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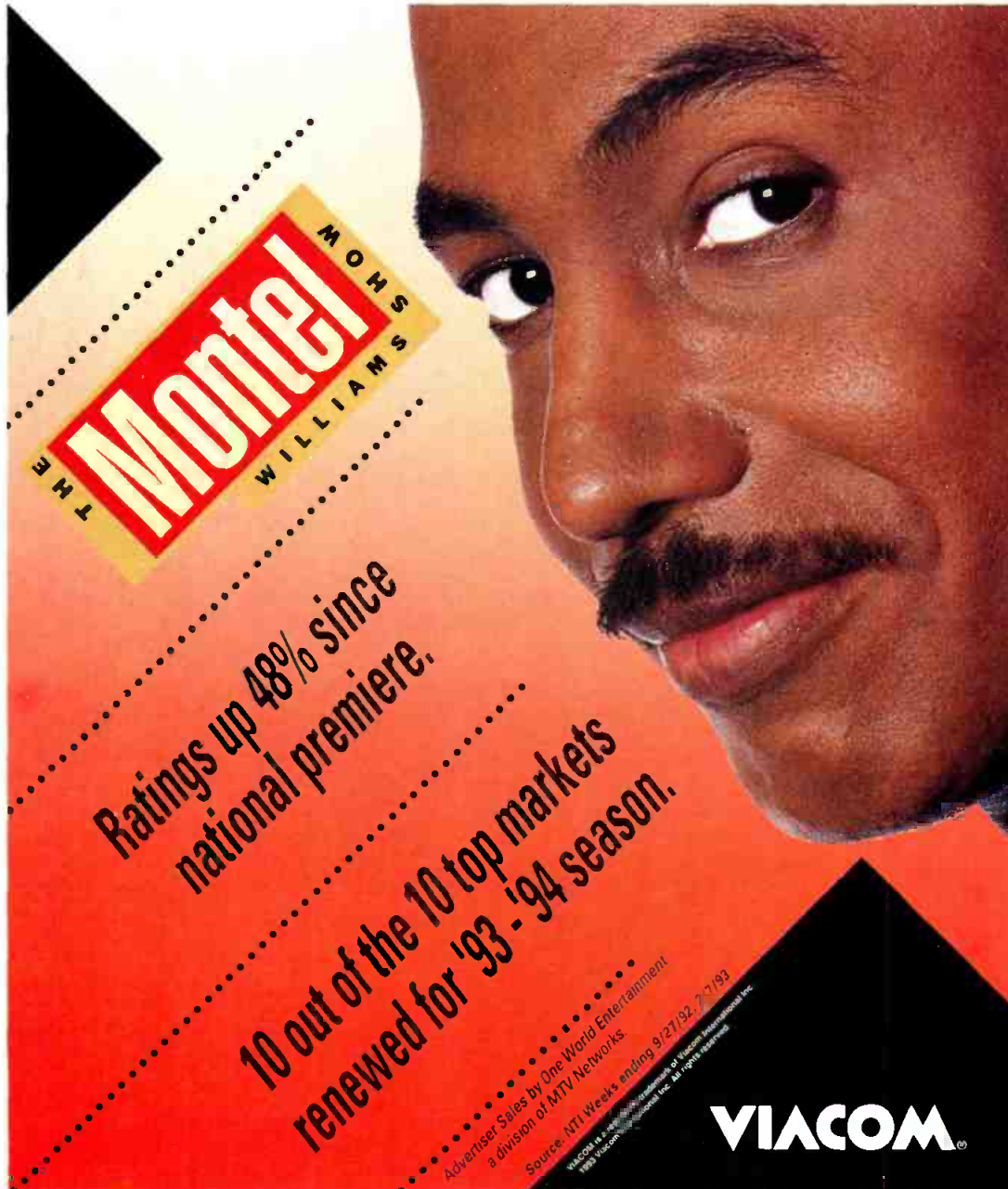
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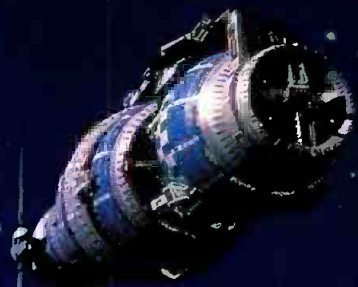
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Top of the Week

CLINTON PUTS FIFTH ESTATE ON ALERT

Broadcasters await specifics on Clinton economic plan, especially broadcast exemption from auctions; broadcasting and cable may benefit from tax credits

By Randy Sukow
and Geoffrey Foisie

President Clinton's sweeping economic reform package unveiled last week proposed auctioning for new spectrum but, to broadcasters' dismay, did not say whether the administration intended to exempt broadcast spectrum from the bidding.

And although the 145-page plan—"A Vision of Change for America"—does not advance user fees for FCC licensees or restrictions on the deductibility of ad expenses, broadcasters, cable operators and advertisers are concerned such revenue-raising ideas may appear as the plan works its way through Congress.

At the same time, broadcasting and cable found some solace in the plan's tax-cutting proposals aimed at encouraging capital investments, particularly by small companies.

"Today many multimillion-dollar industries—including television and radio—are built around the free use of a scarce and valuable federal resource," the Clinton plan says in justifying spectrum auction.

"Anytime you see or hear statements of that order from the President of the United States you are obviously concerned," said National Association of Broadcasters President Eddie

Fritts.

The spectrum auction proposal makes clear that current licensees will not be subject to auctions at renewal time, but it fails to exempt spectrum for new broadcast stations as Senate

Commerce Committee Chairman John Dingell (D-Mich.), the leading congressional advocate for fees, speculates that FCC user fees were not included simply because "the amount of money [to be collected] is so small

in the scheme of things that it got lost in the rounding. You're down under \$100 million there."

The advertising industry was taking a similarly cautious view of the plan's failure to mention any form of advertising tax.

"There is no mention of ad taxes, and we're pleased about that," said Dan Jaffe, executive vice president, Association of National Advertisers. "But in every major tax bill since 1986 sometime during the process ad taxes have been proposed; we are still on high alert."

The American Association of Advertising Agencies is "watching very closely" for the President's yet-to-be-unveiled health plan, says John Kamp, the group's senior vice president in Washington. It may include provisions targeting the deductibility of products such as alcohol, tobacco and pharmaceuticals, he said.

The cable and telephone industries seemed satisfied with Clinton's plans for government funding of research and development of advanced interactive telecommunications and infor-



Clinton's plan proposes spectrum auctions as a revenue raiser, investment tax credits and R&D funding as means of invigorating the economy.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and subcommittee member Ted Stevens (R-Alaska) do in their proposed auction legislation (S. 335). Fritts says he hopes a later administration clarification "will mirror the Inouye-Stevens legislation."

Fritts says he will reserve judgment on the overall plan until more details are released. "We will continue to monitor these developments closely to insure that broadcasters are not singled out to pay more than their fair share," he said.

An aide to House Energy and Com-

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The inclusion of spectrum auctions in Clinton's economic proposals has broadcasters worried about the eventual adoption of spectrum and user fees.

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In a sign of coverage deals to come, ABC and TBS are considering a joint venture for their bid for the 1996 Atlanta Olympics.

NIGHT SEVEN FOR FOX / 16

Fox rounds off its programming week with the addition of a seventh night—Monday—starting June 21.

'GOOF TROOP' RETREATS / 16

Disney won't renew *Goof Troop* for a second season on ABC, citing, among other reasons, the rising gap between license fees and production costs.

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Cablevision Systems plans to drop five Connecticut stations from its systems in the state, raising the ire of INTV as well as of the governor.



Disney pulls Goofy from ABC (p. 16).

RADIO REVENUE RESULTS / 40

Westwood One, citing a "horrible" advertising climate, reported a \$24 million loss for 1992.

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House Telecommunications Subcommittee

Chairman Ed Markey, a longtime supporter of the ban against telco-cable crossownership within local service areas, thinks it's time for a reassessment.

ATTACK ON THE CRT / 45

The chairmen of the House and Senate Copyright subcommittees have recommended abolition of the Copyright Royalty Tribunal, and one of the three commissioners heartily agrees.

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Revlon owner Ronald Perelman proposes to pump \$100 million into group owner SCI-TV as part of a pre-packaged bankruptcy plan.

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NBC HOPES COSBY CAN CURE ITS ILLS

By Steve Coe

NBC last week turned to the anchor of its 1980's success for redemption in the 1990's when it announced Bill Cosby will return to the network in a series of made-for-TV movies next season followed by a series based on the movies, to debut in 1994. The announcement comes at a time when NBC finds itself in both a ratings and a morale funk.

"Bill Cosby is a winner, and as we set out to re-energize and reinvigorate NBC, it's only appropriate that the first step be with Bill Cosby," said Don Ohlmeyer, NBC president, West Coast. "He was instrumental in leading NBC from third to first once, and with the enthusiasm he's shown for this project, I feel he can do it again."

NBC's plan calls for Cosby to star in four light mystery movies during the 1993-94 season that will serve as a prelude to a series scheduled to debut in fall 1994. No production entity has been tied to the project, but it is assumed Cosby will participate.

"NBC has always been my home, starting with *Spy*, then the incredible Huxtables, and now—to be back working with my favorite network again, with Warren Littlefield, John Agoglia, Perry Simon, Danelle Black and my bosses Bob Wright and Don Ohlmeyer—I know the peacock will fly again," said Cosby.

His ability to draw an audience is unquestioned at NBC, where *The Cosby Show* was number one during the 1980's. It was the top-rated series for four straight years, a feat not seen since CBS's *All in the Family* in the 1970's. *Cosby* averaged a 28.9 rating from its 1980 debut until 1989.

The announcement couldn't come at a better time for NBC, which, in third place, is making a strategic change of direction. The entertainment division recently pulled back its efforts to target a younger, more narrow audience, which resulted in the jettisoning of popular but older-skewing programs such as *Matlock* and *In the Heat of the Night*.

ABC AND TURNER PLOT JOINT OLYMPIC BID

Alliances for major events seen as wave of the future: 'Everybody is talking to everybody'

By Steve McClellan

ABC and Turner Broadcasting System are forging what many believe will be the model for future bids on major sports events: a joint broadcast/cable bid for the 1996 summer Olympics in Atlanta.

Both companies confirmed last week they have talked extensively about such an effort. And while TBS Executive Vice President Terence McGuirk said Turner has talked with each of the big three broadcast networks about a joint bid, the sense seemed to be that the ABC talks had progressed the furthest.

Few in the industry doubt that Atlanta-based TBS will be a player in the Atlanta games in some way or other. "It cannot happen without Turner's involvement," said New York-based media buyer Paul Schulman. "He'll hook up with somebody. It's just too important to him."

The Turner-ABC talks have focused on sharing coverage over four networks—ABC, ESPN, WTBS(TV) Atlanta and TNT. Which networks would get which events, and in what day-parts, has not been determined, although ABC would most likely be the engine that drives coverage to the prime time audience.

TBS has been laying the groundwork for a major Olympics play for a number of years. It launched its Olympic-like Goodwill Games from Moscow in 1986, and followed up with a second round from Seattle in 1990. Turner lost millions on both ventures.

In 1992, Turner participated in Olympics coverage for the first time, paying \$20 million to CBS for the right to broadcast about 50 hours on weekdays on TNT. A similar deal is set for the 1994 games in Lillehammer, Norway.

Turner and ABC have teamed before. They jointly produced the 1991 Pan American Games in Cuba, and ABC has signed on as a partner in the 1994 Goodwill Games in St. Petersburg.

According to Seth Abraham, president, Time-Warner Sports, joint broadcast/cable bids on major sports events such as the Olympics will be a future "necessity." The networks "really have to find new ways of doing business," he said. "They have to be involved in these big events because they belong on free TV. And there is nothing more from Madison Avenue that they can take out, so they have to



Coverage of major sporting events such as the Olympics may eventually be a team effort among networks.

find ways of spreading the costs."

Abraham also said that ABC and TBS are not the only ones discussing possible alliances. "Everybody is talking to everybody," he said. As for HBO, he said the network would not be interested in a broad Olympics package, but if there were a way to carve out a package that focused on boxing, an HBO staple, "we'd be interested."

Bryan Burn, a New York-based sports programming consultant, agreed that joint broadcast/cable bids may make sense. "NBC's Triplecast didn't work because it was too narrow an event in terms of audience base for too high a price," he said. "But with a basic network and a broadcast network, it would seem to make sense as long as it's done in a way where the parties aren't competing against each other and serve to complement each other."

Ad agency executives were receptive to a jointly hosted Olympics, but said questions have yet to be answered. For example, some advertisers are wary of WTBS's southeastern skew, and wonder whether they would have to buy that network as part of a package or would be able to customize their own packages.

But Schulman said such questions could probably be worked out on a client-by-client basis. "The combination of networks is not a problem from an advertiser standpoint," he said. "In fact it will probably help. Since it will allow a network to pay less for the rights, it should help keep the overall costs down to the advertisers." ■

WLUP(AM) HIT WITH SECOND INDECENCY FINE

Evergreen Media's WLUP(AM) Chicago, already facing a court battle with the FCC that starts this week in a Chicago district court for refusing to pay a \$6,000 1987 indecency fine, was hit with another indecency fine by the commission last Friday (Feb. 19).

The \$33,750 fine is for a Jan. 13, 1991, broadcast of the *Steve [Dahl] and Garry [Meier] Show* and a March 4, 1991, broadcast of the *Kevin Matthews Show*. The *Steve and Garry* broadcast included a discussion with a caller about penis size, while the *Kevin Matthews Show* was cited for Matthews singing a parody of Frankie Avalon's "Venus" in which Matthews substituted the word "penis."

While the base fine for indecency is \$12,500, Evergreen is a repeat offender in the eyes of the FCC.

Evergreen President Scott Ginsburg said the group owner disagrees with the FCC's indecency definition and said a double standard exists for TV and alleged indecent material. Evergreen will, Ginsburg said, continue to fight for its air personalities' constitutional rights. —JF

NETWORKS' STRONG SUIT: PROGRAMING

Broadcast chiefs cite Jackson interview as evidence that 'compelling' shows will draw audiences; TCI's Malone willing to 'scratch backs' with stations in lieu of retrans cash

By Steve McClellan
and Sharon D. Moshavi

Network television isn't dead. It just has to be programed well to draw large audiences.

Such was the consensus of the four network entertainment chiefs speaking at a New York luncheon co-sponsored by the International Radio and Television Society and BROADCASTING.

The entertainment heads—ABC's Ted Harbert, CBS's Jeff Sagansky, NBC's Warren Littlefield and Fox's Sandy Grushow—said they were impressed and a little surprised at the ratings performance of Oprah Winfrey's Michael Jackson interview on ABC two weeks ago.

"That was a staggering number," said Grushow of the show's 56 share. "It demonstrates that if you have compelling programs, the audience will be there in record numbers."

Harbert cited CBS's *Dr. Quinn, Medicine Woman*, airing Saturday nights, as an example of a dark-horse show that has performed well. "There was a lot of cynicism in Hollywood about that show," he said. The conventional wisdom, he said, was that it would be too "soft" and skew too old. "In effect, the viewers slapped us hard in the face and said, 'Yes, we'll watch this quality family entertainment.'"

As moderator Jeff Greenfield noted, Saturday night is (except for NBC) a place where "programs go to die." But Sagansky said *Quinn's* success refutes the notion that viewers are not available in large numbers on Saturday night. "We just weren't programing right," he said.

The network entertainment heads also questioned the wisdom of programing so many "true crime" stories as television movies.

"We can take the high road and still generate high ratings," said Sagansky, noting the success of such recent made-for-television movies as *Sarah Plain and Tall* and *The Man Upstairs*.

But FCC Commissioner Ervin Duggan, summarizing the day's panels,

suggested that good programing may provide too little, too late. "The debate between delivery systems is about over," Duggan said. "Sheer force has answered that question. Cable is the champion."

Malone eyes investment tax credits

In another IRTS seminar Friday, John Malone, Tele-Communications Inc. president and chief executive officer, said TCI may be in line for some of the investment tax credits President Clinton spoke of in his televised speech before Congress last week. "We may be a beneficiary of some of those" because of the digital network the cable MSO is building, but "we're not quite sure yet," he said.

As for campaign talk that the new administration would get behind a digital information highway, Malone said, "We don't know where government could or would spend money [on it].

We're still mystified by what applications are being talked about."

While Malone reiterated his stand against paying retransmission-consent fees, he expressed an interest in creating arrangements of mutual interest to TCI and TV stations. "I will scratch backs. If they do something for me, I will do something for them."

Malone also dismissed Bell Atlantic's plans to deliver video service over twisted copper pairs as unfeasible. The more likely way that cable and the telephone companies will compete with one another, he said, is by each having a wire into the home. While two wires are viable they are ultimately more expensive, he said. The smarter thing to do, but less likely due to what Malone termed "the threat of political correctness," would be to have one wire into the home on which cable and telcos would co-exist and compete against one another. ■

CABLEVISION, COMCAST GO WITH COMPRESSION

Woodbury, N.Y.-based multisystem operator Cablevision Systems Corp. this week plans to announce the rollout of an advanced full-service fiber optic network including technology that will rely on digital compression.

Details of the rollout were sketchy last week, but the company has tentatively scheduled a press conference for this Thursday (Feb. 25) at one of the company's system headends in Hicksville, N.Y. A Cablevision spokesperson would not elaborate on plans for the electronic highway, but did give the impression the company was ready to roll. "We won't be talking about doing it; we are doing it," she said. Cablevision, the nation's fourth largest MSO, was one of the first to introduce fiber optic cable and was the first cable operator to test Jerrold Communications' DigiCable digital compression system.

As planned, Cablevision on Thursday will demonstrate a broad range of network applications including medical imaging, telecommuting, video conferencing, distance learning, video-on-demand and personal communications networks. Cablevision officials say the advanced full-service fiber optic network, already under construction in its New York City systems and on Long Island, will be the first large metropolitan area system of its kind. Cablevision serves 800,000 subscribers in the area.

Separately, Comcast Cable said it will purchase approximately 150,000 Jerrold-General Instrument DigiCable compression converters and start implementing digital compression in 1994. The Philadelphia-based MSO has also ordered headend equipment for associated digital satellite reception. "We're excited about the economics of digital compression," said Brian L. Roberts, president of parent company Comcast Corp. "We're sending a strong signal to the manufacturing community that this is a viable option. We're very bullish on the prospects of a 1994 rollout, at least the initial phase."

—RB

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CABLE WATCHERS WATCHING CAPCITIES

It's likely to be first of big three networks to buy systems

By Joe Flint

With the FCC finally giving the go-ahead for the big three TV networks to acquire cable systems (BROADCASTING, Feb. 15), all eyes are on Capital Cities/ABC, the most anxious and vocal of the three about the need to acquire cable systems to expand revenue bases and business opportunities.

That development, combined with Southwestern Bell Corp.'s \$650 million entry into cable system ownership, could create a long-awaited boom in system sales, which many observers felt would remain in limbo until at least April, when final cable regulations mandated by the 1992 Cable Act will be settled once and for all.

Specifically, a network can acquire up to 10% of the nation's homes passed by cable and up to 50% of a system in a local area of dominant influence (ADI).

So far, it has been Capcities/ABC that has been pushing to get further into the cable business. Already 80% owner of cable channel ESPN and about 33% owner of Lifetime, the network has been rumored to be in talks with Turner Broadcasting about subjects ranging from a merger of the two companies to splitting the costs and the airtime of the 1996 summer Olympics.

Capcities/ABC Chairman Tom Murphy also put pressure on the FCC to release its network-cable crossownership rule relaxation, presumably so the network could pursue some systems.

That almost happened earlier this year when Capcities/ABC was considering an investment in Continental Cablevision, the Boston-based multiple system operator serving 2.5 million subscribers.

While observers close to Capcities/ABC don't anticipate any acquisitions within the next few weeks, few will

speculate beyond that. The company, according to one source, has already looked at some deals but has found nothing to leap at. Top Capcities/ABC executives are either in Paris or en route there for a meeting with investment analysts and bankers, where the subject will no doubt come up again.

Like NBC, the 50% limit on local ownership bothered Capcities/ABC. However, Murphy has told interim FCC Chairman James Quello that the company could live with it and to get the rules on the book.

Last June, while the FCC was considering what rules to adopt, Capcities/ABC submitted a list of systems that the network could attempt to acquire with a 50% local cap. None of the deals would be easy.

For example, if the network were to acquire ATC, 49% of its systems would have to be sold; for Comcast, 44% would have to be sold, and for Continental—the MSO that Capcities had talks with—42% would have to be sold off.

Still, since Murphy told Quello that the network can live with 50%, it must have its eye on some systems.

"It makes sense if they can do it," said Oren Cohen, an analyst with Salmon Brothers.

A partnership with another would-be cable owner is unlikely for ABC, according to sources both inside and outside the company. "We like to control our businesses," one network insider said.

So far, it appears that only Capcities/ABC is thinking cable. Tom Rogers, president, NBC Cable and Business Development, said last week that the network has no interest in buying cable systems. That is somewhat ironic, considering that NBC had filed a petition at the FCC saying its rules to allow the networks into cable did not go far enough and that the local limitations had to be relaxed further if not completely removed.

Now, though, according to Rogers, money is an issue. Given the cash flow at cable systems and the money needed to get into the business, Rogers said, the network will stick to the programming side.

For cable operators, the prospect of another buyer is always welcome.

"I think it's terrific. If you want the broadcasters to be programmers in cable, you've got to give them some latitude," said Chuck Dolan, Cablevision Systems Inc. chairman/CEO. ■

QUELLO COOLS ON FIN-BUT-NO-SYN PLAN

Acting FCC Chairman James Quello last week backed away from a compromise proposal of financial interest and syndication rules (BROADCASTING, Feb. 15), in which networks would be free to acquire financial interest in all the programming they air, but would continue to face restrictions on their involvement in the syndication business.

"I want to think about it," Quello told BROADCASTING. "I am not as enthusiastic now as I was when I made it. It might have some effects I don't want."

Those effects include slowing the growth of Fox, Quello said. "They are doing so well, providing a fourth network," he said. "I want to go a little easy if it is going to throw them out of the box."

The fin-syn rules adopted by the FCC in 1991, although more liberal than the 1970 rules they replaced, would still prohibit Fox from being both network and syndicator, as would Quello's fin-but-no-syn compromise.

Since the 1991 rules apply only to networks exceeding 15 hours of prime time programming a week, Fox has been able to skirt them by keeping its schedule under 15 hours. However, Fox now plans to exceed 15 hours as it moves to a seven-day-a-week schedule this summer (see story, page 16).

The FCC is in the process of rewriting the 1991 rules or fashioning a new rationale for them in an effort to satisfy the U.S. Court of Appeals in Chicago that vacated the rules as "unreasoned and unreasonable." The court last week declined Hollywood's request to reconsider the ruling.

QUELLO: FREE TELCOS, PROTECT LOCAL TV

By Joe Flint

FCC Acting Chairman James Quello said last week that "perhaps it is time for Congress, the courts and the FCC to free phone companies to fully compete with cable in their own areas with a stipulation that phone companies must compete with cable and cannot buy cable systems in their own area."

Quello, speaking at a seminar sponsored by Prentice Hall Law and Business and the Fordham University School of Law in New York, said such a move "could start a competitive cable-telco marketplace giving consumers a choice, which almost always results in lower rates."

Quello called Southwestern Bell's proposed \$650 million acquisition of two Hauser Communications systems an emphasis of "rapidly converging worlds of the telephone and cable television business."

The deal, he said, could also be the catalyst for revising content ownership restrictions of the 1984 Cable Act.

While that may be the future, Quello does not see the end of the TV station. "It is important to remember that people watch TV programs, not delivery systems. And broadcasters have the most experience in developing and buying attractive TV programming to serve local tastes and needs."

Quello also conceded last week

that right now the commission has more questions about implementing the Cable Act than it has answers.

"How do we give broadcasters what they deserve for rights to their programs [retransmission consent] and still keep cable profitable and able to expand? Many cable loans are based on a formula of 6½ times cash flow. If the commission drives rates and cash flow down, could this put some cable companies in default and, thus, place more banks at risk?"

Still, one thing about Quello remains clear. He believes the key to all cable-telco deliberations "is the preservation and enhancement of free local television service to all the public." ■

TALENT-RICH INFINITY TO RUN UNISTAR

In a shakeup that could herald a new era in network radio programming, Infinity Broadcasting last week signed a management agreement to run Unistar Radio Networks, with an option to take an ownership stake in the networks.

The agreement, announced jointly by both companies last Thursday (Feb. 18), puts Infinity in a position to join ABC and CBS as one of the biggest, most diversified companies in radio.

Perhaps more significantly, Infinity is likely to add a new roster of stars to network radio, which many observers believe has lacked star power in recent years. Infinity, which owns 21 major-market stations, has under contract some of radio's top on-air personalities, including Howard Stern, Doug "The Greaseman" Tracht, G. Gordon Liddy and Don Imus.

Infinity President Mel Karmazin, who will also run Unistar under the agreement, told BROADCASTING he plans to try to use the network to syndicate many of Infinity's bigger stars.

"There are a lot of things that haven't been done in the radio network business that we think should have been done," Karmazin said. "My feeling is that we will bring some enlightened programming and new talent to network radio."

Under the agreement, Unistar co-founder and chairman Nick Verbisky resigns, but will stay on as a consultant to the network while launching a new media company. Unistar President Bill Hogan will remain in that position, reporting to Karmazin.

The agreement ends months of negotiations during

which Unistar sought to ally itself with a station group to guarantee clearance of its programming and advertising in major markets. With network radio revenues down by 13% in 1992, Unistar managed to show an operating profit in 1992, but faced difficulties making payments on debt estimated at \$105 million.

A source close to the deal said a syndicate of banks led by Chase Manhattan, the main lender to both

Unistar and Infinity, acquired ownership of Unistar Communications, the networks' parent company, from major shareholders last week, and then signed the agreement with Infinity.

Verbisky called the agreement a "win-win-win situation for everybody."

"This is a fantastic fit," he said. "I'm ecstatic for the company, for the employees, for ev-

erybody. This is designed to move the company forward."

Verbisky joined with Dick Clark and programmer Ed Salamon as founding partners of United Stations in 1981. He expanded the network by acquiring the RKO Radio Networks in 1985 and merging with Transtar to become Unistar in 1989. Now one of the four largest networks in radio, Unistar serves roughly 2,000 stations.

Karmazin said he has no immediate plans for changes at the networks, and no immediate plans to merge any operations between Infinity and Unistar.

"At this point, we think it's in our shareholders' best interest not to do anything but keep the two companies separate," he said.

—PV



Infinity President Mel Karmazin will also run Unistar, whose chairman, Nick Verbisky, resigns.



MOONEY CAUTIONS AGAINST TELCO ENTRY

By Joe Flint

Warning the "desire to cross-subsidize still beats strongly...in the hearts" of telephone companies, National Cable Television Association President James Mooney called on the cable industry to resist allowing telephone companies to offer video in their telephone service areas.

As evidence of that desire, Mooney cited Bell Atlantic's plan to spend \$1.5 billion in New Jersey to upgrade to switched fiber optic networks. To get state permission, Bell Atlantic promised to freeze residential rates for seven years.

"What they have not said, of course, is that they've so depreciated their existing plant that were it not for the rebuild, they'd have to lower tele-

phone rates so as not to exceed their allowed returned on invested capital," Mooney said.

(Bell Atlantic has mounted a First Amendment challenge to the statutory prohibition against telcos owning cable in their service areas. The U.S. District Court in Alexandria, Va., where the suit was filed, has yet to rule on NCTA's motion to intervene in the case.)

Mooney claimed cable was just as capable as the telcos of building advanced telecommunications networks—perhaps more so. "You could probably rebuild all of the existing ca-



NCTA president says cable can deliver telcom future.

ble plant in the United States—currently passing 96% of TV households—...with an expenditure of somewhere around \$20 billion, far less than the more than \$400 billion it would cost for a comparable rebuild of the existing telephone infrastructure."

The cost advantage should offset whatever lack of experience ca-

ble may have in telecommunications, Mooney said.

What's more, he said, it adds to the "rapidly dwindling credibility of the telcos' 'everything through one wire' school of 21st-century communications." ■

CLINTON

Continued from page 4

mation networks. Much of the money would be funneled through the Commerce Department's National Telecommunications and Information Administration.

Clinton proposes an immediate \$64 million in funding to NTIA and additional appropriations of \$54 million in 1994 and \$150 million annually between 1995 and 1998.

Although perceived as anti-cable, the Clinton administration's proposed tax-code changes could benefit MSO's more than other media companies. The 7% investment tax credit—(ITC) which reduces, dollar for dollar, taxes paid—for investment spending would last two years. That may be long enough for major MSO's to obtain significant tax credits for increased spending on fiber optics and compression equipment.

By contrast, broadcasters facing heavy expenditures for HDTV are not likely to gear up before the two-year limit for large companies expires. But smaller-market station owners may be able to benefit from the "permanent" 5% ITC that applies to companies generating less than \$5 million a year in revenue.

According to the NAB, roughly one

third of TV stations and more than 90% of radio stations would qualify for the permanent credit.

Ironically the investment-intensive cable industry needs the ITC's less than other businesses, since interest payments and other expenses already enable most to avoid paying taxes.

Robert Willens, tax and accounting partner at Shearson Lehman Brothers, noted that most MSO's have accumulated substantial taxable losses that can be carried forward to offset future taxable income. Combined with their expected ITC "carryforwards," "the MSO's have become more attractive as acquisition targets," especially to companies that are faced with higher tax payments, a view seconded by Stephen Backstrom, vice president of taxation for Comcast.

To the extent the ITC applies to the cost of TV programming—as it did before its elimination in 1986—the change could benefit not only studios but also cable and broadcast networks, especially as the latter continue to expand program production.

In addition to realizing "permanent" ITC benefits, smaller radio and TV station operators would also qualify as investment vehicles for the capital gains exclusion. Intended to encourage investment in companies with a total capitalization (equity plus debt)

of less than \$25 million, the exclusion allows those holding stock in such companies more than five years to avoid paying taxes on half the gain when they do sell the stock.

Among broadcasters and programming companies, those with income of more than \$10 million a year will be affected by the increase of the corporate tax rate from 34% to 36%.

A number of provisions appear to affect all companies equally, including the disallowal of lobbying expenses and, beginning Jan. 1, 1994, reducing the deduction—to 50% from 80%—for meals and entertainment expenses.

One major industry tax issue not resolved last week concerns the deductibility, for tax purposes, of "intangibles" amortization, the gradual write-down of items including FCC licenses and cable franchises.

A bill that would have allowed broadcasters and cable operators to reduce their taxable income by the amount of that write-down was reintroduced earlier this year by House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.), after an identical version had been vetoed by Bush. One reason last week's tax proposals may not have included any mention of the "intangibles" issue, suggested Willens, is that in the next few weeks a Supreme Court decision on a related case is expected. ■

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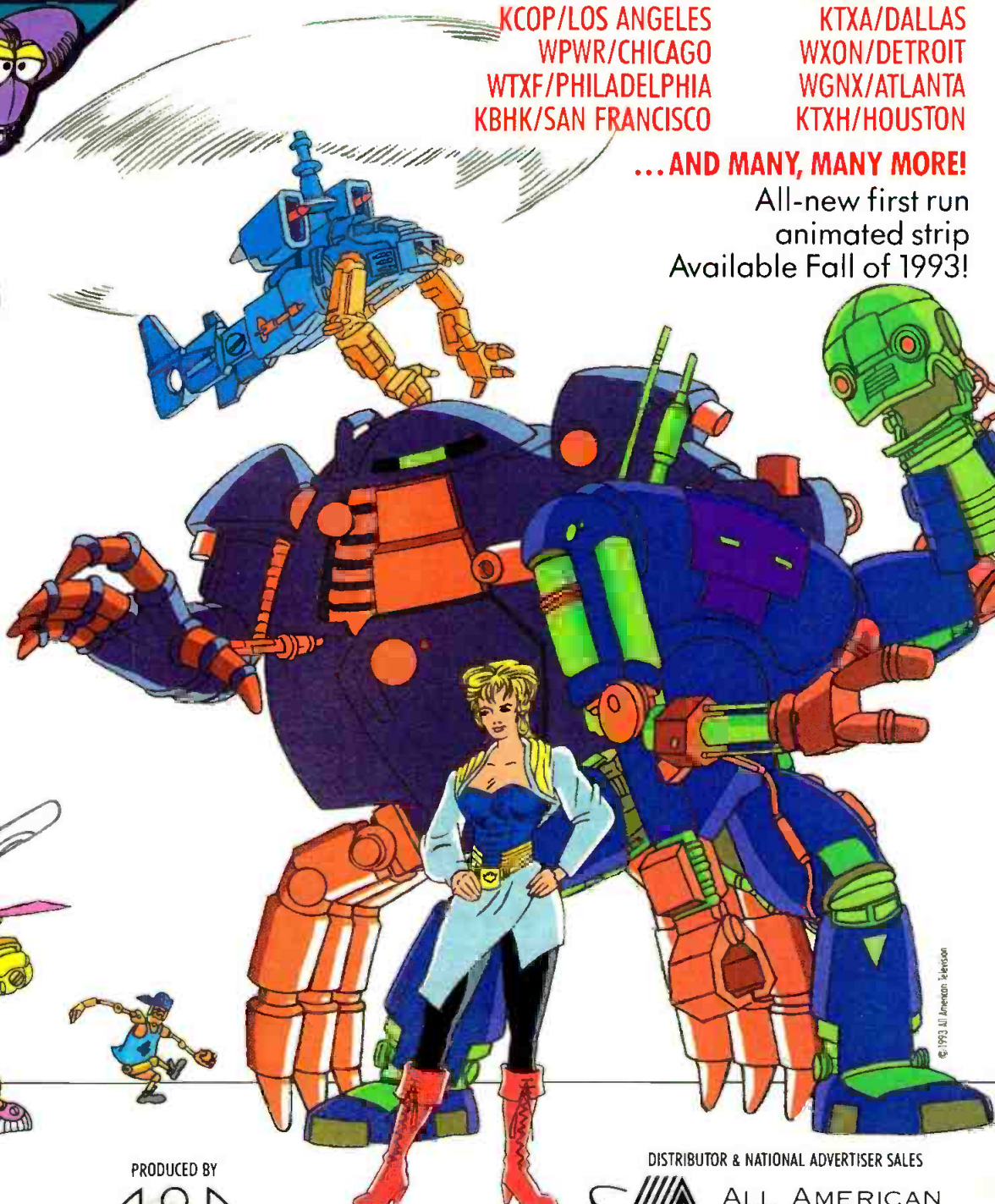
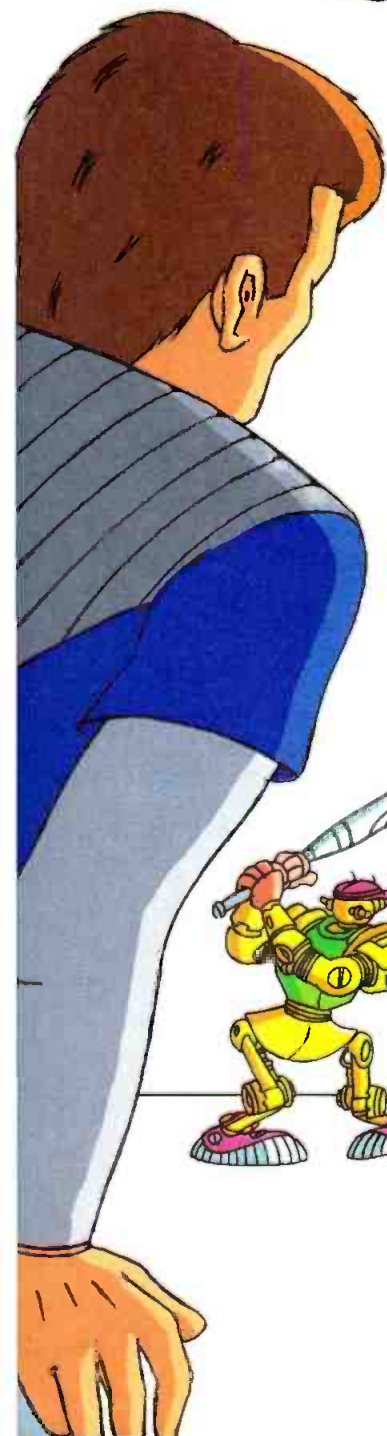
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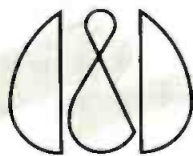
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BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

IN THE WORKS

The official nomination of House Telecommunications Subcommittee Counsel Larry Irving to NTIA administrator still has not come in, apparently one of several nominations held up by the FCC's backlog of back-ground checks. There was no word on when Irving's nomination, which the Clinton Administration announced its intention to place two weeks ago, will go through. Sources say a successor at the subcommittee will not be named until Irving nears final confirmation.

LOS ANGELES

FOR SALE SIGNS

Could Combined Broadcasting be headed for an ownership change? For the past several years studios and bondholders controlling the group owner have turned away would-be buyers of WGBO-TV Chicago, WBFS-TV Miami and WGBS-TV Philadelphia. But within the past few weeks, Combined has retained the investment banking firm of Furman Selz & Co. to review its options. The company's charter calls for an end to the current ownership structure by the end of 1995; but a supermajority vote could delay the day of reckoning.

ABC/MCCARTNEY SPLIT

Talks between ABC and Paul McCartney that centered on program and promotion opportunities have terminated. Talks had focused on McCartney doing special music programs as well as promotional spots for the network. The ex-Beatle was to have done a concert special tied to his concert tour, set for next spring. ABC, in turn, wanted McCartney to do a series of spots promoting the network's second prime time season, now ongoing, when a number of new shows are being tried. McCartney, however, has linked up with

MONEY FOR NOTHING?

The FCC, the National Cable Television Association, Associated Press and at least one prominent communications attorney "may be richer than [they] think." Their names were among thousands of parties who appear to be owners of abandoned personal property in and around the Washington area. The list was published in last Friday's (Feb. 19) issue of *The Washington Post* under the head "You may be richer than you think. Look for your name on this list." According to the notice, the property includes "monies representing bank accounts, matured insurance policies, payroll checks, stock certificates, dividend checks, tax refunds and various other personal property items." Available, apparently, thanks to the Uniform Disposition of Unclaimed Property Act of 1980. Not surprisingly, the contact number at the D.C. Controller's office was busy throughout the day last Friday, so it remained a mystery just what and how much claimants were entitled to, but at least in the FCC's case, given the current budget crunch and the climate of government sacrifice being cultivated, anything would be a help. Stay tuned.

another network, VH-1, which has signed on as media sponsor for his spring tour. Special programing and promotion tie-ins are yet to be announced.

NEW YORK

STATION WARS

The radio rep battles between Katz, Interep and CBS appear to be heating up again, and new duopoly deals and LMA agreements are to blame. The problem: LMA's and duopolies often link stations represented by rival firms, which pits one rep against another in heated battles to represent the new combo. Interep Chairman Ralph Guild complained recently that his firm's most talented and highest-paid employees are spending their time fighting for stations rather than advertising dollars.

SUMMER START

Wireless operator Liberty Cable Television of Manhattan and New York Telephone's proposed video dialtone test at selected apartment buildings in New York City, originally targeted to launch in early 1993,

is now gearing up for debut by summer. The companies are still awaiting regulatory approval, which company officials had hoped to have locked up a month ago. Meanwhile, Liberty next week plans to begin focus groups with residents in one of the selected apartment buildings to find out what they'll be looking for with the new service.

SAN FRANCISCO

NO BIG DEBT

Rumors have been circulating that MTM Television had incurred some major first-run production deficits on *The New WKRP in Cincinnati*, and that those helped spur the sudden departure of former MTM Television Distribution President Kevin Tanehill (BROADCASTING, Jan. 25). Bill Allen, head of network production at MTM, contends that was not the case. He claims that second-season production costs on *WKRP* have been slashed by \$100,000 to \$400,000 per episode. "We're not in a profit position as of yet, but we are not in that huge deficit position that the trade journals have been reporting," Allen said.

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting

1705 DeSales Street, N.W.
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-323-4345

Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, senior vice president and editor
Harry A. Jessell, executive editor
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Washington

Randall M. Sukow, Joe Flint, Patrick Watson,
assistant editors
John Gallagher, staff writer
Marsha L. Bell, editorial assistant
Winslow Tuttle, proofreader
Denise P. Smith, Kenneth Ray, production

New York

475 Park Ave. South 10016, 212-340-9860.
Editorial Fax: 212-340-9874.
Advertising Fax: 212-340-9869

Geoffrey Folsie, bureau chief
Stephen McClellan, chief correspondent
Rich Brown, Sharon D. Moshavi,
assistant editors
Peter Viles, staff writer

Hollywood

1680 N. Vine St., 90028, 213-463-3148.
Fax: 213-463-3159

Steve Coe, assistant editor (networks)
Mike Freeman, assistant editor (syndication)

Advertising

New York

212-340-9860
Lawrence W. Oliver, advertising director
Joseph E. Ondrick, East Coast regional
sales manager

Rand T. Schatz, sales manager
William C. Schenck, account executive
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Hollywood

213-463-3148
Nancy J. Logan, West Coast sales manager
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Washington

202-659-2340
Doris Kelly, sales service manager
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Advertising Representatives

Lewis Edge & Associates (Southwest regional
and all North American equipment advertising):
609-683-7900. Fax: 609-497-0412
Yukari Media Inc. (Japan): (06) 925-4452.
Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager

Circulation

800-323-4345
Michael Borchetta, subscription promotion director
P.O. Box 715, Brewster, N.Y. 10509-9873 □ 212-545-
5432 □ Fax: 914-878-7317

Production

Harry Stevens, production manager
Rick Higgs, assistant production manager

Corporate Relations

Patricia A. Vance, director

Broadcasting & Cable Market Place

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

Cahners Consumer/Entertainment
Publishing Division

John J. Beni, senior VP-general manager
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Monday Memo

“When is a tornado or thunderstorm warning not a warning?”

We interrupt this program to bring you a special weather bulletin. A thunderstorm warning has been issued for the....” This process is repeated hundreds of times each year at television stations across the country. Even though we do not like to interrupt regular programming, after the fact we are pleased to have been an important part of keeping the public informed. But have we been as successful as we believe?

For the past two years I have been keeping track of the time it takes to move severe weather warnings at the three network affiliates in the Houston area. The results are disturbing. But before looking at the numbers, let us briefly review the severe weather warning process.

A severe weather warning involves three groups of people. First, meteorologists evaluate the weather threat. This is the legal responsibility of the National Weather Service. Second, local government officials determine what actions are required by the weather threat, such as evacuation or seeking shelter. Finally, the media (primarily the electronic media) pass this information to the public. For the purposes of this study I have focused only on the role of television.

When the weather event is hours away this process works very well. But when quick action is required, such as in a tornado, the present system is inadequate.

Now, for the results. From May 1991 through October 1992, I monitored the responses of the TV stations in Houston to 39 tornado or thunderstorm warnings issued by the National Weather Service. Since there are three network stations, a total of 117 warning transmissions was possible.

One of the frightening findings was that 20 of these 117 warning transmissions or nearly 20% were never aired. Three of these were tornado warnings.

It is interesting to note crawls were the most frequent option the stations chose. They accounted for 78 of the 117 transmissions. Historically, one of the strongest arguments for crawls is they are much faster than live reports, but I found this was not true. The average time delay for 19 live transmissions was nearly 14 minutes. The delay for 62 of the 78 crawls averaged almost 15 minutes, so there was no significant difference in the delays for live reports versus crawls. Either way the average delay is nearly 15 minutes.

It is important to remember the media delays are only part of the total delay. The National Weather Service takes another five to 10 minutes to evaluate, compose and transmit the warnings. This means from the time a tornado is spotted and reported it is 20-25 minutes before a warning appears.

These results are discouraging, but there is hope. At least three companies now offer a solution. The incoming warning signal from the Weather Service is diverted through a small computer that generates a crawl. The crawl can be sent directly to air, if you are willing to risk crawling over a commercial, or stored and aired later.

KHOU-TV purchased one of these systems and put it into operation in May 1992. From May through October, the delay in 16 warning transmissions was a little over two minutes. We have even had cases when we were on the air in 30 seconds.

There is another tremendous advantage in this system. Warnings can be aired at night and on weekends by an engineer.

When is a tornado or thunderstorm warning not a warning? It is not a warning when it is aired on television using a conventional crawl or a live report. If we are going to issue timely severe weather warnings, we must invest in new technology. ■



By Neil Frank, meteorologist, KHOU-TV Houston

Television

FOX EXPANDS TO SEVEN NIGHTS A WEEK

June 21 is trigger date for weekly Monday movie, mix of made-fors and theatricals

By Steve Coe

Beginning June 21, Fox will become a seven-day-a-week network, when the company begins scheduling its Monday night movie on a weekly basis. For the past two years Fox has aired *Fox Night at the Movies* once a month. The movie night will present a mix of theatricals and made-fors.

"In this year of expansion, a weekly movie night is the final element needed to bring us to a full seven-night

schedule," said Lucie Salhany, chairman, Fox Broadcasting Company.

The move will give Fox a 16-hour-a-week prime time schedule, one hour above the 15 hours that triggered network status under the old financial interest and syndication rules. Under those rules, Fox has a six-month grace period to exceed that limit. At the start of 1994, however, Fox will have to cut back its schedule unless new rules have been adopted that embrace its expansion.

Fox has a slate of made-fors in vari-

ous stages of production, as well as a lineup of theatricals: *Based on a True Story*, a parody of the movie-of-the-week genre; *Life Pod*, a futuristic remake of Alfred Hitchcock's "Lifeboat"; *Model by Day*, about a glamorous model who moonlights as a crimefighter; *Honor Bound*, a police drama set in Ireland; *Born to Run*, an urban racing drama, and *12:01*, a science fiction thriller/love story.

Among the theatricals set to air are "Young Guns" (April 12) and "Betrayed" (March 15). ■

DISNEY TO PULL GOOFY FROM ABC SCHEDULE

License fees vs. rising production costs, Nielsen kids measurement cited

By Steve Coe

Disney announced last week it would not renew its agreement with ABC for a second season of the network's airing of *Goof Troop*. The impetus for the decision, according to Disney executives, is the widening gap between network license fees and escalating production costs for the animated show.

For the past year, Disney has produced original episodes for the Saturday morning network run as well as 65 episodes of the series for its syndicated Disney Afternoon block. "The decision was really fairly obvious," said Gary Krisel, president, Walt Disney Television Animation. "With 71 episodes already available, adding incremental episodes really wasn't worth it. It did make sense this past season, but tenuous at best."

At the root of the problem, according to Krisel, is Nielsen's seeming unwillingness to amend its methodology of measuring children's viewing. "Nielsen's lack of interest in changing



'Goof Troop' will remain staple of syndicated afternoon block, but Disney will not produce second season for network, citing both cost of production vs. what it collects in license fees and what it says is underreporting of network kids viewing. Company is also taking 'New Adventures of Winnie the Pooh' and 'Darkwing Duck' off ABC.



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THE NEW
WKRP
IN CINCINNATI



MTM
TELEVISION DISTRIBUTION

Source NTA (GAA), 8/31/92 1/3/93
NSI Nov 92 vs Nov 91 *ARB Nov 92 vs May 92

measurement procedures is damaging children's television. Their big fish to fry is the adult audience, and they don't care that much about kids. We had hoped to see a turnaround in Nielsen methodologies, but it has been disappointing. Changing Nielsen is like trying to change the post office."

Krisel said Nielsen's inability to accurately measure the children's audience has a negative effect on the advertising revenue brought in by the networks, which in turn helps to drive down license fees. He suggested that *Goof Troop* was no more affected by the measurement practices than other shows, but that more expensively produced children's series are finding it tougher to cover costs.

Krisel said two other Disney-produced kids shows would also leave ABC's lineup. *The New Adventures of Winnie the Pooh* and *Darkwing Duck* will no longer air after this season. He pointed out that the *Goof Troop* decision was in no way tied to the other shows being pulled. "The plan has always been for these shows to come off the network after this season." *Winnie the Pooh* will be sold in syndication next year, and *Darkwing Duck* will move into the Disney Afternoon block.

Krisel denied these moves are the beginning of Disney's exit from network kids television, but suggested that if current practices don't change, decisions such as the one regarding *Goof Troop* may become more com-

monplace. "It's a fair statement that as long as Nielsen continues to gauge children's viewing the same way, it makes it less likely that Disney will do more shows for network television."

"Had he attended any of our meetings in New York, Los Angeles or Chicago, he would have known that children's viewing measurements is a top priority at Nielsen," said Jack Loftus, vice president, communications, Nielsen. "Nielsen is committed to do the best job we can, and we need to do a better job. We've got a long way to go to improve the system. Those improvements are being done with the cooperation of major distributors, including Disney. It's not business as usual." ■

'BEAKMAN' HEADS FOR SMITHSONIAN

Columbia Pictures series draws requests, praise from museums

By Mike Freeman

Since the launch of Columbia Pictures Television Distribution's weekly *Beakman's World* last fall, CPTD officials say the studio has received over 10,000 letters from viewers and educational institutions. Its educational stock has gone up a notch, however, with recent requests for video and print material from the Smithsonian Institution and several regional science museums.

The Smithsonian's National Air and Space Museum has requested a videotape copy of a *Beakman* episode demonstrating the principles of flight. Deborah Murphy, who represents the education division of Air and Space, says the Washington museum intends to use the episode ("Boats, Beak-Mania & Airplanes") as part of a new exhibition gallery called "How Things Fly," scheduled to open in 1995.

Other requests and letters of commendation have come from the Cincinnati Museum of Natural History and the South Florida Science Museum in West Palm Beach.

(Television critics from *The Boston Globe*, *The Kansas City Star*, *The Minneapolis Star Tribune* and *The Cincinnati Enquirer* are among some of the major newspapers also endorsing the syndicated series, which stars Paul Zaloom as the wacky professor Beakman.)

Trisha Fischer, who is special activ-



Paul Zaloom as Professor Beakman

ities coordinator of the Florida museum, wrote: "I understand the difficulty in bringing this type of education to the masses in a stimulating and commercially desirable way. It is a dilemma that all science museum professionals face each day. I think that your program has found the formula for successful education. It is a great boost just to know that programing such as this can become successful."

The half-hour weekly has been averaging a season-to-date 3.0 rating nationally in 225 markets (NTI, period ending Feb. 7), making it the highest rated of the youth-oriented (targeting ages 6-17) weeklies to debut this sea-

son. (*Beakman's World* also has a simultaneous run on cable, Wednesday evenings at 8 p.m. on The Learning Channel.)

In Boston, CBS affiliate WHDH-TV posted a 12 rating/44 share average (NSI) among kids 2-11 during the November 1992 sweeps for its Saturday noontime airings, due in large part to an ambitious statewide tie-in educational campaign the station created last spring with the participation of the Massachusetts Institute of Technology and the Massachusetts Board of Education.

Bruce Marson, vice president and general manager of WHDH, says that MIT, through \$10 million in federal grants, has developed a children's study program loosely based on *Beakman's World* episodes, and has similarly established a parent/teacher program to promote at-home science study projects.

"Columbia has to be commended in taking a risk in distributing a show of this quality, especially because it is a high-budget project [rumored at over \$200,000 per episode] that is not intended to air prime access or prime time," added Marson, who has renewed *Beakman's World* for next season. "Certainly, I would have to say that *Beakman* has exceeded everyone's expectations regarding its educational content, particularly the congressional framers of the Children's Television Act." ■

GENESIS ENTERTAINMENT DEVELOPING NEW TALKER

Syndicator plans test run for Canadian talk show host Dini Petty

By Mike Freeman

Genesis Entertainment, which has cleared three new syndicated strips in over 50% of the country for this season and next, is already developing a pair of series projects for the 1994-95 season. Genesis is looking north of the border to Canada in signing a development deal with talk show host Dini Petty, and has been retained to distribute a weekly video version of *Family Circle Magazine*.

Petty hosts a daily "soft talk" strip on CFTO-TV in Toronto for broadcast by other CTV affiliates as well. She will be moving her show for broadcast out of New York or Los Angeles, according to Genesis Entertainment Chairman and CEO Gary Gannaway. Initial plans, he says, are to conduct a single- or limited-market test of Petty sometime this summer, before deciding whether to roll out the show nationally for the 1994-95 season.

Gannaway says Petty would be marketed for morning time periods, citing a style he says is close to that of Buena Vista's popular *Regis & Kathie Lee* talk show. At one point last fall, Genesis was looking at another Canadian talk show host, Shirley Solomon, who also is carried on CTV, but Gannaway says the distributor balked on the project because of Solomon's "exploitive style." (Solomon ended up signing a morning network clearance deal with ABC to replace *The Home Show* this April.)

Kassel Marketing, which handles the barter sales for Genesis's late-night talk strip, *The Whoopi Goldberg Show*, steered the *Family Circle* project to Genesis after acquiring the distribution rights from the magazine's publisher, the New York Times Co. As first reported (BROADCASTING, Nov. 23, 1992), Kassel had signed two anchors, but Genesis President and COO Wayne Lepoff says neither talent nor production staffers have been hired for the lifestyle magazine.

"I want to stress that before we decide to make a final commitment to take either of these projects out nationally, we want to be comfortable with the way they develop and test out," Gannaway says. He characterized the



Dini Petty, new face in talk crowd

approach as "prudent but aggressive."

As for *Whoopi Goldberg*, which has been renewed by WPIX-TV New York, KCAL(TV) Los Angeles and WPWR-TV

Chicago, Lepoff anticipates that a firm go decision will be forthcoming after formal review of its February sweeps ratings performance. Genesis also currently distributes *Highway to Heaven*, *The Best of National Geographic* and *Emergency Call*, the last led to the spring 1993 reality spinoff *Real Stories of the Highway Patrol*.

Although it has been widely reported that The Andrews Group, which owns Marvel Productions and New World International, has been looking to acquire an interest in Genesis, Lepoff says "ongoing discussions" have been centering on forming joint production and distribution ventures. Lepoff says a deal with investor Ron Perelman's company "does not represent a need [for capital] on our part, since we have no debt and existing credit facilities already in place. It is really more of an opportunity for both of us to look at mounting bigger projects together." ■

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SYNDICATOR HOPES TO LAUNCH DAILY NEWSCAST

New entry in crowded field draws skeptical response; Barbour plans pilot by June

By Steve McClellan

A former major-market television news producer has developed a syndicated daily newscast concept he hopes to launch this fall, but the plan has drawn a skeptical response, since most stations have already acquired their programs for 1993-94 and since there is an abundance of news product already on the air.

If the show goes forward (a pilot is expected by June), it would be the first try at a syndicated newscast since the ill-fated *USA Today on TV*, which was supposed to be a video edition of the daily paper.

The show, to be called *Later Today*, was developed by Glenn Barbour, a news producer in New York, Detroit and several other markets before he formed his own company in 1989.

Later Today is the first of several projects that Barbour, through his *Later Today* News Group, hopes to launch in syndication. Other projects on the drawing board include a news-related game show and a talk show for kids.

Barbour said last week that, after talks with a number of potential distributors, including Buena Vista Television and King World, he has decided to distribute the program himself. "Giving up 40% or more in commissions just seemed too much," he said. The show will be rolled out slowly, "but we will launch in September even if it's only on one station," he said.

Over the past four years Barbour has built his business producing video news releases and other programs for corporate clients, including IBM, Pepsi-Cola, ITT, Disney and Pitney Bowes. Barbour said he has pitched the *Later Today* concept to many of those clients, and expects to sign some of them as sponsors by the time the show launches in September. "I'm not selling them eyeballs" at this point, he said, suggesting that some may sign up in an underwriting capacity to see if the show catches on over time.

Barbour, based in West Norwalk, Conn., is talking to Group W Satellite Communications Inc., about produc-



"We will launch in September even if it's only on one station."

Later Today's Glenn Barbour

ing the program at GWSC's Stamford, Conn., facilities. Barbour was a producer for Satellite News Channel, GWSC's ill-fated CNN competitor in 1982 and 1983.

The first year's budget would be approximately \$5.5 million, low by most estimates for the type of program Barbour hopes to produce. By comparison, news magazine distributors spend \$20 million or more producing such shows each year. Barbour says he can produce a quality broadcast with a relatively low budget by using a nationwide group of freelancers. He also said that stations signing on would contribute material as well.

The planned one-hour newscast (with one updated feed for each time

zone) would have two news anchors, co-anchors for sports, weather, business and consumer affairs and a "comedy" correspondent, Barbour said. He also said the show may have a Washington-based commentator.

Barbour talks of a newscast that is "national in scope but local in focus." He dismisses critics who say viewers have more than enough news options already. "We are going to be different because *Later Today* will tell viewers what's going to be happening that day, not what has already happened," he said.

Barbour, who said he has spent more than \$100,000 of his own money developing the concept, has just reached an agreement with a principal financial backer, Norwalk, Conn.-based investor Ira Goldman, who will put up the money to produce the show.

The program would be offered on a straight barter basis (seven minutes local, seven national), and stations would get time for local news and weather cut-ins as well, Barbour said.

The rep community reacted cautiously. "Obviously most stations have already bought their new shows for next season," said a programming executive at a major rep firm.

The executive also questioned the willingness of stations to give up control of a news block that they could program themselves and retain all of the advertising time. He also said the NBC *Dateline* scandal has made stations nervous about giving up editorial control in a news block to someone whose news credentials, although solid, are not nationally known.

But Barbour remains undaunted. "Once they see the project, the naysayers will be the first to say yes," he said. ■

JWT'S KOSTYRA FORMS NEW FIRM

After a 33-year career at J. Walter Thompson, most recently as executive vice president, director of media services, Richard Kostyra has left the security of a full-service agency to found Media First International. The company's first account is the worldwide advertising planning and placement of Northwest Airlines. The account generated more than \$50 million in domestic advertising last year for J. Walter Thompson. Kostyra brought over two executives from JWT, and hopes to add another seven by the end of February.

Ratings Week: Broadcast

The World According to Nielsen, Feb 8-14

	ABC	CBS	NBC	FOX
MONDAY	10.4/16	15.0/23	16.4/25	NO PROGRAMING
8:00	52. American Det. 10.5/16	15. Evening Shade 15.6/24	14. Fresh Prince 15.8/24	
8:30		27. Hearts Afire 13.6/20	19. Blossom 15.3/23	
9:00		9. Murphy Brown 16.9/25		
9:30	54. ABC Monday Night Movie—Kiss of a Killer 10.3/16	25. Love and War 14.1/21	10. NBC Monday Night Movies—Danielle Steel's "Heartbeat" 16.8/26	
10:00		20. Northern Exposure 14.8/24		
10:30				
TUESDAY	13.7/22	16.3/26	9.2/14	4.2/6
8:00	12. Full House 16.2/25	11. Rescue: 911 16.7/25	79. Quantum Leap 7.3/11	95. Class of '96 4.1/6
8:30	17. Hangin w/Mr. C 15.4/23		66. Unsolved Mysteries 9.0/13	94. Key West 4.3/6
9:00	5. Roseanne 20.9/31	13. CBS Tuesday Movie: I Can Make You Love Me 16.1/26	43. Dateline NBC 11.2/19	
9:30	28. Jackie Thomas 13.3/20			
10:00	73. Civil Wars 8.1/14			
10:30				
WEDNESDAY	28.6/42	9.9/15	9.2/14	9.3/13
8:00	22. Home Improvmt 14.4/22	36. Andy Griffith Show Reunion 12.2/18	33. Unsolved Mysteries 12.7/19	38. Beverly Hills, 90210 12.0/18
8:30	30. Wonder Years 12.9/19	53. In the Heat of the Night 10.4/15	82. Homicide 7.0/10	85. Melrose Place 6.6/9
9:00	2. Home Improvmt 26.4/38	80. 48 Hours 7.2/11	74. Law and Order 8.0/12	
9:30	1. Oprah Winfrey Special 39.3/56			
10:00				
10:30				
THURSDAY	12.3/20	11.7/18	14.2/22	12.5/19
8:00	23. Matlock 14.3/22	49. Top Cops 10.7/17	42. Cheers 11.3/18	17. Simpsons 15.4/24
8:30			35. Wings 12.3/19	26. Martin 14.0/21
9:00	76. Jack's Place 7.7/12	36. Knots Landing 12.2/19	6. Cheers 18.9/28	40. ILC Greatest Bits 11.6/17
9:30			8. Seinfeld 18.8/29	67. ILC: First Season 8.9/14
10:00	20. Primetime Live 14.8/25		39. L.A. Law 11.8/20	
10:30				
FRIDAY	12.9/23	10.6/19	7.5/14	7.6/13
8:00	32. Family Matters 12.8/23	40. Golden Palace 11.6/20	90. Out All Night 5.0/9	71. America's Most Wanted 8.5/15
8:30	29. Step By Step 13.1/23	47. Major Dad 10.9/19	93. Rhythm and Blues 4.4/8	81. Sightings 7.1/12
9:00	44. Dinosaurs 11.1/19	44. Designing Wm 11.1/19	67. NBC Movie of the Week Friday—Fallen Champ: The Untold Story of Mike Tyson 8.9/16	86. Sightings 2 6.3/11
9:30	62. Camp Wilder 9.2/16	57. Bob 10.0/17		
10:00	16. 20/20 15.5/28	57. Picket Fences 10.0/18		
10:30				
SATURDAY	8.2/14	12.0/22	8.9/16	8.9/16
8:00		24. Dr. Quinn, Medicine Woman 14.2/25	84. Almost Home 6.8/12	64. Cops 9.1/16
8:30	78. ABC Saturday Night Movie—Funny Farm 7.6/13		83. Nurses 6.9/12	59. Cops 2 9.7/17
9:00		47. CBS Saturday Movie—Twist of the Knife 10.9/20	51. Empty Nest 10.6/18	69. Code 3 8.8/15
9:30			49. Mad About You 10.7/19	75. Code 3 2 7.8/14
10:00	61. The Commish 9.4/17		62. Sisters 9.2/17	
10:30				
SUNDAY	10.1/16	22.7/36	10.2/16	7.1/11
7:00	64. Life Goes On 9.1/15	4. 60 Minutes 22.5/38	87. Secret Service 6.1/10	88. Batman 5.5/9
7:30		6. Murder, She Wrote 18.9/29	69. I Witness Video 8.8/14	90. Shaky Ground 5.0/8
8:00	34. Am Fun Home Vid 12.6/20		30. NBC Sunday Night Movie—Lucy and Desi: A Home Movie 12.9/20	55. In Living Color 10.2/16
8:30	46. Am Fun People 11.0/17	3. CBS Sunday Movie—Queen, Pt. 1 24.7/38		72. Roc 8.4/13
9:00				55. Married w/Childn 10.2/15
9:30	59. ABC Sunday Night Movie—Dick Tracy 9.7/15			76. Herman's Head 7.7/11
10:00				89. Flying Blind 5.2/8
10:30				92. The Edge 4.5/7
WEEK'S AVGS	13.6/22	14.4/23	10.8/17	8.1/11
SSN. TO DATE	12.4/20	13.3/22	11.1/18	7.7/12

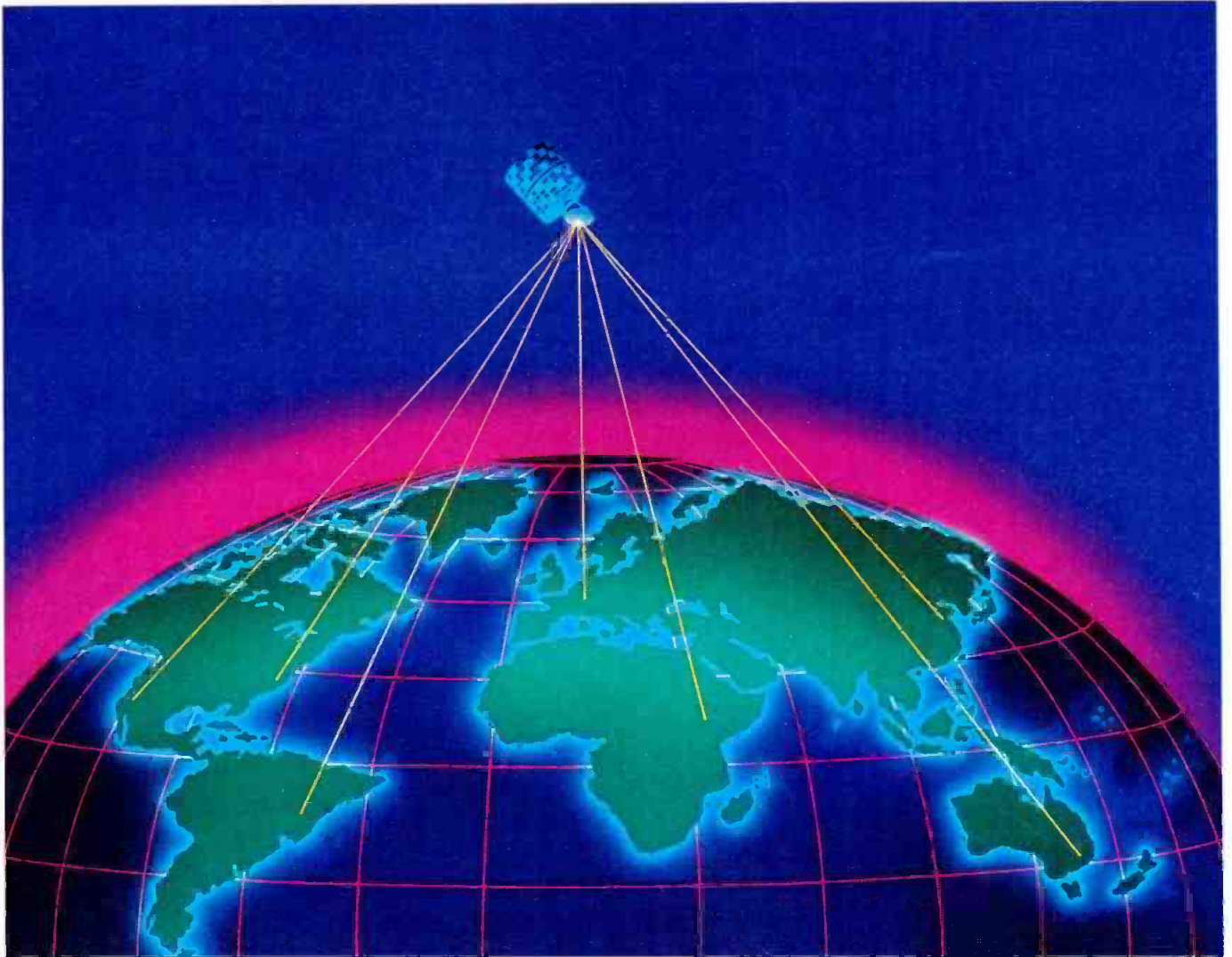
RANKING/SHOW [PROGRAM RATING/SHARE]

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YELLOW TINT IS WINNER OF TIME SLOT

S P E C I A L R E P O R T
SATELLITES '93



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SATELLITE OPS BRACE FOR DIGITAL COMPRESSION

Concerns about transponder glut give way to talk of increased demand from new users and TV programers mixing analog and digital feeds

By Patrick Boyle,
special correspondent

The squeeze is on. After more than a year of testing and guessing at how digital compression of video signals would affect their business, satellite operators are starting to sell—and learn how to manage—multiple signals bouncing off a single transponder.

Fears that signal compression might lead to a “glut” of transponder capacity appear premature, with satellite operators so far seeing increased demand from new users and expecting greater demand from cable networks as they rush to fill the programming vacuum created by digital compression on the ground without disrupting distribution of their analog network feeds.

Neil Bauer, senior vice president and general manager of commercial operations for GE Americom, a subsidiary of General Electric Corp., said that for the next few years at least, digital compression will be a boon for the satellite operators.

“There will be a stimulation of demand for transponder space because of the need to have both digital and analog services simultaneously during the cut-over period,” Bauer said. “To us, this cut-over period obviously means more buyers.”

The new customers are primarily smaller companies and educational institutions that previously could not afford to lease a full satellite transponder for a single, analog-format transmission, but can afford the lower prices charged for a transponder segment to carry a digital signal.

While business satellite services and “distance learning” are already using digital compression, the commercial television industry has only begun ordering the compression equipment. The cable networks and other programers have been delayed in part because the industry has not yet agreed on a single “language” that the digital converters and encoders will use for video signals. And some broadcasters have been holding off over a concern about the broadcast quality of a decoded digital signal.

However, many programers and



On hand for Arlington (Texas) Telecable's multiplex launch (l-r): Tony Carrola, Arlington Telecable system manager; Nick Worth, Telecable executive VP, engineering; Barbara Jaffe, HBO VP, technology, and Virgil Conanan, HBO manager, engineering.

manufacturers believe 1993 will be the year the technology moves from test markets to nationwide application, spurring demand for all sorts of digital transmission capacity.

“I believe that from now on, any new program offerings that might need a network-type delivery will be digital,” said Robert Zitter, senior vice president of technology and operations, Home Box Office. “And I think you’re going to see a lot of cre-

“Digital allows people to start thinking about niche offerings.”

HBO's Robert Zitter

ative minds thinking about new product that can now be made possible because of this digital capability. Digital lowers your distribution cost and allows people to start thinking about niche offerings that couldn't have been justified before.”

But even as the digital language is standardized and the equipment becomes available, executives cite two reasons that digital technology will initially be used mainly for new programming and services, and will not replace existing analog programming for

many years.

First, satellite operators have generally leased their satellites one transponder at a time to broadcasters and cable programers for the full life of the satellite, at rates of around \$1 million a year per transponder. While programers have the option to use a transponder differently or even sublease it, they are locked into delivering analog signals—which normally require a full transponder—until nearly all broadcast and cable affiliates and satellite dish customers have equipment to receive digital programming. So the main incentive to use digital compression will be to offer new services to a gradually growing audience base.

One customer rushing to take advantage of digital compression is the Public Broadcasting Service, which hopes to offer at least 50 channels of educational and interactive television, customized for the needs of many individual states.

Howard Miller, senior vice president of broadcast operations and engineering, said PBS has purchased six Ku-band transponders on the AT&T Skynet Telstar 401 satellite scheduled for launch in December, and is negotiating for up to six more on the same satellite.

Miller said the uses will include bringing Japanese- or Russian-lan-

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SATELLITE GUIDE TO THE SKY

Carrier Satellite	¹ C-band	Ku-band	Approximate end-of-life	Orbital slot ²	Carrier Satellite	¹ C-band	Ku-band	Approximate end-of-life	Orbital slot ²
AT&T					Spacenet IV	18	6	April 2001	101
Telstar 301	24	--	Nov. 1993	96	GStar I	--	16	May 1995	103
Telstar 302	24	--	Sept. 1994	85	GStar II	--	16	March 1996	125
Telstar 303	24	--	April 1995	123*	GStar III	--	16	Sept. 1994	93
GE Americom					GStar IV	--	16	Nov. 2002	105
Satcom C-1	24	--	Nov. 2000	137	ASC I	18	6	Aug. 1995	128
Satcom II-R	24	--	Jan. 1995	72	Hughes Communications				
Satcom C-3	24	--	Sept. 2004	131	Galaxy I	24	--	June 1993	133
Satcom C-4	24	--	Aug. 2004	135	Galaxy II	24	--	Sept. 1993	74
Satcom C-5	24	--	Jan. 2001	139	Galaxy III	24	--	Sept. 1994	93.5
Satcom K-1	--	16	Dec. 1996	85	Galaxy IV	24	24	Scheduled for June '93 launch	93
Satcom K-2	--	16	April 1997	81	Galaxy V	24	--	March 2002	125
GTE Spacenet³					Galaxy VI	24	--	Nov. 2000	99
Spacenet II	18	6	Nov. 1994	69	Galaxy VII	24	24	2005	91
Spacenet III	18	6	March 1998	87	SBS 5	--	14	Sept. 1998	123
					SBS 6	--	19	Nov. 2000	99

¹ C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus average 10 years, although several of the newer birds are built to last 12 years.

² Orbital slots are in degrees west longitude.

³ GTE and Contel merged in March 1991. Contel ASC's second satellite, ASC II, was renamed Spacenet IV.

* 125 prior to June 1992.

guage instruction to high school students, giving fire investigation classes for firefighters, showing statewide broadcasts of legislative sessions and offering interactive services that take advantage of satellites overnight, when they are least used.

"We have demonstrated equipment to use a personal computer linked to an infrared controller in a person's home," Miller said. "You could request a segment of the *McNeill/Lehrer NewsHour*. The system would acquire it from our library, schedule it in an unused period in the middle of the night, notify your VCR to turn itself on, record the segment and then shut the VCR off."

He said a driving force in the move to additional programs was the lower cost.

"When you talk about satellites, you have to look at your cost per channel," he said. "If you can compress even eight signals, you're talking about \$125,000 a year each, and that creates a whole new dynamic of services."

Another educational customer that has broadened its offerings because of compression is the Indiana Higher Education Telecommunications System, a consortium of 41 public and private colleges in that state. The system had used cable and microwave to transmit four channels of college-level instruction between college campuses and to high schools throughout Indi-

ana. But in January, IHETS quit using the land-based link and began transmitting its programs through a single transponder on the Galaxy VII satellite operated by Hughes Communications Inc., a subsidiary of General Motors Corp.

The switch enabled the Indiana system to immediately increase its programming to five channels, and it expects to go to eight within two years. Jim Potter, director of systems development and operations, said IHETS invested about \$1.5 million in new equipment, but expects to recoup that amount within two years because it will no longer make lease payments for the statewide fiber-cable system operated by GTE. "We'll save enough on the video to go to eight channels and actually reduce our annual cost," Potter said.

Hughes has leased Ku-band transponder space to IHETS by the compressed carrier signal, rather than by the full transponder. But Carl Brown, vice president of Galaxy Service for Hughes, said Hughes has not yet gotten into the business of leasing segments of individual transponders to different digital customers, either on a regular or occasional-use basis.

"If a customer wants to buy two hours of a digital transmission link, right now he basically gets the whole transponder," Brown said.

He said an hour on a transponder typically costs between \$400 and

\$600, but it takes as much management time to set up a one-time satellite feed whether it's an analog or digital transmission.

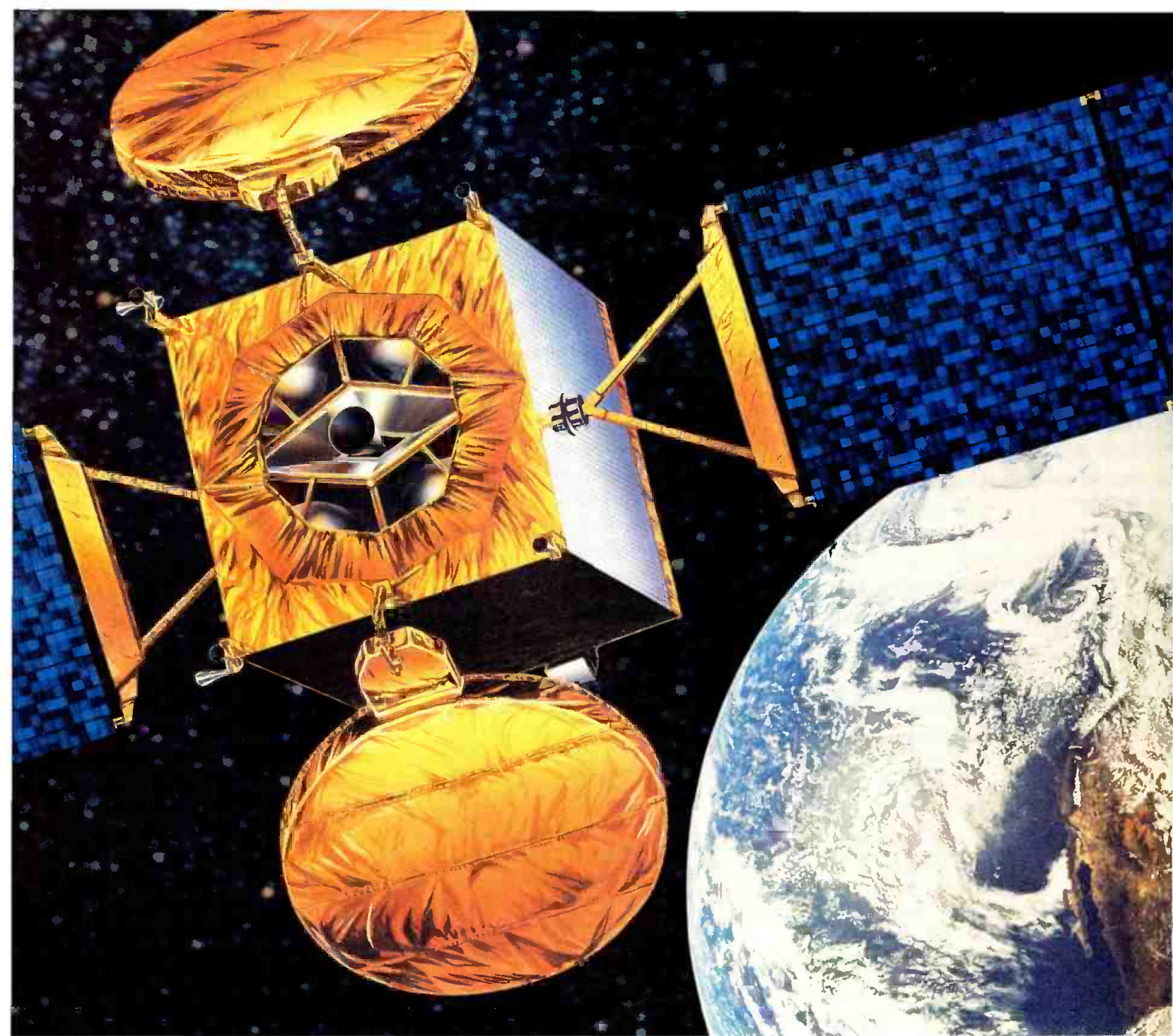
"I think if somebody seriously tries to take a transponder and divide it up into, say, four to eight channels and operate them on an occasional-use basis, you could have a management nightmare," he said. "I think there's a lot of learning to go on here with respect to the whole compressed market and how people are going to operate."

Howard Svigals, vice president of satellite services and general manager of GTE Spacenet, said the company has been focusing on developing a system to manage the digital traffic.

"Before you only had to manage 24 things at a time on a 24-band satellite," Svigals said. "But with compression, that can increase by as much as a factor of 10—and you may have to manage as many as 240 different uses of it."

He said GTE has developed a user system called DTS Services that will allow a customer with a keyboard and the proper compression equipment to schedule and use satellite space on their own.

"In the world of digital, it won't be transponder price that drives the market as much as network management to be able to use the satellite," he said. "The customer would much prefer to be able to use capacity paying



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Howard Svigals, VP of satellite services and GM, GTE Spacenet

\$40,000 versus \$39,000 with somebody else if it's easy to schedule and easy to use."

With the shift to multisignal digital transmission, the industry has generally been cautious with plans to launch new satellites beyond the present generation. Four satellites to serve the U.S. market are scheduled for launch in the next two years. Although three of them will replace existing satellites, each will have twice as many transponders—48—as its predecessors.

However, some TV industry executives believe the satellite operators have not taken full advantage of the shift to compression. Edward Horowitz, chairman and chief executive of Viacom Broadcasting, said the space for cable programers on the C-band satellites about to be launched was sold on a full-transponder basis.

"In conversations about our leases, I suggested to them that maybe they wanted to sell the last five or six transponders piecemeal," Horowitz said. "They were somewhat skeptical about the time frame for compression. They didn't adjust to the times, so I think they lost a major upside opportunity."

Launching satellites is a risky business, as shown by the launch failure of the Hughes Galaxy IR last August, and the satellite companies seem more intent on making sure they recover their costs rather than gambling further on hoped-for new business from digital compression.

Ernie DeNigris, general manager of AT&T's Skynet, concedes that the switch to signal compression is, for the satellite industry, a question of "whether the glass is half full or half

empty. In the past year, we've not seen people put a glut of capacity up in orbit," he said. "I think the opportunities going forward from compression will be to bring more applications and customers into the market. And so long as the industry doesn't lose its perspective, I think we'll have a good ability to fill the capacity we have in orbit."

One roadblock to wider use of digital compression has been negotiations over an industry standard for the digital compression "language." The two major manufacturers of encoding equipment and converters, General Instrument Corp. of San Diego and Scientific-Atlanta of Atlanta, are so far headed in different directions.

Scientists at the two companies say that the technology GI developed with AT&T is presently incompatible with

"I think the opportunities going forward from compression will be to bring more applications and customers into the market."

AT&T Skynet's Ernie DeNigris

a proposed industry standard, while S-A's equipment is close to the proposed standard specifications. A final video standard, which will adopt the specifications being used by one company or the other, is expected to be finalized in late March.

While waiting for the engineers to agree on a common digital "language," two leading cable programers have already ordered or taken delivery of equipment. Using General Instrument equipment, HBO has begun delivering a compressed signal of four movies to HBO and Cinemax subscribers over an AT&T satellite. And Viacom Broadcasting has ordered Scientific-Atlanta equipment to begin testing digital compression for its MTV and Showtime networks in hotels and apartment houses using Hughes satellites.

Other programers are moving more



Neil Bauer, senior VP and GM of GE Americom's commercial operations

cautiously. Wesley Hanemayer, vice president of satellite systems for Turner Cable Networks in Atlanta, said the company has been looking at various types of equipment to test using a Hughes satellite, but is concerned about the additional costs of digital technology to its cable company customers.

"We aren't viewing it as a decision on how cheaply could we get into it but on what is the price of our affiliates getting into it," Hanemayer said.

Broadcast television executives are moving cautiously as well, even as they are enticed by the possibilities of compression—providing viewers with choices of programs, giving national advertising a local flavor, time-shifting the network for the four major U.S. time zones.

With the technology moving beyond infancy and into childhood and adolescence, satellite operators believe universal use of digital compression is many years away. The present generation of satellites may be full, but satellite operators are less certain what compression may mean for satellite launch plans beyond the year 2000.

"Most of our customers sign up for long-term deals," said Brown of Hughes. "They don't have an incentive to change their network configuration a great deal unless—at the time a satellite is coming into life—the pricing is such that it's more economical to do something else. It's real hard, particularly over a 10-year period, to figure out what this technology is going to look like and the applications it's going to be serving." ■



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NBC: THE LAST HOPES TO BE FIRST

Network plans to take advantage of compression and fiber technologies to gain competitive advantage

By Randy Sukow

The NBC Television Network has been in a bit of disarray of late, what with the recent losses of Letterman, *Cheers* and the discovery of a couple of model-rocket engines. But the network gives the impression it is a bit more organized in its preparation for its next-generation network for programing distribution and back-haul.

Any perceivable indecision in that area is mainly due to uncertainty over future developments in technology, NBC executives say.

"We're like everyone else trying to drive down the cost of distributing a network," says Randy Falco, the newly appointed president of NBC broadcast operations and support services. "We're going to come up with the smartest and most efficient way to do that."

In addition to satellites, NBC is looking at digital compression, interactivity and, to a lesser extent, fiber optics. The result may well be a mix of the technologies.

Privately, NBC executives say they have time. The current network distribution contract with Comsat Video Enterprises, Clarksburg, Md., which maintains all the details of NBC's affiliate distribution and backhaul, runs out in April 1995. The network is currently distributed over GE Americom's Satcom K-2, which is expected to go out of service in 1997.

It is too early to rush into rapid negotiations with Comsat or any other new contractor, NBC believes, but none too soon to decide what capabilities the network will want and need in its system. By being the last of the major broadcast and cable networks to sign satellite upgrade agreements, NBC expects to apply some of the constantly changing technologies to create some competitive advantages over the others.

NBC's future plans rely heavily on digital video compression. It is counting on the chance to use compression to lower the number of transponders necessary to complete network operations. NBC is not ready to say how much less capacity it will need, but



NBC's Randy Falco

suggested it will need less than its rival networks have committed to in their recent upgrade deals.

Starting this summer, CBS-TV is planning to move its distribution from AT&T Telstar satellites over to the recently launched Hughes Communications' Galaxy VII and IV satellites. Between the two satellites, CBS will operate over 10 C-band and two Ku-band transponders with improved C-band signal quality promised through doubled power to 16 watts (BROADCASTING, Nov. 2, 1992).

ABC-TV and PBS will share capacity on Telstar 401 and 402 satellites scheduled for launches over the next year. Telstar offers a total of 24 C-band transponders, sixteen 27 mhz Ku-band and eight 54 mhz Ku-band.

NBC also expects to use compression to add interesting new digital applications to the system, such as interactive video systems. "We're at a point where I think we have an opportunity to become more creative in how we distribute and use satellites, and I'm asking my people to come up with the most creative solutions possible so we can go forward with a vendor or group of vendors," Falco says.

Comsat, which already offers an interactive pay-per-view service to hotel rooms nationwide, could use a new deal with NBC to expand its interactive offerings. NBC is looking for "PC news on demand as well as a number of interactive abilities," says Charlie Lyons, president, Comsat

Video Enterprises. "We're trying to expand the relationship beyond the current definition. NBC, we've found, is a very creative partner, and we're anxious to work with them on some of their more exciting ventures."

But changes in technology could make it harder for Comsat to seal an agreement. Comsat recently dropped development of its own proposed system as others passed its project by technically. Meanwhile, one of the factors holding up a final decision on NBC's part is the constant introduction of new compression systems and the difficulty in determining how to settle on one.

NBC was a pioneer in Ku-band distribution when it began its current Comsat and GE Americom deals 10 years ago. Comsat's main role is that of a turnkey contractor handling most every detail of network operation.

The nature of the NBC relationship changed slightly when Comsat reorganized last fall, when several of the company's divisions consolidated (BROADCASTING, Oct. 26, 1992). "We design and currently maintain their network of owned and operated

stations and affiliate stations. We're responsible for delivering the signal on a backhaul basis and from the network out from New York and Burbank," says Lyons. "We are also, just in the spirit of partnership, responsible for maintaining all the earth stations and uplinks that basically maintain the network. There are rigid specifications for our performance." The company would like a new contract extending into the next decade.

Increased use of fiber optic distribution could also cut down on the overall cost of NBC's next satellite contract. The regional Bell operating companies, through their Bell Communications Research (Bellcore) consortium, have experimented with the three commercial networks, PBS and Fox to find a useable fiber optic network distribution system, while Vyvx National Video Network, Tulsa, Okla., has been providing the networks with fiber optic backhaul services to cover special events for a number of years.

NBC was in the midst of tests over the Bellcore network when the U.S. launched Operation Desert Storm in early 1991. Network engineers found

the network to be useful for a number of applications at the time. But for the long term, many aspects of a network operation—especially multipoint electronic newsgathering applications—will depend on satellite technology.

"Think of the essence of newsgathering," says Lyons. "Satellites will always play, unless they have a fiber optic port in every sewer and on every pine out in the country."

The task of sorting through the variables is now left to Falco, an 18-year NBC employe, who moved to the operations job earlier this month after spending several years at NBC Sports.

His training for the current position was that of planning and building NBC Sports facilities for the 1992 summer Olympics in Barcelona, a role that he occupied from 1989-92, Falco says. The job also involved extensive use of the new D-3 composite digital videotape format and building of facilities to support the TripleCast cable pay-per-view coverage of the games. But as far as satellite distribution innovation, there was "nothing earth-shattering. We didn't use compression," he says. ■

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NEW OPERATORS VIE FOR PLACE IN INTELSAT'S SKY

But despite growing demand, there may not be room for everyone

By Meredith Amdur,
international correspondent

For international satellite operators and would-be operators, the hunt for investors and customers has become a case of survival of the fittest.

Demand for international satellite capacity continues to rise, particularly over the Pacific Ocean, but not at a pace that will guarantee the viability of Intelsat and all of its private for-profit competitors—Pan American Satellite (PanAmSat), Columbia Communications and Orion Network.

The most sought-after prey are

broadcasters and other TV programmers, large-capacity and long-term users who can make or break a satellite system.

With 124 signatory nations and an extensive network of 19 satellites, the 25-year-old Intelsat remains the dominant international force. And it's expected to stay on top.

Having first opened up the market with its successful regulatory challenge to Intelsat in 1985, PanAmSat quickly moved in on the satellite giant in 1988 by offering discount prices and "direct-to-customer services."

Its first bird, PAS1, is fully leased. Its 18 C-band transponders serve Latin

America, and its six powerful Ku-band transponders are dedicated to European-North American traffic. It counts Turner Broadcasting System, ESPN, CBS, the BBC and Japanese broadcaster NHK among its loyal tenants.

Buttressed by Televisa's recent \$200 million equity investment, PanAmSat says it is prepared to go global with the launch of PAS2 over the Pacific in May 1994, PAS3 over the Atlantic by the end of 1994 and PAS4 over the Indian Ocean in early 1995.

Having reached profitability soon after its first satellite was launched, PanAmSat is confident its three pend-

THE GROWING WORLD OF INTERNATIONAL TRANSMISSION

IDB Communications and Keystone Communications provide ample evidence of the growing interest in international video transmission via satellite.

The two U.S.-based satellite service companies handle substantial international traffic and expect it to grow in the years ahead.

IDB, Culver City, Calif., claims to be Comsat's largest U.S. customer, leasing capacity on the several Intelsat satellites over the Atlantic and Pacific oceans for a host of full-time and occasional users.

IDB hopes to take a still bigger bite of the international traffic as soon as it completes construction of a new international earth station in Santa Monica, Calif.

The Washington-based Keystone, meanwhile, is expanding the relatively modest trans-Pacific video satellite service it launched in April 1992 in partnership with KDD, Japan's public telecommunications arm. By the end of this year, it hopes to be providing service between the U.S. and seven Asian countries and protectorates.

According to Greg Lukens, senior account executive, international services, IDB currently provides full-time trans-Pacific service for the Australian Broadcasting Corp.; Australia's Channel 7, Channel 9 and Network 10; TV New Zealand and ESPN International.

Over the Atlantic, Lukens says, IDB backhauls programming for the European Broadcasting Union and distributes International Cablecasting Technologies' digital audio services to cable systems in Europe. In partnership with British Telecom, he says, IDB also offers a trans-Atlantic occasional video service called Atlantic Express.

IDB would increase its Pacific business, but it lacks adequate ground facilities, he says. That situation will be rectified by the Santa Monica earth station, which will include a 15-meter dish capable of downlinking signals from Atlantic Ocean satellites and relaying

them directly to Pacific Ocean birds.

There is also a need for additional satellite capacity over the Pacific, Lukens says. The demand is "tremendous, and Intelsat and PanAmsat will respond to that demand with additional satellite launches," he says.

Having booked an average of three hours of traffic a day during the first nine months of operation, Keystone-KDD's K2-Skylink trans-Pacific service is already in the black, says Keystone President Peter Marshall. "I think we have done pretty well."

K2-Skylink makes use of a full-time K-band transponder on Intelsat's satellite at 180 degrees east longitude. Most of the service's customers are Japanese broadcasters importing news and entertainment and sporting events from the U.S. and Europe, Marshall says. Those customers include NHK, NTV, TV Tokyo and the Tokyo Broadcasting Service, he says, adding that Japan Satellite Broadcasting, a direct-broadcast satellite operator, is also a regular user, using K2-Skylink for its Super Bowl coverage.

K2-Skylink works closely with BrightStar Communications, the major satellite reseller over the Atlantic Ocean, Marshall says. For Asian customers importing programming from Europe, he says, BrightStar will handle the first hop over the Atlantic and hand off to K2-Skylink for the U.S.-to-Asia hop.

K2-Skylink expanded service to Hong Kong, Korea and Taiwan last month, Marshall says, and hopes to add Singapore, Malaysia and China before the year is out. The key to expansion is obtaining government permission, he says.

Also in the works are plans to acquire a second transponder so that it can offer Asia-to-U.S. service, Marshall says. Keystone would like to institute the service this spring, in time to handle backhauls of two major events in Tokyo—June's royal wedding in and the international economic summit in July. —HAJ

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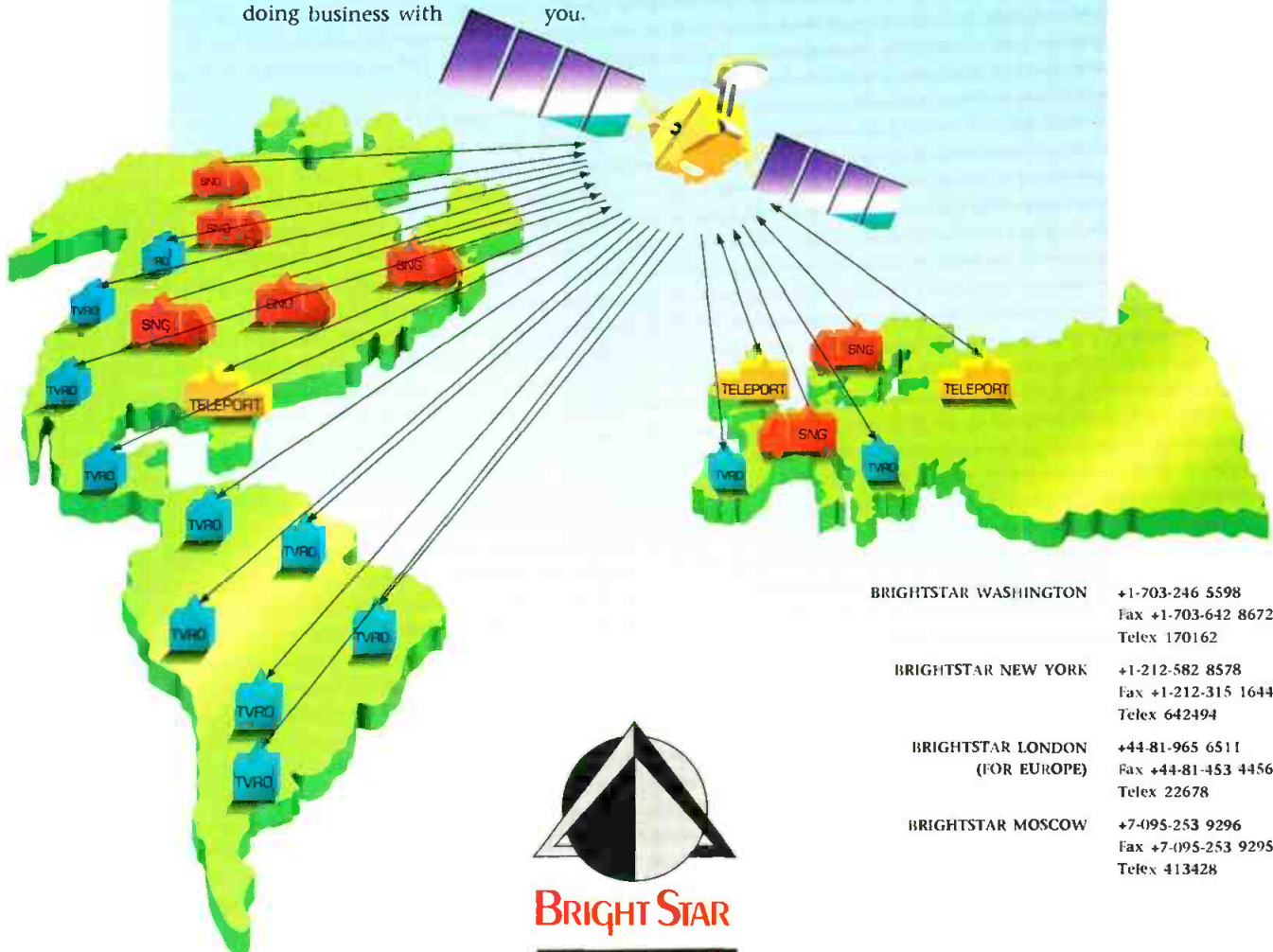
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ing launches will be equally successful, thus helping the company recoup its massive investment within its first operational years.

PanAmSat's success with PAS1 has made Intelsat more responsive—that is, more competitive—to the market. To keep pace with demand and competition, it is planning additional launches, with two new VII-series satellites expected to be in orbit by late 1993 and early 1994. The two Ku- and C-band hybrid birds will target the Pacific and Atlantic regions.

Many satellite users saw Intelsat's June 1992 launch of trans-Atlantic Intelsat-K as a pre-emptive strike against its challengers.

As testament to Intelsat's new competitive push, Intelsat-K brings the first international direct-to-home service to North and South America. Intelsat's Europlus satellite network brings Italian broadcaster RAI (already an Intelsat signatory), German TV and the teletext network Teleplus into North America.

Another major client for Intelsat is BrightStar Communications, which leases two transponders on Intelsat-K and provides Ku-band services in

North, South and Central America and the Caribbean.

BrightStar is a contract supplier for UK news service ITN, ESPN, the Christian Science Monitor, the Nippon Television Network, CNBC and other American and European networks. The service also provides international feeds for NBC and ABC.

Columbia Communications is pushing hard to attract new customers to its 24 C-band transponders (12 over the Pacific and 12 over the Atlantic).

With PanAmSat over a year away from its launch of PAS2, Columbia hopes to be the first to offer a less-expensive Pacific alternative to Intelsat. According to Gnowles, lease costs range from \$115,000 to \$120,000 per month. "We have a cost advantage and a coverage advantage," he said.

Columbia is already a Pacific player: its prize contract is a \$100 million project for MCI and the U.S. Department of Defense to provide a voice and data network linking American military bases in Japan, Korea, Okinawa, Hawaii and the continental U.S.

After delays in securing the necessary financing, Orion Satellite Corp. is also aiming to get a piece of the

market. With partner British Aerospace, which has invested \$30 million, Orion should be able to launch in August 1994.

According to Vice President of Marketing Steven Salamoff, Orion has raised \$90 million in equity and \$425 million in debt financing from its partners that will enable it to move ahead with F1, the first of two Ku-band Atlantic Ocean satellites with 34 transponders.

Orion intends to target private international VSAT networks and video applications using low-cost small-diameter earth stations. But like its competitors, Orion will need major broadcast patrons to make its way to the break-even point.

The international carriers must compete not only among themselves, but with regional and national operators as well. Even Intelsat has been unable to break the dominance of the SES-owned Astra satellite system or its public-consortium rival Eutelsat in Europe.

As the regional hot bird in Western Europe, Astra's first two satellites established the predominant programming neighborhood; both of its orbiting satellites are leased to capacity as broadcast customers await further launches later this year and next. Astra's heavy-weight users include Rupert Murdoch's UK pay network BSkyB as well as CNN International and MTV Europe.

The lucrative DBS pay-TV services have settled for now on one of Astra's birds and on an assortment of national satellites. While news and sports feeds are being shuttled around the globe, demand for long-term Europe-to-North America DBS channels may be limited at best.

Asia seems to offer some of the most fertile ground for development, with burgeoning populations and double-digit economic growth. But like Europe, the neighborhoods were staked out initially by dominant regional operators AsiaSat and Indonesia's PalapaSat. Both gained early leads by staking out video footprints over East and Southeast Asia.

As the Pacific Rim's economy grows, so will its telecommunications needs—perhaps enough to support several of the international and regional satellites carriers. That's the hope, anyway. "Asia is the biggest growth area," says PanAmSat's Elizabeth Dickens. "The pie is getting bigger." ■



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PROGRAMING DBS: STILL A LONG WAY TO GO

DirectTV, USSB have finalized few deals, but more announcements expected by launch

By Rich Brown and
Steve McClellan

After more than a year of aggressively pursuing studios, sports interests and other programmers, direct-broadcast satellite services DirectTV (Hughes Communications) and United States Satellite Broadcasting (Hubbard) still have a long way to go to flesh out the program menus they hope to have ready when they launch separate services in 1994.

So far, DirectTV confirms the signing of just two programmers—Paramount for pay-per-view movies and the Disney Channel—but claims it has signed a handful of other cable services that it will announce at a future date.

Company officials said they remain confident, however, that DirectTV will fill the 80 channels on its first DBS bird by launch next year. With the exception of one part-time offering, USSB said it was not prepared to discuss any specific DBS program plans at this time.

According to many potential program suppliers contacted by BROADCASTING last week, the slow pace of deals is probably due to the steep learning curve on which most pro-

gramming executives find themselves. "It's interesting, but there's still a lot we don't know," said one rights-holder last week. "The key for us is to try to come to some understanding about what the upside is so that we know what to reasonably expect at the negotiating table."

A number of top cable programmers say they have met with DBS suppliers in recent months but that none of those discussions have led to any announceable deals. A spokesman for Turner Broadcasting System said the cable programmer has had three meetings with DirectTV and is expected to make a final decision within the next two weeks.

The Hearst Corporation, which holds interest in cable networks including Arts & Entertainment, Lifetime and ESPN, has also been talking with DBS suppliers, but no deal has been signed, said Hearst Vice President Ray Joslin.

Joslin said DBS is a "great potential location" for Lifetime Medical Television, the specialty TV network for medical professionals that currently takes up part of the Lifetime schedule on weekends. Hearst has been trying to find a home for the medical network for some time, since the com-

pany would rather use its typical female-skewing Lifetime lineup to counterprogram weekend sports fare. Joslin said there may also be some additional services spun out of Lifetime and A&E.

"I think that DBS has a great future in specialized services, but there are only going to be as many networks as people are willing to pay for," said Joslin.

Joslin said DBS will create a "huge" pressure on existing institutions, including cable television. But he added that savvy players at cable companies will be able to weather the storm of newfound competition.

"We may have seen our all-time-high rating," Joslin said of the nation's cable networks. "We may have to learn how to make money with a 0.8 rating, rather than a 1.0. We, as a cable programming industry, are more capable of doing that, in a sense, because we started nimble."

Hubbard's USSB has so far signed on just one part-time programmer, FACTA. The St. Louis-based Christian programmer will provide a two-and-a-half-hour daily block that will be offered free as a public service. USSB will feature a couple of free channels, and at least one of those will look like

a traditional over-the-air TV station, according to a spokesman.

Many DBS programing announcements are not likely to be made until the satellite is launched in December, according to one industry insider. But some general plans are already taking form.

USSB will offer a national news service that could be either a new start-up service or possibly All News Channel, according to Stanley E. Hubbard III. All News Channel is a 50-50 venture between Viacom and the Conus news cooperative, which, in turn, is 50% owned by Hubbard Broadcasting. All News Channel consists primarily of Conus news footage and is currently seen in about 30% of the U.S., primarily via full-power TV stations. Competing national news service CNN is not a member of the Conus news cooperative.

Hubbard said USSB could feature a mix of existing cable networks and new networks. Offerings will include a sports service and movie services, as well as what Hubbard said he expects will be "dozens" of digital audio services and data services. USSB will likely feature a lot of niche magazine-like programing, and the DBS provider is working to line up local stations to help in the production of those shows, according to one company insider.

The total number of channels to be offered by USSB is expected to be somewhere between 20 and 40. The DBS supplier has five transponders that can each handle four channels of NTSC signals or eight channels of movie product.

At DirecTV, the basic plan is to offer four categories of programing—pay-per-view movies, cable program services, sports and narrowcast special interest shows. A company spokesman said DirecTV would probably announce additional agreements with major studios in the next 60 days.

Sports deals slow in coming

On the sports side, neither service has signed a major professional or collegiate league or conference to participate, although a number of sports organizations say they continue to explore the potential of DBS. Contacted last week, a number of sports executives said they were still learning about the medium and are trying to get a better handle on the potential upside before making any DBS rights distri-

bution deals.

And it does not appear that any major DBS sports deals are imminent. Major League Baseball officials have stated publicly that they want to deal with renewal of the primary broadcast network and basic cable packages before addressing DBS, which is clearly seen as ancillary for all the major professional and collegiate leagues.

As for the NFL, Val Pinchbeck, the league's director of broadcasting, several months ago downplayed the prospects of a DBS football package. "There are absolutely no conversations going on with Hughes concerning a possible package of games," he said at the time. "For now we are totally focused on our existing carriers and the next two years left on their contracts. We are anxious to help them in any way we can." Pinchbeck could not be reached last week, but the league and the networks are still trying to address the next two seasons.

Sources outside the NFL suggest the league probably feels greater political pressure to move more cautiously, if at all, into DBS because it is a form of pay TV. "The issue of the NFL migrating from free TV continues to be a political hot potato in light of the league's antitrust exemption," said one high-level sports executive. "If they do a DBS deal, the odds are pretty good you'd hear some congressmen calling for hearings."

At the National Hockey League, officials continue to explore the potential of DBS but still have more questions than answers about the medium. The league is talking with both DirecTV and USSB. "We don't see it as a primary carrier, but we think it has some real potential for providing a menu of games," especially for avid or displaced fans, said Ellis Prince, executive director, broadcast services, NHL.

The National Basketball Association has also talked with both services and continues to explore and learn about DBS. But no deal appears imminent.

The DBS services have also pitched some of the major college conferences. "It's a fascinating concept," said Jim Muldoon, director of information at the Pac 10 conference, based in Walnut Creek, Calif. "But we don't know much about it." Muldoon said a meeting with all the Pac 10 directors and DirecTV is being scheduled for sometime in the spring.

According to Muldoon, the conference looks to balance exposure with financial return in any rights deal. "One of the things that we learned with the proliferation of games on cable was that the more it becomes available it tends not to be worth as much, so it's a little tricky."

The Big 10's Mark Rudner also said the conference was just beginning to learn about the medium. "We want to learn all we can about the technology" before making any commitments, he said. Rudner also suggested that it was unlikely that the conference would do a DBS deal until it's time to renegotiate the existing rights deals. Currently, in basketball, the Big 10 has deals with CBS and Raycom that extend to 1995, and another agreement with ESPN that extends to 1997. On the football side, a deal with ABC (that includes the Pac 10) extends to the year 2000, while a deal with ESPN goes through 1997.

Rudner said he could not rule out a DBS deal before the end of the current pacts, but at this point, he said, "we aren't even in a position to discuss those kinds of issues." ■



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CONNECTICUT OPERATOR DROPS LOCAL STATIONS

As FCC and courts prepare to act on must carry/retransmission consent, Cablevision tells four affiliates and independent they'll be axed April 1; INTV vows a fight

By Rich Brown

The somewhat tenuous relationship between cable operators and local broadcasters grew even more tenuous last week as multisystem operator Cablevision Systems Corp. told five Connecticut TV stations they would be dropped from the company's systems in the state in favor of cable programming as of April 1.

The stunning news came as cable operators and local stations prepare to negotiate with each other in accordance with the must-carry and retransmission consent provisions of the Cable Act of 1992. Still subject to judicial review and FCC interpretation, those provisions would insure cable carriage and provide for compensation for some local stations. Cablevision's action last week served as a rallying call for some TV stations determined to see the two provisions passed.

"What they are doing is against ev-

"We intend to see all of the FCC commissioners ...and show why it is important we have strong must-carry rules."

Jim Hedlund, INTV

erything that Congress wanted to do when they wrote that bill," said Jim Hedlund of INTV, an industry trade association representing independent stations. "We intend to see all of the FCC commissioners over the next week and a half and show why it is important we have strong must-carry rules."

The five Connecticut stations—ABC affiliate WTNH-TV New Haven, CBS affiliate WFSB(TV) Hartford, NBC affiliate WVIT(TV) Hartford, Fox affiliate WTIC-TV Hartford and inde-

pendent WTXX(TV) Waterbury—were scrambling last week in search of a possible recourse. Lawyers for the stations were investigating the matter, as were INTV, the National Association of Broadcasters, the Connecticut Broadcasters Association and local government officials (see below). Nevertheless, Cablevision appeared to be set in its plan.

As planned, the Cablevision systems will continue to carry programming from the major networks through New York channels WABC-TV, WCBS-TV, WNBC-TV and WNYW-TV. Those New York channels serve an ADI that stretches into the Connecticut area. Three of the towns served by Cablevision in Connecticut—Milford, Orange and Woodbridge—are in the Hartford-New Haven ADI.

Cablevision's plan also calls for the axed stations to remain on the systems in some form. A new channel on the cable systems, dubbed the Connecticut Channel, would cherry-pick selected news, sports and public affairs programming from the dropped stations; one of the five stations, WTNH-TV, would continue to be carried in its entirety on one of the two systems.

According to Cablevision officials, the decision to remove the Connecticut stations from the systems was based on response to a survey in which subscribers were asked which channels they would be willing to give up if new cable services were to become available. The systems serve about 182,000 subscribers in southwestern Connecticut.

"Channel capacity limitations in both systems have made the launch of any new product very difficult, if not impossible, for some time," wrote Irene Tripodi, general manager, Cablevision of Connecticut and Southern

CABLE RANKS LOW IN CONSUMER SURVEY

Americans say they receive their money's worth when they rent videotapes but not when they subscribe to cable TV and pay-per-view TV, according to a study just released by the Conference Board.

Cable television service has deteriorated in consumers' eyes since the 1990 study by the board, a not-for-profit, non-advocacy organization supported by 2,000 companies and other organizations. In the just-released study, cable TV had a composite rating of about 30 and pay per view about 20. The composite rating equals the percentage of "good" replies plus one half the percentage of "average" replies; a 100 rating would mean that 100% of the replies were good.

Videotape rentals, on the other hand, had a composite rating of close to 70. Telephone service, at 60, also ranked high, considerably better than the category did in the 1990 study.

The survey, covering 6,500 households, asked consumers to give good, fair or poor ratings to 50 widely used goods and services. Pay per view ranked last.

—RB

Connecticut, in a letter to one of the dropped stations. "We have, therefore, re-evaluated all the programming we carry, in an effort to reduce duplication and open up channels for new, unduplicative product."

Newly offered services will include the Cartoon Network, Sci-Fi Channel and E! Entertainment Television. The Learning Channel expands from part-time to full-time, and the International Channel will be added as a part-time service on the systems. The cable networks will provide the systems with additional revenues in the form of per-subscriber carriage fees.

Connecticut Governor Lowell P. Weicker Jr. on Wednesday dashed off a letter to Clifton A. Leonhardt, Department of Public Utility Control for the state, urging that action be taken on the matter. Weicker told Leonhardt that all appropriate steps should be taken, including legal action before the commission, to "preserve the availability of Connecticut broadcast stations to Connecticut cable system subscribers.

"This step by Cablevision would be directly contrary to the public interest," wrote Weicker. "Connecticut is one state. Our citizens share common interests in Connecticut news, sports and other cultural activities. Connecticut's broadcast television stations are vital to preserving the state as a knowledgeable community." ■

CABLEVISION SIGNS FLIX!

Showtime Networks' add-on pay cable channel Flix! last week signed a deal with Cablevision Systems Corp. that will make the service available in 1.4 million of the multisystem operator's homes by April. The low-cost Flix! service will be packaged primarily with Rainbow Programming pay-TV services on Cablevision's systems. Jack Heim, executive vice president of sales and marketing, Showtime Networks Inc., said the company is projecting 200,000-300,000 Flix! subscribers on those systems by the end of the year. Heim said Flix!, launched in August 1992, is expected to have more than 500,000 subscribers nationally by the end of 1993. —RB

MINORITY-ORIENTED PAY SERVICE PLANNED

Dallas, Tex.-based Minority Broadcasting Corporation on March 1 plans to launch the first 24-hour pay-TV service aimed at African-Americans and other minorities. MBC signed a five-year deal with Teleport Denver Ltd. for uplinking services for the channel, which will be available free to cable operators for the first 30 days of operation. The network hopes to sign up 15% of the potential 21 million households in its satellite delivery area with a suggested retail price of \$2 per month, according to MBC Chairman Alvin James.

MASTERS TO CABLEACE

The National Academy of Cable Programming has named E! Entertainment President and Chief Executive Officer Lee Masters as chairman of the National CableACE Competition Committee.

Z MUSIC BACK ON TRACK

The previously delayed launch of 24-hour Christian music video cable network Z Music has been rescheduled for March 1. The Lake Helen, Fla.-based service says it has secured satellite transponder 24 on Satcom C4 and will be available free of charge to systems.

KBLCOM BUYS INTO INSIGHT

Multisystem operator KBLCOM has paid \$5.8 million for an equity position in InSight Telecast, the Fremont, Calif.-based privately held company that provides cable subscribers with personalized on-screen program guides. The purchase gives KBLCOM a seat on the InSight board, which already includes Viacom International, Spelling Entertainment and Tribune Company.

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WESTWOOD REPORTS \$24 MILLION LOSS IN 1992

Other radio earnings mixed; Infinity, Clear Channel, Heritage show strong growth

By Peter Viles

Westwood One, citing a "horrible advertising revenue climate" in 1992, last week reported that it lost \$24.1 million in the year that ended Nov. 30, 1992. Other radio companies reporting annual earnings posted mixed results, with Infinity, Clear Channel and Heritage Media Corp. all showing substantial growth in 1992.

Westwood's report illustrated the slump that struck radio networks last year. Revenues for the fourth quarter dropped from \$41 million in 1991 to \$35.2 million in 1992, resulting in a fourth-quarter loss of \$4.3 million, up from a loss of \$1.3 million in 1991.

For the entire year, Westwood reported revenue of \$137 million, down



Lowry Mays, president and CEO of Clear Channel: "the most successful year" in company's 20-year history

5% from 1991's \$144.4 million. Westwood had a 1992 loss of \$24.1 million, as compared with a net loss of \$16.8 million in 1991.

Westwood Chairman-CEO Norm Pattiz said the company's negative cash flow improved from \$11.2 million in 1991 to \$2.1 million in 1992, and also that the company has reduced its debt by selling two of its three radio stations.

"In spite of a horrible advertising revenue climate, we improved negative cash flow by approximately \$9.1 million," he said. He added: "Significant expense reductions instituted in fiscal 1992 should have an even larger impact in fiscal 1993."

Infinity Broadcasting reported net earnings of \$2.45 million on revenues of \$44.9 million in the fourth quarter, up from \$138,000 on \$32.6 million in the fourth quarter of 1991. Much of that increase was attributed to its purchase of WFAN(AM) New York.

Infinity reported that its broadcast cash flow for the fourth quarter of 1992 was \$20.3 million, up from \$17.4 million in 1991. Even if the WFAN purchase had taken place in 1991 instead of 1992, Infinity said, its revenues would have been up roughly 20% in the fourth quarter over 1991 levels, and broadcast cash flow have been up by 9%.

For the year, Infinity reported a net loss of \$21.8 million on revenues of \$150.2 million, compared with a loss of \$6 million in 1991 on revenues of \$118 million. The bulk of the 1992 loss, some \$18.8 million, resulted from costs incurred in the company's 1992 common stock initial public offering (\$6.5 million) and from extraordinary charges totaling \$12.3 million.

For the year, Infinity reported operating income of \$35.4 million, up from \$27.5 million in 1991.

JONES SATELLITE TO ENTER BARTER BUSINESS

Jones Satellite Networks, which distributes five 24-hour formats to nearly 500 stations, plans to begin selling national advertisements by year's end, effectively entering the network advertising market.

Jones currently sells its formats for cash for roughly \$600 to \$750 per month, leaving all commercial time to local stations. The company's decision to begin selling advertisements stems from its confidence that the network market will recover from its 1992 slump and that Jones can get clearances in large markets.

"As the economy rebounds in the next 12 to 18 months, we see advertising revenues increasing, and we want to be ready for that," said Roy Simpson, Jones Satellite Networks' vice president and general manager.

Jones is also launching two new formats, a country music format called "CD Country," which will debut in March and include two minutes of advertising per hour, and a 24-hour sports/talk format, Simpson said. He said Jones hopes to begin selling commercial time on all formats by late fall.

Simpson said the CD Country format, which targets listeners 18-44, will mark Jones's first major push for clearances in large markets, putting it in competition against ABC Radio's Satellite Music Network, Unistar Radio Networks, and Superadio Networks.

Jones's existing formats include oldies, easy listening, two adult con-

-PV

Clear Channel, which operates both television and radio stations and does not release a separate breakdown of its radio performance, had "the most successful year in its 20-year history" in 1992, according to Lowry Mays, president and chief executive officer.

The company reported total revenue of \$94.5 million in 1992, up from \$74.1 million in 1991. Fourth-quarter revenues rose from \$22.1 million to \$31.9 million. The company reported fourth-quarter income of \$1.64 million, up from \$944,000 in 1991. For the entire year, Clear Channel reported income of \$4.3 million, up from \$1.1 million in 1991.

Viacom, which posted \$66 million in earnings in 1992, said its radio revenues increased 3% in 1992, from \$79.0 million to \$81.8 million. Fourth-quarter gains accounted for much of that increase, rising from \$20.9 million in 1991 to \$22.5 million in 1992.

Viacom said radio operating cash flow decreased from \$29.1 million in 1991 to \$27.7 million in 1992, and earnings from radio operations dipped from \$19.6 million to \$18.3 million.

Heritage Media Corp., which operates six television stations and 12 radio stations, reported net income of \$6.4 million in the fourth quarter of 1992, up from a \$700,000 loss in the fourth quarter of 1991. Heritage said cash flow at its radio stations increased 62% in 1992, from \$3.64 million to \$5.90 million. Total radio revenues rose from \$15.9 million in 1991 to \$24.7 million in 1992, making up roughly 10% of the company's total revenue.

While much of that growth resulted from the addition of newly purchased stations, Heritage said its other stations performed well, posting increases of 28% in revenue and 23% in operating cash flow from 1991 to 1992.

Gannett, which does not provide detailed breakdowns of its broadcasting groups, reported that radio revenues grew 6% in the fourth quarter, while television revenues increased 4%.

Capital Cities/ABC, meanwhile, reported \$137.9 million in fourth-quarter earnings, but said radio revenues were "down slightly from 1991," and said its television stations and radio operations reported "small earnings declines in 1992." ■

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All of these securities have been sold.

This announcement appears as a matter of record only.

NYC HUSHES OUTDOOR RADIO ADS

The city of New York has silenced a unique radio promotional campaign. The campaign, promoting all-news station WBBR(AM), consisted partly of ads at city bus shelters, which were reinforced by small transistor radios placed at the shelters that broadcast the station. But the city Department of Transportation quickly pulled the plug on the campaign, ordering Gannett Outdoor of New York to remove the radios. Adding insult to injury, a DOT spokesman told the *Daily News*: "Who wants to stand around in midtown and listen to business radio? Isn't there enough noise already?"

KIDS RADIO UPDATE

Radio AAHS, the 24-hour all-children's network, last week announced the addition of two major Southern California affiliates: KPLS(AM) Los Angeles and KCTQ(AM) Oxnard/Ventura. The two stations will give the new network coverage from San Diego to Santa Barbara. Meanwhile, Cate Smith, a former executive at Children's Radio Network, is planning to launch an ambitious new children's

radio network that will combine a magazine, licensed products and a radio network. Others working on that project include humorist Stan Freburg, former CBS Radio executive Richard Brescia and entertainment attorney Robert V. Gaulin. The group reports that it is in negotiations to buy a children's magazine and to choose a flagship AM station in Boston for the network.

CBS GM SHUFFLE

A couple of significant changes in the CBS Radio management ranks last week: Wayne Jefferson, vice president and general manager at WBBM(AM) Chicago, resigned after four years, citing his plans to pursue station ownership opportunities. CBS tapped Steve Carver, general manager of CBS's WOGL-AM/FM Philadelphia, to replace Jefferson. And in Philadelphia, CBS promoted Dennis Begley from general sales manager to vice president and general manager of WOGLAM/FM.

ABC RADIO HOOKS UP WITH IN-FLIGHT

In-Flight Phone Corp. last week announced a deal with ABC Radio Networks under which ABC will

provide programming for FlightLink-On-The-Air, a live airborne audio system. The arrangement makes it possible for passengers on select flights to listen to ABC Radio programming ranging from news and sports to music formats. Some premium programming, such as live sports and special events, will be offered on a pay-per-listen basis. In-Flight services are currently available on select USAir and American flights.

CBS HISPANIC SPORTS

The CBS Hispanic Radio Network will soon debut its first regularly scheduled, daily, full-year program, a sports wrap-up show hosted by Jaime Jarrin. Industry observers have predicted that CBS Hispanic will eventually launch daily newscasts and other daily programming, and the sports show is seen as a step in that direction. The three-minute program, *Deportes CBS*, will air Monday through Friday and will focus on sports of interest to Latinos, including baseball, soccer and boxing. Jarrin, the Spanish voice of the Los Angeles Dodgers for the past 34 years, is known as the dean of Spanish sportscasters. The show debuts March 1, with Toyota as a sponsor.

'SUPER RADIO' HITS KANSAS CITY

A technological breakthrough called "dual synchronous transmission" has enabled a class C Kansas City AM station to increase its listening range dramatically. The arrangement, which recently received FCC approval, allows a series of low-powered AM stations in the same region that share the same frequency to broadcast the same programming, thus creating a mini-network. In the Kansas City area, KNHN(AM) Kansas City is linked with KSEK(AM) Pittsburg, 120 miles to the south, with coverage between the stations provided by a low-powered, unmanned transmitter. All three transmitters broadcast at 1340 khz. -PV

KATZ FINDS COUNTRY, NEWS/TALK STRONG

A Katz Radio Group analysis of the fall Arbitron survey showed country music continuing its remarkable surge, with news/talk also strong and Spanish stations enjoying their best showing in seven years.

Among the bigger losers: contemporary hit radio continued to slide, as did easy listening. The following chart shows average shares (fall Arbitron, total week, 12-plus) by format over the past three fall surveys.

Format	Fall '90	Fall '91	Fall '92
CHR.....	9.8	8.6	7.8
Urban.....	8.3	7.1	7.9
AOR.....	8.5	8.5	7.6
Classic Rock.....	5.4	5.0	4.9
Golden Oldies.....	5.6	5.2	5.3
A/C.....	10.0	9.3	7.9
Country.....	12.8	13.9	16.6
Easy Listening.....	6.0	4.9	4.5
News.....	3.1	3.6	3.5
News/Talk.....	6.6	6.0	7.3
Talk.....	3.4	4.1	3.5
Spanish.....	6.8	7.8	8.0
Full Service.....	9.8	9.7	8.6

Source: Katz Radio Group

Washington

CABLE-TELCO CROSSOWNERSHIP BAN: TIME TO REVIEW?

Markey says it's 'time to reassess whether the cable-telco crossownership restriction continues to serve people well'; many predict this Congress will pass legislation

By Randy Sukow

Technology is changing at lightning speed in the telecommunications industries, and members of Congress are afraid events will overtake them. Some, such as House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), sense it is time to re-evaluate old positions.

Markey, an established supporter of the current ban on telephone company crossownership of cable systems in their local telephone service areas chiseled into law by the 1984 Cable Act, reopened the issue for debate.

"A lot has changed since 1984. In fact, a lot has changed since 1991," Markey said last Tuesday (Feb. 16) at the United States Telephone Association's (USTA) 1993 National Issues Conference in Washington.

He cited a year's worth of blockbuster technical developments and joint venture announcements suggesting convergence of the video, telecommunications and computer industries, capped most recently by Time Warner's plans to build a hybrid fiber optic/coaxial cable system with "infinite" data capacity in Orlando, Fla., by 1994 and Southwestern Bell's \$650 million deal to buy Hauser Communications' cable systems in two Washington suburbs (BROADCASTING, Feb. 15).

"These rapid changes mean it is time to reassess whether the cable-telco crossownership restriction continues to serve people well," he said. He promised to introduce legislation "soon," but did not offer details of its scope—the possibility of provisions dealing with telecommunications infrastructure upgrade and issues related to the modified final judgment (MFJ).



Telcomsubcom Chairman Ed Markey



Gore Chief of Staff Roy Neel

Markey first raised the issue a few days before the USTA conference in a six-page letter to the FCC interim chairman, James Quello. Markey asked the FCC to respond by March 1 to six questions on possible implementation of cable-telco crossownership as well as a number of queries on steps to be taken to promote competition to the regional Bell operating companies and other local exchange carries. Among the questions:

■ What regulatory structures could be devised for telco purchases of out-of-region cable systems (such as the Southwestern Bell-Hauser deal)?

■ What safeguards can be developed to block cross-subsidy of new cable systems by voice service profits should the ban be lifted?

■ How will the video programming marketplace be changed by telco entry?

On the last point, Markey seemed to hold closely to his traditional position that telco ownership of programming should be banned or strictly limited and that video over telco-owned cable systems should be distributed on a

common carrier basis.

"The tier-one companies—some of the richest companies in the country—will not have a strangle-hold over the information and entertainment that goes into the vast majority of American homes," he said.

Markey also stuck to his long-held position that telcos should not be allowed to simply buy out established cable systems in their own service areas, a development he said would do nothing to increase competition. But that should not be a controversial point.

Telecommunications Subcommittee member Rick Boucher (D-Va.), a co-sponsor of a cable-telco crossownership bill in the 102nd Congress who plans to reintroduce it within weeks, pointed out that such a prohibition has always been included in his bill.

Fellow subcommittee member Michael Oxley (R-Ohio), who will again co-sponsor the cable-telco bill, was encouraged by the overtures represented by the Markey letter to Quello. "It gets it on the table. That can't be all bad because I think the equities are

clearly on the side of the telcos on this issue. It does give us an opportunity we might not have had before," Oxley said.

A general feeling that progress had been made on cable-telco was held by many at the USTA conference. It will pass "this [103rd] Congress, but not this year," predicted Gerald Waldron, Telecommunications Subcommittee counsel on telephone-industry issues.

"I think this is a very opportune time for the [telephone] industry," said Boucher legislative assistant Merrill Spiegel. "Every day you open up the paper and there's something new that's come out." She urged for an all-

out telco industry push for co-sponsors to the bill. Last year's cable-telco bill had the support of approximately 150 co-sponsors and equivalent support in the Senate.

Bigger may be better

The time is right for something much bigger than a cable-telco bill, said Telecommunications Subcommittee member Billy Tauzin (D-La.). He called for "comprehensive" legislation covering cable-telco, settlement of the MFJ issues of RBOC entry into the telephone equipment manufacturing and long-distance businesses and ideas to promote the construction of

national broadband networks to bring modern digital services to all. He said he is already seeing the seeds of compromise in discussions between members of Congress and the affected industries, and predicted the comprehensive package would "definitely" be enacted during the current Congress.

There is significant political pressure on Energy and Commerce Committee Chairman John Dingell (D-Mich.) to encourage addressing the larger issues of telecommunications in a comprehensive bill. As technology threatens to render current telecommunications law and regulation obso-

This page reported Acting Chairman James Quello

saying he planned to shut down the agency's Office of International Communications. That's not quite right. What he said, after a second listen to the taped interview, was that there was the "possibility the international staff will be pinched out...because it seems to duplicate other people's efforts." But that's not quite right, either, according to Quello aides. For the time being, they say, the office will be left alone. Managing Director Andrew Fishel had floated a memo a couple of weeks ago asking senior FCC staff to comment on what should be done with the office, but withdrew it from circulation after some protested they had enough to do without worrying about the fate of the office.

Walda Roseman, named to head the office after then FCC Chairman Alfred Sikes created it in February 1990, formally announced her resignation last week and the establishment of her own international communications consulting firm, CompassRose International Inc.

Quello's personal staff swelled last week in

keeping with his lofty new position. Joining his staff as legal assistants are Kathleen Abernathy and Maureen O'Connell. Abernathy moves down the hall from outgoing Commissioner Sherrie Marshall's office, where she handled principally common carrier issues. She'll do the same for Quello. O'Connell comes over from the Mass Media Bureau.

The FCC has set March 29 for comments (April 12 for replies) on the migration of sports from broadcast to cable TV. Concerned that major professional and collegiate sports may be following the dollars to pay TV, Congress ordered the FCC inquiry as part of the 1992 Cable Act. The FCC is to produce an interim report by July 1, 1993, and the final report a year later with whatever "legislative or regulatory recommendations" it deems appropriate.

With FCC Commissioner Sherrie Marshall having recused herself from cable and broadcasting matters to look for a new job, it's no surprise her senior adviser has

followed suit. Peter Ross has disqualified himself from all cable issues and any issues involving four prominent communications law firms: Covington & Burling; Fleishman & Walsh; Mintz Levin Cohn Ferris Glovsky & Popeo, and Wiley, Rein & Fielding.

Reaffirming a lower court decision, the U.S. Court of Appeals in Chicago has ruled that lenders have no claim to a security interest in a broadcaster's license.

The court was acting on the appeal of the New Bank of New England, acting as an agent for several lenders of Tak Communications, in bankruptcy for the past two years.

The decision comes two weeks after Tak and its lenders had reached an agreement of reorganization puts the management

of three radio stations and seven TV stations under the control of Michael Eskridge, who is leaving his position as president of GE Capital Corp.'s Pegasus Broadcasting.

Tak's four TV stations in Wisconsin also face license renewal challenges from Shockley Communications, a Madison, Wis.-based operator of four radio stations.

Equal Employment Opportunities is next up at the commission's implementation of the 1992 Cable Act. The NCTA, in comments filed with the FCC last week, argued that video dialtone systems and other multichannel services should be subject to the EEO rules mandated by the 1992 Cable Act.

NCTA also suggested the FCC negotiate with the Department of Labor to reduce or eliminate duplicative EEO requirements for cable systems located on military installations.

The Cable Act requires the FCC to modify the EEO rules by expanding the job categories covered from nine to 15 and requiring EEO reports to identify the race, sex and job title within each category. Fines per violation are increased from \$200 to \$500. The FCC must also hold mid-license reviews of EEO compliance of broadcast television stations.



Washington Watch

Edited By Harry A. Jessell

lete, there has been a challenge from the House Judiciary Committee, chaired by Jack Brooks (D-Tex.), to take even more control away from Dingell's committee.

Late last year Brooks rapidly introduced and passed a bill in the Judiciary Committee that would have put severe restrictions on RBOC entry into information services, manufacturing and long distance. Many Energy and Commerce members were dismayed when their committee was not given joint jurisdiction on the Brooks bill with Judiciary. Once Brooks reintroduces the bill this year, as expected, it is likely to see the same rapid trip through Judiciary alone.

Instead of rapid movement for a comprehensive telco bill, the rivalry with the Judiciary Committee—and the larger inter-industry battles that rivalry symbolizes—suggests more gridlock. If the talk of infrastructure upgrade and potential job creation is boiled off, the established conflicts remain and passage of any telecommunications bill in the near future "is

a heavy legislative load," Leach said.

Toni Cook, senior counsel, Senate Communications Subcommittee, added that the process will not be made any easier now that the Democrats control Washington. "Most communications issues are not partisan. Having a Democrat in the White House does not mean that we're going to get a whole lot done right away," she said. "There are very sincere and heartfelt differences among the members that have nothing to do with party lines."

Cook also warned that passing comprehensive legislation would be a long, slow and difficult process, similar to the four-year fight needed to pass the 1992 Cable Act.

Senate Communications Subcommittee member John Breaux (D-La.) is leading a faction who believe that process could be shortened by a presidential commission of government and industry figures to work out compromises and devise a complete set of policies for eventual submission to the Congress. Breaux proposed in a letter to President Clinton late last year

that such a commission be formed with Vice President Albert Gore as chairman.

"Both the President and the Vice President have been receptive to that general idea," said Gore's chief of staff, Roy Neel. But initially the White House plans to stage a broader high-technology initiative led by Clinton's science adviser, Jack Gibbons. Neel said Gibbons will deal with telecommunications infrastructure and other high-tech matters on a day-to-day basis with Gore and Commerce Secretary Ron Brown staying "intimately involved."

The Gibbons initiative will "reach out to a variety of public and private groups to begin a process that approximates, at least in the interim, what Senator Breaux and others have suggested," Neel said. But Neel would not rule out the possibility of eventual White House acceptance of the commission plan.

Breaux also made an appearance at the USTA conference to renew the pitch for the commission. ■

CRT SLAMMED, BOTH FROM WITHOUT AND WITHIN

Copyright subcommittee chairs and at least one CRT commissioner call for abolishment

By Randy Sukow

The chairmen of both the House and Senate Copyright Subcommittees said last week that the Copyright Royalty Tribunal (CRT) is unnecessary. In the spirit of President Clinton's initiatives to cut government programs, they introduced legislation to do away with it.

Only one of the three CRT commissioners, Chairwoman Cindy S. Daub, aggressively attacked the Copyright Reform Act of 1993 (S. 373/H.R. 897), claiming it would not produce the cost savings and efficient copyright settlements claimed by its sponsors—Senate Subcommittee Chairman Dennis DeConcini (D-Ariz.) and House Subcommittee Chairman William Hughes (D-N.J.).

One of the three CRT commissioners, Bruce D. Goodman, actually endorsed the bill: "The tribunal has become a bureaucratic Energizer bunny which has outlived its usefulness...but keeps on going and going." (See full text below.)

Edward J. Damich, the third com-

missioner, did not agree with abolition of the tribunal, but suggested major reform. "A reconstituted tribunal, whose commissioners would be required by statute to have appropriate expertise, might prove to be a less draconian but equally satisfying alternative," he said (possibly a swipe at Daub, wife of former Representative Hal Daub [R-Neb.], who accepted her CRT post in 1990 without previous copyright experience).

The CRT was created by Congress in the 1976 Copyright Act to arbitrate complicated copyright disputes, most notably compensation to video copyright holders for retransmission of broadcast programming over cable. "It has performed this task well," said Senate Copyright Subcommittee ranking minority member and S. 373 cosponsor Orrin Hatch (R-Utah). "However, questions have arisen as to whether the maintenance of a full-fledged permanent agency is necessary to the performance of this task."

Rhetoric was hotter on the House side, where Hughes called the CRT "an agency whose members have very

little to do; perhaps as a result, the three CRT commissioners seem to spend most of their time feuding." Hughes also criticized the CRT commissioners' \$111,800 annual salaries. "They can well afford to feud," he said.

The DeConcini-Hughes bill would reassign CRT's duties to the Register of Copyrights and to "ad hoc arbitration panels." The advantage, the sponsors say, will be the cost savings associated with elimination of a government agency, and copyright claimants—who under the act would have to bear all cost of arbitration—will have incentive to reduce the complexity of arbitration cases. Copyright rates settled without government intervention will be closer to a true marketplace figure, they argued.

Daub challenged the notion that the act would benefit taxpayers. Only 14% of CRT's approximately \$1 million operating budget is paid by the federal government, she said. Well over a million is paid through fees by the claimants.

She also claimed that the CRT has

operated well during its 16-year existence and there is no guarantee that ad hoc groups will settle copyright disputes any more efficiently. A vast majority of claimants already settle without litigation, largely because the

CRT's annual determinations act as a benchmark for arbitration, she said.

Daub also took issue with Hughes's claims of CRT feuding. "We have honest disagreement. That is true in the private sector or in government

offices.

I would assume that Congressman Hughes's own office [staff] has some honest differences," Daub said. "That seems to be more hearsay than actual." ■

CRT MEMBERS PUSH TO REDUCE SIZE OF GOVERNMENT

Following are the letters written by Copyright Royalty Tribunal Commissioners Edward Damich and Bruce Goodman to House Copyright Subcommittee Chairman William Hughes (D-N.J.) supporting elimination or drastic reform of the tribunal.

As a commissioner on the Copyright Royalty Tribunal, I am keenly interested in your proposed legislation to modify the Copyright Act. Although I am concerned that *ad hoc* arbitration panels would not provide the necessary stability to perform properly the tribunal's functions, I strongly agree with the proposal to sunset the tribunal. In reaching this conclusion, I rely not only on my experience as a commissioner, but



also on my background as an attorney and executive in the communications industry.

Created in 1976 to encourage programming diversity and access to programming at a time when the cable industry was in its infancy, the tribunal has become a bureaucratic Energizer bunny which has outlived its usefulness...but keeps on going and going. In fact, the tribunal has achieved the remarkable feat of displeasing both program owners who believe the rates allocated by the tribunal are too low and many cable operators who believe the rates are too high. And the benefit to taxpayers is elusive, at best, and illusory, at worst.

Even if the cable compulsory license for local programming, the Audio Home Recording Act and other legislative underpinnings of the tribunal's charter are to be preserved, the tribunal, as a stand-alone agency awkwardly interposed between the Copyright Office and the FCC, should be sunset in the near future. Its functions can be reallocated (e.g., to private licensing groups, to other federal agencies such as the FCC, the Library of Congress). In an economic environment which mandates that every government agency must overcome a presumption of unnecessary expense and counterproductivity, the tribunal has too often been noted more for providing employment to unqualified political appointees than for its help to taxpayers and the industry it should serve.

Certainly, I recognize that calling for the abolition of my own agency is akin to an infantryman's calling down artillery fire on his own position. But I hope this letter will be a call to arms to other presidential appointees who recognize that entrenched bureaucracy must give way to enlightened sacrifice if America is to achieve its economic potential.

Very truly yours,
Bruce D. Goodman

I agree wholeheartedly with your concern and that of President Clinton to eliminate wasteful bureaucracy in the federal government. This theme played a major role in the Bush and Reagan administrations, and it is heartening to see you carrying it forward with renewed vigor and determination with the introduction of the Copyright Reform Act of 1993. At this time every federal agency should be engaging in critical reassessment of its purposes and record. As a commissioner of the Copyright Royalty Tribunal, it is appropriate that I do so, too, whether or not I conclude, as your bill does, that the tribunal should be abolished in favor of arbitration overseen by the Copyright Office.



It must be admitted that the tribunal is not as busy as a list of its responsibilities would suggest. Rate-setting takes place at staggered intervals, and royalty distribution on a regular basis effectively occurs only for the cable and satellite compulsory licenses. The satellite compulsory license will sunset in 1994, and the cable compulsory license lacks most of its rationale after cable reregulation and the growth of the cable industry. It remains to be seen whether royalties from the distribution of digital audio recording technology (DART) will significantly affect the tribunal's workload. In addition, distribution proceedings are dependent upon settlement agreements. Consequently, the tribunal is like a fire station—periods of frantic activity followed by periods of quiescence.

The episodic nature of the tribunal's work seems to argue for *ad hoc* arbitration panels. Indeed, such panels are built into the satellite compulsory license and the DART royalty. Arbitration panels, however, do not provide continuity nor are they appropriate for resolving legal questions such as whether Congress intended networks to share in the satellite superstation fund.

Unfortunately, the tribunal's history prevents it from making a strong case in this regard. Commissioners who have expertise in copyright or communications law have been scarce. Nevertheless, a reconstituted tribunal, whose commissioners would be required by statute to have appropriate expertise, might prove to be a less draconian but equally satisfying alternative.

Sincerely,
Edward J. Damich

Business

SCI-TV GETS A MAKEOVER

Group owner's proposed pre-packaged bankruptcy plan would move Revlon chief Ronald Perelman in, George Gillett out, and leaves CBS wondering

By Geoffrey Foisie

SCI-TV's continuing debt crisis appeared last week that could have implications for CBS, the network of affiliation for four of SCI's six stations. CBS is also the network of WTVT(TV) Tampa, which SCI has proposed to buy for \$163 million cash, less than half the \$365 million that George Gillett paid for the station six years ago.

Gillett's falling star in the TV industry would be virtually extinguished should Revlon owner Ronald Perelman end up with 51% of SCI and WTVT, as a contemplated reorganization plan for the group owner proposes. Gillett personally had continued to hold 40% of SCI, but under the proposed reorganization plan, that stake would become worthless.

Perelman's proposal to inject \$100 million into SCI-TV is not out of keeping with the businessman's long-standing media interest. One of his first major acquisitions, roughly 10 years ago, was Technicolor, a film processing and videocassette duplication company that he later sold at what was said to be a substantial profit. In the mid-1980's he bought New World Television and Marvel Entertainment Group, which now reside under the banner of the Andrews Group.

That company, a subsidiary of Perelman's holding company, McAndrew and Forbes, is headed by former Turner Entertainment Co. finance chief Bill Bevins. It is through Andrews Group that Perelman has proposed securing control of SCI-TV.

Other subsidiaries of McAndrew and Forbes include Revlon Inc., National Health Laboratories, Coleman

& Co. (camping equipment) and, until recently, some Texas savings and loans. Perelman in the mid-1980's had a reputation as a financial wheeler-dealer and, reported the *Wall Street Journal*, a "greenmailer."

There is at least some irony that George Gillett is losing control of the company, the successor to Storer Broadcasting, now that the six-station group is finally beginning to generate positive cash flow for the first time in at least five years. One high-yield securities report on SCI issued late last year projected 1992 pre-tax free cash flow of \$23.2 million, on total net revenue of \$227.2 million. The six stations are: WAGA-TV Atlanta (CBS), WSBK-TV Boston (independent), WJW-TV Cleveland (CBS), WJBK-TV Detroit

(CBS), WITI-TV Milwaukee (CBS) and KNSD(TV) San Diego (NBC).

One of SCI-TV's problems since its highly leveraged acquisition was reduced network compensation from CBS, which, according to the securities report estimate, fell from \$18.7 million in 1988 to \$9.2 million in 1992. SCI stations, in turn, had begun to show independence, pre-empting the network's morning schedule in order to air local programming.

With his ties to Hollywood, Perelman could theoretically choose to use the stations to test New World programming. Unconfirmed speculation last week was already suggesting that Perelman might use the SCI stations as one cornerstone in a new network. Such a plan would require another sta-

CBS: SEEKING AN OUTLET FOR ITS FREEDOM?

Maybe nothing will happen to the current lineup of network affiliates in Providence, R.I. But that has not stopped growing interest in affiliation talks that could affect, at the very least, that market's CBS and NBC affiliates. For at least several weeks, CBS has been talking with WJAR(TV), whose affiliation agreement with NBC is expiring. WJAR is owned by Outlet Communications, whose current head, Jim Babb, was formerly chairman of the CBS affiliates board. A possible motivation for CBS to switch is that current affiliate Freedom Broadcasting's WLNE(TV) is a short-spaced VHF that garnered half the share of its NBC counterpart in the November 1992 ratings.

Industry speculation also has WLNE perhaps not signing with NBC, but instead becoming a Fox affiliate. Freedom Broadcast Division head Alan Bell told BROADCASTING, "All I can say is that there have been conversations between us and multiple networks." Such a move would leave NBC with the prospect of affiliating with a UHF station, WNAC-TV. CBS Affiliate Relations President Tony Malara declined to comment on any affiliation changes.

If CBS did switch, it would risk damaging its relationship with Freedom, which owns three other CBS affiliates, including KDFM(TV) Beaumont-Port Arthur, Tex., the dominant station in that market. As part of its recent compensation structure change, CBS is effectively renegotiating all its affiliation contracts.

—GF

tion group covering the top markets, such as Chris-Craft or Tribune.

The reorganization proposal is dependent on creditor approval. Two key creditor groups are those holding roughly \$670 million in bank loan debt and those holding roughly \$370 million in senior notes. In total, SCI-TV has more than \$1.3 billion in debt, despite a financial restructuring several years ago. The need for the current restructuring, among other things, was forced by the inability of SCI-TV to complete any of its scheduled bank principal repayments.

The proposed restructuring would reportedly cut the bank claims by roughly \$100 million, while increasing their ownership in SCI from 5% to 42%. Holders of senior notes would end up with a 7% stake, while, said the report, holders of roughly \$275 million in other notes would be left with nothing. The bankruptcy law allows a "pre-packaged" bankruptcy plan, such as is proposed to SCI, to be submitted to and quickly approved by the court, despite the lack of unanimous creditors' consent. ■

H&C SELLS TWO FOR \$165 MILLION

By Geoffrey Foisie

H&C Communications, which came close to selling off its entire five-station TV group last year, has instead accepted an offer for two of the stations. Last week, it signed a letter of intent to sell WESH-TV Orlando, Fla., and KCCI-TV Des Moines, Iowa, to Pulitzer Publishing for \$165 million. H&C bought those same two stations eight years ago for \$182 million.

The cash deal would increase Pulitzer's TV holdings to nine stations, with WESH-TV by far the largest.

It is possible H&C might continue with the sale of its three remaining TV stations: KPRC-TV Houston and KSAT-TV San Antonio, and KVOA-TV Tucson, Ariz. Paul Hobby, an attorney and member of the family that owns the privately held company, said the proceeds will likely be distributed to family members: "What we are going through is what every family business

goes through; the sale allows us to diversify, and that is prudent." As for selling the remaining stations, he said, "This is not a pressured situation. We have no broker or investment banker, but we obviously will entertain offers that are at a premium to the market. We don't have any problem holding and running these stations; there is no master plan to liquidate." ■

GREAT AMERICAN PROPOSES DEBT RESTRUCTURING

By Geoffrey Foisie

Great American Communications Company, parent company of six TV's, 11 FM's and six AM stations, last week filed a proposed pre-packaged bankruptcy plan with the Securities and Exchange Commission. The plan would reduce the group owner's current \$625 million in debt by about 30%. It would also reduce the equity value of current shareholders to virtually nothing.

The shareholder dilution would also affect the 40% stake of GACC Chairman Carl Linder. But he would continue to control the company with newly issued stock, in exchange for forgiving GACC preferred stock held by another company he controls, American Financial Corp.

Exact details of the proposed plan are confidential and would not be public until a revised version is filed with the SEC, probably in mid-March, said GACC's chief financial officer, Gregory Thomas. The plan, which does not involve asset sales, is dependent on creditor approval. ■

ERRATA

Brad Moran is president of Ramar Development Co., which purchased KXTQ(AM)-KKIK(FM) Lubbock, Tex. ("Changing Hands," Feb. 8). He also has interests in KJTV (TV) Lubbock, Tex., and KRSY-AM-FM Roswell and KASY(FM) Albuquerque, both New Mexico.

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Changing Hands

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

WTVT(TV) Tampa-St. Petersburg, Fla. □ Sold by GHTV Inc., subsidiary of Gillett Holdings Inc., to SCI Television Inc. for \$163 million. Sale is contingent upon proposed acquisition of 51% of SCI Television Inc. by Andrews Group for \$100 million (see "Business," page 49). WTVT is CBS affiliate on ch. 13 with 316 kw visual, 47.4 kw aural and antenna 1,416 feet above average terrain.

WKY(AM)-WVEZ-FM Louisville, Ky. □ Sold by Wilks-Schwartz Southwest Broadcasting Inc. to Prism Radio Partners Ltd. for \$6.375 million. Seller is headed by Donald Wilks and Michael Schwartz, and is licensee of three AM's and seven FM's. Buyer is headed by William Phalen, and is licensee of two AM's and three FM's. Phalen is also 50% stockholder of licensee of KNSS(AM)-KRQQ(FM) Wichita-Derby, Kan. WKY has talk format on 790 khz with 5 kw day and 1 kw night. WVEZ-FM has AC format on 106.9 mhz with 24.5 kw and ant. 670 feet. *Broker: Americom Radio Brokers Inc.*

WROW-AM-FM Albany, N.Y. □ Sold by Radio Terrace of Albany Inc. to Albany Broadcasting Co. Inc. for \$5 million. Seller is headed by Gary Pease, who also has interests in WHUD(FM) Peekskill, N.Y. Buyer is headed by John F. Kelly, and is licensee of WPTR(AM)-WFLY(FM) Alba-

ny-Troy, N.Y. WROW(AM) has beautiful music format on 590 khz with 5 kw day and 1 kw night. WROW-FM has soft AC format on 95.5 mhz with 12 kw and antenna 1,020 feet above average terrain. *Americom Radio Brokers Inc.*

KOWL(AM)-KRLT(FM) South Lake Tahoe, Calif. □ Sold by Regency Communications to The Park Lane Group for \$3.9 million. Sale includes KAAA(AM)-KZZZ(FM) Kingman and KZGL(FM) Cottonwood, both Arizona. Seller is headed by Michael Cefaratti and Richard Singer. Buyer is headed by James H. Levy, and is licensee of KQMS(AM)-KSHA(FM) Redding, KVOY(AM)-KTPI(FM) Lancaster-Palm-dale and KPPL(FM) Chico-Calusa, all California. KOWL is fulltimer with AC format on 1490 khz with 1 kw. KRLT has AC format on 93.9 mhz with 6 kw and antenna 180 feet below average terrain. KAAA is fulltimer with country format on 1230 khz with 1 kw. KZZZ has AC format on 94.7 mhz with 46 kw and antenna 2,492 feet above average terrain. KZGL has AC format on 95.9 mhz with 3 kw and antenna 203 feet. *Broker: Blackburn & Co. and Roy A. Rowan Media Brokers.*

WODL(FM) Birmingham, Ala. □ Sold by Charles E. Giddens, receiver, to Birmingham Communications Inc. for approximately \$2.5 million. Seller is media broker based in Washington and has no other broadcast interests. Buyer is headed by Timothy L. Dibble, and is 100% owned by NewCity Communications, headed by Richard Ferguson, and licensee of WZZK-AM-FM Birmingham, Ala.; WEZN(FM) Bridgeport, Conn.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WYAY(FM) Gainesville, Ga. (Atlanta) and WYAI(FM) La Grange, Ga. (Atlanta); WSYR(AM)-WYYY(FM) Syracuse, N.Y.; KRMG(AM)-KWEN(FM) Tulsa, Okla., and KKYX(AM)-KCYF(FM) San Antonio, Tex. WODL has oldies format on 106.9 mhz with 100 kw and antenna 1,000 feet above average terrain.

WTNW(AM)-WFFX(FM) Tuscaloosa, Ala. □ Sold by William R. Rice, receiver for Arrow Communications of Alabama Inc., to Alabama Universal Inc. for \$900,000. Previous sale of

SOLD!

KFRC-AM/FM, San Francisco from Coast Broadcasting Company to Alliance Broadcasting, L.P.

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PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,340,900 □ 6

FM's □ \$5,394,432 □ 12

AM-FM's □ \$51,637,600 □ 10

TV's □ \$163,000,000 □ 1

Total □ \$221,372,932 □ 29

1993

AM's □ \$4,769,900 □ 20

FM's □ \$25,065,447 □ 34

AM-FM's □ \$114,470,100 □ 29

TV's □ \$250,635,000 □ 10

Total □ \$394,940,447 □ 93

For 1992 total see Feb. 1, 1993 BROADCASTING

station last year to same buyer for \$1 million did not close. Rice was also receiver for Arrow Communication's WZLB(AM)-WFRG-FM Rome, N.Y., and KMJC(FM) Clinton, Iowa ("Changing Hands," Nov. 2, 1992). Buyer is headed by James L. Kirk, and has no other broadcast interests. WTNW is fulltimer with easy listening format on 1230 khz with 1 kw. WFFX has AC format on 95.7 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: William R. Rice Co.*

KQPM(FM) Ukiah, Calif. □ Sold by Terrence P. Montgomery to North Country Communications Inc. for \$810,000. Seller has no other broadcast interests. Buyer is headed by William N. Groody, who also owns KXBX-AM-FM Lakeport, Calif. KQPM has AC format on 105.9 mhz with 1.9 kw and antenna 2,017 feet above average terrain.

WYDS(FM) Decatur, Ill. □ CP sold by WYDS Inc. to WEJT Inc. for \$750,000. Seller is headed by Howard G. Bill, who owns licensee of KWWK (FM) Rochester, Minn., and has interest in permittee of new FM at La Crosse, Wi. Buyer is headed by Bayard H.

TVB AND RETAILERS FORM COMMITTEE

The Television Bureau of Advertising announced last week the formation of a television retail advisory committee (TRAC). The committee's charter said the announcement is to "establish and maintain dialogue between retailers and the television industry."

Over 20 people are expected to be members, mostly from the retail industry including executives from Walmart, JC Penney, Sears, Kmart, Toys-R-Us, Home Depot, Office Depot, Bon Marche, Dillards department stores, P.A. Bergner & Co. and Target Stores.

Representing the TVB will be Tom Conway and Pat Breman, senior vice president and manager, respectively, local advertising marketing. Also on the committee will be Wendell Ensey, a consultant, who helped organize the effort. TRAC held its first meeting in Chicago, with another meeting expected to take place at TVB's annual meeting in Las Vegas. Breman said issues the committee will discuss include advertisers' perception that TV advertising production is expensive. —GF

Walters, who is 100% stockholder of licensees of WHAL(AM)-WYCQ(FM) Shelbyville and WQZQ(FM) Dickson, both Tennessee; WVLE(AM)-WGLO(FM) Pekin, WMCI(FM) Mattoon and WSHY (AM)-WEJT(FM) Shelbyville, all Illinois; WKCM(AM) Hawesville and WHRS(FM) Winchester, both Kentucky, and is permittee of WKCM(FM) Cannelton, Ind. WYDS is assigned to 93.1 mhz.

KKIS(AM) Pittsburg, Calif. □ Sold by Diamond Broadcasting of California Inc. to People's Radio Inc. for \$600,000. Seller is headed by Randolph E. George, receiver, who is also receiver for KTHQ(FM) Eagar, Ariz. (see "For the Record," page 59). Buyer is headed by Joe C. Rosa, and has no other broadcast interests. KKIS is fulltimer with AC format on 990 khz with 5 kw.

KYBS(FM) Livingston, Mont. □ Sold by The Park Radio Co. to Citadel Communications Corporation for \$500,000. Seller is headed by Rodger Divens, and has no other broadcast interests. Buyer is headed by Lawrence Wilson, and recently purchased KJRB(AM)-KEZE-FM Spokane, Wash. ("Changing Hands," Jan. 18). It recently sold KQMS(AM)-KSHA(FM) Redding, Calif. ("Changing Hands," Sept. 21, 1992). It is licensee of five AM's and seven FM's. KYBS has country format on 100 kw and antenna 370 feet above average terrain.

WARU(AM) Peru, Ind. □ Sold by Wabash Peru Broadcasting Co. Inc. to WCDB Inc. for \$300,000. Seller is headed by Richard W. Shultz, and has no other broadcast interests. Buyer is headed by C. Don Bakehorn, and has no other broadcast interests. WARU has AC format on 1600 khz with 1 kw day. *Broker: Roehling Broadcast Ser-*

vices Ltd.

KVGB-AM-FM Great Bend, Kan. □ Sold by Forward of Kansas Inc., debtor-in-possession, to Eagle Communications Inc. for \$300,000. Seller has no other broadcast interests. Buyer is headed by Robert E. Schmidt, and is also licensee of KAYS(AM)-KHAZ(FM) Hays, KWBW(AM)-KHUT(FM) Hutchinson and KHOK(FM) Hoisington, all Kansas. KVGB(AM) is fulltimer with country format on 1590 khz with 5 kw. KVGB-FM has country format on 104.3 mhz with 96 kw and antenna 810 feet above average terrain.

KDLX(FM) Makawao, Hawaii □ Sold by Cub Media Inc. to Visionary Related Entertainment Inc. for \$265,000. Seller is headed by G. Paul Sullivan, and has no other broadcast interests. Buyer is headed by John Detz, Jr., and is licensee KAOI-AM-FM Kihei-Wailuku, KKON(AM)-KAOY(FM) Kealahou and permittee of KAOE(FM) Hilo, all Hawaii. KDLX has country format on 94.3 mhz with 3 kw and antenna 22 feet below average terrain.

WXVK(FM) Coal Grove, Ohio □ Sold by Ohio Valley Communications Inc. to Adventure Three Inc. for \$260,000, plus station swap with WEEL(FM) Shadyside, Ohio. Seller is headed by David Schoumacker, and has interests in one AM and two FM's. Buyer is headed by Michael R. Shott, licensee of WEEL(FM). Shott is also 85% shareholder of licensee of WHIS(AM)-WHAJ(FM) Bluefield and WKEE-AM-FM Huntington, both West Virginia; WSIC(AM)-WFMX(FM) Statesville, N.C., and WHHR(AM)-WFXH(FM) Hilton Head Island, S.C. WXVK has AC format on 97.1 mhz with 3 kw and antenna 328 feet above average terrain.

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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 John Van Hoogenstyn, WGAN, Saga Communications, 200 High Street, Portland, ME 04101.

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.

WKYO/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, WY 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.

General manager: KIWR-FM, Council Bluffs, IA. Iowa Western Community College is accepting applications for the position of general manager. Responsibilities include development and supervision of all radio station staff; development and management of the radio station budgets; supervision of fundraising programs and activities; supervision of programming and production activities. Applicant's challenge will be to revive, and refocus, the station to establish its place in the market, realize its fundraising potential, and develop its relationship to the college. Preferred qualifications include professional degrees in communications and/or management, successful experience in managing a public radio station, successful experience in fundraising for a public radio station, demonstrated public relations skills, and an eagerness to succeed. Applications and resumes with professional references will be accepted at the Personnel Office, Iowa Western Community College, 2700 College Road, Box 4-C, Council Bluffs, IA 51502. EOE/AA.

HELP WANTED SALES

"Is yours a stable, successful, sales driven company?" If your answer isn't "yes," then consider a career with Great Empire Broadcasting: Stable — same ownership for the past 28 years. Success — record earnings in 1992! ESOP — in place. Successful salespeople want what we have. We're growing and have select openings with above average earnings and benefits. Fax your resume and cover letter to 316-838-3607 and let's talk about you! EOE.

HELP WANTED ANNOUNCERS

Talk show host: Experienced, prepared to discuss timely topics. No tough talk. EOE. Send tape and resume to: Andi Roman, 125 S. Superior Street, Toledo, OH 43402.

HELP WANTED NEWS

Radio news: Kentucky's largest public radio network — WKYU-FM Bowling Green; WDCL-FM, Somerset; WKPB-FM, Henderson-Owensboro; and WKUE-FM, Elizabethtown — seeks reporter/producer/anchor for active, award-winning news department. Must demonstrate professional journalistic skills, enterprise, authoritative delivery, excellent production skills and ability to conduct incisive interviews. Opportunities to be involved with WKYU-TV. Bachelor's degree required. Salary based on experience, plus excellent university benefits. Open until filled. Send letter of application, resume, examples written work, plus audition cassette containing at least one major newscast, an in-depth interview, and a sample of documentary work demonstrating production skill to: WKYU-FM News Search, c/o Department of Personnel Services, Western Kentucky University, 1526 Russellville Rd., Bowling Green, KY 40201-3576. An equal opportunity/affirmative action employer.

SITUATIONS WANTED MANAGEMENT

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.

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

SITUATIONS WANTED ANNOUNCERS

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

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.

TELEVISION

HELP WANTED MANAGEMENT

WAFB-TV, Baton Rouge, LA has immediate opening for the position of national sales manager. Candidate must have 3-5 years media sales experience. Person will also assist GSM with local sales promotions/events, etc. Please address resume to Ray Sullivan, GSM, 844 Government St., Box B, Baton Rouge, LA 70802-6090. No phone calls M/F EOE.

Director of finance: KRIV-TV, in Houston, Texas, a Fox owned and operated station is looking for a director of finance. Minimum 5-7 years experience in accounting and management. Must have good supervisory skills. Previous broadcast experience is required. Strong interpersonal skills/ability to interface with and work with all levels of management, clients, vendors, auditors and other relevant outside contacts. Degree in accounting preferred. C.P.A. or M.B.A. a plus. Must be proficient in use of computers (both personal and mainframe, Lotus 1-2-3 is a must) and other related software. Experience with credit and collections functions and dealing with collection agencies and attorneys. Strong cash flow control and analysis background. Strong budget formation, adherence and analysis. Experience with administrative duties (i.e., purchasing, facility upkeep, telephone systems, etc.). Ability to work flexible hours as necessary to accomplish tasks and meet deadlines. Submit resume with references and salary requirement to Jerry Marcus, Vice President/General Manager, KRIV, Fox 26, PO Box 22810, Houston, TX 77227. EOE.

Director of marketing for small market radio/TV combo - responsibilities include overview of sales and sales related departments. Good compensation package plus growth opportunities. Please send resume to Box B-45. EOE M/F.

HELP WANTED SALES

Account executive: Country's leading Indy - 30th market. Must have 3-5 years independent TV sales experience. New business development a must, co-op knowledge a plus. Join a winning team - outdelivering NBC and FOX! Excellent benefits. Send resume to: WJZY-TV, PO Box 668400, Charlotte, NC 28266-8400. EOE.

Director of sales for Southeast Fox affiliate. Tell us about your television experience and solid performance results. Detail your hands-on sales management plan. Be specific and thorough. Include salary history and objectives. All replies confidential and will be answered. EOE. Reply to Box B-46.

Senior account executive: WKRN-TV, the ABC affiliate in Nashville has an immediate opening for a senior account executive. A minimum of three years of television sales experience plus a strong aptitude for new business development are requirements. If you have a desire to work for a growing station with supportive sales management, please contact by resume only: Mickey Martin, Local Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting and an equal opportunity employer.

Account executive, WHBF-TV, the CBS affiliate in the Quad Cities is looking for a qualified sales executive to join its already well-rounded staff. Established list is awaiting the right individual. If you're the one, send resume to Greg O'Connor, G.S.M., 231 18th Street, Rock Island, IL 61201. No phone calls please. EOE.

HELP WANTED TECHNICAL

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.

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.

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/EOE.

TV studio maintenance engineer: Top 10 market, privately owned HSN affiliate, minimum two-year course in TV broadcast electronics, including digital technology, manufacturer schools a plus, FCC General Class license or SEB/CBT certification or equivalent workplace experience, minimum 5 years. Send resumes only (no phone calls) to: Curtis Garris, Chief Engineer, WTMW TV-14, PO Box 678, Ben Franklin Station, Wash. DC 20044. EOEMF

TV transmitter maintenance engineer: Top 10 market, privately owned HSN affiliate, two-year course in TV broadcast electronics, including digital and RF technology manufacturer schools a plus, FCC General Class license or SEB/CET certification or equivalent workplace experience, minimum 5 years. Send resumes only (no phone calls) to: Curtis Garris, Chief Engineer, WTMW TV-14, PO Box 678, Ben Franklin Station, Wash. DC 20044. EOEMF.

Maintenance engineer with a minimum of 5 years studio experience. College degree and/or SBE certification preferable. Highly motivated, highly skilled engineers should send resume to Carolyn Simmons, WDSU-TV, 520 Royal St., New Orleans, LA 70130. 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.

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

General assignment reporter/anchor: Aggressive self-starter with strong writing skills wanted for general assignment position. Send resume and non-returnable tape to T. Hiebert, KTVB-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. (CBS) Closing 3/5/93. EOE.

Business reporter: WFSB, A Post Newsweek station, is accepting applications for a business reporter in anticipation of a possible opening. The person we seek must be a crackerjack business reporter, an excellent broadcast journalist, and somebody who loves to take complex stories and make them easy to understand. The person we seek has a distinctive style, knows how to talk to CEO's as well as line workers, and is committed to joining Southern New England's number one television station. If your definition of business reporting is broad, and you are challenged by telling stories in new ways, please send resume and tape to: Mark Efron, Vice President/News Post Newsweek Stations, WFSB 3 Constitution Plaza Hartford, CT 06103-1821. EOE.

Midwest TV station is hiring an experienced news anchor/reporter. Heavy emphasis will be placed on "live" reporting. Call Peggy Tennis, with SPJ's Jobs For Journalists program, at 317-653-3333. EOE.

News reporter needed for TV station. Looking for at least one year of commercial television experience. Call Peggy Tennis at 317-653-3333 for more information. EOE.

Award winning ABC affiliate seeks: Experienced **weeknight anchor** to complement established female co-anchor; **assignment editor** with minimum two years experience to help manage talented staff; **weekend anchor** to complement established female co-anchor; **bureau chief** who is self-starter with good reporting/news gathering skills. Send resume/tape to: News Director, WBKO-TV, Box 13000, Bowling Green KY 42101. EOE.

HELP WANTED PROGRAMING 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.

Promotion producer/director: If you have what it takes to create breakthrough station promotion in a fast-paced environment the #1 NBC affiliate in the 35th market is looking for you! Three years experience, plus a great reel is required. Send your resume, tape, and salary requirements to: Kathryn Hansen, Promotion Manager, WYFF TV, PO Box 788, Greenville, SC 29602. EOE.

Senior writer-producer: WSMV Nashville, seeking highly skilled creative talent to produce award-winning image/news/program spots that sell. Become part of a 90's broadcast team inventing marketing/promotion of the future. People person, a plus. Minimum experience five years. Women, minorities encouraged to apply. Send award-winning spots to: Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. EOE.

News graphic artist to design and execute still and animated on-air news and sports graphics for daily newscasts and special segments. Experience required with Quantel paintbox and short lead-time broadcast design and production. Must be creative and work well under deadline pressure. Evening shift. Letter, resume and non-returnable 3/4" or broadcast Beta tape (no calls) to Edward B. Schimmel, Assistant News Director, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

Creative services coordinator: Immediate opening. Fast growing independent television station in top 25 market looking for a creative, versatile, self-starter with the ability to meet tight deadlines. Illustration, advertising layout, Macintosh proficiency and comprehensive knowledge of all aspects of print production a must. Video toaster experience a plus. Drug free environment, physical and substance abuse test required. Send resume by 3/3/93 to: Human Resources, 602 Courtland #200, Orlando, FL 32804, Attn: Creative Services. No calls. EOE.

Producer director: Experience in directing newscasts, promotions, commercials and other programs. Familiar with all areas of production, audio, technical directing, CG, tape and master control. Minimum 2 years experience. Send resume to Lisa Beyrau, WSTM-TV, 1030 James Street, Syracuse, NY 13203. EEO.

Producer/reporter: WILL-TV has an opening for a creative journalist with experience in hosting and reporting for news magazine, cultural affairs, and/or documentary productions. A bachelor's degree and a minimum of two years experience as a producer/reporter are required. Strong writing skills a must. Salary not less than \$18,000. Send cover letter, resume, tape, and three professional references by April 9 to: Nena Richards, WILL-TV, 1110 W. Main St., Urbana, IL 61801. EOE.

Talk show producers. Experienced producers needed for nationally syndicated talk show. One hour/one topic. Send resume to: Talk Show Producers, PO Box 3333, Chicago, IL 60611. EOE.

Broadcast writers. Experienced broadcast writers needed for nationally syndicated talk show. One hour/one topic. Send resume and writing samples to: Talk Show Writers, PO Box 3333, Chicago, IL 60611. EOE.

Are you an intelligent, energetic producer who pushes the edge of the envelope and is hungry to learn more? Market leader CBS affiliate in 100+ Southeast coastal market seeks dynamic writer/producer who thinks beyond the square and is looking for a growth situation. As always, heavy emphasis on topical news promotion. EOE. Send resume to Box B-47.

Desk assistant: Entry-level position for energetic, self-starting, highly organized individual. Responsibilities include script organization, file tape distribution and other general newsroom functions. Send resume to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Producer/director: Experienced, creative type to write, shoot and edit commercials for midwestern Fox affiliate. Must be able to work well with people and produce quality commercials under pressure and tight deadlines. Send reel and resume to Eric Dahl, Production Manager, Fox 23 KBSI, 806 Enterprise, Cape Girardeau, MO 63701. No phone calls please! EOE M/F: Minorities encouraged to apply.

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

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.

20 year broadcast professional seeks anchor position. 8 years as solo and co-anchor at Midwest medium markets. White House assignment now completed. Willing to re-locate. Contact Bob. 913-437-2887.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production: Five plus years as production photographer. Shoot, edit, write, produce. Anxious for more responsibility and larger market experience. Glenn 715-832-1021.

MISCELLANEOUS

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

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

Jobs nationwide! Expanded listings. Spectacular upgrade of services. Broadcasting's leading authority on employment opportunities. Now in our 9th year. You should see us now! Free information, Media Marketing, THE HOT SHEET, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax 813-787-5808.

ALLIED FIELDS

HELP WANTED NEWS

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.

University of Missouri — Chair of broadcast news department. The world's first school of journalism seeks a chairperson for its broadcast news department. The successful candidate must be prepared to lead a 14-member broadcast faculty in charting an academic course to meet the challenging news environment of the 21st century. The school of journalism has three academic departments: Advertising, Broadcast News and News Editorial. The school grants B.J., M.S., and Ph.D. degrees. Requirements for the broadcast news chair include proof of scholarship and at least five years of professional broadcast experience. A masters degree is essential; prior teaching and Ph.D. preferred. The eleven-month tenure-track position includes teaching, advising and providing counsel for news operations at the school's award-winning NPR and NBC affiliate radio and television stations. Nominations are welcome. Minorities and women are strongly urged to apply. Send resume, statement of philosophy about news and journalism education, and references to: Lillian Dunlap, Missouri School of Journalism, PO Box 838, Columbia, MO 65205. Applications will be accepted until the position is filled. EOE.

FINANCIAL SERVICES

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

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

EMPLOYMENT SERVICES

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

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.

Southern California Class A FM interested in upgrading equipment will assume lease for hard disk/satellite automation system and/or transmitter. If you have good equipment to unload, write PO Box 5717, Beverly Hills, CA 90209. Or leave message 310-274-7725.

Kidd Communications desires clean, used 1KW single cabinet UHF LPTV transmitters, Bogner/Andrew 16-bay antennas. Channels 26/49, 53/65. Wholesale prices only! 702-826-4250.

FOR SALE EQUIPMENT

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

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.

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

Ampex ADO 1000 w/3D, Digi-Matte, Black Key Board \$19,995.00. Sony BVW-35 BetacamSP Portable \$5995.00. 510-676-7260, fax 510-798-0660.

Refurbished transmission line, 6-1/8", 75 ohm, EIA flange. 20' sections @ \$550/section. Bogner BU16 TV antenna for channel 55, Bogner low power TV antenna for channel 14. Call 904-796-4531.

MISCELLANEOUS

Extensive record library for sale: Historic Virginia radio station offering substantial record library dating from 1954-1978. Thousands of Country, Pop, Big Band & Gospel selections — 78, 33 & 45's including King Cole Trio, Hank Williams & Bing Crosby. Good-excellent condition. Block sale only. For more information, write Box B-49.

TELEVISION

HELP WANTED MANAGEMENT



SENIOR VICE PRESIDENT FOR BROADCASTING

We are seeking an executive to provide creative leadership in the strategic development, implementation and evaluation of our long-range programing services for the State of Maryland.

The position reports directly to the President/CEO and manages our broadcasting division which includes programing, production, promotion, development and educational services.

This challenging opportunity will lead the diversification of services by securing new distribution outlets through telecommunications and multi-media technologies.

To be considered, your executive-level experience must include professional credentials producing or directing educational, informational and cultural programs. The ideal candidate will have knowledge of and commitment to the mission, goals and current trends and practices of public broadcasting. You must be committed multi-culturalism while supervising diverse and creative personnel. Bachelor's degree required. Master's and other post-graduate degrees preferred.

Submit resume and cover letter with salary requirements by March 3, 1993 to:

**Human Resources Director
Maryland Public Television
11767 Owings Mills Blvd.
Owings Mills, Maryland 21117
AA/EEO
Fax 410-581-4338**

HELP WANTED PROGRAMING PROMOTION & OTHERS

TRAFFIC ASSOCIATE

NBC Cable has opportunities for sharp and detail-oriented individuals for their fast paced Traffic Dept. in their NY office.

You will input sales orders, schedule commercial spots and copy, prepare program logs, and coordinate billboard production.

Successful candidates should have 1-2 years broadcast/cable or advertising agency traffic experience. JDS, BIAS or COLUMBINE experience preferred.

NBC Cable offers competitive salary and a comprehensive benefits package. Please mail your resume to Personnel Associate, NBC CABLE, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity employer.



PUBLIC AFFAIRS DIRECTOR

Pittsburgh's local programing leader seeks exceptionally talented public affairs director. Successful candidate must be a creative producer, outstanding writer and excellent communicator. Minimum 3-5 years producing experience required. No beginners please. Minority candidates encouraged to apply. EOE. Send tape and resume to: Mark Barash, Program/Operations Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214.

PRODUCTION PROFESSIONALS

Capital Cities/ABC Inc., one of the world's most respected names in the entertainment industry, is seeking two bilingual (English/Japanese) production professionals to join us as we work on a documentary project with NHK, Japan's largest television network.

ARCHIVAL MANAGER

We'll look to you to prepare and maintain the archival database, coordinate all archival research and negotiate for a multi-part long form series. A minimum of 5 years in film and video archival research and some managerial experience are required.

PRODUCTION MANAGER

Assume responsibility for scheduling and coordinating field shooting, negotiate costs, and monitor budgets. Position requires at least 5 years of production management experience with a background in negotiation and cost control. Strong organizational skills and computer experience are also required.

For consideration, send your resume, detailing your background and salary requirements, to: Capital Cities/ABC Inc., Employee Relations Dept. JK, 77 West 66th Street, New York, NY 10023. Capital Cities/ABC Inc. is an equal opportunity employer m/f/d/v.



RADIO

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.

New York's #1 Independent seeking Promotion Manager

- Work with top-notch staff
- Create radio, on air and print promotion in a state-of-the-art digital facility
- Promote the best movies, shows and local news plus the Yankees, Giants and Jets.

If you're creative, a team player, have at least 5 years experience (Independent background desirable) as well as supervisory experience, rush resume and tape to:



WPIX
Employment A
220 East 42nd Street
New York, NY 10017

A Tribune Broadcasting Station
We are an Equal Opportunity Employer

PRODUCER

National Talk Show is looking for a producer. Must be assertive with strong writing and research skills, able to meet deadlines, work well under pressure, have field-producing experience and be able to supervise production from start to finish. The successful candidate must be a self-starter, able to keep abreast of up-to-date, newsbreaking stories, and have at least 5 years of television producing experience. If you meet these requirements, send resume only to Box B-48. EOE.

RADIO

HELP WANTED NEWS

JOURNALISTS

Radio Free Europe/Radio Liberty in Munich, Germany seeks Editors and Writers for the News Department of its News and Current Affairs Division.

Applicants should have a minimum of five years' full-time news-writing/editing experience. Wire service or broadcast writing experience is preferred. Successful candidates will be well versed in foreign affairs and have the ability to write clear, concise news copy in English. A careful, exacting approach to newswriting is most important. A reading knowledge of Russian and/or German is strongly desired.

RFE/RL offers excellent salary/benefits packages.

To apply, please send a detailed resume and writing samples to:

RFE/RL Inc.
US Personnel Dept. (NCAED)
1201 Connecticut Avenue, N.W.
Washington, DC 20036

Please do not send photos or original documents; submitted materials will only be returned upon special request.

NO PHONE CALLS PLEASE



RADIO FREE EUROPE
RADIO LIBERTY

RFE/RL is an Equal Opportunity Employer

ALLIED FIELDS

HELP WANTED MANAGEMENT

CUSTOMER SERVICE MANAGER

JDS, the leader in computer services for the broadcast and cable industries, has an immediate opening for a customer service manager.

The ideal candidate must have management experience in customer service with a thorough background in data processing and/or broadcasting. Responsibilities include coordinating installations and providing ongoing support of complicated hardware and software products to our extensive customer base. A communication or business degree is required.

Send resume and salary history to:

Personnel
Jefferson-Pilot
Data Services, Inc.
785 Crossover Lane, Suite 141
Memphis, TN 38117 EOE

**Jefferson
Pilot
Data Services, Inc.**

FOR SALE EQUIPMENT

READY FOR JULY 1, 1993?

That's the deadline for all aural STL's to be FCC approved. If your STL doesn't have an FCC ID # call MARTI at 817-645-9163, we can help.

EMPLOYMENT SERVICES

Media Grapevine
You heard it on the grapevine

Attention Producers!
We're the largest Help Wanted/Job Listing publication in Television and Radio.

1-602-797-2511

For jobs via the phone call
1-900-787-7800
\$1.95 per minute

117 W. Hanson Blvd. 5th Floor Suite R-347 Chicago, IL 60605
Average call 2-3 mins. Avg. Cost \$5.85
Must have a touch-tone phone and be 18 years or older

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EMPLOYMENT SERVICES CONTINUED

1-900-40-RTNDA Updated Daily

RTNDA Job Service

85 cents a minute. Listings free.
Call 202-659-6510 (Fax 202-223-4007).



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

JOBPHONE
Inside Job Openings, Nationwide

Press 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "Talking Resumes"
4 To record "Talking Resumes" and employers to record job openings
5 Entry level positions

1-900-726-JOBS
\$1.99 Per Minute (5827)

FOR SALE STATIONS

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50KW AM AND CLASS C FM, IN
SOUTHWESTERN TOP 50 MAR-
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PLEASE. P.O. BOX 25670, HO-
NOLULU, HAWAII 96825.

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AM-FM COMBO, C3 Approved
Top 100 Market, Southeast
Assets, Leases. A+ Facility
Highly Rated FM
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708-272-4970



FOR SALE

KBLF-AM, Red Bluff, California. Full-
time. Only station in market. Priced
to sell. Attractive terms. Solid equip-
ment. Ideal for first time owner/oper-
ator. Serious only. Box 706, Red
Bluff, CA 96080.

CENTRAL MISSISSIPPI 20KW FM

Small town with new industry — No com-
petition in local market — Studio, real
estate, tower & building at one location —
new transmitter — absentee owner —
may finance the right operator.

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FOR SALE STATIONS CONTINUED

AM/FM - 5.5 times cash flow

Real Estate included - Growth potential
Close to major airport - Management in place
Only competition is an AM

Call Bob Austin, Satterfield & Perry, Inc.
303-740-8424

**WHITLEY
MEDIA**

RECEIVER SALE

KJBX/KRLB

Lubbock, TX

Cash flowing/AM-FM Combo Deadline for
offers March 12. For more information contact

Bill Whitley
12770 Coit Rd. Suite 1111
Dallas, TX 75251
214-788-2525

PUBLIC NOTICES

PUBLIC NOTICE

The Board of Directors of National Public
Radio will meet in open session on Thurs-
day, March 11, 1993, beginning at 8:30
a.m. in the Board Room of National Public
Radio, 2025 M Street, N.W., Washington,
D.C. Subject to amendment, the agenda
includes: Chair's Report, President's Re-
port and Committee Reports. The Com-
mittees will meet on Wednesday, March
10, in the same location.

COMMISSION OF THE EUROPEAN COMMUNITIES

The PRESS & PUBLIC AFFAIRS Of-
fice is seeking bids for the production
of its radio programs and distribution to
the US audience. Write for specifica-
tions giving details of services you can
offer to F. Denyer, Delegation of the
Commission of the European Commu-
nities, 2100 M St. NW, Washington, DC
20037 by March 1, 1993.

INVITATION TO BID FRANCHISE FOR COM- MUNITY ANTENNA TELEVISION SYSTEM TOWN OF COLONIAL BEACH, VIRGINIA

The Town of Colonial Beach, Virginia, invites
bids for the non-exclusive franchise to operate
and maintain a community antenna television
system in the Town of Colonial Beach.

All bids for the franchise hereby offered to be
granted shall be submitted in writing to the May-
or of Colonial Beach at a regular meeting, in
open session, on March 11, 1993 at 7:30 p.m.
at the Colonial Beach High School.

A copy of the full text of the proposed ordi-
nance is on file and available at the office of the
Town Clerk located at 18 North Irving Avenue in
Colonial Beach. For more information, please
call Jerry W. Davis, Town Manager at (804)
224-7181. The Town reserves the right to reject
any and all bids.

BANKRUPTCY SALE RADIO STATION

ORDERED SOLD — UNITED STATES BANKRUPTCY COURT

Jeanette Tavormina, Chapter 7 Trustee of the NEW CONTINENTAL BROADCASTING COMPANY and TODAMERICA, INC., being Case Nos. 91-14081-BKC-SMW and 91-14082-BKC-SMW, pending in the United States Bankruptcy Court, Southern District of Florida, will sell, at Public Sale, on **March 4, 1993, at 1:30 p.m.**, in **Courtroom 1409**, Claude D. Pepper Federal Building, **51 S.W. 1st Avenue, Miami, Florida**, assets of the debtors to the highest and best bidder, on the terms set forth in Trustee's Notice to Sell Property of the Estate at Public Sale filed in said cases. The assets being sold consist of:

FCC LICENSE for the operation of an AM Radio Station in Dade County, Florida, with the call letters WWFE (AM), with the frequency of 670 Khz

Together with all TANGIBLE and INTANGIBLE PROPERTY, including transmission equipment, generators, broadcasting equipment, furniture, fixtures and office equipment, AND

REAL ESTATE located in Dade County, Florida:

Parcel I

S 1/2 of S 1/2 and S 1/2 of S 1/2 of N 1/2 of S 1/2 of Sec. 6, T 53 S, R 39 E, Dade County, Florida.

Parcel II

Lot 191, Glen Royal, recorded PB 5/56, Dade County Public Records.

The MINIMUM BID under the Notice of Sale is \$2,700,000. Bidders must qualify with the Trustee as a purchaser who will qualify for FCC approval.

For additional terms or information as to assets being sold, contact the Trustee or her attorney.

JEANETTE TAVORMINA
Bankruptcy Trustee
130 N.E. 152nd Street
North Miami Beach, FL 33161
Telephone: (305) 945-0905

ROBERT G. HEWITT, ESQ.
Attorney for Trustee
25 S.E. 2nd Ave., #1010
Miami, Florida 33131
Telephone: (305) 373-6526
FAX: (305) 373-8128

DateBook

FEBRUARY

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. 23—"Working for Two Masters," seminar sponsored by *National Academy of Television Arts and Sciences, Washington, D.C., chapter*. WUSA-TV, Washington. Information: (301) 857-3993.

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 1-2—"Technology Licensing and Litigation," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5710.

March 3-20—10th anniversary *The Museum of Television and Radio's* annual television festival.

Los Angeles County Museum of Art, Los Angeles. Information: Dana Rogers, (212) 621-6705 or Diane Lewis, (212) 621-6685.

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 4-5—"Cable Television Law 1993: Learning to Live With the 1992 Cable Act," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5710.

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

March 11—*National Association of Black Owned Broadcasters* annual awards dinner.

Honorees: Ron Brown, Secretary of Commerce; Spike Lee, filmmaker; Jack Gibson, radio entrepreneur; Russell Simmons, CEO, Rush Communications; Denzel Washington, Academy Award winning actor; Aretha Franklin, singer. Sheraton Washington, Washington, D.C. Information: Fred Brown, (202) 463-8970.

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

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.

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

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

MAJOR MEETINGS

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 Ad-*

vertising 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.

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

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

Open Mike

SOUNDING OFF ON STERN

EDITOR: Thanks for publishing all those letters about Howard Stern and the Infinity Broadcasting licensee. I've been inspired to look at fitting some of those juicy Infinity frequencies into little Hackettstown, N.J. I'm sure I'm not alone in my research.

Keep up the good work, Howard. Just think, all that work you're doing for me and you're not even on my payroll. See you at renewal time!—*Lawrence J. Tighe Jr., president, WRNJ(AM) Hackettstown, N.J.*

EDITOR: I have been following the Howard Stern hullabaloo in your magazine and I continue to be amazed by BROADCASTING's editorial articles and readers' letters written in the defense of Stern's First Amendment rights. You treat Stern and freedom of the airwaves the same way as the NRA treats gun control. Any control is automatically considered tantamount to the wholesale abrogation of our rights.

After reading the controversial Howard Stern dialog in your magazine, I find it inconceivable that those who hear or read his diatribe not acknowledge it as obscene—by anyone's community standards. Indeed, when BROADCASTING quoted the radio dialog that has led to his problems, you included a warning beforehand as to its offensive nature—all the while defending his right to broadcast that selfsame dialog on the radio where there are no warnings.

We often hear of society's moral decay. But decay is a natural, typically more or less benign process. It would be more accurate to refer to what is happening in this case as moral destruction, rather than moral decay, for surely the stuff of which the Howard Stern diatribe is made is an active, ongoing, purposeful and destructive process. Even so, most distressing for me is not that the Howard Sterns of the world exist, but that responsible broadcasters would put him on the air, or that a highly respected magazine such as yours

would defend him.

I would hope that BROADCASTING's editors and their readers sympathetic to Stern would read any newspaper's headlines or risk walking the streets of any major American city and then reconsider what effect the abandonment of morals is having on our society. And then consider what our world will become, should we decide that the right of those such as Howard Stern to achieve even greater levels of depravity on the air as a *shock jock* be greater than our own society's right to be.—*John B. Knox, Virginia Beach, Va.*

EDITOR: Re the Howard Stern contretemps.

The silence from the recent NAB board meeting in Naples, Fla., was deafening. But also revealing. Apparently NAB's refusal to defend Howard Stern is based on several political and strategic factors.

The current elders of our national association were obviously reluctant to confront FCC Commissioner (now Chairman) James Quello who has, admittedly, been in our corner on most of the great issues. But not this one about dirty talk on the radio.

One wonders, however, if just plain old envy (read: jealousy) might not have been at play as well. Could the group operators, who are usually among the most enlightened on the board, not be taking some small satisfaction that Stern and Mel Karmazin, both of whom have been wildly successful in the marketplace, now find themselves at peril with the commission?

The issue goes to what we are all about. Stern may be vulgar, gross, outrageous, successful, outspoken or provocative. Even prurient or obscene. But we *have* to identify with him. I daresay the transcripts of his offending broadcasts were surely passed around the recent board meeting...no doubt prompting our industry "statesmen" to exclaim: "Oh, my God...these are *terrible!* I don't like this Howard Stern one bit."

We have *always* had terrible ex-

amples to defend. And thus, in the pages of your special publication, which alone among all industry journals has fought the good fight on First Amendment matters, please paraphrase once again, for all of us, the words of Pastor Neimoller:

"First they came for Howard Stern and Mel Karmazin, and I did nothing. Then they came for...."

The silence is deafening.—*William O'Shaughnessy, president and editorial director, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.*

COOK COVERAGE COMPLAINT

EDITOR: I was appalled by your article on Toni Cook in the Jan. 11 issue, which appeared to be nothing more than a mean-spirited attempt to discredit the possibility of Ms. Cook becoming chairperson of the FCC.

The tone of the article's headline and indeed the article itself unjustly imply that Ms. Cook was guilty of some unethical behavior in the RKO WGMS challenge. This could not be further from the truth.

I am sure Ms. Cook and the many others, including myself, who filed challenges to the RKO licenses anticipated being awarded the stations. However, the FCC in its questionable wisdom decided to suspend the comparative hearings on all 13 of the RKO stations and try to devise some way to circumvent normal FCC policy and allow RKO to reap compensation for its licenses. This was accomplished by the unheard-of concept of allowing non-involved third parties to enter the proceedings. These third parties bought *all* the applicants in every market in which RKO held licenses, a fact that you failed to mention.

If there was any questionable behavior in the RKO proceedings, it was on the part of the FCC, which violated its rules and procedures to minimize RKO's losses. In no way should Ms. Cook nor any of the other challengers be accused of anything.—*Bill Dilday, corporate vice president, WJTV(TV) Jackson, Miss.*

For the Record

As compiled by BROADCASTING from February 8 through February 12 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WODL(FM) Birmingham, AL** (BALH930113HG; 106.9 mhz; 100 kw ant. 1,000 ft.)—Seeks assignment of license from Charles E. Giddens, receiver, to Birmingham Communications Inc. for approximately \$2.5 million (see "Changing Hands," p. 49). Filed Jan. 13.

■ **KTHQ(FM) Eagar, AZ** (BAPH930127GY; 92.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Media Venture Management Inc., as receiver for JJN Enterprises Inc., to William S. Konopnicki for \$10,000. Seller is headed by Randolph E. George, who is also receiver for KKIS(AM) Pittsburg, CA (see below). Buyer has no other broadcast interests. Filed Jan. 27.

■ **KOUA(FM) Mena, AR** (BAPH930201HW; 96.3 mhz; 100 kw; ant. 967 ft.)—Seeks assignment of CP from The Harlan Family to Skyline Radio Inc. for 250 shares of stock (25%) of assignee. Seller is headed by Douglas S. Harlan, and has no other broadcast interests. Buyer is headed by James S. Bumpous and Bryan King, and has no other broadcast interests. Filed Feb. 1.

■ **KOOL-AM-FM Phoenix** (AM: BAL930125EE; 960 khz; 5 kw-U; FM: BALH930125EF; 94.5 mhz; 100 kw; ant. 1,655 ft.; see KEZK-AM-FM Wood River, IL, below).

■ **KKIS(AM) Pittsburg, CA** (BAL930127EA; 990 khz; 5 kw-U)—Seeks assignment of license from Diamond Broadcasting of California Inc. to People's Radio Inc. for \$600,000 (see "Changing Hands," p. 49). Filed Jan. 27.

■ **KCBQ-AM-FM San Diego** (AM: BAL930125EG; 1170 khz; 50 kw-D, 1.5 kw-N; FM: BALH930125EH; 105.3 mhz; 29 kw; ant. 620 ft.; see KEZK-AM-FM Wood River, IL, below).

■ **KQPM(FM) Ukiah, CA** (BALH930121GP; 105.9 mhz; 1.9 kw; ant. 2,017 ft.)—Seeks assignment of license from Terrence P. Montgomery to North

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.

Country Communications Inc. for \$810,000 (see "Changing Hands," p. 49). Filed Jan. 21.

■ **WIPC(AM) Lake Wales, FL** (BAL930201EB; 1280 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from SBC of Florida Inc. to Walter R. Pierre for \$245,000. Seller is headed by Ronald Seggi. Buyer is licensee of WQLE(AM) Kane, PA. Filed Feb. 1.

■ **WPGS(AM) Mims, FL** (BTC930126EC; 840 khz; 250 w-D)—Seeks transfer of control from WPGS Inc. to Edward E. Shifflett and Joseph B. Bryan for \$65,000. Seller is headed by Marie Doherty, and has no other broadcast interests. Buyers have no other broadcast interests. Filed Jan. 26.

■ **KDLX(FM) Makawao, HI** (BALH930127HN; 94.3 mhz; 3 kw; ant. -22 ft.)—Seeks assignment of license from Cub Media Inc. to Visionary Related Entertainment Inc. for \$265,000 (see "Changing Hands," p. 49). Filed Jan. 27.

■ **WIAI(FM) Danville, IL** (BALH930201GH; 99.1 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Kickapoo Broadcasting Co. to I.A.I. Broadcasting Inc. for \$1.3 million ("Changing Hands," Feb. 15). Filed Feb. 1.

■ **WYDS(FM) Decatur, IL** (BAPH930204GR; 93.1 mhz)—Seeks assignment of CP from WYDS Inc. to WEJT Inc. for \$750,000 (see "Changing Hands," p. 49). Filed Feb. 4.

■ **KEZK-AM-FM Wood River, IL** (St. Louis) (AM:

BAL930125EC; 590 khz; 1 kw-U; FM: BALH930125ED; 102.5 mhz; 100 kw; ant. 1,026 ft.)—Seeks assignment of license from Lawrence S. Wesler, receiver for Radio Group of St. Louis Inc., to Compass Radio Inc. for approximately \$85 million in principal and accrued debt. Assignment includes KCBQ-AM-FM San Diego and KOOL-AM-FM Phoenix (see above and "Changing Hands," Feb. 1). Filed Jan. 25.

■ **WARU(AM) Peru, IN** (BAL930119HH; 1600 khz; 1 kw-D)—Seeks assignment of license from Wash Peru Broadcasting Co. Inc. to WCDB Inc. for \$300,000 (see "Changing Hands," p. 49). Filed Jan. 19.

■ **KVGB-AM-FM Great Bend, KS** (AM: BAL930126ED; 1590 khz; 5 kw-U; FM: 104.3 mhz; BALH930126EE; 96 kw; ant. 810 ft.)—Seeks assignment of license from Forward of Kansas Inc., debtor-in-possession, to Eagle Communications Inc. for \$300,000 ("Changing Hands," p. 49). Filed Jan. 26.

■ **WWKY(AM)-WVEZ(FM) Louisville, KY** (AM: BAL930203GP; 790 khz; 5 kw-D, 1 kw-N; FM: BALH930203GQ; 106.9 mhz; 24.5 kw; ant. 670 ft.)—Seeks assignment of license from Wilks-Schwartz Southwest Broadcasting Inc. to Prism Radio Partners Ltd. for \$6.375 million (see "Changing Hands," p. 49). Filed Feb. 3.

■ **WQFX-AM-FM Gulfport, MS** (AM: BAL930120HF; 1130 khz; 500 w-D; FM: BALH930120HG; 96.7 mhz; 3 kw; ant. 245 ft.)—Seeks assignment of license from C. Thomas Anderson, bankruptcy trustee for Steere Broadcasting Inc., to Southern Horizons Broadcasting Corp. for \$95,100. Seller has no other broadcast interests. Buyer is headed by Robert F. Barback Jr., and has no other broadcast interests. Filed Jan. 20.

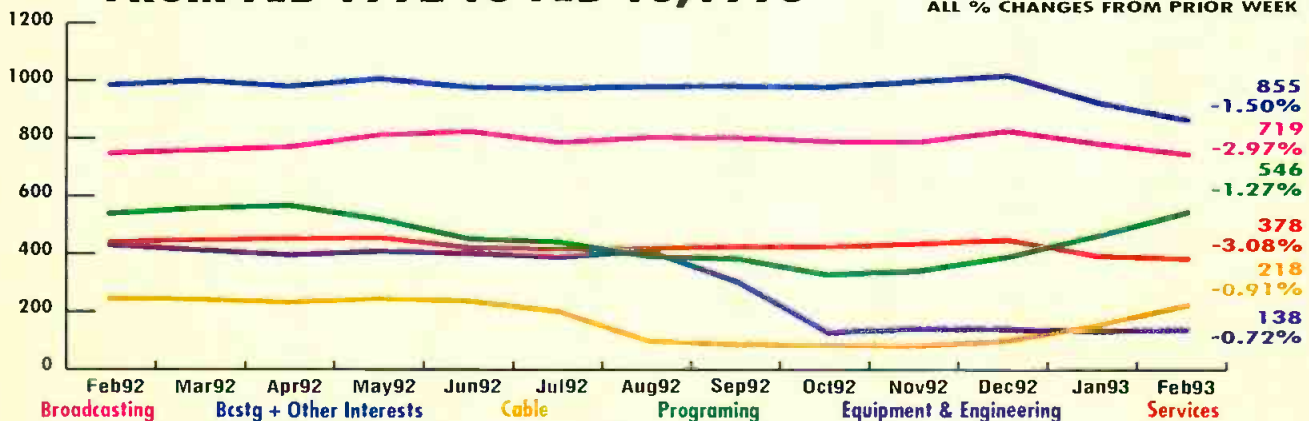
■ **WESV(FM) Richton, MS** (BAPH930121GO; 96.5 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of CP from Community Broadcasting Co. to Vivian Inc. for no cash consideration; A.R. Byrd is transferring station to daughter Vivian S. Byrd as gift. Principals have no other broadcast interests. Filed Jan. 21.

■ **KHAD(AM)-KDJR(FM) Desoto, MO** (AM: BAL930114GR; 1190 khz; 5 kw-D; FM: 100.1 mhz; FM: BALH930114GS; 2 kw; ant. 400 ft.)—Seeks assignment of license from Jefferson Communications Inc. to Big River Broadcasting Inc. for \$67,500. Seller is headed by Pinkney Cole. Buyer

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1992 TO FEB 16, 1993

NASDAQ: 665.39 (+5.75%)
S&P Ind.: 500.08 (-2.76%)

ALL % CHANGES FROM PRIOR WEEK



is headed by Charles O. Isbell, and has no other broadcast interests. Filed Jan. 14.

■ **KLTI(AM) Macon, MO** (BAL930129EA; 1560 khz; 1 kw-D)—Seeks assignment of license from KLTM Radio Inc. to Monroe City Broadcasting Inc. for \$35,000. Seller is headed by Leland E. Ebert. Buyer is headed by John B. Jamison, and owns 62.5% of WCAZ-AM-FM Carthage, IL, and 49% of KDAM(FM) Monroe City, MO. Filed Jan. 29.

■ **KZYQ(FM) St. James, MO** (BAPH930127HA; 99.7 mhz; 25 kw; ant. 328 ft.)—Seeks assignment of CP from John E. Hoehn to KTTR-KZNN Inc. for \$19,000. Buyer is headed by John B. Mahaffey, and has no other broadcast interests. Filed Jan. 27.

■ **KYBS(FM) Livingston, MT** (BALH930119HJ; 100 kw; ant. 370 ft.)—Seeks assignment of license from The Park Radio Co. to Citadel Communications Corporation for \$500,000 (see "Changing Hands," p. 49). Filed Jan. 19.

■ **WROW-AM-FM Albany, NY** (AM: BAL930115GT; 590 khz; 5 kw-D, 1 kw-N; FM: BALH930115GU; 95.5 mhz; 12 kw; ant. 1,020 ft.)—Seeks assignment of license from Radio Terrace of Albany Inc. to Albany Broadcasting Co. Inc. for \$5 million (see "Changing Hands," p. 49). Filed Jan. 15.

■ **WTZB(FM) Fort Ann, NY** (BTCED930201HO; 91.7 mhz; 1 kw; ant. 364 m.)—Seeks transfer of control of Christian Theater of the Air for no cash consideration; assignment reflects change of board of directors. Assignee president Brian Larson also owns WNGN(FM) Hoosick Falls, NY. Filed Feb. 1.

■ **WGLD(AM)-WWWB(FM) Greensboro-High Point, NC** (AM: BAL930129HU; 1320 khz; 5 kw-U; FM: BALH930129HV; 100.3 mhz; 100 kw; ant.

1,049 ft.)—Seeks assignment of license from Radio Station WGLD Inc. to MHD Inc. for \$3.5 million ("Changing Hands," Feb. 15). Filed Jan. 29.

■ **WOHS(AM) Shelby, NC** (BAL921211EG; 730 khz; 1 kw-D, 168.4 w-N)—Seeks assignment of license from Harold R. Watson and Billie B. Watson to KTC Broadcasting Inc. for \$95,900. Buyer is headed by Calvin R. Hastings, who owns 50% of stock of licensee of WCSL(AM) Cherryville, NC, and 100% of licensee of WGNC(AM) Gastonia, NC. Filed Dec. 11, 1992.

■ **WXVK(FM) Coal Grove, OH** (BALH930119HS; 97.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Ohio Valley Communications Inc. to Adventure Three Inc. for \$260,000, plus exchange of assets of WEEL(FM) Shadyside, OH (see below and "Changing Hands," p. 49). Filed Jan. 19.

■ **WEEL(FM) Shadyside, OH** (BALH930119HT; 95.7 mhz; 850 w; ant. -626 ft.; see WXVK(FM) Coal Grove, OH, above).

■ **KKRX-AM-FM Lawton, OK** (AM: BTC930128EA; 1050 khz; 250 w-D; FM: BTCH930128EB; 98.1 mhz; 100 kw; ant. 202 ft.)—Seeks transfer of control from KKRX Inc. to Ella Louise Downing, trustee, for assumption of debt. Seller is headed by Michael P. Russell, et al. Buyer has no other broadcast interests. Filed Jan. 28.

■ **KWSH(AM) Wewoka, OK** (BAL930129HT; 1260 khz; 1 kw-U)—Seeks assignment of license from Jerry and Jean Bell Spencer, receivers, to The Five Bells Inc. for no cash consideration; receivers are returning license to previous owners; sale to former assignees did not close. Principals have no other broadcast interests. Filed Jan. 29.

■ **WYCY(FM) Hawley, PA** (BAPH930122GQ;

105.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Susan T. LaRose to Banner Broadcasting Corporation for \$80,000. Buyer is headed by Daryl Buckingham, and has no other broadcast interests. Filed Jan. 22.

■ **KWCS(FM) Bridgeport, TX** (BALH930121GN; 96.7 mhz; 6 kw; ant. 320 ft.)—Seeks assignment of license from Dan Halyburton, receiver, to Community Broadcast Network for \$92,000, assumption of debt. Seller has no other broadcast interests. Buyer is headed by Ted T. Haynes, and has no other broadcast interests. Filed Jan. 21.

■ **KRGT(FM) Hutto, TX** (BAPLH930204GO; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from John Kyser, receiver, to Austin Broadcasting Inc. for \$78,432, assumption of debt. Seller has no other broadcast interests. Buyer is headed by Robert N. Simmons, and has no other broadcast interests. Filed Feb. 4.

■ **KOYN(FM) Paris, TX** (BTCH930122HP; 93.9 mhz; 50 kw; ant. 492 ft.)—Seeks transfer of control of C & E Broadcasting Inc. to Glada M. Chase for \$30,000. Seller is headed by Joseph B. Elder, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 22.

Actions

■ **KYET(AM) Williams, AZ** (BTC920702EB; 1180 khz; 10 kw-U)—Granted transfer of control of Szoelloesi Broadcasting Co. Inc. Crystal A. Szoelloesi is transferring all her stock to her father, Gyula Szoelloesi, for \$10 ("For the Record," July 27, 1992). Action Dec. 14, 1992.

■ **KLXQ(FM) Hot Springs, AR** (BALH920622HX; 96.7 mhz; 2.6 kw; ant. 320 ft.)—Granted assignment of license from Great American Broadcasting Co. of Arkansas Inc. to Kellstrom Broadcasting Inc. for \$300,000. Seller is headed by Mack Sanders. Stockholders of assignor have identical interests in four AM's and three FM's. Buyer is headed by Jim Kellston, who is general manager of KZNG(AM)-KQUS-FM Hot Springs, AR. Action Jan. 13.

■ **KLXR(AM) Redding, CA** (BAL920121EE; 1230 khz; 1 kw-U)—Granted assignment of license from Eisman and Clark to Eugene L. and Joy D. Hill for assumption of debt; licensee is creditor of Eugene and Joy Hill for \$75,000 of debt in return for station equipment ("For the Record," Feb. 10, 1992). Action Feb. 2.

■ **KURA(FM) Ouray, CO** (BALH920713HE; 105.7 mhz; 3.1 kw; ant. -20 ft.)—Granted assignment of license from Outreach Sound Inc. to San Juan Broadcasting Inc. for no cash consideration; assignment represents recapitalization of ownership of station and will merge assets of new investors with station license. Licensee is headed by Timothy Cutforth and backed by Ridgeway Land Co., headed by Robert N. Hunter III, et al. Action Jan. 28.

■ **WTJY(FM) Taylorville, IL** (BALH921121GG; 92.7 mhz; 2.7 kw; ant. 300 ft.)—Granted assignment of license from USA Radio Partnership to Long Nine Inc. for \$1 million ("Changing Hands," Dec. 7, 1992). Action Feb. 3.

■ **KLKK(FM) Clear Lake, IA** (BTCH921113GR; 103.1 mhz; 6 w; ant. 300 ft.)—Granted transfer of control from Madhatter Broadcasting Co. to James Ingstad Broadcasting of Iowa Inc. for \$294,000 ("Changing Hands," Dec. 7, 1992). Action Jan. 28.

■ **KIDA(FM) Ida Grove, IA** (BALH921204GO; 92.9 mhz; 15 kw; ant. 300 ft.)—Granted assignment of license from Buena Vista College to Golden Midwest Radio Corp.; purchase agreement to be filed as amendment. Seller is headed by Randolph E. Fehr, and has no other broadcast interests. Buyer is headed by Bob Weerts, and has no other broadcast interests. Action Feb. 1.

■ **WSPR(AM) Springfield, MA** (BAL921214ED; 1270 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Dycum Inc. to Edmund Dinis for \$70,000 ("For the Record," Jan. 11). Action Feb. 2.

■ **WTOW(AM) Washington, NC** (BAL921109ED; 1320 khz; 500 w-D)—Granted app. of assignment of license from Johnny C. Bryant to James Rouse for \$75,000 ("For the Record," Nov. 30, 1992). Action Feb. 1.

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.
† Construction permit.

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

■ **KDDR(AM) Oakes, ND** (BAL921204EC; 1220 khz; 1 kw-D, 327 w-N)—Granted assignment of license from CERM Broadcasting Corp. to James D. Ingstad for \$85,000 ("For the Record," Jan. 11). Action Feb. 1.

■ **WCIN(AM) Cincinnati** (BAPL921103EC; 1480 khz; 5 kw-D, 500 w-N)—Granted assignment of CP from Carl W. Shye Jr. to Junior Broadcasting Co. for \$425,000 ("For the Record," Nov. 30, 1992). Action Feb. 3.

■ **WVOI(AM) Toledo, OH** (BAL921102EE; 1520 khz; 1 kw-U)—Granted assignment of license from McDowell Communications Co. of Ohio Inc. to God's Way Communications, Inc. for \$125,000. Seller is headed by Kenneth L. McDowell, and has no other broadcast interests. Buyer is headed by Kirt McReynolds, and has no other broadcast interests. Action Feb. 1.

■ **WCNA(AM) Clearwater, SC** (BALH921211HJ; 98.3 mhz; 2.8 kw; ant. 484 ft.)—Granted assignment of license from Wafar Communications Inc. to GHB of Clearwater Inc. for \$750,000 ("Changing Hands," Jan. 11). Action Jan. 29.

■ **WJZS(AM) Orangeburg, SC** (BAL921207EC; 1150 khz; 5 kw-D, 500 w-N)—Granted assignment of license from Wilkes-Posey Broadcasting Inc. to O'Brien Broadcast Services Inc. for \$80,000 ("For the Record," Jan. 11). Action Feb. 4.

■ **KBRO(AM) Bremerton, WA** (BAL921215EC; 1490 khz; 1 kw-U)—Granted assignment of license from Nelson Investment Enterprises Inc. to KLDY Inc. for \$98,500 ("For the Record," Jan. 25). Action Feb. 4.

NEW STATIONS

Applications

■ **Guntersville, AL** (BPED930121ME)—Lake City Educational Broadcasting Inc. seeks 88.5 mhz; 2.2 kw-V; ant. 127 m. Address: 5025 Spring Creek Drive, Guntersville, AL 35976. Applicant has no other broadcast interests. Filed Jan. 21.

■ **Leadville, CO** (BPED930201MC)—Leadville Community Broadcast Association Inc. seeks 88.9 mhz; 3 kw; ant. -141.11 m. Address: P.O. Box 1256, Leadville, CO 80461. Applicant is headed by Kathy Bedell, and has no other broadcast interests. Filed Feb. 1.

■ **Jewett, NY** (BPH930121MC)—Carmine M. Iannace seeks 97.9 mhz; 1.45 kw; ant. 205 m. Address: 239 St. John's Avenue, Yonkers, NY 10704. Applicant has no other broadcast interests. Filed Jan. 21.

■ **North Madison, OH** (BPED930121MD)—Sabbath Inc. seeks 93.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371; Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and is applying for eight other FM's. Filed Jan. 21.

■ **North Madison, OH** (BPH930121MF)—South Shore Broadcasting Inc. seeks 93.7 mhz; 6 kw; ant. 100 m. Address: c/o Haley, Bader & Potts, Suite 900, 4350 North Fairfax Drive, Arlington, VA 22203-1633. Applicant is headed by Lesley L. Kidner, and has no other broadcast interests. Filed Jan. 21.

■ **North Madison, OH** (BPH930119MB)—Lakeshore Broadcasting Inc. seeks 93.7 mhz; 3.5 kw; ant. 132 m. Address: 2634 River Road, Willoughby Hills, OH 44094. Applicant is headed by Edward A. Sumrada, and has no other broadcast interests. Filed Jan. 19.

■ **North Madison, OH** (BPH930121MG)—John A. Bulmer seeks 93.7 mhz; 6 kw; ant. 100 m. Address: 3043 Lake Road West, Ashtabula, OH 44004. Applicant owns licensees of WZOO-FM Edgewood and WHMQ(FM) North Baltimore, both Ohio, and WHZR(FM) Royal Center, IN. Filed Jan. 21.

■ **Ashland, OR** (BPH930201MB)—Radio Representatives Inc. seeks 107.5 mhz; 5.272 kw; ant. 426 m. Applicant is headed by Norwood J. Paterson, and has no other broadcast interests. Filed Feb. 1.

■ **Ashland, OR** (BPH930201MA)—Milo R. Yount seeks 107.5 mhz; 5.25 kw; ant. 433.4 m. Address: 301 West Sixth, Medford, OR 97501. Applicant has no other broadcast interests. Filed Feb. 1.

■ **Ephraim, UT** (BPED930125MB)—Snow College seeks 89.5 mhz; .1 kw; ant. -354 m. Address: 150 College Ave., Ephraim, UT 84627. Applicant is headed by Gerald Day and Richard Wheeler, and has no other broadcast interests. Filed Jan. 25.

■ **Charlotte Amalie, VI** (BPED930114MK)—Virgin Island Public Television System seeks 89.1 mhz; 10 kw; ant. 431 m. Address: P.O. Box 7879, Charlotte Amalie, St. Thomas, VI 00801. Applicant is headed by Patrick N. Williams (chairman), and is licensee of noncommercial educational WTJX-TV Charlotte Amalie, St. Thomas, VI. Filed Jan. 14.

■ **Frederiksted, VI** (BPH930128MB)—Carlos A. Lopez-Lay seeks 103.5 mhz; 6 kw; ant. -5 m. Address: Condominio Parque 407, Cuarto Piso, Santerce, PR 00912. Applicant is licensee of WRRRA(AM) Frederiksted, VI. Filed Jan. 28.

Actions

■ **New Washington, IN** (BPED910903MB)—Granted app. of Lou Smith Ministries Inc. for 88.3 mhz; 1 kw; ant. 83 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Applicant is headed by Mary L. Smith, who is permittee of WLWZ(AM) Athens, OH, and WRRD(AM) Blennerhassett and WMSP(AM) Elk Hills, both West Virginia. Action Jan. 26.

■ **Princeton, IN** (BPH880825OO)—Granted app. of Randolph V. Bell for 100.5 mhz; 3 kw; ant. 100 m. Address: 4314 Cherry Court, Evansville, IN 47715. Applicant has no other broadcast interests. Action Feb. 1.

■ **Sleepy Eye, MN** (BPH911003MC)—Granted app. of Brown County Broadcasting Inc. for 107.3 mhz; 1.13 kw; ant. 161 m. Address: P.O. Box 368, New Ulm, MN 56073. Applicant James D. Ingstad, who is 100% shareholder of licensees of KNUU(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and permittee of KLPR(FM) Springfield, all Minnesota, and KWBG-AM-FM Boone and KNIQ(FM) Mason City, both Iowa. Action Jan. 25.

■ **Sleepy Eye, MN** (BPH911003MD)—Dismissed app. of Lynn Ketelsen for 107.3 mhz; 6 kw; ant. 100 m. Address: 1440 Grace Ave., Willmar, MN 56201. Applicant has no other broadcast interests. Action Jan. 25.

■ **Great Falls, MT** (BPED890109MZ)—Granted app. of Brightness Ministries Inc. for 90.9 mhz; 100 kw; ant. 145 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Jr., who has interests in Lou Smith Industries (see New Washington, IN, above). Action Jan. 27.

■ **Springville, NY** (BPCT911029KG)—Granted app. of Unicorn Springville for ch. 67; 15 kw; ant. 133.5 m. Address: 1536 Logan Avenue, Altoona, PA 16602. Action Feb. 1.

■ **Clinton, TN** (BPED920331MC)—Granted app. of Communities Communications Corp. for 89.9 mhz; .2 kw-V; ant. 597.7 m. Address: Route 1, Box 808, Duff, TN 37729. Applicant is headed by Tony Lawson, and has no other broadcast interests. Action Jan. 25.

FACILITIES CHANGES

Applications

AM

■ **Black Mountain, NC** WFGW(AM) 1010 khz—Dec. 29, 1992 application of Blue Ridge Broadcasting Corp. for MP (BP900405CC) to make changes in antenna system and specify alternate, but equivalent, operating pwr. for day and critical hrs. operation.

FM's

■ **Corning, CA** KCEZ(FM) 100.7 mhz—Nov. 20, 1992 application of Phoenix Broadcasting Inc. for CP to make changes: tower is 49 m.

■ **San Rafael, CA** KTID-FM 100.9 mhz—Dec. 9, 1992 application of Marin Broadcasting Company Inc. for CP to make changes; change to conform to constructed facilities specified in application file #BLH-921016KB.

■ **Fort Pierce, FL** WJFP(FM) 91.1 mhz—Dec. 30, 1992 application of Black Media Works Inc. for mod. of CP (BPED-910201MM) to make changes; change: ERP: 6 kw (H&V).

■ **Gretna, FL** WGWD(FM) 100.7 mhz—Dec. 23, 1992 application of Asset Investments Inc. for CP to make changes; change ERP: 6 kw (H&V).

■ **New Smyrna Beach, FL** WJLU(FM) 89.7 mhz—Dec. 24, 1992 application of Cornerstone Community Radio Inc. for CP to make changes: ERP: 10 kw (H&V); (class changed to C3).

■ **St. Augustine, FL** WSTF(FM) 97.9 mhz—Dec. 23, 1992 application of Todd Communications Inc. for mod. of CP (BPH-900308IA) to correct coordinates 30 06 14 - 81 28 11.

■ **Rushville, IL** WKXQ(FM) 96.7 mhz—Dec. 10, 1992 application of Larry and Cathy Price for CP to make changes; change: ERP: 6 kw (F&V).

■ **Cannelton, IN** WKCM-FM 102.9 mhz—Dec. 16, 1992 application of Hancock Communications Inc. for mod. of CP (BPH-880823ME) to make changes: ERP: 12.5 kw (H&V) ant.: 142 m.; TL: 2.3 km north of Mattingly in Breckinridge County, KY; class changed to C3 (per MM DOCKET NO. 91-271).

■ **Boone, IA** KIAB(FM) 98.3 mhz—Dec. 18, 1992 application of Radio Ingstad of Iowa Inc. for CP to make changes: ERP: 50 kw (H&V); ant.: 150 m. TL: 4.6 km SW of Sheldahl, IA, on bearing of 217 degrees, Polk Co., IA.

■ **Flemingsburg, KY** WFLE-FM 106.3 mhz—Dec. 18, 1992 application of Fleming County Broadcasting Inc. for mod. of CP (BPH-910312MG) to make changes; change ERP: 1.2 kw (H&V) ant.: 161 m.

■ **Leitchfield, KY** WKHG(FM) 104.9 mhz—Dec. 14, 1992 application of Rough River Broadcasting Co. Inc. for mod. of license to increase ERP: 3.5 H&V (per to MM docket #88-375).

■ **Madison, ME** WHAA(FM) 97.5 mhz—Dec. 16, 1992 application of Innovative Advertising Consultants Inc. for mod. of CP (BPH-880715MQ) to make changes: change: ERP: 6 kw (H&V).

■ **Grand Rapids, MI** WQMB(FM) 88.9 mhz—Dec. 22, 1992 application of Moody Bible Institute of Chicago for CP to make changes; change ERP: 650 kw (H&V); ant.: 122 m.; TL: 4 km northwest of intersection of Leonard Street and Perkins Avenue, Grand Rapids.

■ **Blue Earth, MN** KQEI(FM) 98.1 mhz—Dec. 24, 1992 application of KBEW Inc. for mod. of CP (BPH-900822MS) to make changes; change TL: .3 km west of Blue Earth River, .3 km north of Interstate 90.

■ **Nisswa, MN** KZPX(FM) 93.3 mhz—Dec. 15, 1992 application of Bellfonte Company for mod. of CP (BPH-880609MJ as mod.) to make changes; change ant.: 211 m.; TL: Cass Co., MN, 4.5 km south of Pine River; change to class C1 (downgrade via application).

■ **Pequot Lakes, MN** KTIG(FM) 100.1 mhz—Dec. 15, 1992 application of Minnesota Christian Broadcasters Inc. for CP to make changes; ERP: 40 kw H&V, ant.: 165 m., TL: 4 km SSW of Pine River, Cass Co., MN, class: C2 and frequency: 102.7 mhz.

■ **Marshall, MO** KMVC(FM) 91.7 mhz—Dec. 28, 1992 application of Missouri Valley College for mod. of CP (BPED-901119IE) to make changes: ERP: 3 kw (H&V) ant.: 140 m.; TL: .1 mi W. of U.S. 65 and 4.7 mi. S. of Marshall.

■ **Neosho, MO** KNEO(FM) 91.5 mhz—Dec. 21, 1992 application of Abundant Life Educ. Broadcasting Corp. for CP to make changes; ERP: 5.2 kw H&V, ant.: 133 m., TL: 3.633 km east of bench mark 1223 on highway 86, .125 km south Neosho; change to class B1.

■ **Highlands, NC** WHLC(FM) 104.5 mhz—Dec. 23, 1992 application of Charisma Radio Corp. for mod. of CP (BPH-890504MA) to make changes; change

antenna supporting-structure.

■ **Newport, OR** KCLM(FM) 92.7 mhz—Dec. 11, 1992 application of Charlotte McNaughton for mod. of CP (BPH-910118MB) to make changes: ERP: 3.8 kw (H&V) ant.: 256 m. TL: 1.4 km from Otter Rock, OR, on bearing of 43 degrees true.

■ **Kilgore, TX** KTPB(FM) 88.7 mhz—Dec. 21, 1992 application of Kilgore Junior College for CP to make changes; change ERP: 63.1 kw (H); 79.4 kw (V); ant.: 168 m.; change to class C1.

■ **St. George, UT** KFMD(FM) 99.7 mhz—Dec. 24, 1992 application of Ear Inc. for mod. of CP (BPH-880601NG) to make changes: ant.: 620 m.; TL: on Seegmiller Mountain, 15 mi. SE of St. Georges.

■ **Spencer, WV** WVRC-FM 104.7 mhz—Dec. 21, 1992 application of Star Communications Inc. for CP to make changes; change ERP 4.8 kw (H&V) ant.: 112 m.

TV's

■ **Twentynine Palms, CA** KVMD(TV) ch. 31—Dec. 24, 1992 application of Desert 31 Television Inc. for MP (BPCT-870529KN) to change ERP (vis): 36.4 kw; ant.: 90 m.; TL: 1.3 mi. north of State Hwy. 62, section 24, township 1 north, San Bernardino County, CA; antenna: Andrew ALPI6L2-HSB-31, (DA)(BT); (34-09-15 - 116-11-50).

Actions

AM's

■ **McCall, ID** KMCL(AM) 1240 khz—Granted app. of McCall Broadcasting Inc. (BP-920515AE) for CP to change TL to 4.5 km south of McCall, and make changes in antenna system. Action Sept. 23, 1992.

■ **Portageville, MO** KMIS(AM) 1050 khz—Granted app. of New Madrid County Broadcasting Communications (BP-920512AA) for CP to reduce power to 600 w and make changes in antenna system. Action Sept. 23, 1992.

■ **Billings, MT** KCTR(AM) 970 khz—Granted app. of Citadel Communications Corp. (BP-920420AA) for CP to correct coordinates to 45 44 35 - 108 32 37. Action Sept. 23, 1992.

■ **New York** WMCA(AM) 570 khz—Granted app. of Salem Media Corp. (BP-900405CB) for CP to increase power to 30 kw night-50 kw day and make

changes in antenna system. Action Dec. 29, 1992.

■ **Lumberton, NC** WTSB(AM) 580 khz—Granted app. of Henry William Hoot (BP-900405BE) for CP to make changes in antenna system and change TL: proposed site is located at N315 degrees E and .68 km from intersection of Rt. 72 and State Rd. 2202 Lumberton, NC; 34 35 15 - 78 59 30; pet. for recon. granted 9-18-92. Action Sept. 18, 1992.

■ **San Juan, PR** WIAC(AM) 740 khz—Dismissed app. of Bestov Broadcasting Inc. of Puerto Rico (BP-900404AJ) for CP to reduce night power to 3 kw and make changes in antenna system. Action Sept. 22, 1992.

■ **Lawrenceburg, TN** WWLX(AM) 590 khz—Granted app. of Prospect Communications (BP-920402AD) for CP to reduce power to 600 w and make changes in antenna system. Action Sept. 23, 1992.

■ **Boerne, TX** KBRN(AM) 1500 khz—Granted app. of Boerne Radio Company (BP-910930AH) for CP to change TL to 31005 Highway 10 West, Boerne, TX 29 44 34 - 98 41 36. Action Sept. 23, 1992.

■ **Alexandria, VA** WCPT(AM) 730 khz—Returned app. of Group W Radio Inc. (BMP-920805AA) for MP (BP-900405CM) to increase night power to 950 w and make changes in antenna system. Action Sept. 23, 1992.

FM's

■ **Monroeville, AL** WMFC-FM 99.3 mhz—Granted app. of Monroe Broadcasting Company Inc. (BPH-900914IB) for CP to make changes; change ERP 50 kw H&V; ant. 150 m.; change class to C2 (per RM-6695). Action Dec. 31, 1992.

■ **El Dorado, AR** KLBQ(FM) 99.3 mhz—Granted app. of El Dorado Broadcasting Co. (BPH-920529ID) for CP to make changes: ERP: 14 kw (H&V), change frequency from 99.3 to 98.7, change class from A to C3 (per MM docket #84-231). Action Sept. 24, 1992.

■ **Newport, AR** KOKR(FM) 96.7 mhz—Granted app. of Newport Broadcasting Company (BPH-920521MJ) for CP to make changes in ERP: 35 kw (H&V); ant.: 167 m.; TL: 2.6 km northwest of Possum Grape, Jackson Co., AR; frequency: change C2 (per MM docket #87-56). Action Sept. 22, 1992.

■ **Apple Valley, CA** KZXY-FM 102.3 mhz—Granted app. of Ruby Broadcasting Inc. (BMPH-920707IH) for mod. of CP (BPH-900802IC) to change antenna supporting structure height. Action Dec. 22, 1992.

■ **Hartford, CT** WCCC-FM 106.9 mhz—Granted app. of Greater Hartford Communications Corp. (BPH-910823IC) for CP to change TL: 3114 Albany Avenue, West Hartford, CT. Action Jan. 4.

■ **MacClenny, FL** WJXR(FM) 92.1 mhz—Granted app. of WJXR Inc. (BPH-920108IC) for CP to make changes: ERP: 25 kw (H&V), change class to C3 (per docket #91-52); informal objection denied 9-18-92. Action Sept. 18, 1992.

■ **Columbia, IL** WCBW(FM) 104.9 mhz—Forfeited and canceled app. of WCBW Inc. (BPH-900806IF) for CP to make changes; change ERP 4 kw H&V; increase ERP to equivalent of 6 kw (per MM docket #88-375). Action Jan. 4.

■ **Indianapolis** WHHH(FM) 96.3 mhz—Granted app. of Shirk Inc. (BMPH-911224IC) for mod. of CP (BPH-880727MJ) to make changes; change ERP: .77 kw (H&V); ant.: 200 m. Action Sept. 22, 1992.

■ **Eureka, KS** KOTE(FM) 93.5 mhz—Granted app. of Newwood Productions Ltd. (BMPH-920610IB) for mod. of CP (BPH-891201MC) to make changes: ant.: 98 m., TL: 1.5 mi. south of Eureka on State Street. Action Dec. 31.

■ **Hagerstown, MD** WETH(FM) 89.1 mhz—Granted app. of Greater Wash. Ed. Telecom. Assoc. (BMPED-920522IB) for mod. of CP (BPED-910116MR) to make changes to ant.: 408 m.; TL: Quirauk Mountain, 10.7 km east-northeast of Hagerstown. Action Sept. 18, 1992.

■ **Olive Branch, MS** WYYA(FM) 95.7 mhz—Granted app. of Olive Branch Broadcasting Corp. (BMPH-910827IA) for mod. of CP (BPH-880816MU) to make changes: ERP: 6 kw H&V, TL: .21 km at 90 degrees true from intersection of Ridgeway Road and Mt. Moriah Road, Memphis, TN. Action Sept. 23, 1992.

■ **Newberry, SC** WNMX(FM) 106.3 mhz—Dismissed app. of Professional Radio Inc. (BMLH-900329KB) for mod. of license to increase ERP: 4.75 kw H&V (per docket #88-375). Action Dec. 22, 1992.

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Fates Fortunes

TELEVISION

Richard Lewis, founder, Richard Lewis Associates, Los Angeles, joins DIC Animation City, Burbank, Calif., as VP, public relations, promotion.



Richard Lewis
DIC Enterprises

Eve Szurley, director, creative development, Fox Broadcasting Co., Beverly Hills, Calif., named VP.

P. Thomas Van Schaick, VP, finance, administration, ABC Entertainment, New York, named senior VP.

Jamie Magin, former account executive, Dimension Media Services, Palos Verdes, Calif., joins Metro-Goldwyn-Mayer Inc., Culver City, Calif., as director, purchasing.

Lon Levin, director, creative services, Saban Entertainment, Burbank, Calif., named executive director, creative services.

Tom Petner, former VP, news, WWOR-TV Secaucus, N.J., joins WTAE-TV Pittsburgh as news director.

Ezra Marcus, reporter, WAVE-TV Louisville, Ky., joins KSTP-TV Minneapolis in same capacity.

Joan Brant, program director, WYCC-TV Chicago, joins Central Educational Network, Des Plaines, Ill., as coordinator, programing projects.

Marvin Rhodes, programing director/assistant GM, KTVL-TV Medford, Ore., joins KPTV-TV Portland, Ore., as program director.

Judy Goodman, VP, operations planning/administration, Photo Electronics Corp., West Palm Beach, Fla., joins WPEC-TV West Palm Beach as VP/editorial director.

Joyce Pearson, executive producer, *Eye on Tampa*, WTVT-TV Tampa-St. Petersburg, Fla., named senior



Lon Levin
Saban Entertainment



Rob Guarino
WSTM-TV

producer, special programing.

Appointments at WVIT-TV West Hartford, Conn.: **Steve Savard**, sports director/nightly anchor, sports-casts, joins as weekend sports anchor/reporter; **Pat Lore**, anchor/reporter, WWLP-TV Springfield, Mass., and **Danielle Knox**, reporter, KTVE-TV Monroe, La., join as reporters.

Appointments at WPVI-TV Philadelphia: **Brenda Leon**, videotape editor, named news production manager; **Joe Torres**, reporter, WNEP-TV Scranton, Pa., joins in same capacity, Jersey Shore bureau, Margate, N.J.; **Tom Baginski**, technician, engineering, WFLA-TV Tampa, Fla., joins in same capacity; **Bruce Neumann**, photographer/editor, public affairs department, named producer/editor, post-production.

Rob Guarino, part-time meteorologist, WSTM-TV Syracuse, N.Y., named full-time meteorologist.

Gay Yee, reporter/weekend anchor, WWOR-TV Secaucus, N.J., joins KCAL-TV Hollywood, Calif., as general assignment reporter.

Cindy Smith See, marketing consultant, WWMG-TV Selby, N.C., joins WSET-TV Lynchburg, Va., as mar-

keting specialist.

Charles Kroll Jr., sales manager, Video Guard Production, Dallas, Pa., joins WHP-TV Harrisburg, Pa., as local sales manager.

Connie Simmons Spikerman, VP, legal, business affairs, Columbia TriStar Home Video, Los Angeles,



Gay Yee
KCAL-TV



John Noel
WJBK-TV

joins RHI Entertainment, New York, as senior VP, business affairs.

John Evenson, director, broadcasting, PGA Tour, Ponte Vedra Beach, Fla., named VP, broadcasting.

Robert Gaulin, partner, Berger Steingut Tarnoff & Stern, New York, opens own firm, Robert V. Gaulin & Associates, there.

Appointments at WJBK-TV Detroit: **John Noel**, general assignment reporter, KOMU-TV St. Louis, joins in same capacity; **Melanie Gill**, assignment editor, named managing editor; **Ken Ryczyn**, national sales manager, named GSM; **Jeff Murri**, account executive, named national sales manager; **Steve Schram**, director, marketing, assumes additional marketing responsibilities in sales department; **Katy Baetz Matthews**, promotion manager, named community services director; **Debra Lawson**, community services director, named assistant program director; **Carolyn Worford**, director, programing operations, assumes additional responsibilities of promotion/publicity staff; **Jeff Forster**, director, broadcast operations, assumes additional responsibilities of art department.

Appointments at WBRC-TV Birmingham, Ala.: **Janet Hall**, reporter, assumes additional responsibilities as health editor; **Linda Mays**, reporter, named co-anchor.

Appointments at KNXV-TV Phoenix: **Beth Brand**, program editor, named producer/editor; **Kris Volenec**, receptionist, named promotion secretary; **Stefanie Villa**, admissions/records technician, South Mountain Community College, Phoenix, joins as receptionist; **Patricia Sankovich**, account executive, KPHO-TV

ager, WCOJ(AM) Coatesville, Pa., named GM.

Cindy Friedman, senior account executive, WPGC-FM Greenbelt, Md., named local sales manager.

Kevin Fischer, former managing editor, WTMJ(AM) Milwaukee, Wis., rejoins as news director.

Jim Kalmenson, VP, sales, KWKW(AM) Los Angeles, named VP/GM.

Michael Adams, assistant station manager, KJIN(AM)-KCIL-FM Houma,

ordinator, named senior coordinator; **Scott Atkinson**, senior mail clerk, named commercial traffic scheduler; **Betsy Flounder**, administrative assistant to the president, named manager, national promotions; **Tim Hays**, highlights supervisor, named producer; **Jean McCormick**, producer, named coordinating producer.

Appointments at USA Network, New York: **Donna Rothman**, director, advertising sales, Eastern region, and **Robert Riordan**, manager, advertising sales, Eastern region,



Ken Ryczyn
WJBK-TV



Jeff Murri
WJBK-TV



Cary Glotzer
Comedy Central



Sarah Miller
Comedy Central



Charlotte Van Doren
BRAVO

Phoenix, joins in same capacity; **Cindy Kerr**, editor, named director, production.

Appointments at Raycom, Charlotte, N.C.: **Judith Jenkins**, former VP, affiliate relations, NBC, New York, joins as director, affiliate relations; **Cary Glotzer**, coordinating producer, Titan Entertainment, New York, joins in same capacity, New York office.

RADIO

Brett Cervantes, director, Midwest division, ITC Entertainment, Chicago, joins Eastman Radio, St. Louis, as sales manager.

Kristin Winney-Sterling, account executive, KMEL-FM San Francisco, joins Katz Radio, New York, in same capacity.

Brian Roberts, morning drive announcer, KRTH-FM Los Angeles, joins KCBS-FM there as 10 p.m.-2 a.m. air personality.

Clark Donley, sports director/sportscaster, WSYX-TV Columbus, Ohio, joins WSNY-FM there in same capacity.

Art Douglas Marple, station man-

La., and WGGZ-FM Baton Rouge, La., named VP/GM.

Joe Garner, regional director, The Source, Westwood One Companies, Los Angeles, named director, Westwood One Companies' new audio products division.

Anne Milner, customer support manager, Tellermate, Denver, joins Katz Radio, Detroit, as account executive.

Jennifer Shine, brand manager, Anheuser-Busch, New York, joins Christal Radio there as account executive.

CABLE

Sarah Miller, senior VP, finance, administration, Comedy Central, New York, named executive VP, operations, finance.

Appointments at Pennsylvania Cable Marketing, Meadville, Pa.: **Bruce Hendrickson**, director, marketing/public affairs, named director, programming/public affairs; **Bradford Hammer**, account executive, Wickham Group, Middletown, N.Y., joins as sales/marketing manager.

Appointments at ESPN, Bristol, Conn.: **Elaine Lorenz**, marketing co-

named VP's, New York sales; **Tom Olson**, director, advertising sales, Sci-Fi Channel, New York, named VP, advertising sales, Sci-Fi Channel; **Barry Frey**, director, new business development, named VP, international sales, new business.

Appointments at Discovery Networks, Bethesda, Md.: **Carol Good Whitman**, senior VP, Ted Bates Co. Inc., New York, joins as VP, marketing; **Rachael Rogers**, senior coordinator, program information, named manager, program information; **Adam Stewart**, sales planner, named account executive.

Appointments at Bravo, Woodbury, N.Y.: **Caroline Bock**, assistant director, public relations, named director; **Charlotte Van Doren**, manager, acquisitions, named director, program acquisitions; **Dawn Frisby**, marketing manager, Central region, named director, corporate sponsorship programs; **Vienna Steiner**, studio producer, Comedy Central, New York, joins as assistant director, production.

Eileen Murphy, director, public relations, Turner Broadcasting System, New York, named VP, public relations, CNN, Atlanta.

DEATHS

Michael J. Faherty, 54, executive VP. Cox Broadcasting, Atlanta, died Feb. 13 of pneumonia at his home there. He had leukemia. Faherty, who was profiled in BROADCASTING's Aug. 19, 1991, issue, was executive VP. radio, in 1989-92, and before

that was VP/GM of Cox's WSB-AM-FM Atlanta in 1981-89. His first exposure to radio came in 1960, as an announcer/account executive for WPA-C(AM) Patchogue, N.Y. In 1962 he joined KYW(AM) Cleveland (now WWWE(AM)) as an account executive, thus beginning a 19-year career with Westinghouse that took him to WBZ(AM) Boston as sales manager;

WINS(AM) New York as GSM, and WIND(AM) Chicago, where he served as VP/GM. He was president of Radio Advertising Representatives for seven years. Faherty served on the boards of the Radio Advertising Bureau and the National Association of Broadcasters. (His NAB term would have expired in June 1994.) He was also a member of the Radio Operators Caucus and the NAB's DAB Task Force. Survivors include his wife, Barbara, and six children.

FORMER CBS NEWS CHIEF SALANT DIES AT 78

Former CBS News President Richard Salant died Tuesday of heart failure at the Country Club of Fairfield in Southport, Conn. He was 78. Salant died while addressing a group of senior citizens on the topic of network news. He was president of CBS News from 1961-64, and again from 1966 until forced to retire in 1979.

During Salant's first stint at the helm of CBS News, the network was the first to expand its evening news program from 15 minutes to a half-hour. Early in his second term, in 1968, the network launched *60 Minutes*, the prime time magazine that is still the ratings leader in its genre. Salant also oversaw the introduction of *The CBS Morning News* and *Sunday Morning*.



Though one of TV journalism's staunchest defenders, Salant was also an outspoken critic of the media when he saw shortcomings. In a 1988 address at the University of Chicago, Salant said that network journalism, "on its good days, is surprisingly informative." But he noted that, on occasion, the networks do falter, running stories that "compete with the reading material at the checkout counter."

Salant spent 27 years at CBS. He joined the network in 1952 as a vice president, and led the network's legal battle against NBC at the FCC and in the courts over the right to develop a color television format. CBS won the battle but lost the war because manufacturers embraced the NBC-RCA format and refused to manufacture the incompatible CBS system.

After graduating from Harvard Law School in 1938, Salant became an attorney for the National Labor Relations Board. After World War II, when he served as a lieutenant commander in the Navy, Salant joined the New York law firm of Roesenman, Goldmark, Colin & Kaye, which had CBS as a client.

After leaving CBS in 1979, he became vice chairman of NBC, a post he held until his retirement in 1983. He later served on the NPR board, but quit in 1990 over NPR's practice of accepting grants earmarked for coverage of specific issues, which he said involved underwriters "participating in what gets covered and not covered."

Howard Stringer, president, CBS Broadcast Group, who was a news producer at CBS under Salant, characterized him as "one of the founding fathers of CBS News. Under his leadership, the highest standards of journalistic excellence were codified and exemplified for a generation of broadcast journalists."

CBS news anchor Dan Rather, who was also at the network during the Salant years, said Salant "wrote the book on integrity, ethics and excellence. During his time at CBS, he set the world's standard for broadcast news leadership."

A memorial service will be held today (Feb. 22) at 11 a.m. at The Museum of Television and Radio, 25 West 52nd Street, New York. —SM

Edward Conley, 60, Voice of America's Tokyo bureau chief, died Feb. 11 of a brain tumor at George Washington University Hospital, Washington. Before joining VOA in 1960, Conley worked as a television writer and newscaster at WWLP-TV Springfield, Mass. His VOA career included stints as a general assignment reporter and correspondent covering the White House, Defense and State departments, Congress, the United Nations; assignment desk and duty editor; East Asia and Pacific bureau chief; Tokyo correspondent; European editor, and Toyko bureau chief/correspondent. Survivors include his wife, Joyce, and four daughters.

Jerry Strong, 77, Washington television and radio personality, died Feb. 13 of pneumonia and kidney failure at Shady Grove Adventist Hospital, Gaithersburg, Md. Strong's program, *Backstage*, was heard on WMAL(AM) Washington, as was *The Jerry and Jimma Strong Show*, which he co-hosted with his wife, Jimma. He helped launch WINX(AM) Rockville, Md., in 1940. *Block Party*, a 15-minute variety show, was his first television show for Dumont in 1947. Strong worked as a freelance commercial announcer and operated Strong Productions, an advertising and public relations company for 30 years. Survivors include his wife, Julia, and two daughters.

J. Stanley McCormack, 70, retired account executive, WRC-TV Washington, died Feb. 4 of a heart embolism following heart surgery in Charleston, S.C. McCormack worked early in his career at *The Washington Star* and WTOP-TV Washington. Survivors include his wife, Evelyn, one son and one daughter.

WAYNE ALBERT LEPOFF

Typically, Hollywood producers cringe at the prospect of a business affairs executive moving to the creative side, but Genesis Entertainment President and COO Wayne Lepoff has managed to do it while earning a reputation as an invaluable asset in both areas of the syndication business.

Many who work with Lepoff attest to his accessibility and openness to new ideas. Even though much of Lepoff's career has been spent as a certified public accountant and business affairs executive, Genesis Entertainment's majority owner and chairman, Gary Gannaway, who still oversees the creative side, says it is Lepoff's "innate creative ability, balanced with a strong acumen for watching the bottom line," that has helped the company grow.

After helping to create and launch the first-run reality-based weekly *Emergency Call* last season, Lepoff came up with the idea of aggressively going after the established off-network reality strips entering syndication—such as *Cops* and *Rescue 911*—by creating a first-run spin-off, *Real Stories of the Highway Patrol*. Upon completing a two-week test in eight metered markets last December, *Highway Patrol* averaged a 6.2 rating/14 share, which exhibited strong enough time period improvements to merit a decision to go with a national launch next month.

"Basically, I had noticed the success that *Cops* was having in [prime] access in New York, and started wondering why no other syndicator was producing a first-run reality strip," Lepoff says. "Despite all the hesitation in the market about the kind of gamble it takes to crack into access these days, I started thinking why would it be any different if a first-run reality series went after those same adult demos at 7 p.m.?"

The association between Lepoff and Gannaway traces back to 1984, when Lepoff had a private CPA practice in Los Angeles. Ansel Sloane, a lawyer who had brought other entertainment clients to Lepoff, introduced



Gannaway, who conceded that Genesis's books were in a "complete shambles" at the time.

Although Gannaway is regarded as one of the most aggressive sales executives in syndication (in the mold of his mentor, station sales veteran Sandy Frank), he acknowledges that Lepoff is completely in charge of "system controls" for the privately held company.

"I have such complete faith in Wayne that I have never had to cut a check, balance the books or second-guess a P&L [profit and loss] statement," says Gannaway, who is based in New York. "In Wayne's time here, we have never been late on a check to a producer. I don't know how many companies can say that."

Gannaway had enough confidence in Lepoff's abilities beyond business affairs to offer him in 1986 the president's post and a minority interest in the company, although some industry watchers were skeptical of Lepoff's ability to make the transition.

Lepoff put those doubts to rest when he was able to convince the late Michael Landon to sell the *Highway to Heaven* series library for a "small advance fee" in return for profit participation in the national barter advertising sales. It was an unprecedented move at the time—no other hour-long off-network series was marketed on an ad-supported basis. And it was Lepoff who got actress Whoopi Goldberg to host a half-hour late-night talk show strip, which launched earlier this season.

Presently, Lepoff and Gannaway are in the midst of discussions that could lead The Andrews Group, headed by investor Ron Perelman, to take an equity interest in Genesis or jointly finance program ventures. Genesis is already poised to launch two other new series, animated weekly *Biker Mice from Mars* and summer 1993 drama entry *Paradise Beach*, from Andrews's Marvel Productions and New World International properties, respectively. Growing up in Venice, Calif., Lepoff honed his business skills early selling

Fuller brushes door-to-door and helping his father, who processed tax returns, with accounting chores. "My father wanted me to be a CPA, but I chose a business major to become better rounded in all facets of business affairs," Lepoff recalls.

In college he got that and more. Attending the University of California at Berkeley during the height of the Vietnam War protests, Lepoff says he

"learned more outside of school what the free speech movement meant, but there were also armed guardsmen trying to subtly remind us what the consequences could be. It was a truly great education." ■

President and COO, Genesis Entertainment, Agoura Hills, Calif.; b. July 12, 1951, Santa Monica, Calif.; BS, business, University of California at Berkeley, 1972; accounting clerk, UCLA, Los Angeles, 1973-74; accountant, Berglund & Associates, Los Angeles, 1975-77; senior accountant, Berglund & Associates, 1977-78; controller, Western Security, Los Angeles, 1979-80; vice president, finance, Western Security, 1980-81; president, Western Security, 1981-83; certified public accountant in private practice, Los Angeles, 1983-86; present position since 1986; m. Debi Baldwin, Jan. 2, 1983; children: Karissa, 15; Talia, 8; Benjamin, 5.

In Brief

Basic cable network ad revenues increased almost 16% in the fourth quarter of 1992, according to the Broadcast Cable Financial Management Association. Revenues for the 20 participating cable networks were \$602 million versus \$519 for the same quarter in 1991. And, according to the Cabletelevision Advertising Bureau, prime time viewing on basic cable climbed two points to a 20 share in fourth-quarter 1992 over the same period in 1991. For the year 1992, ad revenues for the cable networks jumped 15%, to \$2.12 billion.

President Clinton's State of the Union Address last Wednesday garnered a 60 share of the viewing audience in the 29 Nielsen metered

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 7. Numbers represent aggregate rating average/stations.% coverage)

1. Wheel Of Fortune	14.8/221/98
2. Jeopardy!	13.0/213/98
3. Star Trek: Deep Space Nine	12.9/228/99
4. Star Trek	11.3/243/99
5. Oprah Winfrey Show	10.8/236/99
6. Wheel Of Fortune-wknd	9.5/182/83
7. Entertainment Tonight	9.1/179/95
8. Married...With Children	8.8/192/97
9. Roseanne	7.9/134/86
10. Inside Edition	7.8/171/94
11. Current Affair	7.7/181/96
12. Untouchables	6.8/194/96
13. Designing Women	6.6/207/99
14. Baywatch	6.5/176/94
15. Donahue	6.1/219/99
15. Kung Fu	6.1/152/91

markets on CBS, NBC and ABC combined, Nielsen said last week. On

ABC, more than 9.3 million homes tuned in, giving the network a 19.9/27. On CBS, more than 5.6 million homes watched, which translated to a 12.2/17, and more than 5.4 million homes tuned to NBC, for an 11.6/16.

Anthony Cassara has been named president of the Paramount Stations Group, filling a vacancy left when James Boaz retired last fall. Cassara will oversee the six stations and report to Paramount Domestic Television President Steve Goldman. In 1991, Cassara founded Coral Communications, owner of KHNR(AM) Honolulu. Previous to that, Cassara was chairman-CEO of Wometco Broadcasting Co. and Golden West Television.

Bill Frank, president-GM of KCOP(TV) Los Angeles for the last 10 years, **has been named to the new position of executive VP of the station's group owner, Chris-Craft Industries**, which owns eight independents. There was speculation late last week that he would be succeeded at KCOP by VP/station manager, Rick Feldman, but Thompson said he hasn't had a chance to look over a list of potential candidates.

DIC Animation City and Sterberg/Brough Productions have received a pilot commitment from NBC to produce a weekday game show called Incredible Mall, while the co-producers also have a pilot order from Telemundo for a potential weekly Spanish-language version titled *El Mall Incredible*. Telemundo will debut the series some time this spring for airing Sundays at 7 p.m.

Los Angeles-based animation producer **Film Roman** has entered into an agreement with Bohbot Entertainment to **handle the first-run distribution of animated action-ad-**

HDTV 'GRAND ALLIANCE' ENDORSED BY WILEY

Richard Wiley, chairman of the FCC's Advisory Committee on Advanced Television Service, in preparation for this Wednesday's (Feb. 24) meeting of the committee, supported approval of a "grand alliance" of the remaining four all-digital HDTV transmission proponents into a single system.

The four players have conducted informal consolidation talks among themselves for years, and Wiley's letter is a further incentive to complete such an agreement.

If the parties agree to a consolidation, the advisory committee may not be able to make a recommendation until next year. The new system will have to be built and then tested in the laboratory and the field, "but, in the long run, I think the establishment of a new [advanced TV] broadcast standard will be advanced," Wiley said last week in a memorandum to advisory committee members.

Meanwhile, the HDTV transmission system that eventually will be chosen as the U.S. standard is increasingly likely to become the global standard. England's *Financial Times* reported Friday (Feb. 19) that Martin Bangemann, the European Community's newly appointed commissioner for industrial policy, information and telecommunications technology, is unwilling to continue the costly, decade-long international HDTV standards war into the digital domain.

The *Financial Times* quoted Bangemann as saying: "A digital standard doesn't need to be set [by the EC].... Global standards are always the best solution."

The \$737 million, EC-funded HD-MAC analog HDTV system planned for direct broadcast satellite service has lost support in Europe in recent years with the emergence of U.S. digital technologies.

-RMS

venture series **Mighty Max**, as part of Bohbot's weekend *Amazin' Adventures* two-hour block, which is cleared in 85% of the country. Action Media Group will handle the national barter advertising sales for *Mighty Max*, as it does for all of Bohbot's programming block.

KONJ(AM)-KXTN(FM) San Antonio, Tex., was sold by TK Communications to Tichenor Media System Inc. for **\$11 million**. Seller also owns two AM's and three FM's. Buyer, a Spanish-language radio group, owns KCOR(AM) San Antonio, and recently purchased KSRR-FM there for \$3.8 million ("Changing Hands," Jan. 11). It owns seven other AM's and six FM's. Broker: Star Media Group.

WEZY(FM) Lakeland, Fla., was sold by Chapman S. Root Living Trust to Paxson Enterprises for **\$4.75 million**. Seller owns two AM's and one TV. Buyer, headed by Lowell Paxson, recently sold WWNZ(FM) Cocoa Beach, Fla., for \$5.01 million ("Changing Hands," Feb. 15); it owns six AM's and nine FM's in Florida. Broker: Rumbaut & Associates and Media Venture Partners.

The FCC has turned around on the fairness doctrine on the strength of pro-doctrine commissioners Andrew Barrett and Ervin Duggan over Acting Chairman James Quello. Barrett and Duggan last week voted to authorize the FCC's general counsel to file a brief seeking a remand in *Arkansas AFL-CIO v. FCC* in the 8th U.S. Appeals Court in St. Louis. That will allow the commission to give further consideration to whether Congress codified the doctrine into law when it amended the Communications Act in 1959.

EEO is up next at the FCC as it moves to implement the 1992 Cable Act. The NCTA, in comments filed with the FCC last week, argued that video dialtone systems and other multichannel services should be subject to the EEO rules mandated by the 1992 Cable Act. NCTA also suggested the FCC negotiate with the Labor Department to reduce or eliminate duplicative EEO requirements for cable systems located on military installations. The Cable Act requires the FCC to modify the EEO rules by expanding the job categories covered from nine to 15 and re-



Diana: Her True Story, adapted from the Andrew Morton biography, premiered at the Villa Ephrussi de Rothschild during the Monte Carlo TV Market. The international co-production will air in the U.S. on NBC this spring. Shown at the screening (l-r): Martin Poll, executive producer; Anne Stallybrass (Queen Elizabeth); Serena Scott Thomas (Diana); David Threlfall (Charles), and author Andrew Morton.

quiring EEO reports to identify the race, sex and job title within each category. Fines per violation are increased from \$200 to \$500. The FCC must also hold mid-license reviews of EEO compliance of television stations.

Despite ABC's historic Michael Jackson interview, which was the fourth-most-watched entertainment program ever, **CBS won the second week of the February sweeps**, paced by the first installment of the three-part *Queen* miniseries. Part one averaged a 24.7 rating/38 share (Nielsen) and led CBS to a 14.4/23 average for the week of Feb. 8-14, eight-tenths of a rating point ahead of second-place ABC which pulled in a 13.6/22. Overall, the miniseries which concluded last Thursday evening averaged a 23.9/36. In the sweeps race through last Thursday night: CBS, 15.1/24; ABC, 13.2/21; NBC, 11.4/18, and Fox, 8.4/13.

The annual **Golden Mike award**, presented by the Broadcast Pioneers, will go to **KING-TV Seattle**. It will be presented at a banquet at New York's Plaza Hotel, on Monday, March 8.

President Clinton's economic package released last week (see page 4) says **the administration "is committing funds to such new initiatives as a Radio Free Asia,**

to carry news and hope to China and other Asian nations." At the same time the administration is "reviewing" the future status of other government-funded international broadcast organizations, "many of which were designed for the Cold War." Freshman Senator Russell Feingold (D-Wis.) is sponsoring a bill (S. 51) to consolidate those organizations.

American Movie Classics has finalized an agreement with MSO Comcast, which will roll out the 24-hour classic movie network to all 2 million of its subscribers beginning this month.

Turner Broadcasting System subsidiary **Turner Private Networks has decided to discontinue its expansion plans for the Checkout Channel**, a news and information service shown in supermarkets.

NBC and Miller Genuine Draft have teamed up for a national marketing program tied to the upcoming NBA playoffs and finals. The program will include a "Watch & Win" sweepstakes tied to NBC's broadcast of the NBA finals, point-of-purchase materials and on-air promos and includes a network advertising buy as well. Miller and NBC last teamed up when Miller Lite ran a marketing venture tied to the network's 1992 May sweeps.

Editorials

SUNSET FOR CRT

The quote of the week came from Copyright Royalty Tribunal Commissioner Bruce Goodman (see page 46). In the current spirit of belt tightening and cost cutting, the chairmen of the House and Senate Copyright Committees have recommended abolishing the CRT and reassigning its function to the Register of Copyrights and as-needed panels. While CRT Chairwoman Cindy Daub argued for the tribunal's preservation, there is obvious self-interest in that stand. We were more persuaded by the argument of Goodman, a former attorney and communications executive, whose self-interest would not appear to be served by the following conclusion:

"In an economic environment which mandates that every government agency must overcome a presumption of unnecessary expense and counterproductivity, the tribunal has too often been noted more for providing employment to unqualified political appointees than for its help to taxpayers and the industry it should serve." (We ourselves must confess to an occasional suspicion that the CRT was more a patronage post than a repository of copyright expertise.)

Although the savings to the federal budget would be small—the CRT gets most of its folding money from the petitioning parties—a few hundred thousand here and there eventually adds up. We have no reason to believe the Copyright Office could not handle the setting of rates and disbursement of payments. "The tribunal is not as busy as a list of its responsibilities would suggest," concedes Commissioner Edward Damich.

Sounds like a recipe for RIFing to us.

VOICE OF EXPERIENCE

The TV journalism community lost a valuable resource last week with the death of former CBS News President Dick Salant.

Salant had left the television network news ranks more than a decade ago, but his convictions about what constitutes good television journalism persisted through speeches and writings, including more than one letter to the editor in the pages of this magazine. Salant, a lawyer by training, was a staunch defender of the First Amendment. In a note to *BROADCASTING* about the prime time access rule and its omission of a blanket exemption for news, Salant said: "It's the failure to exempt news, and hence the government's prohibition, for all intents and purposes, of the hour network evening news that illustrates once more how contrary to the public interest—and to good broadcasting—it can be for the government to intervene

and rule what can and cannot be broadcast, and when."

Salant's CBS News credits included recruiting Mike Wallace, Roger Mudd and Dan Rather to the ranks; expanding the network news to a half-hour (he lobbied unsuccessfully to expand it again to an hour); approving the launch of *60 Minutes* and the creation of *CBS Morning News* and *Sunday Morning*. Salant emphasized analysis in addition to reporting, and it was that emphasis that led the network to begin calling political races before the polls closed, based on returns from key precincts.

While Salant was often an outspoken critic of what he saw as the decline of hard news at the networks, that criticism was infused with an underlying respect for the format and its possibilities. In a speech at the University of Chicago in 1988, Salant had little good to say about the new breed of budget-conscious news bosses, but while he felt that the pressures on the evening news sometimes inclined producers toward "competing with the reading material at the checkout counter," he still felt that on its best days, "the evening news is brilliant and on its good days, which are more common than its bad, it is surprisingly informative."

In today's rush to make news more exciting, attractive and profitable, there is the temptation to dismiss the criticisms—and, yes, lessons—of the Dick Salants and Fred Friendlys as rooted in a past not as golden or great as it is remembered, and in any case qualitatively different from the economic and competitive realities of today. We have, however, recently been reminded of the wages of inattention to the basics of good journalism. Salant believed television news should first inform, not perform, and that its information had the power to make a difference to the lives of the audience.

On its good days, TV news could still make Salant proud. It could do worse than aspire to that goal.



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