted January 11 by Commission).

■ **Huntington Station, NY, et al.** Granted applications of Sacred Heart University, Long Island, NY, to construct noncommercial educational translator stations to serve Long Island cities of Selden, Huntington Station, Ridge and Noyak. (By MO&O [FCC 93-43] adopted January 19 by the Commission).

■ **Rochester, NY** Granted petition for permanent waiver of duopoly rule filed by Act III Broadcasting Inc. ACT III is parent company of ACT III Broad-

casting of Buffalo Inc., licensee of TV station WUTV(TV) Buffalo, NY (Fox affiliate), and of ACT III Broadcasting of Rochester Inc., licensee of TV station WUHF(TV) Rochester, NY (Fox affiliate). (Report MM-705, Mass Media Action, by Commission January 19 by MO&O [FCC 93-44].)

■ **Syracuse, NY** Reversed Review Board's disqualification of Salt City Communications Inc. on financial issue, and remanded proceeding for new FM on channel 290A in Syracuse, NY, to Board for consideration of exceptions not previously considered. (MM docket 89-311, Report DC-2321, by Commission January 22 by MO&O [FCC 93-48].)

■ **Lebanon, OH** Affirmed decision by Review Board which granted application of McMurray Communications for new FM on channel 247A in Lebanon, OH, and denied competing applications of William L. Carroll. (MM docket 90-344, Report DC-2325, Action by Commission January 29, by Order [FCC 93-55].)

■ **Swanton, OH** Granted application by Welch Communications Inc., for review and reversed the Review Board's resolution of both financial and lack of candor-misrepresentation issues against Welch and granted its application to construct new FM at Swanton, OH. (MM docket 88-432, Report DC-2327, Action by Commission February 3 by MO&O [FCC 93-78].)

■ **Three Lakes, Newbold, Nakoosa and Port Edwards, all Wisconsin** Requested further information in this proceeding involving amendment of FM Table for these communities; comments due March 29. (MM docket 91-318, by Request for Supplemental Information [DA 93-62] adopted January 19 by Chief, Allocations Branch).

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,961	183	5,144
Commercial FM	4,785	916	5,701
Educational FM	1,588	304	1,892
Total Radio	11,334	1,403	12,737
Commercial VHF TV	558	13	571
Commercial UHF TV	589	153	742
Educational VHF TV	124	5	129
Educational UHF TV	238	9	247
Total TV	1,509	180	1,689
VHF LPTV	466	140	606
UHF LPTV	844	1,004	1,848
Total LPTV	1,310	1,144	2,454
FM translators	1,954	393	2,347
VHF translators	2,529	87	2,616
UHF translators	2,431	417	2,848

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

¹ Construction permit.

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

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

Fates Fortunes

TELEVISION

Debra Langford, VP, current programming, Warner Bros. Television, Burbank, Calif., joins Quincy Jones Entertainment, Los Angeles, as VP, television.

Tony Dwyer, VP/Eastern regional manager, MTM Television Distribution, Studio City, Calif., named VP/GSM.

Susan Reiner, director, drama de-

velopment, Warner Bros. Television, Burbank, Calif., named VP.

ning, corporate development; **Cynthia Hudson Fernandez**, GM/programming, promotions, named VP/programming, production.

Mike Burgess, assistant GM, KOBT-TV Albuquerque, N.M., named VP/GM.

Steve Freidheim, president, Pezhold Broadcasting/GM, WFXG-TV Augusta, Ga., re-elected to Fox Broadcasting Board of Governors.

Frank Geraty, manager, engineer-

New York, named VP/employment law.

Appointments at Katz Continental Television, Los Angeles: **Jim Disney**, media buyer, BBDO, Los Angeles, and **April Robles**, media buyer, DMB&B, Los Angeles, join as sales executives.

Don Salem, regional manager, Viacom, Los Angeles, joins Newgard Entertainment Ltd., Beverly Hills, Calif., as VP/sales.



Debra Langford
Quincy Jones



David Fitzpatrick
CBS News



Steven Fadem
Viacom Entertainment



Steve Freidheim
WFXG-TV



Grazia Manziano
WWOR-TV

velopment, Warner Bros. Television, Burbank, Calif., named VP.

David Fitzpatrick, producer, *CBS Evening News's* Eye on America segment, New York, named producer of new newsmagazine to be anchored by Connie Chung.

Matthew Cooperstein, director, programming/production, KCAL-TV Los Angeles, joins New Line Television there as West Coast regional director.

Laura Gerson, story editor, New Line Productions, New York, joins New Line Television, Los Angeles, as director, production/development, West Coast.

Steven Fadem, VP/business affairs, general counsel, Multimedia Entertainment Inc., New York, joins Viacom Entertainment Group, New York, as senior VP/business affairs.

Appointments at Telemundo Group, Inc., New York: **Howard Gladstone**, VP, strategic marketing, named senior VP/strategic plan-

ing, KTLA-TV Los Angeles, joins WPIX-TV New York as director, broadcast operations/engineering.

Jack O'Hern, VP, Independent Television Network, New York, joins National Advertising Network there as VP, account management.

Grazia Manziano, acting publicist, WWOR-TV Secaucus, N.J., named station publicist.

Paul Reid, former owner, WMMK-FM Destin, Fla., joins Snowden Associates, Greenville, N.C., as associate.

Thomas Dolan, news director, WLS-TV Chicago, joins KTSP-TV Phoenix as VP, news.

Sue Kawalerski, assistant news director, WCIX-TV Miami, named news director.

Ellen Douglas, program executive, current programs, Columbia Pictures Television, Los Angeles, named manager, comedy.

Patricia Langer, senior general attorney/head, practice group, NBC,

Lou Bortone, manager, promotions, E! Entertainment Television, Los Angeles, joins Broadcast Promotion and Marketing Executives there as director, promotions.

Jan Phillips, executive producer, Telegign, New York, named VP/executive producer.

Fran Tivald, director, sales, WTNH-TV New Haven, Conn., joins WJZ-TV Baltimore as GSM.

Glen Goode, regional sales manager, KLST-TV San Angelo, Tex., named national/regional sales manager.

Steve Johnston, local sales manager, WRDW-TV Augusta, Ga., named general sales manager.

Brian Williams, co-anchor, WCBS-TV New York, joins NBC News there as national correspondent.

George McQuade, anchor/reporter, KGIL(AM) Los Angeles, joins KNBC-TV there as news writer, *Today in L.A.*, *Weekend*.

Joe Varholj, VP/GM, KLFY-TV Lafayette, La., elected president, Lou-

isiana Association of Broadcasters, during their winter convention in New Orleans.

Appointments at WVUE-TV New Orleans: **Denny Brand**, assignments editor, WAFB-TV Baton Rouge, joins as managing editor; **Karen Boudrie**, WBSG-TV Brunswick, Ga.; **Dionne Floyd**, WCTV-TV Tallahassee, Fla.; **Leslie Sykes**, WDAM-TV Hattiesburg, Miss.; **Rick Blalock**, WDTN-TV Dayton, Ohio, and **Jon Huffman**, WBTV-TV Charlotte, N.C., reporters, join in same capacity.

Appointments at WSTR-TV Cincinnati: **Steve Daniloff**, local sales manager, named director, local sales; **John Glenzer**, senior account executive, WCGV-TV Milwaukee, joins as

Cliff McKinney, sales executive, Katz Television Group, Denver, named manager, Katz Television Group, Washington, D.C.

Lisa Hollaender, research analyst, Katz Programming Department, New York, named manager, programming research/network information, Katz Television Group, there.

RADIO

Bobby Hatfield, operations manager, WTVN(AM) Columbus, Ohio, named VP/programming, AM stations, Great American Communications Co., there.

Joe Cabrera, former GM, KWKW(AM) Los Angeles, opens Lotus

Ralph Stewart, music director, KTWV-FM Los Angeles, assumes additional responsibilities as assistant program director.

Appointments at KJAZ-FM Alameda, Calif.: **Tim Hodges**, program director/afternoon drive host, named GM; **Bob Parlocha**, on-air personality/music director, named program director; **Georgia Frazier**, director, development/national sales, named GSM.

Jennifer Lear Downing, GM, WZZD(AM) Philadelphia, named chairperson, Pennsylvania Association of Broadcasters.

Appointments at WGLT-FM Normal, Ill.: **Chuck Miller**, production director, KDHX-FM St. Louis, joins as



Paul Reid
Snowden Assoc.



Fran Tivald
WJZ-TV



Tena Lustig
The Interep Radio Store



Ralph Stewart
KTWV-FM



Lowell Mate
HBO Ind. Prod.

local sales manager.

Bob Asman, senior special events producer, NBC News, Washington, retires.

Bill Wheatley, director, political coverage and executive producer, election programs, NBC News, New York, named executive producer, *Brokaw Reports*.

Elizabeth Herbst, account executive, Tribune Entertainment Company, New York, joins Twentieth Television, Domestic Television division, Chicago, as director, advertising sales.

Kathy Egan, anchor/reporter, WKRN-TV Nashville, joins WCCO-TV Minneapolis in same capacity.

Lou Verruto, national sales manager, WTNH-TV New Haven, Conn., named GSM.

Dana Moorehead, senior analyst, Paramount Domestic Television Los Angeles, joins Group W Productions there as manager, marketing/program research.

Hispanic Reps, southeastern office, Miami, as executive VP, southeast region.

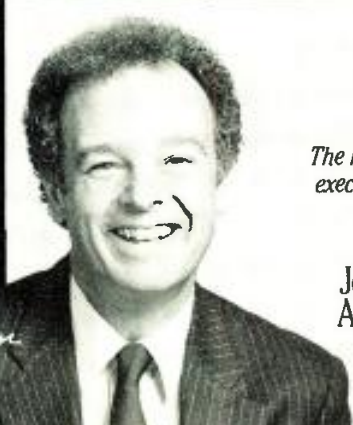
Tena Lustig, account manager, marketing division, The Interep Radio Store, New York, named director, radio marketing/special agency sales, The Interep Radio Store, Richmond, Va.

Richard Stein, VP/GM, KJYK(AM)-KKLD-FM Tucson, Ariz., joins WFXB-FM St. Louis as VP/station manager.

program director/assistant manager; **Marc Boon**, on-air personality, named music director.

Appointments at Katz Radio, New York: **Howard Granat**, producer/board operator, WEBR(AM)-WNED-FM Buffalo, N.Y., joins as market research specialist; **Lisa Greller**, sales coordinator, CBS Radio, New York, and **John Hesano**, former sales representative, CM Life Newspapers, Mount Pleasant, Mich., join as account executives.

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CABLE

Lowell Mate, VP, creative affairs, HBO Independent Productions, Los Angeles, named senior VP.

Appointments at Cable Networks Inc., New York: **Bill Hammer**, account executive, named national sales manager; **Michael Labriola**, national sales manager, named director, affiliate relations; **Ed Renicker**, assistant sales manager, New York local sales, named sales manager, New York Interconnect.

Barbara Bennett, director, financial planning, analysis, Discovery Communications Inc., Bethesda, Md., named VP, financial planning, analysis.

Bruce Ferguson, director, local sales, Cabletelevision Advertising Bureau, New York, named VP, local advertising.

James Saunders, business analyst, Cablevision, Long Island, N.Y., named assistant GM, Cablevision of Chicago, Oak Park, Ill.

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

Appointments at E! Entertainment Television, Los Angeles: **Kristine McCoy**, account executive, assumes additional responsibilities as director, advertising sales; **Tracy Ellis**, publicity proposal writer, Tiburon Entertainment Inc. there, joins as affiliate marketing director.

Barbara Wiener, advertising sales director, Monmouth Cable Associates, Belmar, N.J., elected president, Cabletelevision Advertising Association of New York.

Don Micallef, VP/program development, Worldvision Enterprises, New York, joins Lifetime Television, Astoria, N.Y., as director, scheduling/planning.

H.W. "Buzz" Goodall, head, Continental Cablevision, Henrico County, Virginia, named head, Continental Cablevision, southeast region, Jacksonville, Fla.

Dawn Sepe, controller, Cox Cable Communications, Atlanta, named VP/controller.

Appointments at New England Cable News, Newton, Mass.: **Julio Marengi**, account executive, Harrington, Righter & Parsons, Boston, joins in same capacity; **John McCarthy**, GSM, WCVX-TV Hyannis, Mass., joins as account executive.

ADVERTISING

Michael Girocco, senior account executive, Seltel, Dallas, named GM.

Nannette Penrod, associate producer, Bozell Inc., Omaha, Neb., named producer.

Appointments at CME KHBB Advertising, Detroit: **Linda Krehbiel**, senior media buyer, named group media supervisor; **Rebecca Robertson**, senior media buyer, named media supervisor.

David Palmer, sales manager, Harrington, Righter & Parsons Inc., Los Angeles, named sales manager, New York office.

Andrew Barron, account executive, Harrington, Righter & Parsons, Inc., New York, named sales manager, Los Angeles office.

Joel Gutman, sales manager, Harrington, Righter & Parsons Inc., New York, named VP/group manager.

WASHINGTON

Helene Blake, staff director, National Infomercial Marketing Association, named executive director.

Walter McCormick, former general counsel, United States Department of Transportation and Minority Chief Counsel, Senate Committee on Commerce, Science and Technology, joins Bryan Cave as partner.

Riley K. Temple, former partner, Verner, Liipfert, Bernhard, McPherson & Hand, joins Halprin, Temple & Goodman as partner.

Joel Bernstein, former legislative counsel and senior legislative assistant, former Congressman Don Ritter (R-Pa.), joins Halprin, Temple & Goodman as associate.

INTERNATIONAL

Dan Lawlor, VP, Turner Broadcasting Sales Inc. International-North America, New York, named senior VP.

Jack Hobbs, VP, Turner Broadcasting Sales Inc. International-Japan, named senior VP, Turner Broadcasting Sales Inc. International-European region, London.

Nobi Hashimoto, account executive, Turner Broadcasting Sales Inc. International-Japan, named VP.

DEATHS

Donald Campbell, 78, retired VP/GM, WMAR-TV Baltimore, died Jan. 20 of multiple organ failure from circulatory complications at Union Memorial Hospital there. Campbell, who was profiled in BROADCASTING's Feb. 16, 1970, issue, started his broadcasting career as an announcer at WEST(AM) Easton, Pa. He joined NBC as a page in 1938 and eventually became a network radio salesman for NBC Blue Network (later ABC). From 1945 to 1949, Campbell worked at Mutual Broadcasting System as a salesman. He joined Edward Petry & Co. as a television station representative in 1949 and moved to Storer Television Sales as national sales manager in 1955. In 1958 Campbell joined *The Baltimore Sun* as assistant GM of its television station, WMAR-TV. He became VP/GM in 1965, serving in that capacity until his retirement in 1976. Survivors include his wife, Norma, and two sons.

Lord Bernstein, 94, founder of Granada Television, London, died Feb. 5 at his home there. Cause of death was not reported. His father, a Swedish emigre, founded a string of music halls. Born Sidney Lewis Bernstein, he took over their operation in the 1920's and built them into the Granada chain of cinemas. During the 1950's he entered television, making investigative programs and soap operas, of which *Coronation Street* is the best known. He retired in 1979 as Granada board chairman but remained president until his death.

Robert Rounsaville, 77, retired owner of Robert W. Rounsaville & Associates, a communications brokerage business in Atlanta, died Jan. 31 of cancer at his home there. Rounsaville owned 26 radio stations in eight states before selling them and forming the brokerage. Survivors include his wife, Nancy, one daughter and three stepsons.

VICTOR SAMUEL NEUFELD

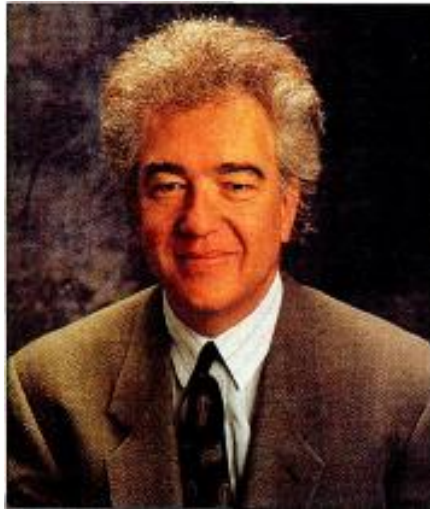
Victor Neufeld is holding an impromptu story conference just outside the threshold of his 10th-floor office. The executive producer of ABC's *20/20* has been approached by a producer for the weekly magazine suggesting a segment about a relatively well-known artist. Neufeld listens attentively and lets the producer anticipate his objections: "Yes... it's true, paintings don't move." The discussion comes to a close when Neufeld gently remarks, with the producer's head nodding in apparent agreement, that the story idea is "marginal."

The scene illustrates what many colleagues and others say about the 46-year-old New York native—that he is calm and collegial but, at the same time, firmly in control. Says CBS News's *48 Hours* Executive Producer Andrew Heyward: "It is easy to underestimate him. He is a nice guy, but he also has strong, well-defined tastes."

His soft-spoken bearing may have given ABC senior management doubts about whether he could step into the shoes of Av Westin, Neufeld's outspoken predecessor who was suspended just over five years ago. Neufeld stepped into the executive producer's slot but without being given the title right away. There was even some gossip that many of Westin's loyal supporters among the staff would insist on the latter's return.

But senior network management ended up staying with Neufeld, who had been a senior producer on the show. They cannot be too disappointed: since the 1987-88 season, which also marked the show's removal from an established Thursday night perch to a less desirable Friday night slot, it has moved from a 58th-ranked 12.6 rating/23 share to a season-to-date 12th-ranked 15.3/28. In fact, among the women 18-49 audience sought by many advertisers, *20/20* leads *60 Minutes* on a season-to-date basis.

Just as *20/20*'s rating strength is largely unknown, so is its executive producer. Says one of Neufeld's colleagues: "He leads a less public life.



He doesn't hang out with the 'in' crowd." The time Neufeld doesn't spend with New York's opinion shapers, newsmakers and glitterati, he says he spends with his wife and daughter and watching the competition on TV.

Neufeld, says Senior Producer Meredith White, is also an "observer of people." That may help explain why segments of the show are about human behavior and relations between people, whether between parents and children, spouses, or others. Health is another *20/20* theme that Neufeld says is consciously pursued.

While it is not too difficult to identify those and a few other themes of the show, not all health or behavior matters make good viewing, and for that Neufeld relies upon his gut instinct of what will get his audience's attention.

Grabbing the audience is a strategy Neufeld acquired at the start of his career, as an associate editor, then assignment editor and finally producer of WNEW-TV New York's late-evening news. Neufeld describes the period as a rough-and-tumble tabloid period in the city's TV news, "chasing fires, crimes and scandal. The philosophy

was that every night was the opening night of a Broadway play and that every night you had to deliver the most intense, powerful programing."

ABC News President Roone Arledge has a similar philosophy, says Neufeld: "We can't just do things that are relatively interesting or relatively important." His own test about the choice and execution of an idea, says Neufeld, is "when I go home and watch a piece on Friday that I've seen at least several times already, can I say that I've gotten 60 minutes of power. That is what drives this place."

Part of his strategy, says *20/20*'s co-host, Barbara Walters, is dictated by the time slot: "Victor will often say, that story is for a different audience, that is for a *Brinkley*, that it is for a *Nightline*, they have a protected time period."

His job during the week, Neufeld says, is "nudging and hovering." The hovering part may be relatively easy, since he works at the Capital Cities/ABC complex on New York's upper west side from 9 in the morning to 7 at night. Tom Jarriel, *20/20* correspondent, says Neufeld, "vacations briefly and stays in

touch while he is gone; a lot of holidays he is at the office." Neufeld signs off on each of the 100 to 150 segments that make their way on to the show each year.

The nudging is more of an art. Among the tools with which he works that art is his calm demeanor, which may belie a competitive personality. As the 25-year-old producer of WNEW-TV's one-hour nightly newscast in the early 1970's, he was said to have constantly fiddled with a film spool as he put together each evening's newscast. Now that he is off the breaking news beat, he can afford to be a little calmer, but he's still firmly in control. ■

Executive producer, ABC News's *20/20*; b. Sept. 15, 1946, New York, N.Y.; BS, history, Rutgers (N.J.) University, 1967; MS, communications, Brooklyn (N.Y.) College, 1969; production associate, news, WNEW-TV, New York, 1969-70; assignment editor, 1970; producer, *The Ten O'Clock News*, 1970-73; producer, ABC weekend news, New York, 1973-75; senior producer, ABC News, 1975-79; senior producer, *20/20*, 1979-87; current position since 1987; m. Lois Dugow, March 5, 1972; child: Stephanie, 13.

In Brief

As expected, Tele-Communications Inc. spinoff, **Liberty Media Corp.**, has acquired control of **Home Shopping Network Inc.** from RMS Limited Partnership in exchange for \$58 million in cash and 4 million shares of Liberty class A stock. The deal also gives Liberty the option to purchase \$2 million worth of stock of Silver King Communications, which owns 12 TV stations and was recently spun off to HSN's shareholders. As part of deal, Liberty officers John Malone, Peter Barton, Robert Bennett and John Draper have been named to HSN's board of directors, with Roy M. Speer continuing as chairman of that board. The transaction was closed upon termination of an antrust review by the Justice Department.

For the second week in a row, **The Simpsons** has won its time period in the Nielsen overnight metered markets, recording a 15.5/23 rating/share.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 31. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune.....14.9/220/97
2. Jeopardy!.....13.3/211/98
3. Star Trek: Deep Space Nine 11.6/229/99
4. Star Trek.....11.0/245/99
5. Oprah Winfrey Show.....10.6/231/97
6. Kung Fu.....9.6/152/91
7. Entertainment Tonight.....9.3/179/95
8. Married...With Children.....8.7/194/97
9. Wheel Of Fortune-wknd.....8.5/166/91
10. Current Affair.....7.6/180/95
11. Portfolio XV.....7.5/188/96
11. Roseanne.....7.5/134/86
13. Nat'l Geographic-Assign.....7.2/187/95
14. Inside Edition.....7.1/170/91
15. Donahue.....6.5/216/98

Douglas W. McCormick has been named president-COO of **Hearst/ABC-Viacom Entertainment Services (HAVES)**, the venture that owns Lifetime Television and Lifetime Medical Television. McCormick, with Lifetime since its inception, had been group VP of HAVES and execu-

tive VP of Lifetime Television since September 1990, overseeing the network's marketing, ad sales, affiliate relations, communications, public affairs, public relations and research departments.

Fox Broadcasting Co. is developing a comedy series for comedian **Sinbad**, who co-starred on NBC's *A Different World* for four seasons. Walt Disney Television is producing the prime time project. Former *Night Court* executive producers Larry Strawther and Gary Murphy will be executive producers.

Susan Binford, NBC VP, corporate and media relations, West Coast, since 1989 is leaving the network to join Turner Broadcasting System as senior VP, public relations/Entertainment Group, effective Feb. 26. Her responsibilities will include oversight of all media and public relations for Turner Entertainment Group and involvement in business and program development.

CBS GETTING IN SHAPE FOR 1994 OLYMPICS

With the 1994 winter Olympics just a year away, CBS last week tried to present the spirit of the games to potential Olympics advertisers.

Several network ad sales executives expressed optimism that not having the winter and summer Olympics split up will be a boon to attracting advertisers. CBS has already enlisted two major advertisers (the network would not disclose which ones) that bought time in NBC's 1992 summer Olympics but skipped the 1992 winter Olympics on CBS.

Major advertisers on CBS's 1992 Olympics that are coming back next year: Chrysler and Coca-Cola, which both did promotional tie-ins with CBS and the Olympic games. Goodyear, which unveiled a new line of tires during last year's winter games, has not yet come aboard for 1994 in Lillehammer, Norway.

CBS says its Olympics sales may also benefit from the absence of the Super Bowl on its network in 1994. With the game still up for bids, CBS Broadcast Group President Howard Stringer told BROADCASTING it is "cumbersome" for CBS to have both the winter Olympics and the Super Bowl, as it did in 1992. CBS had a

tough time selling ad inventory in the Super Bowl, although it faced a bad advertising economy as well.

According to Joann Ross, CBS vice president, Olympics sales, the network has sold about half its inventory so far and is pacing ahead of sales for the 1992 Olympics. She told the media-buyer audience that the Olympics, on a cost-per-thousand basis for adults 18-49 and 25-54, were less than the Super Bowl, the Grammys and the Academy Awards.

Ross, encouraging advertisers to create marketing activities surrounding its Olympics buys, said the network had once again retained the Lifestyle Marketing Group to assist advertisers in creating promotional campaigns tied to the Olympics.

CBS, which set record ratings for the 1992 Olympics, hopes to do the same in 1994. One thing that might help: the return of 1988 well-known figure skating medal winners Brian Boitano and Katarina Witt who, due to a change in the eligibility rules, are likely to compete in 1994. Figure skating, which CBS aired on 10 of the 16 nights of Olympic programing, brings in the highest ratings of all winter events. **-SDM**

In the second week of its off-network airing in syndication, MGM's ***In the Heat of the Night*** improved its first week numbers by 46% according to Nielsen ratings for the week ending Jan. 31. The 3.5 rating is a 1.1 rating increase over its first week 2.4. The hour drama is cleared in 163 markets representing 90% of the country.

Twentieth Television's *Bertice Berry Show* has cleared all top 30 markets and 45 of the top 50 markets. To date, the talk show has been cleared in 90 markets representing 87% of the country. Also, Twentieth's ***Rhythm & Blues*** which debuted on NBC's lineup this fall will return to the network's schedule on Friday, Feb. 12, at 8:30-9.

NAB, in comments to the FCC, charges that an NCTA petition to change the current network non-duplication rules is attempt to sabotage retransmission-consent rights broadcasters won in the 1992 Cable Bill. NCTA petitioned the commission to allow cable operators to import distant-signal affiliate stations if a local affiliate opts for retransmission-consent, but does not reach a cable carriage agreement. Without non-duplication rules, cable operators could subvert retransmission consent by simply refusing to negotiate and carrying all distant signals, NAB complained.

The FCC last week proposed that direct broadcast satellite operators meet certain public interest obligations, including setting aside channel space for noncommercial educational and informational programming at reasonable rates.

In a brief filed in the U.S. District Court in Washington late Friday (Feb. 12), **NAB argued must carry is content-neutral government policy** and cannot be considered a First Amendment violation because it was not passed to suppress cable operators' speech or to punish cable operators for unpopular views. Must carry is an economic policy passed to provide a fair competitive balance between the broadcast and cable industries, NAB said. Daniels Cablevision, one of five plaintiffs challenging must carry, argued in a rebuttal brief that the choice of cable system content represents "speech and



USA Network held a Washington area launch party for the Sci-Fi Channel at the Air and Space Museum. Shown above (l-r): actress June Lockhart, USA Networks President-CEO Kay Koplovitz; John Evans, president, Hauser Communications; Thomas Waldrop, chairman, president-CEO, Media General Cable, and Representative Ed Markey (D-Mass.).

1992 CABLE NETWORK AD DOLLARS

(in millions)

	CNN	ESPN	Family	MTV	WTBS	USA
1st Quarter	\$40.9	\$58.9	\$27.2	\$29.8	\$61.0	\$62.4
2nd Quarter	\$42.5	\$78.4	\$27.9	\$34.2	\$67.3	\$69.3
3rd Quarter	\$38.7	\$70.2	\$31.9	\$54.4	\$65.7	\$75.2
4th Quarter	\$52.4	\$94.6	\$42.5	\$69.9	\$76.2	\$74.4
Total	\$174.5	\$302.1	\$129.5	\$188.3	\$270.2	\$281.3

The six cable networks tracked by Arbitron's MediaWatch brought in a combined \$1.35 billion in advertising revenue in 1992, up nearly 10% over 1991.

Some of the networks showed particular strength in fourth-quarter 1992 when compared with the same period in 1991. MTV, buoyed by its election coverage, just about doubled its fourth-quarter ad revenues. The Family Channel's fourth-quarter ad dollars grew by 33% compared with the year-earlier period, and USA Network's rose by 15%, according to the BAR data.

Other interesting notes in the BAR book: how much the broadcast networks spent to promote their programs on cable networks. ABC, which last year barred cable network advertising from its airwaves, spent the most, nearly \$2.5 million, to promote its shows, about even with what it spent in 1991. NBC spent nearly three-quarters of a million dollars, followed by CBS (\$280,792) and Fox (\$126,981). NBC spent an additional \$1.6 million promoting its summer Olympics Triplecast.

The largest syndicated program advertiser by far was *The Oprah Winfrey Show*, spending just over \$700,000. Political advertisements on the six cable networks accounted for \$45,223.

MediaWatch began tracking Lifetime, TNT and Nickelodeon last year, but data was not available for the complete year. —SDM

press activity" and that "a cable editor" is subject to the same First Amendment protections as editors for "other vehicles of mass communication." Oral arguments in the case are scheduled for March 4.

A Feb. 1 "In Brief" item incorrectly identified the law firm of **Timothy Dyk**, the attorney challenging the latest indecency rules in U.S. Appeals Court in Washington. Dyk's firm is **Jones, Day, Reavis & Pogue**.

Editorials

UNTRUE AT ANY SPEED

It probably seemed like a good idea at the time: investigating an alleged defect in 15 years' worth of GM pickups, with millions of trucks still on the road and millions of dollars in damage suits in the legal pipeline. And it took guts for a network in tough times to take on a major national advertiser. But given that, you'd think the network would have "dotted all the i's and crossed the t's," as one NBC station executive put it. It didn't.

NBC, which has been trying for years to carve a prime time niche for a news magazine, hoisted itself on its own model rocket engines with some sloppy, sensationalistic journalism on its *Dateline* program that became a source of public embarrassment to the network and made it a little harder for all broadcast journalists to do their jobs.

To head off a defamation suit announced the day before by automaker GM, NBC last week delivered a lengthy on-air apology for a Nov. 17 *Dateline* piece on the crashworthiness of GM trucks. As everyone now knows, that story included "test" footage featuring a truck rigged to catch fire and a number of false or misleading statements and conclusions (according to GM and not disputed by NBC). Since the crux of the case against GM was the likelihood that its trucks would catch fire in side impact crashes, to rig the test and not tell the audience was inexcusable. NBC might as well have taped the engines to its journalistic reputation.

The network's first reponse to the GM suit was a letter from NBC News President Michael Gartner in which he expressed puzzlement with the automaker's anger at the crash footage, explaining that "at the site of the demonstration, it was no secret that the sparking devices were being used. There were at least 20 people present." We guess that if each of those 20 told just 500,000 of their friends, the 11 million or so viewers of the *Dateline* segment should have known that the test was lopsided. Gartner said the reason NBC did not reveal the presence of the incendiary devices was that their "expert" said they did not start the fire. OK, then why wasn't that information given to the viewers. At the opening of the show, NBC told its audience that "they would be the judge." Then the show's producers proceeded to withhold evidence and prejudice the case. They may not have started the fire, but they supplied the matches and fanned the flames.

NBC's tune and tone soon changed, prompted no doubt by the suit, but also we hope by a recognition of the serious problem with its editorial decisionmaking process. (Those problems, as far as we could tell, were confined to the crash test segment, which fatally flawed an otherwise solid piece.) In its apology, which covered a multitude of sins—allowing the rockets to be used, not telling the

viewers about them, erroneously reporting that a gas tank had ruptured, misreporting the speed involved and more—NBC pledged that "unscientific demonstrations should have no place in hard news stories at NBC. That is our new policy." We thought it was their old one.

TAKING CHARGE

Chairman Quello presided over his first meeting in that interim post last week, which gives us a chance to say that the chairmanship has never hosted a solid citizen. In the sea of political maneuvering and posturing that is Washington, where positions are often taken as much to advance a career as a conviction, he remains a rock of straight talk and fierce loyalty to an idea—universal, free, over-the-air broadcasting.

Quello has always been, in our experience, a man without an agenda other than to try to do the right thing by the broadcasting industry, particularly the independents for which he concedes to possessing a "bleeding heart." But Quello is also adamant about the bottom line of his duty as commissioner: "Whenever private interests conflict with public interests, the public interests must prevail." We may sometimes disagree with his definition of that interest, but we cannot argue the rightness of his cause. "The thing I respect the most about Quello is his gut-level political horse sense," says Andy Schwartzman, executive director, Media Access Project. "He's not worried about what this is going to do for his career."

Quello's most important work may well be just ahead. He inherits a tough job, with the commission under the gun to move on major reregs for cable and revamped fin-syn rules. Quello says he will be a "report and order" chairman and not a caretaker. That sounds like the right stuff to us.



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