

MAY 17

Broadcasting & Cable

The Newsweekly of Television and Radio

BUSINESS



Networks to Major League Baseball: Share the risk **6**

CABLE



Malone, Murdoch bonding in cable **10**

PROGRAMING



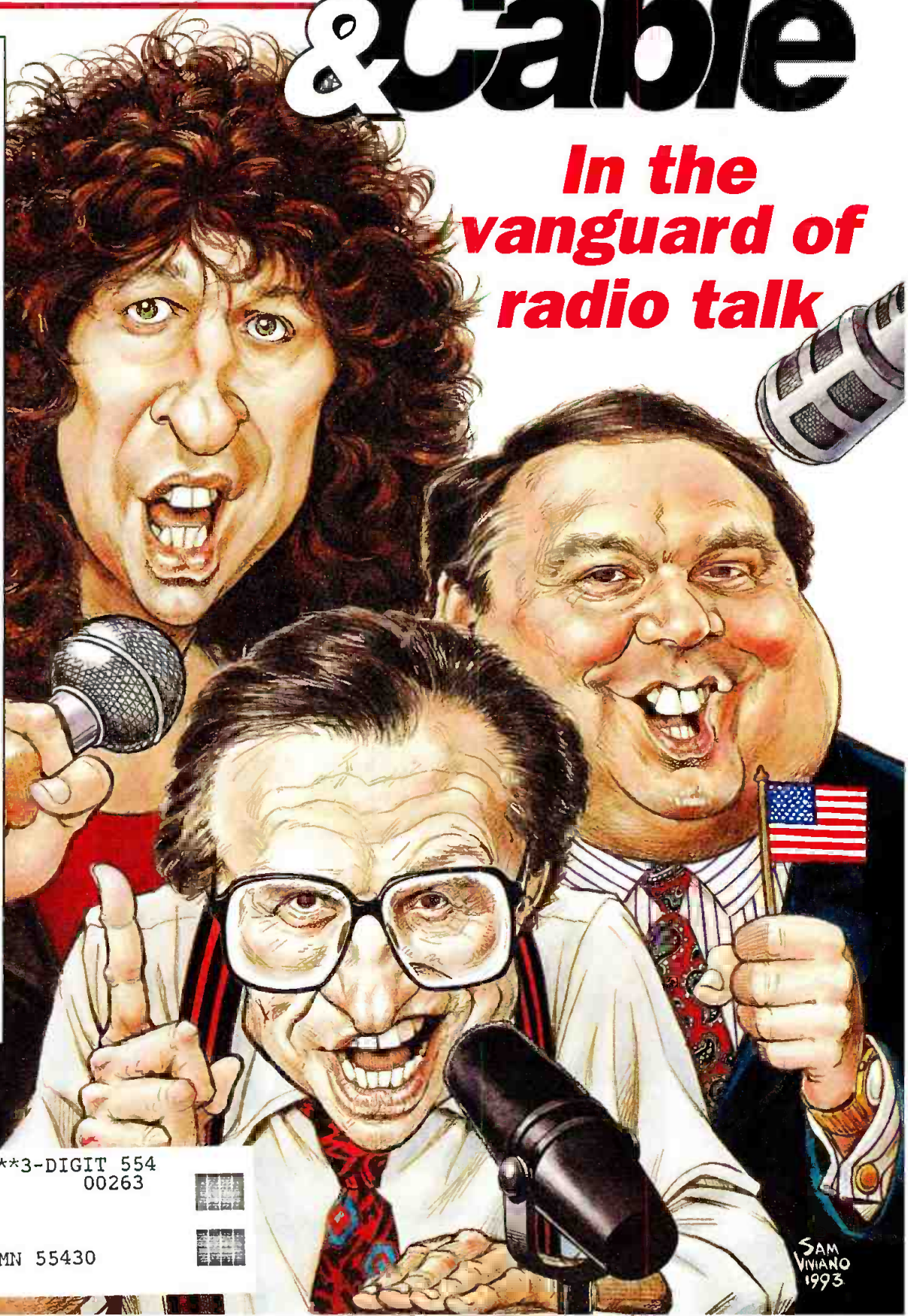
Two out of three '93 fall network lineups **18, 20**

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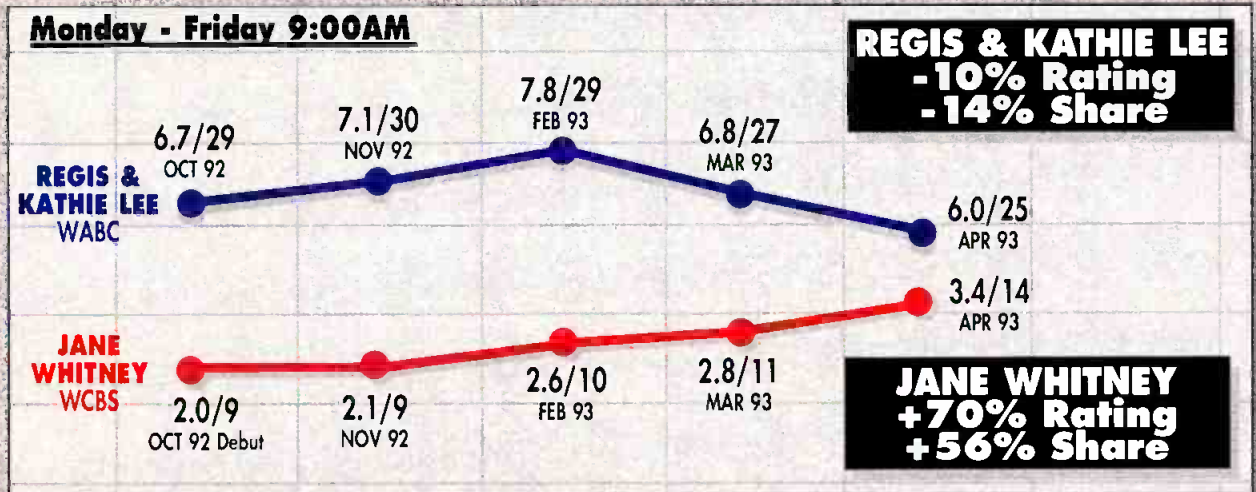
In the vanguard of radio talk



SAM VIVIANO 1993

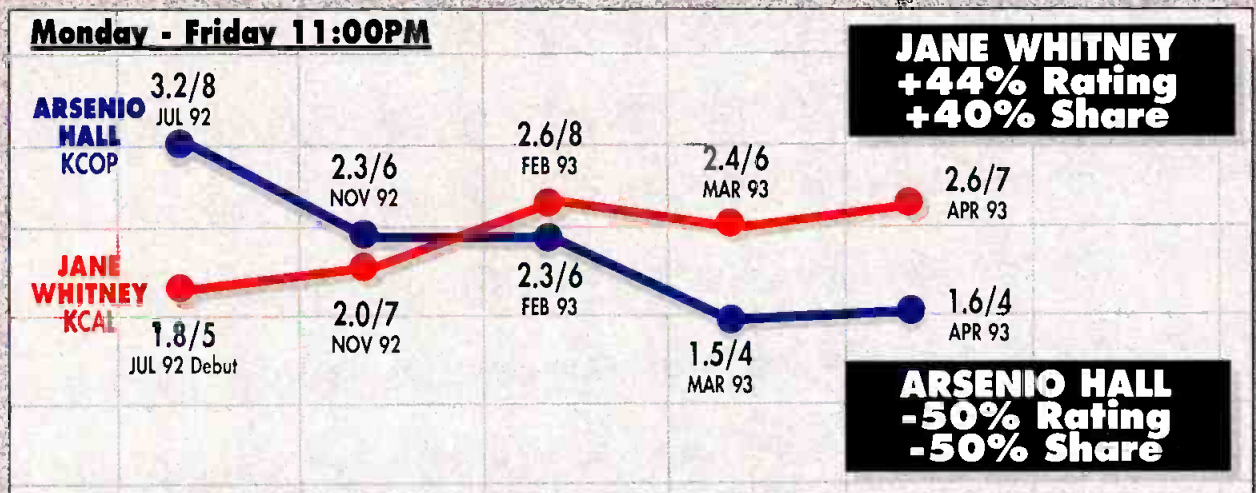
A TALE OF TWO

BUILDING AGAINST REGIS & KATHIE LEE IN NEW YORK.



Source: NSI SNAP As Dated & NSI Overnights 4/5-30/93

BUILDING AGAINST ARSENIO HALL IN LOS ANGELES.



Source: ARB SNAP As Dated & ARB Overnights 4/5-30/93 Note: JW 11:30PM (7/92, 11/92 & 2/93)

NIGHT TALK

JANE WHITNEY

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Fast Track

MUST READING FROM BROADCASTING & CABLE

BASEBALL RIGHTS UP IN THE AIR

A proposed joint venture for Major League Baseball coverage, in which MLB, ABC and NBC would form a separate company to produce, market and sell advertising for regionally televised games, looked like the deal to beat—then CBS offered a guaranteed payment/revenue-sharing deal. / 6

FOX-TCI DEAL: WIN-WIN FOR AFFILIATES?

Is the “win-win,” cable-channel-in-lieu-of-fee deal as good for Fox affiliates as it is for Fox and TCI? Some stations think they’re getting the short end of the 25 cent subscriber fee TCI is offering, yet they may still be willing to go along. / 10



Senator Strom Thurmond sought endorsement last week from the Senate Commerce Committee for his bill requiring warnings in beer and wine ads on radio and TV. Thurmond's daughter was killed last month by a drunk driver. / 16

The broadcast networks, concerned that the Justice Department may be reviewing its anti-fin-syn stance, will meet with Attorney General Janet Reno on Tuesday to argue their case. / 14

The FCC last week denied an NCTA request for a stay of the commission's new cable rate regulations, which go into effect June 21. / 14

FIGHT LOOMS ON CAMPAIGN REFORM PACKAGE

The Clinton administration's campaign finance reform package, which includes a provision guaranteeing cut-rate—and sometimes free—ad time to congressional candidates, goes to the Senate Rules Committee this week and then, perhaps, to the floor. A GOP filibuster is likely. / 16

Although retransmission-or-must-carry decisions are due June 17, only preliminary talks have taken place between cable operators and the big-three networks and their affiliates. / 17

NBC REVAMPS SIX NIGHTS

Leaving only Mondays unscathed, NBC last week slated 11 new shows in its prime time schedule, including seven sitcoms, two dramas, a mystery-film wheel and—for Wednesdays—a news-magazine anchored by Tom Brokaw and Katie Couric. / 18

ABC WOOS YOUNG ADULTS

ABC will debut eight hours of new programming—11 new series—next season, much of it geared toward its goal of becoming the dominant network for young adults. Ten shows were axed to make room, including “The Jackie Thomas Show,” “Homefront” and “Civil Wars.” / 20

Fox will offer weekly double doses of “Beverly Hills, 90210” as part of its “summer season” strategy. / 22

TOP MARKETS BID ON ‘HOME IMPROVEMENT’

Stations in four of the top five TV markets have bid for syndication rights on the hit series “Home Improvement,” and a rep source says Buena Vista Television President Bob Jacquemin is “happy as a clam” over the offers. The big question: Will affli-



On the Cover

Howard Stern, Larry King and Rush Limbaugh have ignited a talk explosion in syndication, and with half of radio stations losing money, managers are finding talk is cheap. SPECIAL REPORT / 34
Illustration: Sam Viviano

“It’s a death by a thousand cuts for us. It’s a slit throat to the broadcasters.”

—TCI’s Bob Thomson on dropping stations from cable systems / 24

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ates, hopeful of PTAR repeal in time for the show's debut, enter the bidding war? / 23

TCI threatened to drop some major-market stations in the face of what it says are unreasonably high demands for retransmission fees. / 24

Pay per view could be a major revenue source for cable systems, CTAM attendees were told last week, if the industry backs up the potential with a strong marketing campaign. / 26

Former Massachusetts governor Michael Dukakis blasted local TV news directors for their "if it bleeds, it leads" coverage. / 32

END RUN ON KIDS TV

INTV and Tribune Broadcasting, perhaps hoping to sidetrack more onerous rules, proposed that broadcasters be required to offer two hours of "educational" kids programing a week. One advocacy group wants an hour a day. / 44

MURDOCH ACCUSED OF MISREPRESENTATIONS

The Caucus for Media Diversity accused News Corp. Chairman Rupert Murdoch of misrepresenting facts to the FCC in his bid to acquire the New York Post while retaining ownership of WNYW(TV). Among its arguments: there were other viable buyers for the paper, contrary to Murdoch's assertions. / 46

MUSIC LICENSING GOES HIGH TECH

New York-based entrepreneur Stephen Swid is preparing to change the way music license fees are collected. His company, SESAC, is experimenting with a pay-per-performance monitoring system that would charge royalties every time a song is actually played. / 48

One network's \$50 million adjustment to BCFM's annual estimate of big-three revenue has raised questions about the accuracy of the tabulation. / 48

AGENCIES WORRY ABOUT RETRANS FIGHTS

Madison Avenue is concerned that fights over retransmission fees and must carry—and the possibility of stations being dropped from systems—could punch holes in their marketing plans. Agencies think broadcasters have the upper hand. / 52

Two Los Angeles-based companies have launched a two-pronged marketing campaign, using both direct marketing and radio, to reach the growing U.S. Hispanic community. / 54

Former Arbitron president Anthony Aurichio has joined Katz Communications, but details of his duties remain sketchy. / 56

COMPANIES COOPERATE ON INTERACTIVE CONVERTER

Scientific-Atlanta and Toshiba will collaborate to develop an interactive home terminal for Time Warner's ambitious Full Service Network, scheduled for launch next year. / 57

With prospects bright for an alliance among competing HDTV companies, the broadcast and cable industries have each weighed in with their recommendations for a broadcast standard. / 57



TIME AND PLACE FOR VIOLENCE: Terry Rakolta, president of Americans for Responsible Television, last week urged Congress to treat TV violence the same way it does indecency: by carving out a safe harbor. House Telecommunications Subcommittee Chairman Ed Markey said Congress is "receptive" to restricting violent programing. / 41



TEA HITS THE SPOT: A hotly contested competition over iced tea will pour nearly \$50 million into the spot market this summer. Pepsi/Lipton snared 'Sports Illustrated' swimsuit model Vendela (above); Coca-Cola/Nestle will also feature "good-looking people." / 53

Top of the Week

Two ways to go on baseball— CBS vs. ABC-NBC

Two-network plan has them and baseball producing and marketing games; playoffs would be regionalized; CBS then offers own revenue-sharing deal at 11th hour

By Steve McClellan

CBS threw a wrench in Major League Baseball's plan to form a precedent-setting joint venture with ABC and NBC to air and sell advertising in MLB network telecasts.

Under the terms of the venture, endorsed by the league's television committee, the league would not get a rights payment, as it does this season, the last in a four-year CBS pact under which the network is paying an annual average \$265 million. Instead, it would pocket the bulk of the advertising sold in games. Late last week, however, CBS, sensing discomfort among some team owners with the joint-venture proposal, offered an 11th-hour deal that combined a guaranteed rights payment with revenue

sharing, not unlike the deal NBC struck with the National Basketball Association in late April.

The latest CBS offer, sources confirmed, would guarantee \$120 million in annual rights fees (for two years) and an agreement to share revenues once CBS exceeded \$150 million in sales per season. In a statement issued last week, CBS Sports President Neal Pilson confirmed the network will have "net sales" from baseball coverage of about \$150 million this season. The CBS offer was made to league officials last Wednesday.

The situation was confusing enough for baseball's team owners before CBS

entered the picture after bowing out a week earlier, saying it wanted nothing to do with a separate joint venture such as the one agreed to with ABC and NBC. Re-entering the fray, CBS's Pilson said its new offer was based on a "one-network configuration," as opposed to the two-network plan the league had focused on.

Owners met in



CBS complicated a proposal for an ABC-NBC-MLB partnership when the network showed up at a meeting of MLB owners last Thursday in Chicago and offered a one-network plan.

Chicago last Thursday for what they thought was to be an in-depth briefing on the separate venture. But they got more than they bargained for. CBS executives, led by Pilson, showed up at the meeting offering an alternative to the joint-venture proposal, which had been heralded all week as ushering in a bold new era in sports rights deals where the MLB would begin shouldering substantial risk.

Under the proposed joint venture, ABC, NBC and MLB would contribute start-up money of around \$15 million to set up a company that would produce MLB games and sell the advertising in them for an initial six years starting in 1994.

For the first time, MLB coverage would be regionalized, much the way the networks have covered the National Football League for many years.

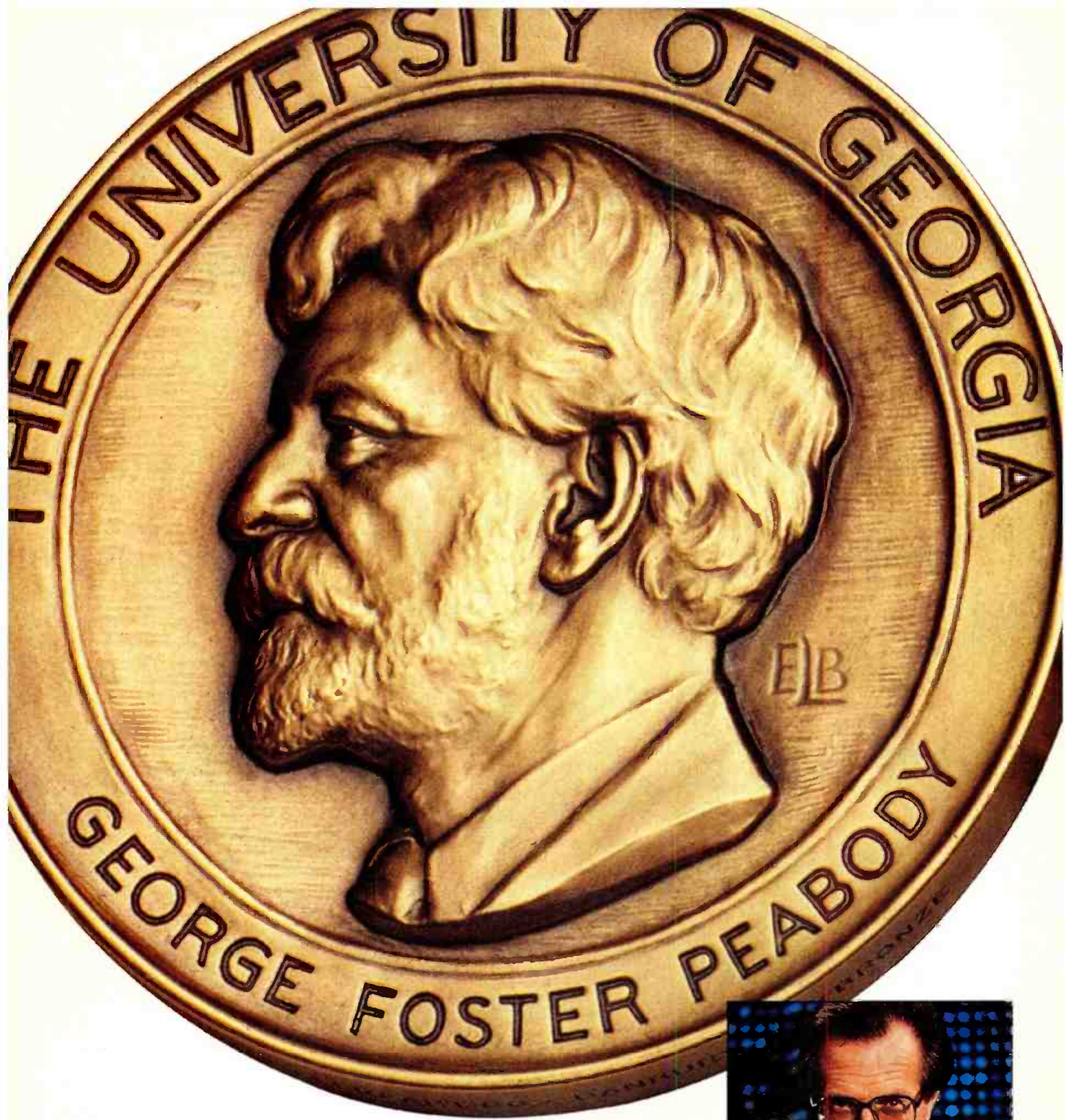
The deal calls for 12 prime time regular-season games, which would begin after the All Star break, with ABC carrying a slate of six, followed by NBC.

The deal also assumes the addition

Continues on page 67

PRIME TIME NETWORK SCHEDULE

Leaving only Monday nights untouched, NBC revealed its fall 1993 prime time lineup Friday, with 11 new programs covering 8½ hours. ABC tinkered with every night, also introducing 11 new programs including seven comedies and four dramas covering eight hours. CBS will present its new schedule to advertisers on May 24 but may release the lineup to the press late this week. See stories, pages 18 and 20.



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SOURCE: NTI, FEBRUARY NAD DATES

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TCI President/CEO John Malone and News Corp. and Fox Chairman Rupert Murdoch detail their agreement for carriage of Fox's basic cable channel last week in Denver.

Affils put their 5¢-7¢ in on cut of Fox, TCI deal

Some wonder what's in deal for them other than what they see as too small sliver of pie

By Joe Flint

Is a brand-new cable network set to launch in as little as five to nine months that does not have a programming lineup or sports contracts worth as much per subscriber as top-rated cable networks?

If it has the Fox logo attached, it is—at least to the nation's largest cable operator Tele-Communications Inc. It probably does not hurt that in return for a 25¢-per-subscriber fee (the same as it pays for USA Network), TCI will not have to worry about paying retransmission-consent money to Fox affiliates.

But as Fox and TCI laid out the details of their agreement for carriage of Fox's basic cable channel, some Fox broadcast affiliates wondered if the "win-win" situation that Fox and TCI executives described last week included them.

The deal allows TCI President/CEO John Malone to once again reiterate that TCI will not pay any broadcaster cash to carry its signal. Fox, on the other hand, gets to launch a basic cable network at a premium price and

still keep affiliates happy by offering to share the (potential) wealth.

As previously reported in BROADCASTING & CABLE, the Fox-TCI agreement calls for the cable giant to pay the network-not-a-network 25¢ per subscriber for the still unnamed cable channel, which will not carry any current Fox programming. Affiliates do not have to go with the agreement, although some feel heavy pressure will be put on affiliates to sign on.

News Corp. and Fox Chairman Rupert Murdoch said Fox will spend \$100 million to program the channel, and if the channel can get into 40 million homes it will be profitable within three years. The carriage fee will also increase should the channel pull in more than a 2% share of all cable households.

To appease affiliates, Fox is offering them the choice of taking 7¢ per subscriber outright or 5¢ per subscriber and an equity interest in the cable channel.

Under the latter scenario, Fox owner News Corp. plans to create a subsidiary to operate the channel, 25% of which would be owned by the affiliate

body. Affiliates could later choose to convert their interest to News Corp. stock or cash it in.

Fox is also seeking low channel positions for both its cable network and broadcast affiliates, even positioning the two channels next to each other where possible.

Affiliates will not be selling ad time on the cable channel, although there may be a fair amount of cross-promotion between the two channels.

While TCI is dead set against paying retransmission-consent fees to broadcasters, Malone said he is willing to listen to similar creative pitches from other broadcasters and networks.

"We will listen to any scheme that adds value to the consumer. We are not willing to do a zero sum game of transferring wealth from our consumers to [CBS Chairman] Larry Tisch," Malone said.

But other network executives countered that TCI is paying retransmission consent, the only difference being that the check to Fox affiliates will come from the network and not the cable operator. "It's a sweetheart deal," one rival network executive said, noting that Malone saves face on retransmission consent and Murdoch gets a 10-million-home start on his cable network. The cable channel, the executive said, is worth about 5¢-7¢; the remainder is for the Fox signal.

Some Fox affiliates feel the same way and think they're getting the short end of the stick. "If TCI offered 25¢ for every new cable service, there would be a traffic jam outside their offices," one large Fox affiliate group operator said, adding that his group is a "little distressed" with the split.

Still, distressed or not, many Fox affiliates may be willing to go along. "My station is worth a hell of a lot more than cable operators are willing to pay or Fox is willing to get for me," said Kevin O'Brien, vice president/general manager, KTVU(TV) San Francisco. But, O'Brien added, "as a team player, I think the arrangement is in our mutual best interests. We're willing to forgo that revenue in hopes that this particular initiative can be successful."

Clear Channel Television President Dan Sullivan said he would wait to see if Fox can rope in the other big cable operators before deciding on the offer. "It's not going to work unless Fox brings in Time Warner, Cox, Continental and Comcast." ■

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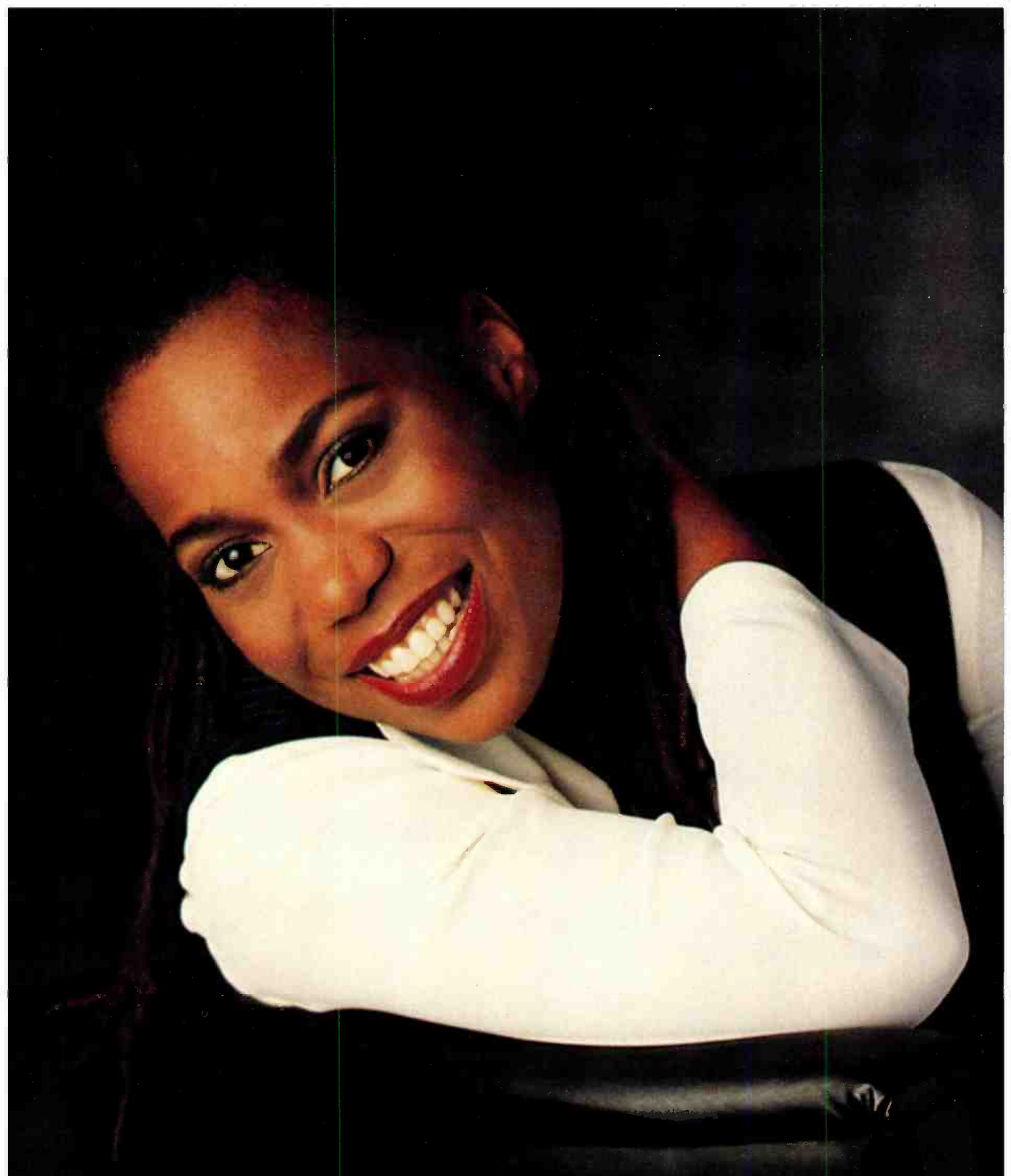
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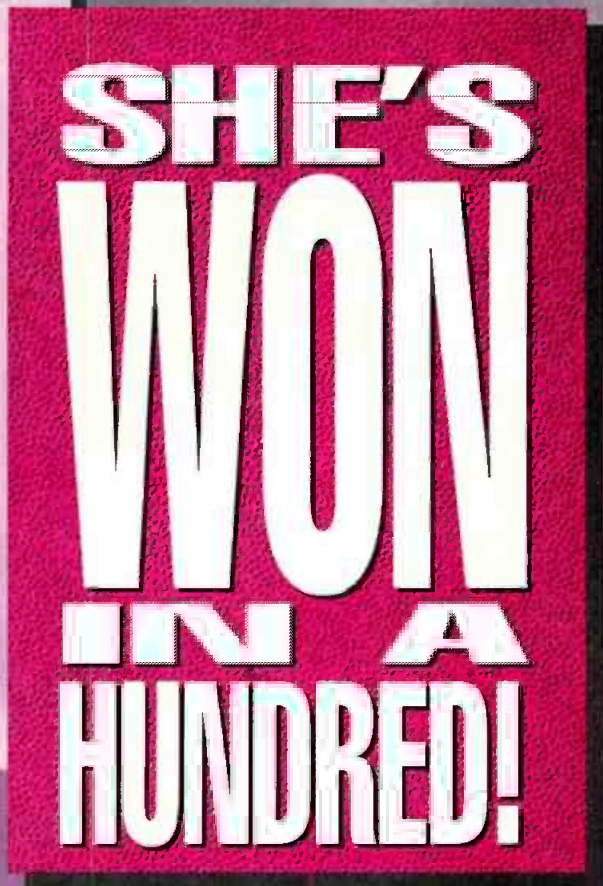


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 KGET Bakersfield
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 KARD Monroe
 WPDE Florence
 KFDM Beaumont
 WIBW Topeka
 WJET Erie
 KOMU Columbia
 KIDK Idaho Falls
 WOGX Gainesville
 KJCT Grand Junction
 KGWC Casper
 KGWN Cheyenne



Talk with something to say.

Networks to pitch Reno on fin-syn entry

Meeting with Justice is apparently aimed at heading off possible repeal reconsideration

By Harry A. Jessell

The broadcast networks have been called to a meeting with Attorney General Janet Reno tomorrow (May 18) to once again make their case for repeal of the financial interest and syndication rules, which bar them from the lucrative rerun business.

It is a meeting the networks had hoped would not have to take place. But network sources say they are convinced the Justice Department is reconsidering its support for repeal of fin-syn—a position staked out during the Bush administration.

A reversal of Justice's anti-fin-syn stance could derail the now-expected elimination of the fin-syn consent decrees by U.S. District Court Judge Robert Kelleher in Los Angeles. The decrees are now all that block the big three networks from the lucrative rerun business.

On April 1, the FCC gutted its remaining rules. What little remains of the 23-year-old regulations are restrictions against the networks' withholding from syndication programs in which they have an interest and against their actively selling shows in syndication. And those vestiges are set to lapse two years after the consent decrees are lifted.

The networks had been agitating for a chance to present their case, hoping to

head off the full review of fin-syn they feared would result from Hollywood's lobbying of the administration.

President Clinton has strong personal ties with Hollywood, and the industry poured millions of dollars into his campaign. Sources say Motion Picture Association of America President Jack Valenti has met with Reno to urge a

"I wouldn't expect Justice to intrude on the deliberations on the outdated consent decrees."

FCC's Jim Quello

review. He was unavailable for comment last Friday. An MPAA spokeswoman said only that the association disagreed with the "premise" of a *Los Angeles Times* story on Thursday that a review by Justice was under way.

A Justice Department spokeswoman declined all comment.

Although some had expected Justice to take up fin-syn again, others were surprised. Acting FCC Chairman Jim Quello was incredulous. Given the strong and unanimous anti-fin-syn ruling of federal courts and the FCC, "I wouldn't expect the Justice Department to intrude on the deliberations on

the outdated consent decrees," he said. "If you allow people to consider these rules without politics, the rules lose every time," he said, citing two unanimous federal appeals court rulings and the FCC's April 1 action.

Network executives contacted last week had little idea of what to expect from Tuesday's meeting or the depth of Justice's interest in revisiting the issue. One network source said they received the Reno invitation May 6; another said it was May 7.

They expressed concern, however, that the news of a possible Justice review could have the effect of postponing action by Kelleher on the freeze and might cause the politically attuned FCC to backtrack on its April 1 decision. Hollywood is expected to ask the agency for reconsideration of its action next month.

On the plus side, the networks pointed out that neither Kelleher nor the FCC has to pay attention to what Justice does.

Some Hollywood sources were dismissing last week's stories about a review and the networks' meeting with Reno as a clever network media campaign to undermine a possible Justice review by linking it to Hollywood influence peddling. Said one studio executive: "We don't know anything about it, so it has to be something other than what it is." ■

FCC denies stay on rates

The FCC last week denied the National Cable Television Association's request for a stay, through Aug. 3 (the day the commission's rate freeze expires), of the June 21 date for operators to conform to the commission's new rate regulations.

"We continue to believe that prompt implementation of the provisions of the Cable Act will best further congressional intent and serve the public interest," the commission said. The NCTA had argued that many local franchise agreements require at least 30 days' notice for rate changes, and said the new rules were too complex to figure out in enough time to provide that much notice.

The FCC said a local franchise requirement would be pre-empted "to the extent that it requires an operator to give notice prior to June 21 of any rate change intended to comply with our regulations." —JF

FCC's extra funds denied

The House last week failed to include \$12 million for the FCC in a supplemental appropriations bill for 1993, despite a last-minute plea from House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.).

Markey, in a May 12 letter to House Appropriations Committee Chairman William Natcher (D-Ky.), argued that the FCC needs the money to administer the 1992 Cable Act, a "pro-consumer" measure that may save consumers up to \$1.5 billion.

That the FCC was excluded from the supplemental was due in part to efforts by Neal Smith (D-Iowa), who chairs the appropriations subcommittee overseeing the FCC. He says he did not push for the \$12 million because the House Energy & Commerce Committee never authorized it, not, as some reports had it, because he opposed the Cable Act. —HAJ

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RADIO AT ITS BEST

Congress keeps up push for free ad time

By Kim McAvoy

The Clinton administration's grab for free airtime has broadcasters up in arms. This week the administration's campaign finance reform package goes before the Senate Rules Committee and then, possibly, to the floor for a vote. However, Senate Republicans are likely to filibuster, and it is unclear if Democrats can muster the votes to break it.

Meanwhile, the Senate Commerce Committee is expected to move its own version of campaign finance reform legislation. At a hearing last

week, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) said, "We intend to pass something..." It would likely be S. 329, sponsored by Inouye, Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth of Missouri. The bill would provide candidates with nonpreemptible spots at the lowest pre-emptible rates.

The National Association of Broadcasters does not oppose this measure because it contains several provisions NAB asked for, including shortening the time period during which candi-

dates are eligible for the lowest unit rate and mandating that all spots remain pre-emptible until they are paid for by the candidates. It also removes any penalty for spot pre-emption.

There is also a chance the Commerce Committee will pass S. 334, the Clean Campaign Act, which requires candidates to appear in ads they pay for that directly name or attack an opponent. The measure also has the backing of Commerce Committee leaders.

Because there is considerable opposition to the Clinton package, Hollings, Inouye and Danforth may try to offer their bills as amendments to the President's plan.

It is the President's plan, however, that has broadcasters worried. Under Clinton's proposal, candidates who agree to certain campaign spending limits would be entitled to "communications vouchers" that could be used to purchase commercial airtime. The NAB has problems with the concept, which it says raises many questions, including when broadcasters would be able to redeem the vouchers and who would administer such a system.

Still, there are even more onerous provisions, such as a requirement that Senate candidates be given a 50% discount off the lowest unit rate. And the administration's proposal would give House candidates free airtime to respond to third-party ads and would require broadcasters to make time available to Senate candidates to respond to third-party ads immediately after such ads run.

NAB President Eddie Fritts said the White House's plan was "totally unacceptable." He also said the idea of using political ad vouchers is "unworkable" and that the plan is a "jury-rigged system of 'funny money.'" Broadcasters, he told the lawmakers, are "tired of being used as the engine to drive campaign reform. The time has come for Congress to stop treating broadcasters as the whipping boy for campaign reform."

Fritts also pointed out that the cost of a TV campaign spot today is less than 10 years ago and that federal candidates get a better deal on ads than any other advertiser. In addition to reduced ad time, Fritts said candidates are asked to participate in debates and appear on public affairs and news. ■

Hill mixed on drink warnings

A bill (S. 674) that would mandate warnings in beer and wine advertising on TV and radio appears to be on a legislative fast track.

At a Senate Commerce Committee hearing last week, Chairman Ernest Hollings (D-S.C.) indicated his support for the measure. And Hollings told the bill's key sponsor, Republican Strom Thurmond of South Carolina, "don't worry about this committee; you'll get a vote."

Despite Hollings's backing, several committee Republicans expressed concern with the legislation. Conrad Burns of Montana felt it would result in a de facto ban on alcohol advertising. "The resulting limit on free commercial speech of a legal product is a constitutional violation," said Burns. And Trent Lott of Mississippi said he had "serious reservations with the legislation as drafted." Nor did Commerce's ranking Republican, John Danforth of Missouri, endorse the measure.

Thurmond has tried unsuccessfully before to move his bill through the Senate. However, this time the legislation's chances of passage have improved dramatically. In April, Thurmond's daughter was killed by a drunk driver, making this an emotionally charged issue for the Senate. Indeed, many of the committee members gave Thurmond their condolences.

Thurmond was a key witness along with Senator Paul Simon (D-Ill.), another sponsor of S. 674, and Representative Joseph Kennedy (D-Mass.), who introduced a companion bill in the House. "Broadcasters say this will hurt them," said Thurmond. "But I am not convinced of that." He said the measure merely puts people on notice as to the dangers of alcohol. "More than 100,000 deaths a year are because of alcohol-related causes," the senator said. He also said he realizes that the "interest groups" have already been making the rounds on Capitol Hill to stop his initiative.

"If we're going to change this bill," added Thurmond, "let's make it stronger. Let's protect the children and the public." In fielding questions from committee members, the South Carolina senator did not hesitate to express his true feelings. He told the committee that if there "wasn't any alcohol ads at all, that would be fine with me."

—KM



Senator Strom Thurmond: "Let's protect the children and the public."

How to figure cable rate rollbacks

Forty-two days after the adoption of cable rate regulations the FCC says will cut cable rates up to \$1.5 billion, the agency last Thursday finally released examples of how the rollback will be accomplished during a packed workshop at its Washington headquarters.

One of the three workshop examples involved the hypothetical Burning Sands Cable serving 12,298 subscribers in Allied County, USA. Burning Sands charged \$22.75 for 35 channels of basic (excluding franchise fees) on Sept. 30, 1992, but it then hiked the fee 10% to \$25.03 while adding two channels. According to the calculations below, Burning Sands will have to roll back its basic rate 5.7% to \$24.01.

And the loss in revenue could be much greater. Burning Sands now reaps an average of \$4.61 per home from "equipment" (fees from remote controls, converters, installations and second-set hookups). But under the new rules, those revenues will be sharply curtailed, since systems may not charge more than cost for equipment.

The rate regulations are based on benchmarks—rates charged by comparable cable systems in competitive markets—expressed in dollars per channel, per subscriber, per month. Burning Sands must stay below the benchmarks, as adjusted in a number of ways. To make the adjustments and find the "maximum allowable rate," Burning Sands has to labor over five worksheets.

When revenues from equipment are figured in, worksheet 1 (below) shows Burning Sands is currently charging \$.810 per monthly subscriber-channel (line 110) or \$29.64 monthly per sub, well above the inflation-adjusted benchmark of \$.601 (line 128). Therefore, Burning Sands moves to worksheet 2 (below) to establish a Sept. 30, 1992, rate as the starting point for deriving its maximum allowable rate. On Sept. 30, the worksheet shows, Burning Sands was charging \$.779 (line 207), or 27.3% higher than the benchmark of \$.612 (line 220). Because the rules limit initial cuts to no more than 10%, the "reduced base rate" becomes \$.701 (line 230) rather than the benchmark \$.612.

Burning Sands must make further adjustments to the "reduced base rate." Using three other worksheets (not shown), it subtracts the cost of equipment (\$.040), adds 2% for inflation between Sept. 30 and the present (\$.013) and subtracts (\$.024) to compensate for the addition of the two new channels. All the arithmetic yields a maximum permitted rate of \$.649 or, when multiplied by the system's 37 basic channels, \$24.01.

—HAJ

1: Calculation of current rate and benchmark comparison

101 Tier charge (month)	\$25.03
102 Tier channels	37
103 Tier subscribers	12,298
104 Equipment revenues (month)	\$60,891
105 Total revenues (month)	\$368,710
106 Subscriber X channels	455,026
110 Charge per channel	\$.810
121 Benchmark (from tables)	\$.590
128 Inflation-adjusted benchmark	\$.601

2: Rate calculation as of 9/30/92 and benchmark comparison

201 Tier charge (month)	\$22.75
202 Tier channels	35
203 Tier subscribers	12,298
204 Equipment revenues (month)	\$55,355
205 Total revenues (month)	\$335,135
206 Subscriber X channels	430,430
207 Charge per channel	\$.779
220 Benchmark (from tables)	\$.612
230 Reduced base rate	\$.701

Networks in no hurry to make retrans deals

By Joe Flint

With Fox's plans for retransmission consent now known (see page 10), all eyes are on ABC, CBS and NBC to see which will make the next move.

It may be a long wait. While there has been much speculation about who will do what, sources at both the network and the affiliate levels for the big three said only very preliminary talks have occurred between cable operators and network/affiliate executives.

Although broadcasters must tell their local cable operators by June 17 whether they want carriage on cable via must carry or payment for their signal via retransmission consent, negotiations don't need to be concluded until Aug. 1. "That's the real deadline," one network executive said.

That has not stopped predictions of what will happen, though. Fox's decision to launch a cable channel and use the carriage of it plus subscriber fees as a means of getting retransmission-consent money for affiliates has some industry observers thinking that ABC and NBC will go the same route.

ABC would appear to be the likely choice. With plans to launch a second ESPN channel, a deal similar to Fox's for Capital Cities/ABC's eight O&O's might be appealing.

CBS does not have the cable network option, and although the network may not be averse to tying in non-cash considerations in return for carriage, it has made it clear that cash is the first choice.

Unlike Fox, which has a stronger grip on its affiliates, the three networks are basically negotiating solely for their owned stations.

A random sampling of affiliates shows little serious talk between broadcasters and cable operators.

One network executive said the tough talk on retransmission consent by MSO's Tele-Communications Inc., Continental and Jones Intercable is having "a significant chilling effect" on the rest of the industry.

In another four weeks, the thaw should start. ■

NBC rolls out 8½ hours for fall

Network picks up seven comedies, two dramas and news magazine; 'Cheers' spin-off, 'Frasier' and 'Mad About You' buttress Thursday

By Steve McClellan

Leaving only Monday night untouched, NBC revealed its fall 1993 prime time lineup Friday, with 11 new programs covering 8½ hours. In addition to a new Friday mystery movie, the network is introducing seven new comedies, two new dramas and a second news magazine, as yet untitled, to be anchored by Tom Brokaw and Katie Couric.

Tuesday and Friday nights are getting radical surgery. All three hours of Friday night will be new. The night will kick off with a drama, *Against the Grain* (Lee Rich Co. Magnum Productions in association with Lorimar), about a high school football coach and his family in football-crazy Texas. The mystery movie wheel will rotate films starring Kenny Rogers, Larry

Hagman and Raymond Burr (Perry Mason) and an updated version of *Hart to Hart*.

Four new comedies are being introduced Tuesday nights, including *Saved by the Bell: The College Years* (Peter Engel with NBC). Cindy Williams will star in *Getting By* (Bickley-Warren, Miller-Boyett Lorimar), about single working mothers, which will be followed by *The John Larroquette Show* (Witt-Thomas). *The Second Half* (Castle Rock), about a divorced father, rounds out the block. The beleaguered *Dateline NBC* returns at 10 p.m.

Saturday night gets two new comedies. The first is *Mommies* (Speer-Grossman Paramount) about motherhood in the '90s. That's followed by *Cafe Americain* (Yes, but... Productions/Lorimar), with Valerie Bertinelli as a divorcee in Paris. *Empty Nest*, *Nurses* and *Sisters* return.

Wednesday, Thursday and Sunday each have one new show. Steven Spielberg's anticipated *SeaQuest DSV*

(Amblin Universal) is the Sunday entry, about a maverick sea explorer (Roy Scheider). *I Witness Video* and the Sunday movie return.

On Thursday, *Cheers*-spinoff *Frasier* (Grub Street Productions/Paramount) is the new entry, with the *Cheers* character relocating to Seattle as a radio talk show host. *Mad About You* moves from Saturday, joining the returning *Wings*, *Seinfeld* and *L.A. Law*.

The new news magazine (NBC News), originally titled *Prime Story*, is set for Wednesday at 9 p.m. The show is currently being reformatted and will be sandwiched between the returning *Unsolved Mysteries* and *Law & Order*.

Monday remains intact, with *Fresh Prince of Bel-Air*, *Blossom* and the Monday movie.

The network said Friday that the mid-season drama *Homicide* is still "under consideration" as a backup series for next season as well. *Quantum Leap*, *Reasonable Doubts*, *A Different World*, *Cheers* and *Secret Service* are all departing. Earlier cancellations included *Here and Now*, *Powers That Be* and *Rhythm & Blues*. ■



Wings
8:30
Thursday

NBC 1993-94 SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8-8:30 <i>The Fresh Prince of Bel-Air</i>	8-8:30 <i>Saved by the Bell: The College Years*</i>	8-9 <i>Unsolved Mysteries</i>	8-8:30 <i>Mad About You †</i>	8-9 <i>Against the Grain*</i>	8-8:30 <i>Mommies*</i>	7-8 <i>I Witness Video</i>
8:30-9 <i>Blossom</i>	8:30-9 <i>Getting By*</i>	9-10 <i>NBC News Magazine*</i>	8:30-9 <i>Wings</i>	9-11 <i>The NBC Friday Night Mystery*</i>	8:30-9 <i>Cafe Americain*</i>	8-9 <i>SeaQuest DSV*</i>
9-11 <i>NBC Monday Night at the Movies</i>	9-9:30 <i>The John Larroquette Show*</i>	10-11 <i>Law & Order</i>	9-9:30 <i>Seinfeld †</i>		9-9:30 <i>Empty Nest</i>	9-11 <i>NBC Sunday Night at the Movies</i>
	9:30-10 <i>The Second Half*</i>		9:30-10 <i>Frasier*</i>		9:30-10 <i>Nurses</i>	
	10-11 <i>Dateline NBC</i>		10-11 <i>L.A. Law</i>		10-11 <i>Sisters</i>	

* New series
† New time

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Delaware (302) 324-7099	Maryland (410) 653-3682	North Dakota (701) 224-5130	Virgin Islands (809) 778-4855
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Hawaii (808) 737-1522	Missouri (314) 751-9655	Puerto Rico (809) 725-7447	
Idaho (208) 389-5115	Montana (406) 444-6933	Rhode Island (401) 457-4322	



Americans At Their Best.

ABC thinks young for fall

Bochco, Carsey-Werner weigh in with new shows; network axes 'Jackie Thomas'

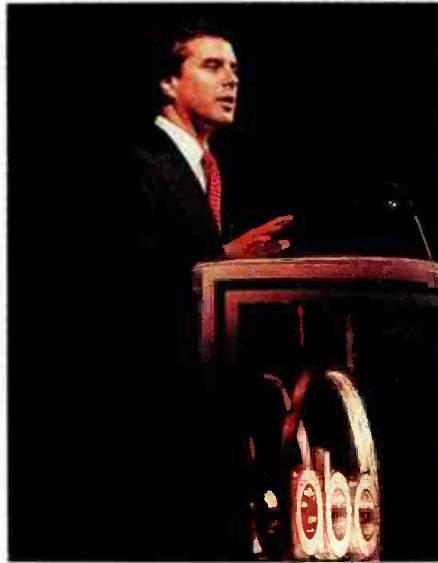
By Steve Coe

ABC has replaced eight hours of programming for fall, including *The Jackie Thomas Show*. The new lineup, announced last week, includes 11 new series—seven comedies, four dramas—from what Ted Harbert, president, ABC Entertainment, calls "our best development season in years."

By "programming as aggressively as we have," says Harbert, "we are maintaining ABC's commitment to continue to be the dominant network in attracting the young adult audience." All seven nights of the schedule represent some change from this past season.

Not returning for the fall are *The Jackie Thomas Show*, *Homefront*, *Doogie Howser, M.D.*, *Civil Wars*, *Delta*, *Life Goes On*, *Sirens*, *Jack's Place*, *Home Free* and *The Young Indiana Jones Chronicles*.

While many of the departing series from this season suffered from mediocre ratings, several of the now-defunct shows were critically acclaimed. There was a grassroots effort led by Abigail Van Buren (Dear Abby) to convince the network to keep *Home-*



Ted Harbert unveils the fall lineup.

front on the air, and *Civil Wars* was named by several consumer groups as one of the few quality dramas on television.

ABC's effort to target a younger audience is evident in the premises of six of their seven new comedies. Children play an integral part in all of those shows, as single mothers with children are featured in three of the new sitcoms. *Joe's Life* features an

out-of-work electrician who stays home to take care of his children; *Boy Meets World* looks at life through the eyes of an 11-year-old boy, and *George* stars George Foreman as a retired boxer who establishes a youth center.

Although Steven Bochco lost one series from the schedule with the departure of *Doogie Howser*, his new drama, *NYPD Blue*, was picked up.

Two veteran ABC actors will resurface in new series in the fall. Judith Light, late of *Who's the Boss?*, stars in *Phenom*, and Peter Onorati, from *Civil Wars* and *Cop Rock*, returns in *Joe's Life*. Also, Daniel J. Travanti, who starred for six seasons in NBC's *Hill Street Blues*, will star in ABC's new drama *Missing Persons*. Although *The Wonder Years*, starring Fred Savage, aired its series-ending episode last week, a member of the Savage family will be back on ABC next season. Savage's younger brother, Ben, will star in *Boy Meets World*.

In addition to the new shows, *Dinosaurs* has been renewed and will return to the network's mid-season

ABC 1993-94 SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8-9 Day One †	8-8:30 Full House	8-8:30 Thea*	8-9 Missing Persons*	8-8:30 Family Matters	8-8:30 George*	7-7:30 America's Funniest Videos
9-12 Monday Night Football	8:30-9 Phenom*	8:30-9 Joe's Life*	9-10 Matlock †	8:30-9 Boy Meets World*	8:30-9 Where I Live †	7:30-8 America's Funniest People
* New series † New time	9-9:30 Roseanne	9-9:30 Home Improvement	10-11 PrimeTime Live	9-9:30 Step By Step †	9-10 The Paula Poundstone Show*	8-9 Lois & Clark: The New Adventures of Superman*
	9:30-10 Coach †	9:30-10 Grace Under Fire*		9:30-10 Hangin' With Mr. Cooper †	10-11 The Commish	9-11 The ABC Sunday Night Movie
	10-11 NYPD Blue*	10-11 Do the Strand*		10-11 20/20		

NYPD Blue Tuesday at 10 p.m.



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schedule. Two other mid-season shows have been ordered: *Moment of Crisis* and *These Friends of Mine*. *Moment*, produced by ABC News, will focus on moments that dramatically changed a person's life or altered the course of history. *Friends*, starring comedian Ellen DeGeneres, looks at a group of friends living in Los Angeles who comment on the absurdities of modern life. *Wonder Years*'s creators Neal Marlens and Carol Black are the executive producers of the Disney project.

The new comedies:

Phenom (working title) (Tuesday, 8:30-9 p.m.) stars Judith Light as the mother of a 15-year-old tennis player who tries to provide a balance for her daughter between enjoying her youth and handling the pressures of stardom. William Devane co-stars as the tennis coach. James Brooks, Dick Blasucci and Danny Kallis are the executive producers of the Columbia Pictures Television project.

Thea (Wednesday, 8-8:30 p.m.) stars comedian Thea Vidale as a feisty widow and mother of four who tries to make ends meet. Andrew Susskind and Bernie Kukoff are executive producers of the comedy from Castle Rock.

Joe's Life (Wednesday, 8:30-9 p.m.) stars Onorati in a domestic comedy about an unemployed electrician who takes care of his children while his wife works. Bob Myer is the executive producer of the ABC Productions project.

Grace Under Pressure (Wednesday, 9:30-10 p.m.), from Marcy Carsey and Tom Werner, looks at single motherhood with comedian Brett Butler starring as Grace, a recently divorced woman with three children. Carsey, Werner, Caryn Mandabach and Chuck Lorre are executive producers of the Carsey-Werner production.

Boy Meets World (Friday, 8:30-9 p.m.) stars Ben Savage as an 11-year-old boy who must deal with an older brother's oncoming puberty and a next-door neighbor who happens to be his insufferable teacher. Michael Jacobs is the executive producer of the Disney series.

George (Saturday, 8-8:30 p.m.) features former heavyweight champion George Foreman as a retired boxer who starts an afterschool youth program for troubled kids. Tony Danza, Norma Safford Vela and Steve Sauer

are the executive producers of the Columbia Television project.

The Paula Poundstone Show (Saturday, 9-10 p.m.) features the comedian in an hour comedy that will utilize an in-studio audience and remotes from around the country. Poundstone and Bonnie Burns are the executive producers of the project from ABC Productions.

The new dramas:

Lois & Clark: The New Adventures of Superman (Sunday, 8-9 p.m.), starring Dean Cain and Teri Hatcher, is a contemporary look at the superhero and his relationship with Lois Lane. Robert Butler and David Jacobs are the executive producers of the Lorimar Television project.

NYPD Blue (Tuesday, 10-11 p.m.), the long-awaited drama project from Steven Bochco, stars David Caruso as

a 15-year veteran of the New York City detective squad. Bochco and David Milch are the executive producers of the project from Twentieth Television.

Do the Strand (working title) (Wednesday, 10-11 p.m.) is about the unlikely partnership between the mild-mannered owner of a private investigation agency and an impetuous, beautiful young woman. Bill Campbell and Ally Walker star in the Columbia Television and ABC Productions project, with Harley Peyton as the executive producer.

Missing Persons (Thursday, 8-9 p.m.) stars Daniel J. Travanti as head of the Chicago Police Department's Missing Persons Bureau. Stephen J. Cannell and Gary Sherman are the executive producers of the project from Stephen J. Cannell Productions. ■

Fox makes summer moves

Network will double run 'Beverly Hills, 90210'

By Steve Coe

Fox will call on *Beverly Hills, 90210* to perform double duty this summer. The network will air the series twice a week as part of its "summer season" strategy.

Fox will also debut *Danger Theatre*, a half-hour comedy series send-up of action-adventure series of the 1970's and 1980's. In addition to its summer series schedule, the network announced three specials that will air in June and July, including one featuring Paul McCartney.

Beginning Tuesday, June 1, Fox will air episodes of *90210* on Tuesday and Wednesday nights at 8 p.m. The episodes are repeats from this past season. The network will also air original and repeat episodes of *Key West* in the Tuesday 9-10 p.m. time slot beginning June 1. Repeat episodes of *Tribeca* will move to Sunday at 10-11 p.m. beginning July 25.

Danger Theatre, hosted by Robert Vaughn, lampoons such classic action shows as *Hawaii 5-O*, *Knight Rider* and *Miami Vice*. The show debuts on Sunday, July 11, at 7:30 p.m. Robert Wolterstorff is executive producer of the Universal Television series.

The first of the three specials to air is *The Royals: Dynasty or Disaster* on June 11 from 9-10 p.m. Hosted by



'Beverly Hills, 90210' fans will see double.

Catherine Oxenberg, the program looks at the recent problems and scandals involving England's royal family.

On Tuesday, June 15, Paul McCartney will perform live from Charlotte, N.C., as part of his world tour. The two-hour concert, which will air on the East Coast from 8-10 p.m. and on tape delay on the West Coast, will feature the singer-songwriter performing many of the Beatles' greatest hits.

Look of the Year, hosted by model Kathy Ireland, airs at 9-10 p.m. on Tuesday, July 13. The documentary goes behind the scenes of the ninth annual Elite modeling contest. ■

Programming

THE BUSINESS BEHIND THE SHOW IN BROADCASTING/CABLE

'Improvement' bids returned in top four

Floor prices said to be \$225,000 in Los Angeles, \$210,000 in New York

By Mike Freeman

Stations in four of the top five markets returned their initial bids last week for the highly anticipated off-network sales launch of Buena Vista Television's *Home Improvement* (BROADCASTING & CABLE, May 3, 10).

The Disney syndication arm, according to station sources, has set minimum floor prices of \$225,000 per episode in Los Angeles, \$210,000 in New York, \$120,000 in Chicago and \$90,000 in San Francisco.

While it has been widely expected that independent station groups—most notably Tribune Broadcasting and Chris-Craft/United TV—would make aggressive bids for the half-hour sitcom, it was less certain which, if any, network-owned stations would step up with offers, with two New York station reps suggesting that at least two Fox O&O's and several network O&O's may have tendered offers.

The network O&O's rumored to be in play for the sitcom are KCBS-TV Los Angeles, WNBC-TV New York, and WBBM-TV and WMAQ-TV, both Chicago (CBS and NBC O&O's, respectively).

The entrance of a significant number of O&O's in the top 50 markets would be especially crucial to Buena Vista's long-term effort. BVT is trying to convince those stations that the FCC may repeal or modify the prime time access rules (PTAR) by the time the off-network strip launches in fall 1995. The rule prevents affiliates in the top 50 markets from running off-network programming in prime access.

(As reported previously, BVT is said to be extending a four-and-a-half-year cash and barter plan [a minute of national time] for the stripping of *Home Improvement*, in addition to a



Last December's unusual deal guaranteeing a five-year network run for 'Home Improvement' and avoiding the sometimes rancorous renewal process for a series' fifth year (most series are signed to four-year deals) paved the way for Buena Vista Television's off-network rollout and last week's first major market bids, reportedly from Los Angeles, New York, Chicago and San Francisco.

sixth-day straight barter weekend run for the first two years of the initial contract. However, BVT officials insist they have floated several licensing plans in the market.)

One New York rep source, who had contact with BVT President Bob Jacquemin last week, suggested the senior syndication executive was "happy as a clam" after reviewing bids returned from stations, which the rep suggested may have been 33% higher (\$300,000 per episode) than BVT set as its minimum in Los Angeles. Although such a bid in L.A. would surpass the reported \$220,000 per-episode price KCOP(TV) agreed to pay on *Roseanne* two years ago, the source noted that it would be a "far cry" from the approximate \$400,000 per-episode benchmark price (translated

from a \$280,000 weekly cash license term) KCOP paid for *Cosby* in 1988.

Ironically, Disney-owned independent KCAL(TV) Los Angeles reportedly declined to be a player for the sitcom because of the station's heavy emphasis on local news coverage. Also, Kevin O'Brien, vice president and general manager of Cox Broadcasting's KTVU(TV) San Francisco, confirmed that the Fox affiliate made it known that it "doesn't get involved in sealed bidding processes," but nonetheless added that he was still "talking" pricing and terms with Jacquemin.

"From my perspective, the prices are inflated, but other markets are different," said O'Brien, whose station has stepped up previously to buy such premium sitcoms as BVT's *Empty Nest*, MCA TV's *Coach* and Columbia's *Married...with Children*. "There is always a greater-fool theory involved in marketing premium sitcoms, but they [BVT] have to realize that the recession has yet to hit bottom in San Francisco, which has become the Boston of the late 1980's.

No show is indispensable, no matter how great its ratings are on the network."

Jacquemin was unavailable to comment on the progress of the bidding process, although a spokesman suggested an announcement might be forthcoming by the end of last week.

O'Brien said that if any network O&O or affiliate executive were to buy the sitcom for prime access, that person would be "placed on my 'never hire' list." O'Brien contends: "PTAR will not be going. If the FCC decides it is going to undertake a rule-making, syndicators and the affiliates are going to first have to prove that it has not been beneficial to all of the stations in the marketplace. It will never happen." ■

TCI: ready to drop major-market stations

Company says broadcasters' 'unreasonably high demands' over retransmission consent make service disruptions likely; has campaign ready to answer consumer objections

By Christopher Stern

Tele-Communications Inc. last week lashed out at broadcasters for making what it called unrealistic demands in current negotiations over retransmission consent. TCI spokesman Bob Thomson said the nation's largest MSO will not pay what some broadcasters are demanding and, if push comes to shove, will drop stations in some major markets.

"It is becoming more and more clear that, without a major change in expectations on these agreements, service disruptions in major markets are more and more likely," Thomson said. He refused to give specifics, but said one station in a major Southern market is asking for more than \$1.50 per subscriber.

Thomson said TCI realizes it will be criticized by consumers and government agencies if it takes broadcast channels off the air, and he said the company has prepared a campaign to educate consumers about TCI's side of the story. He added that TCI is confident that taking broadcasters off cable systems will hurt over-the-air net-

works more than MSO's. "It's a death by a thousand cuts for us. It's a slit throat to the broadcasters," Thomson said.

Thomson made the statements during a press conference in Manhattan,

"It is becoming more and more clear that, without a major change in expectations on these agreements, service disruptions in major markets are more and more likely."

TCI's Bob Thomson

where he released a survey indicating consumer support for TCI's position on retransmission consent.

The survey, conducted by Yankelovich Partners Inc. and commissioned

by TCI, shows that 88% of cable subscribers believe "they should not have to pay for broadcast network programs, which are free to those who do not get cable TV."

TCI's survey also showed that 57% of subscribers say local systems should drop the networks if broadcasters demand a payment that causes an increase in cable rates. However, it also indicated that 59% would cancel their subscription if a cable system did not carry ABC, CBS and NBC.

Yankelovich's Harold Quinley said the apparent contradiction is not surprising. Consumers usually react negatively in polls when they are told something might be taken away from them, he said.

In a poll conducted by TCI, 50% of cable subscribers said they would cancel their service if a system dropped ESPN, CNN and Discovery.

Thomson said it is inevitable that some cable networks will be dropped as systems make way for broadcast channels that force their way on through must carry. Thomson said TCI plans to rely on viewer surveys to decide which networks to drop. ■

INTERNATIONAL WIRE

Pay TV down under

In the continuing saga that is Australian pay TV, the government has again revised the rules on bidding in response to criticism from the media industry over the decision to award two pay-TV licenses to the highest, but inexperienced, bidders. Despite the presence of high-profile bidders such as Rupert Murdoch's News Corp., Time Warner and Kerry Packer's Nine Network, the Australian government conditionally awarded the two pay-TV licenses to local telecommunications companies that together bid \$275 million for the right to offer satellite pay-TV services to Australia's 15 million households. Despite the late entry of Australian media's prodigal son, the government chose to go with two relative

unknowns with no other media interests: UCOM (bid \$125 million) and Hi Vision Ltd. (bid \$150 million). The decision prompted concern among both bidding rivals, which included U.S. Continental Cable (reported to have bid \$53 million) and others in the industry. Under the latest rules, if either company fails to come up with the funds to support its bid, both licenses will be awarded to the next highest bidder. The two bidders have 30 days to raise the bid amount.

Nynex buys more UK cable

Nynex CableComms continues its takeover assault on the UK cable market, having acquired another four franchises to solidify its hold on the greater Manchester region of England. Following the previous week's purchase of three Maclean

Hunter systems, Nynex bought two unbuilt franchises—Stockport and Macclesfield—from Norfolk, Va.-based Telecable and bought out the remaining shares in two other franchise areas that it has held with US Cable (Bury & Rochdale and Oldham & Tameside). The deals added 478,000 homes passed to Nynex's holdings, which now stand at 2.74 million potential homes and businesses. Further acquisitions could be curtailed by Britain's TV regulatory body, the Independent Television Commission (ITC), if ITC feels Nynex, the UK's largest cable operator, is buying more systems than it can adequately serve. Nynex also holds three franchises outside London, as well as two in Newcastle.

Nynex intends to invest more than £1 billion over the next six to seven years to install local

communications networks in all its franchise areas.

Also consolidating its position in UK cable, Canadian telephone company Telus Corp. finalized a partnership deal with fellow Canadian group CUC Broadcasting to develop six of CUC's UK franchises, comprising 620,000 homes.

Reaching for Star

Fresh from its Thames TV bid, UK media group Pearson is reportedly considering a major investment in Hong Kong-based satellite service Star TV. Pearson, owner of London's *Financial Times* as well as a shareholder in pay-TV service BSkyB, could invest up to £100 million in Hutchison Whampoa-owned Star, which currently transmits five channels to roughly 45 million homes across Asia and the Middle East. Any such deal with Star could also bring satellite channel UK Gold (owned by Thames, Cox Enterprises, TCI and the BBC) to Star TV's roster of pay channels expected to launch in the fall. Although Star denies any interest, analysts at James Capel in London agree that Hutchison may need a

cash injection to fund its encryption plans later this year.

Century buys films

Century Group Ltd., a Deerfield Beach, Fla., distributor, has acquired the U.S. distribution rights to a library of 19 made-for-television movies from Consolidated Distribution, which filed for bankruptcy protection in the U.S. and U.K. two years ago. Bob Brand, vice president of strategic planning for Century Group, declined to disclose the amount or terms of the deal, but confirmed that the syndicator is also negotiating the acquisition of another 21 titles from Consolidated Productions U.K. Ltd.'s library. Included in the initial acquisition, Brand says, is the off-HBO, six-part miniseries, *Vietnam War Stories*, which may be offered in a straight barter package for the 1993-94 season.

Down or out

German media conglomerate Axel Springer Verlag and its 35% shareholder The Kirch Group are under legal pressure to reduce their combined holding in commercial channel SAT 1 or face losing their

broadcast license. The threat from the North Rhein regional media authority comes at a time when the powerhouses of the German television industry, including Bertelsmann, Kirch and Luxembourg-based CLT, are under scrutiny for alleged excessive control over the national media.

Canal + plus

French pay-TV giant Canal + has reported first-quarter consolidated revenues up 12% to 2.078 billion French francs. Subscription revenues for Europe's largest pay-TV company rose 11.1% to Ffr 1.72 billion in the first three months of 1993, while advertising revenue was up 19% to Ffr 125 million.

Meanwhile, France's two public broadcast channels, France 2 and 3, broke into operating profit for the first time since 1987. The improvement for the two networks was due to cost cutting, the demise of commercial channel La Cinq last year and the resulting increase in advertising revenue. France 2 finished 1992 with operating profits of Ffr 75.5 million and France 3, Ffr 48.3 million. ■

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

TORNADO TACTICS

PPV trumpets growth in New Orleans

Reregulation, compression expected to boost business; marketing challenge lies ahead

By Rich Brown

Talk of the growth potential of pay per view has been a familiar refrain at Cable Television Administration and Marketing Society meetings in the past, but at the fourth annual conference this year in New Orleans reregulation and digital compression gave the words new meaning.

Beginning with opening remarks by conference chairman John D. Clark Jr. of Crown Media, speakers were quick to drive home the fact that PPV is now an unregulated revenue stream in a tightly regulated industry.

Speakers also trumpeted the imminent arrival of digital compression technology, which will enable systems to devote more channels to the category. The leading multiple system operator Tele-Communications Inc. last December announced plans to roll out digital compression on its systems, and it intends to offer dozens of pay-per-view channels on some of those systems by early next year.

"We've said each year it's going to break," CTAM President and Chief Operating Officer Char Beales told attendees.

"This time, my friends, it is going to happen."

Still, nobody said the breakthrough was going to happen tomorrow or even next week. In fact, the turmoil caused by reregulation is likely to slow down the progress of PPV in the near term, said E. Thayer Bigelow, president and chief executive officer, Time Warner Cable Programming.

But Bigelow added that pay-per-view growth is on the horizon and said the business could grow as high as \$10 billion annually by the year 2000. That would be a far cry from today's \$200 million-a-year PPV business.

Not surprisingly, a number of speakers at the conference said that even with reregulation and technology working in the favor of PPV, the business will still need strong marketing to succeed.

"All the technology is going to work," said James S. Kahan, senior vice president, corporate development, Southwestern Bell, which recently announced plans to purchase



Pay-per-view marketers came face to face with some of their biggest moneymakers when top-ranked boxers Evander Holyfield (l) and Vinnie Pazienza showed up at the CTAM PPV conference to promote their upcoming bout. Other featured boxers at the conference included George Foreman and Tommy Morrison.

MSO Hauser Communications. "The real question is the marketing question."

Digital compression technology is going to enable operators to offer many more PPV titles along with near-video-on-demand capability, which allows a viewer to order a movie whenever he or she wants it. To prepare for that change, however, cable operators must educate customers and employees about the new technology, said TCI's Terry Wolf.

"Our whole world is changing in a few months, and it's going to change dramatically," said Wolf. "The big problem with this entire rollout is going to be education."

As for now, hurdles for the PPV industry continue to be long delays in processing buy rates and a lack of information on the PPV customer base, said Seth Morrison of Viacom Cablevision.

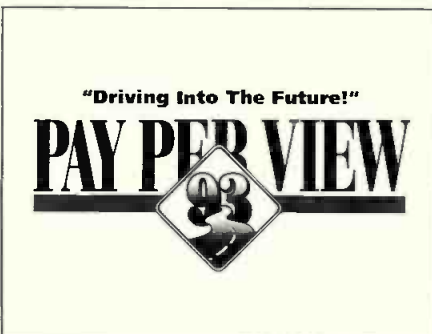
"We have to learn to become retailers," said Morrison.

Hugh Panero, president of PPV distributor Request Television, said that pay-per-view marketers are going to have to increase their current efforts, especially in preparation for the new business that will come through reregulation and developing technology.

"If we're really going to move forward, we're going to have to do more things now," said Panero. He said at least one way cable operators should begin preparing is by expanding to as many as five channels of PPV.

"How many people have marketed six channels, let alone 150?" Panero asked attendees. "We have to gain more experience by adding more channels."

Total attendance at the fourth annual Cable Television Administration and Marketing Society PPV conference was a record-breaking 591. ■



PPV roundup: Notes from New Orleans

There weren't many cheers for Washington lawmakers at the Cable Television Administration and Marketing PPV conference in New Orleans last week, but Hauser Communications Chairman and CEO **Gus Hauser** managed to find some kind words for the FCC, despite its recent implementation of the 1992 Cable Act.

"We ought to compliment the FCC insofar as they have taken an impossible situation and created a credible document," said Hauser. "The FCC is not the villain here."

Hauser, a 20-year industry veteran, said cable has always operated in a "hostile" environment and told fellow cable executives not to give up hope.

"We can't change the statute, but we can change the regulations over time," he said.

□

Tele-Communications Inc. is considering a plan to separately bill its customers for PPV options that become available through video compression. Under the plan, billing for the new PPV channels would be done through a central location to take the added burden off TCI's local operators.

□

ESPN is looking initially at soccer games from Latin America and Europe for possible PPV distribution and will focus in general on product from 70 countries overseas, according to company executive George Bodenheimer. ESPN's first PPV outing begins this fall as it takes over distribution of the second season of outer-market college football games produced by parent company Capital Cities/ABC. He said there will be fewer games and fewer ads on the college football PPV telecasts this year, and said the games will be heavily promoted on ESPN and ESPN 2. ESPN 2, which will be officially unveiled at the NCTA show next month, will launch this fall as a full-time network targeted at a younger, more female audience.

Request Television has purchased General Instrument Corp.'s DigiCipher compression technology to implement its plans to expand from two to five channels in September. The pay-per-view distributor currently has 11.2 million subscribers for Request and 6.1 million subscribers for Request 2.

□

Regional Bell operating companies are not expected to follow en masse the lead taken by Southwestern Bell, which is acquiring MSO Hauser Communications, said **James S. Kahan**, senior VP, corporate development, Southwestern Bell, speaking at CTAM's PPV conference in New Orleans. "You're going to see different RBOC's reacting differently," said Kahan. "Don't believe that they're all going to follow." He said RBOC's unlikely to buy systems include Pactel and Bell Atlantic; those most likely to buy include Bell South and those already involved in ownership of cable systems—U.S. West, Nynex and Southwestern Bell.

□

The plan by Tele-Communications Inc. to offer Carolco Pictures titles on pay per view prior to their theatrical debut made for lively discussion at the CTAM PPV conference last week.

E. Thayer Bigelow, president and CEO, Time Warner Cable Programing, said many questions need to be answered before such a plan could work, such as: What does the talent think of their movies premiering on a 21-inch screen? "I don't think we'll see a \$25 million movie breaking on pay per view in this decade," he said.

Boxing promoter Don King countered that Hollywood stars were initially reluctant to embrace television in the 1950's, but eventually came around to the medium.

"Money will be the motivating influence that will bring these people to the table," said King. "The man without imagination stays on the

earth. He has no wings and cannot fly."

□

The pay-per-view and home video store businesses, long seen as rivals, could find ways of working together in a digitally compressed environment, said **Hal Krisbergh**, president, Jerrold Communications.

Krisbergh said cable operators offering hundreds of channels of video-on-demand PPV movies could work with a home video store such as Blockbuster to help stock inventory. A cable operator could set up a remote terminal at the local Blockbuster store that would help the stores retrieve back titles.

Krisbergh, speaking at a panel on "PPV Vision," did not receive immediate support from fellow panelists. But suggestions were made that operators might benefit from tapping into any customer viewing data available through home video retailers.

□

Viacom's interactive plans at its state-of-the-art system in Castro Valley, Calif., will initially target kids and teens, says **Tom E. Dooley**, senior vice president, corporate development. Viacom is trying to integrate a lot of existing product the company already has on-air, including tie-ins with the company's cable networks.

Among ideas currently in development are a trivia game with Nick at Nite; an interactive version of *Ren and Stimpy* and other Nickelodeon programing; an interactive game with Showtime, and projects with MTV that would include the ability to call up background information on rock stars featured on the music video channel.

"We have to stop thinking of pay per view as just movies," said Dooley. The Castro Valley experiment is expected to cost the company about \$10 million, he said.

Game Channel gears up for launch

Program service will begin June 7 as 2½-hour block of game shows on Family Channel, with debut of its own network scheduled for fourth quarter

By Christopher Stern

The Family Channel will take the first step toward launching its new Game Channel with a two-and-a-half-hour block of game show programming on June 7.

The Game Channel is expected to become its own network sometime in the fourth quarter of this year with 5 million subscribers. The block will feature re-runs of *Let's Make a Deal*, *Name That Tune* and two original programs based on the Trivial Pursuit board game.

Wink Martindale will host both Trivial Pursuit shows. The first, *Trivial Pursuit Home Play*, will be interactive and will allow callers to win non-cash prizes by participating through their touch-tone telephones. The second, called *Trivial Pursuit, The TV Show*, will be a conventional game show, also based on the board game.

Shorter Trivial Pursuit games, lasting four to six minutes, will be used as interstitial programming throughout the game show block.

Family Channel President Tim Rob-



'Let's Make a Deal' returns on Game Channel block, beginning in June.

ertson said it would cost between 75¢ and \$1.25 a minute to play the interactive version of Trivial Pursuit from the home. He added that The Family

Channel is working on a system to give players consumer coupons they can use in stores. The coupons will be offered as consolation prizes and have a total value close to the cost of playing the game.

Robertson said he expects fewer than 1% of the viewers to use the interactive element of *Trivial Pursuit Home Play*.

Robertson said he will charge systems 5¢ per subscriber for The Game Channel. However, he "is guaranteeing" that systems will recover their affiliate fees through profit sharing in telephone charges to players of the interactive Trivial Pursuit game.

The Family Channel also announced during its New York upfront presentation that production had begun in Australia on *The Man from Snowy River*. The channel will also premiere this year *Baby Races*, a stunt program featuring children and their parents, and will add CBS-TV's *Rescue 911* in January.

Other continuing programs on the channel include *Big Brother Jake*, *That's My Dog* and *African Skies*. The channel will also carry over two cartoons, *Legend of Prince Valiant* and *Madeline*.

Broadcasting & Cable

May 3-9

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

TNT 1,632

2.8/4.7

USA 1,251

2.1/3.4

TBS 1,081

1.8/3.0

ESPN 958

1.6/2.6

NICK 570 1.0/1.6

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

SUCCESS BY DESIGN

Some people think that good promotion is as subjective as art.

Not now. Not in the '90s. Today, promoters and marketers like Billy Pittard know that cutting edge creative must help deliver an audience. With credits as varied as the CBS on-air look to the title treatment for the hit movie "Groundhog Day," Pittard is becoming well known as a top designer who is also astute with audience demographics. That kind of success isn't an accident.

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INTERNATIONAL

PROMOTION & MARKETING EXECUTIVES IN THE ELECTRONIC M

Cignarelli returns

More than two years after leaving MGM/UA TV, where he was executive vice president of distribution, Dick Cignarelli has formed his own Los Angeles-based syndication company on the basis of acquiring the U.S. distribution rights to the animated children's weekly *Timberwood Tales*. Produced by L.A. Animation, *Timberwood Tales* is being pitched by Cignarelli as a pro-environmental, pro-social series that can fulfill educational requirements in the Children's TV Act. With ABC International already clearing the series in 34 countries, L.A. Animation retained Cignarelli to handle domestic distribution of 13 episodes for fall 1993. If all goes well with the initial straight cash offering, Cignarelli says, L.A. Animation may produce another 52 episodes for fall 1994. Although several rep firms had been listing Cignarelli's company as Cignet, the veteran syndication executive said he had to drop the banner after being contacted by Signet Publishing. Cignarelli says he is in the midst of conducting a title search on a new name.

At the Zoo

Baltimore-based Litton Syndications reports that the second season of "FCC-friendly" kids and family weekly *Zoo Life with Jack Hanna* is clearing 90% of the U.S., including the ABC O&O's in four of the top five markets and CBS O&O WCAU-TV Philadelphia. Litton also says its third two-hour *Star Kids Challenge* special is sold in 70% of the U.S. for a May 29-July 4 broadcast window. Litton Syndications is offering the special on a straight barter basis.

Sales heat up

James C. Stern, president of Hollywood-based JCS Syndication, announced his first market sales for a pair of new feature film packages, *City Heat I* and *City Heat II*. Both feature packages largely consist of off-cable and made-for-home video titles. *City Heat I* has been sold to KABC-TV Los Angeles, KPHO-TV

Phoenix, KHTV-TV Houston, WOIO-TV Cleveland and KTVD-TV Denver; *City Heat II* has been sold to WLS-TV Chicago and WPVI-TV Philadelphia. Stern, who served as executive vice president and general sales manager at ITC Domestic Television from 1971 to 1990 before forming his own company three years ago, said the 30 inner-city action-adventures (all of which are produced by PM Entertainment of Los Angeles) are being offered on a straight cash basis.

Ad hoc movie net

Baruch Entertainment and Alto-Marc Communications, which began the production and distribution last January of the *African Heritage Movie Network*, a "movie of the month" hosted by Ossie Davis and Ruby Dee, says that 70 affiliates are clearing the all-barter package, and 85% of the African-American viewing audience is sampling the feature film series. Upcoming monthly offerings include "Lady Sings the Blues" (starring Diana Ross and Billy Dee Williams), "Shaft" (Richard Roundtree), "Superfly TNT" (Ron O'Neal), "The White Girl" (referring to cocaine) and the broadcast premiere of "Def by Temptation" (Kadeem Hardison, Freddie Jackson).

They're going to Graceland

Raycom Productions began production this week on *America Comes to Graceland* and *Elvis: His Life and Times*, a pair of event specials the syndicator is planning to trigger this August to coincide with the 16th anniversary of the King's widely speculated death. Signed to host the specials, which have Aug. 7-14 and Aug. 14-21 broadcast windows, is actress Lisa Hartman Black and singer Mac Davis.

Barter help

GGP Sports has signed a service agreement with Dorna USA to handle the national barter sales of its advertising inventory, which the San Francisco-based syndicator estimates to be valued at over \$6 million per year.

Justice for 80%

Tribune Entertainment reports that its miniseries *Wild Justice*, which has a May 24-June 13 broadcast syndication window, will be clearing on 115 stations representing over 80% U.S. coverage. The two-part, four-hour action-adventure miniseries is adapted from Wilbur Smith's best-selling novel about a former NATO anti-terrorist task force leader (played by Roy Scheider) who hunts down a terrorist ring. It is a co-production of Reteitalia Productions in association with Tribune Entertainment Co. and Taurus Film.

Beach movies

As part of a special promotion for this summer's launch of its half-hour stripped drama, *Paradise Beach*, Genesis Entertainment will also offer a pair of two-hour presentations, consisting of compilations of the first several episodes. Both *Paradise Beach* movies will be offered to stations on an even 13-minute local/national barter split, while Genesis will be offering the regular half-hour series (which will trigger June 14) on a four-minute local/three-minute national barter basis. In all, *Paradise Beach*, a co-production of New World International and Village Roadshow Productions Australia, has been sold in 106 markets representing over 82% of the country.

Serving up Chris

Worldvision Enterprises reports that its upcoming quarterly *Chris Evert Specials* have been sold in 70% of the U.S. The first of the four planned quarterly specials, which have been cleared in 17 of the top 20 markets, has a June 11-20 broadcast window. Eddie Murphy, Gloria Estefan and Jane Seymour are scheduled as profile subjects on the special. Top station clearances include WPIX-TV New York, KTLA(TV) Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, KICU(TV) San Francisco, WUSA-TV Washington and WCVB-TV Boston. Worldvision is offering the specials on straight barter basis.

Discovery pitches new season to advertisers

By Christopher Stern

The Discovery Channel has unveiled plans for its new programming lineup, which includes a five-part documentary on Watergate.

During its upfront presentation in New York, Discovery's Greg Moyer, executive vice president, programming group, told advertising agency representatives that in addition to attracting a strong male audience in prime time, the network had the highest concentration of women during the day.

Moyer unveiled four documentaries that will air in the next year, including the Watergate special and a three-part series on dreams. The channel will also air a documentary about the three-month apprenticeship of a writer with the only woman elephant trainer in India and a one-hour special, *Mustang—The Hidden Kingdom*, about a Buddhist community isolated in the Himalayas since the Middle Ages.

The Watergate series will mark the 20th anniversary of the break-in. The documentary's producers have reportedly spoken with every major player in the 1974 scandal except President Nixon. Moyer said the series is part of Discovery's continuing focus on public affairs and history, another example of which, he said, is *Walter Cronkite Reports*. The Cronkite specials will air quarterly and will focus on such issues as jobs, medical care and the environment.

Moyer also said there would be 10-12 *Discovery Journal* prime time specials in the coming year.

Among the returning shows is a midday block of how-to shows, including *Easy Does It*, *Home Matters* and *The Lynette Jennings Show*. Other returning shows include *Graham Kerr*, *Great Chefs*, *World Class Cuisine*, *Beyond 2000*, a co-production with an Australian company, and *Wings*. ■

PBS unveils math service

PBS's Mathline, the first telecommunications-based math service, was unveiled at the technology exhibition "The Educational Power of Public Television" last week on Capitol Hill. The first phase of the service will focus on middle-school teacher training, using techniques from 30 video models by teachers from around the country, and is scheduled for launch in 1994. Ultimately, the service will allow students to link up with each other via satellite, enabling them to collaborate on problem solving. San Antonio middle-school teacher Jimmie Rios, whose teaching technique was selected as part of the project, said the service will "supplement my ability in the classroom, making me more effective." It will be funded in part by a \$1.2 million grant from AT&T. —JG

SINGAPORE BROADCASTING CORPORATION

EXECUTIVE PRODUCER (BREAKFAST TELEVISION)

The Singapore Broadcasting Corporation (SBC), the national broadcaster of Singapore, will be introducing Breakfast TV. SBC is looking for suitable candidates to fill the post of Executive Producer (Breakfast TV).

As the Executive Producer, you will work together with a consultant team to design the format of the Breakfast Show. You will oversee and manage a team of producers producing the Breakfast Show. You will monitor viewership ratings and make changes to the programme to ensure that it achieves the highest viewership and revenue potential. You will be responsible for the overall budget of the programme.

You should have at least 5 years of managerial and production experience in a medium sized market. You should have strong leadership and communication skills.

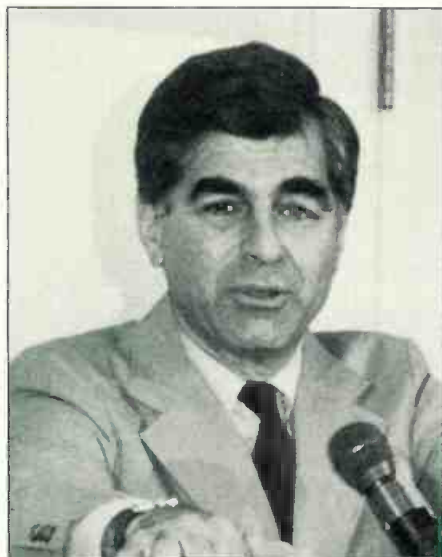
Starting salaries will be commensurate with qualifications and experience. There are also attractive fringe benefits.

If you are interested in the position and you think you are able to meet the challenges, fax us your detailed resume, your photograph together with photocopies of your certificates and a description of the format and ratings of shows you have produced to:

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Singapore 1129
Fax : (65) 2555012

Your application must reach us by 24 May 93.

Dukakis blasts local TV news



Ripping television for unbalanced "if it bleeds, it leads" coverage, 1988 Democratic presidential candidate Michael Dukakis urged news directors to do as thorough a job at home as they do abroad.

Speaking to the Boston/New England chapter of the National Academy of Television Arts & Sciences and in a follow-up interview, Dukakis said TV has been at its best in Bosnia.

"Could the Armenian genocide and the Holocaust have happened in a television age? Not likely. In Somalia, in Bosnia, you are doing the job. Now let's see if we can do it here at home," he said.

Although Dukakis said news must be reported, he faulted producers for doing "virtually nothing to seek out" positive, constructive stories. "Let's have some balance."

Dukakis is also concerned that WSNV-TV Miami's news values will move north as parent Sunbeam Television Corp. acquires WHDH-TV Boston (BROADCASTING & CABLE, April 26). WSNV, a news-oriented Fox affiliate, is known for action footage of the kind Dukakis calls "a collection of the bizarre, tragic and bloody."

WHDH, a CBS affiliate, is a perennial third-place finisher in the Boston market, which Dukakis calls more serious and credible than the "other universe" of South Florida viewing. Sunbeam owner Edmund Ansin has said his Miami news formula may not work in Boston.

-Bill Kirtz



Broadcasting & Cable Top Cable Programs

May 3-9

The following are the top 40 basic cable programs, ranked by total number of households tuning in. Ratings are based on each network's total coverage households at the time of the program. Data are supplied by outside sources based on Nielsen Media Research.

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	2,731	4.6	NBA Playoffs (Phoenix-L.A. Lakers)	Tue. 10:30p-1:15a	TNT
2.	2,715	4.6	NBA Playoffs (Phoenix-L.A. Lakers)	Thu. 10:45p-1:15a	TNT
3.	2,314	3.9	NBA Playoffs (New York-Indiana)	Thu. 8-10:45p	TNT
4.	2,188	3.6	Murder, She Wrote	Mon. 8-9p	USA
5.	2,120	3.6	NBA Playoffs (Boston-Charlotte)	Mon. 8-10:30p	TNT
6.	2,117	3.6	NBA Playoffs (Boston-Charlotte)	Wed. 8-10:45p	TNT
7.	2,094	3.5	NBA Playoffs (Chicago-Atlanta)	Tue. 8-10:30p	TNT
8.	1,850	3.1	NBA Playoffs (Portland-San Antonio)	Fri. 9:30p-12:45a	TNT
9.	1,717	2.9	Ren & Stimpy	Sun. 11-11:30a	NICK
10.	1,702	2.9	Ren & Stimpy	Sat. 9-9:30p	NICK
11.	1,662	2.7	Murder, She Wrote	Wed. 8-9p	USA
12.	1,611	2.7	Rugrats	Sun. 10:30-11a	NICK
13.	1,549	2.6	Monday Night Raw	Mon. 9-10p	USA
14.	1,495	2.5	Are You Afraid of the Dark?	Sat. 9:30-10p	NICK
15.	1,494	2.5	Sunstroke (movie)	Thu. 9-11p	USA
16.	1,485	2.4	Murder, She Wrote	Fri. 8-9p	USA
17.	1,481	2.5	Salute Shorts	Sun. 11:30a-12n	NICK
18.	1,472	2.4	MLB (Atlanta-Pittsburgh)	Tue. 7:30-10p	TBS
19.	1,470	2.5	NBA Playoffs (Houston-L.A. Clippers)	Mon. 10:30p-1a	TNT
20.	1,469	2.5	Clarissa Explains It All	Sun. 12n-12:30p	NICK
21.	1,427	2.4	NBA Playoffs (Houston-L.A. Clippers)	Wed. 10:45p-1:15a	TNT
22.	1,424	2.3	MLB (Cincinnati-Houston)	Sun. 8-10:47p	ESPN
23.	1,408	2.4	Doug	Sun. 10-10:30a	NICK
24.	1,323	2.2	Silk Stalkings	Sat. 10-11p	USA
25.	1,297	2.1	MLB (Oakland-New York)	Mon. 7:30-10:37p	ESPN
26.	1,296	2.2	Welcome Freshmen	Sun. 12:30-1p	NICK
27.	1,287	2.1	MLB (Atlanta-Colorado)	Thu. 9p-12m	TBS
28.	1,269	2.1	Fatal Exposure (movie)	Sun. 8-10p	USA
29.	1,264	2.2	Stalder Brothers	Sat. 9-10p	TNN
30.	1,261	2.1	Last Starfighter (movie)	Sat. 4-6p	TBS
31.	1,258	2.1	Silk Stalkings	Mon. 10-11p	USA
32.	1,255	2.1	MLB (Braves-Colorado)	Fri. 9p-12:15a	TBS
33.	1,243	2.1	Dr. No (movie)	Wed. 8-10:30p	TBS
34.	1,236	2.1	MLB (Braves-Colorado)	Sun. 3-6:30p	TBS
35.	1,233	2.0	Murder, She Wrote	Tue. 8-9p	USA
36.	1,231	2.0	Andy Griffith	Tue. 6:30-7p	TBS
37.	1,208	2.0	Happy Days	Sun. 10-10:30a	TBS
38.	1,206	2.1	Ren & Stimpy	Sun. 3-3:30p	NICK
39.	1,204	2.0	World Championship Wrestling	Sat. 6-8p	TBS
40.	1,180	2.0	Saved by the Bell	Wed. 5-5:30p	TBS

	ABC	CBS	NBC	FOX
MONDAY	12.3/20	13.7/22	13.2/21	NO PROGRAMING
8:00	50. FBI: Untold Stor 9.5/16	20. Evening Shade 13.0/22	20. Fresh Prince 13.0/22	
8:30	29. Amer Detective 11.3/18	34. Bob 10.8/18	20. Blossom 13.0/21	
9:00		6. Murphy Brown 15.6/24		
9:30	19. ABC Monday Night Movie—Murder in the Heartland, Part 1 13.2/21	14. Love & War 14.0/22	17. NBC Monday Night Movies—Black Widow Murders 13.3/21	
10:00		9. Northern Exposure 14.4/24		
10:30				
TUESDAY	14.4/24	10.2/17	11.3/19	3.3/5
8:00	11. Full House 14.2/25	32. Rescue: 911 10.9/18	28. NBC Movie of the Week—The Return of Ironside 11.6/19	87. Class of '96 3.2/5
8:30	7. Roseanne 15.5/25			86. Tribeca 3.4/5
9:00		46. CBS Tuesday Movie—Prophet of Evil 9.9/16		
9:30	11. ABC Tuesday Night Movie—Murder in the Heartland, Part 2 14.2/23		38. Dateline NBC 10.6/18	
10:00				
10:30				
WEDNESDAY	13.0/21	10.7/18	11.3/19	11.3/18
8:00	39. Olson Twins Mother's Day 10.5/18	59. How'd They Do That? 8.1/14	24. Unsolved Mysteries 12.1/21	23. Beverly Hills, 90210 12.3/23
8:30				
9:00	1. Home Improvmt 21.3/33	40. In the Heat of the Night 10.4/16	59. Law & Order 8.1/14	41. Melrose Place 10.3/16
9:30	3. Coach 16.9/26			
10:00	52. Kathie Lee Celebration of Motherhood 9.3/16	16. 48 Hours 13.5/23	15. Quantum Leap 13.7/23	
10:30				
THURSDAY	11.1/18	9.3/15	14.6/24	9.2/15
8:00	30. Matlock 11.2/19	52. Women of Country 9.3/15	41. Seinfeld 10.3/18	31. The Simpsons 11.1/20
8:30			25. Wings 11.9/20	34. Martin 10.8/18
9:00	63. America Salutes: Liz Taylor 7.7/12		2. Cheers 20.8/32	62. ILC: Grtest Bits 7.9/12
9:30		54. Picket Fences 9.2/16	26. L.A. Law 11.8/20	70. ILC: 1st Season 6.8/10
10:00	10. Primetime Live 14.3/24			
10:30				
FRIDAY	11.2/21	6.6/12	8.6/17	6.5/13
8:00	36. Family Matters 10.7/22	69. Golden Palace 7.0/15	83. NBC News Special 5.7/12	70. America's Most Wanted 6.8/14
8:30	32. Step By Step 10.9/21	78. Dudley 6.3/12		78. Sightings 6.3/12
9:00	45. Getting By 10.0/19	74. Designing Wm 6.6/12	44. NBC Movie of the Week—Visions of Murder 10.1/19	81. Sightings 2 5.9/11
9:30	54. Where I Live 9.2/17	70. Good Advice 6.8/12		
10:00	17. 20/20 13.3/25	77. Bodies of Evidence 6.4/12		
10:30				
SATURDAY	8.2/16	10.7/21	8.5/17	6.5/13
8:00		26. Dr. Quinn, Medicine Woman 11.8/24	74. A Different World 6.6/14	74. Cops 6.6/14
8:30	67. ABC Saturday Night Movie—Lethal Weapon 7.5/15		56. Empty Nest 9.1/17	65. Cops 2 7.6/15
9:00		43. CBS Special Movie—Gunsmoke: The Long Ride 10.2/19	47. Mad About You 9.7/18	80. Code 3 6.1/12
9:30			51. Sisters 9.4/18	82. Code 3 2 5.8/11
10:00	47. The Commish 9.7/18			
10:30				
SUNDAY	11.6/21	14.7/26	10.1/19	6.0/11
7:00	65. Am Fun Hm Video 7.6/17	8. 60 Minutes 14.9/32	45. NBA Playoff 10.0/22	88. Parker Lewis 3.1/7
7:30	63. Am Fun Hm Video 7.7/16			85. Shaky Ground 3.5/7
8:00	70. Day One 6.8/13	5. Murder She Wrote 15.7/29	59. I Witness Video 8.1/14	68. In Living Color 7.4/14
8:30				58. Roc 8.2/14
9:00	4. ABC Sunday Night Movie—Stephen King's The Tommyknockers, Part 1 15.9/26	13. CBS Sunday Movie—Labor of Love 14.1/23	36. Saturday Night Live Mother's Day Special 10.7/18	49. Married w/Childn 9.6/16
9:30				57. Herman's Head 8.3/13
10:00				84. Aretha Franklin: Duets 3.9/7
10:30				
WEEK'S AVGS	11.7/20	11.0/19	11.0/19	7.0/12
SSN. TO DATE	12.2/20	13.1/22	11.0/18	7.6/12

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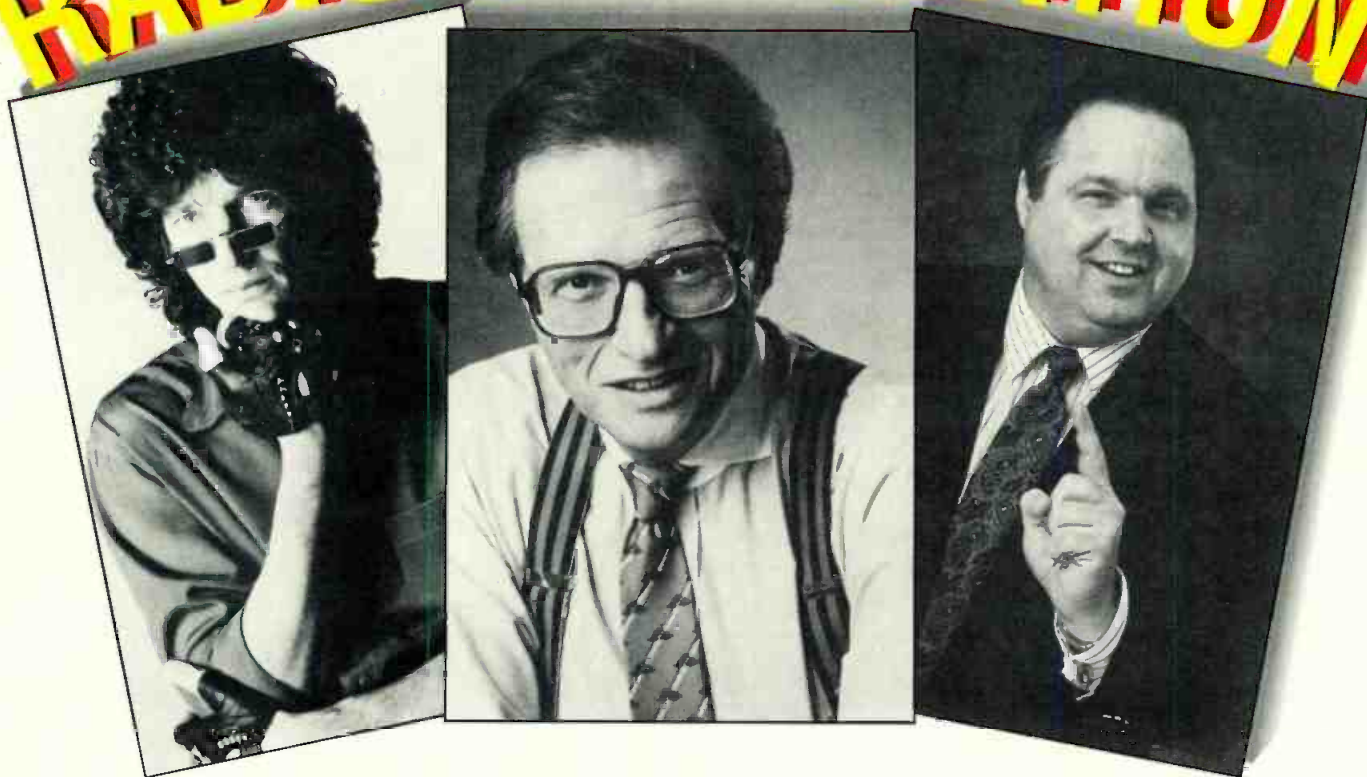
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Special Report

RADIO SYNDICATION



Talk explodes in national syndication

Stern, King and Limbaugh lead the way, but will the market support those who follow?

By Peter Viles

Led by the unlikely but undeniably successful duo of Rush Limbaugh and Howard Stern, nationally syndicated talk radio programs are enjoying a boom unlike any in recent memory.

Nearly every week brings news of the launch of yet another national program—last week it was Westwood One's announcement that conservative commentator Pat Buchanan will soon begin a daily, midday talk show for the network, which is already home to talk show hosts Larry King and Bruce Williams.

The new Westwood program, titled

Pat Buchanan & Company, will pit Buchanan against a rotating group of liberal counterparts. The show will air from noon to 3 p.m. ET on the Mutual Broadcasting System beginning July 5, essentially giving Westwood an 18-hour-per-day talk radio network, from noon to 6 a.m.

ABC Radio Networks recently announced the launch of its first personality-based morning show, designed for urban music stations and starring Tom Joyner. Unistar Radio Networks, having recently launched G. Gordon Liddy's midday talk show, is preparing to syndicate New York morning man Don Imus, as well as the Washington afternoon drive team of Don

Geronimo and Mike O'Meara.

Industry observers say the trend is being driven by several factors, chief among them the boom in talk radio in general. Also, with roughly half of all radio stations either losing money or just breaking even, nationally syndicated shows often represent an inexpensive way to fill airtime with quality programming. Further, technological advances and decreases in the cost of satellite time and equipment have made it easier, cheaper and less risky for networks to launch national shows.

"The cost of doing it has come way down," says David Kantor, executive vice president, ABC Radio Networks. "The cost of satellite time is way



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down. You once needed hundreds of affiliates to make these deals work. That's not true anymore."

Despite the controversy surrounding Stern and, to a lesser degree, Limbaugh, most radio executives are pleased that the medium has created stars who draw national attention.

Gordon Hastings, president, Katz

"Anybody can play a record.... It is strong personalities that will keep the medium healthy and growing."

Consultant Walter Sabo

Radio Group, takes the position that the boom in nationally syndicated long-form programming is helping to create a sort of renaissance for radio— attracting new listeners, new advertisers and new attention to the medium.

"For too long, in the '70s and '80s, radio has been looked upon as a niche medium, and only as a target demographic medium," Hastings says. "As radio creates new national stars, the story of radio as a big-reach medium becomes heard and talked about among advertisers as well as key advertising-agency people. I really believe it helps create a better image of a healthy, strong, big-reach medium."

Walter Sabo, a consultant who advises talk stations, says the success of Limbaugh and Stern encourages stations to avoid the "less talk, more music" sameness in programming that many believe has hurt the medium over the past two decades. He argues that, rather than reducing the diversity of radio programming, national stars will eventually produce a livelier, more compelling medium.

"The more strong personalities that radio stations put on the air, either from a network or locally, the more valuable the medium is," he says. "Anybody can play a record, including cable radio. It is strong personalities that will keep the medium healthy and growing."

"By far the best thing that comes from Rush and Howard is that they show management at stations the importance of developing strong, independent talent, not just people who can read record labels."

But at the same time, skeptics say the market is becoming saturated with national programming for which there is no great demand. These skeptics believe Stern and Limbaugh are not trendsetters at all, but simply exceptions that prove one of the oldest programming rules: radio is a local medium.

"People don't understand the difficulty of creating the kind of program Limbaugh has created," says a former network executive familiar with national talk shows. "They just see the revenue stream and think, 'Gee, I've got to do a talk show like that.' There's a lot of naive thinking out there."

Says Don Buchwald, the agent who represents Stern, "I don't think that many people have a talent that translates beyond their region."

"I think we started a certain kind of trend here, but in the long run I don't know how many of these people outside of Howard will be successful," Buchwald says. "Remember, it was only when Howard was number one in New York, and very solidly number one, that we took the show to another market."

Still, the explosion of national shows is undeniable. The list includes the following:

- *The Gil Gross Show*, an evening talk show, was launched last year by CBS Radio and is now heard on more than 100 stations.

- Premiere Radio Networks this spring launched a country morning show starring Gerry House, a Nashville songwriter and disc jockey.

- WOR Radio Network, which bills itself as "America's Fastest-Growing Talk Network," syndicates Gene Burns, Joy Browne and the Dolans.

- The Independent Broadcasters Network, a 24-hour talk network, syndicates several national shows, including *The Ellen Ratner Show*, *The Sonny Bloch Show* and *The Dick Summer Connection*, a soon-to-be-launched weeknight show targeting adult contemporary music stations.

- Daynet broadcasts *The Barry Farber Show*, heard on 118 stations, and *The Leslie Marshall Show*.

- A newcomer to syndication, Florida-based Paxson Broadcasting, recently launched the *Ron & Ron* program, a morning drive show for music stations that airs on Paxson stations in Miami, Orlando and Jacksonville.

- In addition to the Stern program,

Infinity Broadcasting is slowly rolling out Doug "Grease" Tracht, whose show mixes improvisational comedy bits and phone calls and airs on FM music stations.

- In addition to Limbaugh's show, now heard on nearly 600 stations, EFM Media broadcasts *The Dr. Dean Edell Show* on some 340 stations, with a weekly audience measured by Arbitron at 7.5 million.

- Sports Entertainment Network offers Pete Rose's daily call-in program in its 24-hour talk format.

- Sun Radio Network's talk personalities include Dr. Paul Schadler and Charles Adler.

- Westwood's daily lineup has King, Williams (heard on some 325 stations), Harvey Ruben and Jim Bohannon.

In moving King from the sleepy overnight shift to the more lucrative afternoon drive spot, Westwood took a considerable risk. But King's show is now carried on 410 stations, up from 380 on the night shift, and the network says it considers the move a success.

In perhaps an even bolder move, EFM Media, the company that produces Limbaugh's show, has begun

"People don't understand the difficulty of creating the kind of program Limbaugh has created.... They just see the revenue stream and think, 'Gee, I've got to do a talk show like that.'"

Former network executive

charging stations a cash fee for the right to carry it, reportedly as high as \$100,000 in some markets, in addition to taking some advertising inventory. Only Howard Stern commands higher fees, and his show is sold for cash only, leaving stations the entire show's advertising inventory to sell locally.

What clearly sets Stern and Limbaugh apart from other nationally syndicated personalities is their ratings success in large markets. Although

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heard in only about 15 markets, Stern makes each one count: he has consistently been among the top-rated morning drive personalities in New York, Los Angeles, Washington and Philadelphia.

Limbaugh, meanwhile, continues to confound the radio industry with his

soaring ratings. Last week EFM Media reported that Limbaugh's weekly audience stands at 18 million, up 78% in the past year. The winter Arbitron report was the 11th consecutive quarterly survey during which Limbaugh's audience grew. Furthermore, EFM says, Limbaugh's average quarter-

hour share in the top 10 markets was 8.6 in the winter 1993 Arbitron survey, and his average share in the top 75 markets was 11.8.

"Obviously, there's a limit," says EFM President John Axten. "But I don't think we're there. I don't think we're close to there." ■

Syndicated shows rise as satellite costs fall

Cheaper receivers a boon to stations; smaller players now able to enter market

By Peter Viles

As the line between syndicated and network radio has become increasingly blurred, a key factor has been the proliferation of relatively inexpensive satellite technology, which gives even small companies the chance to build a national network of stations.

Network executives say cheaper satellite technology is one factor driving the explosion of nationally syndicated talk and personality programs.

New compression technologies that can squeeze more sound onto a single transponder have resulted in sharp drops in the cost of satellite time—30%-50% in some cases, according to Julie Spira, vice president, audio, at IDB Broadcast, a division of IDB Communications.

And at the station level, the cost of satellite receivers has also dropped, from about \$10,000 in 1980 to roughly half that for some models, according to Bob Donnelly, general manager, ABC Satellite Services.

The number of stations linked to satellites has risen, too—some 6,000 stations are now linked to Satcom C-5,

up from about 4,000 five years ago, Spira says.

The result is that satellite delivery is now seen as a reasonable option for syndicators who wouldn't have considered it 10 years ago. "Because of the changes in technology and the reductions in costs, the smaller players, the regional players or the entrepreneurs, are finding it easier to get into this business," says Spira. "To me, that's the exciting part of it. Regional sports networks, for example, don't have to feel that they can't afford to play with the big guys."

In addition, throwing a program onto a satellite can help in marketing it to potential affiliates, who can essentially eavesdrop on a live program while deciding whether they want to broadcast it. "It makes it easier for syndicators to get a deal done," Spira says. "They can go to a station and say, 'You like the program? Well, you can start with it tomorrow.'"

ABC, which competes against IDB to lease satellite time to syndicators and networks, stresses the advantages of accompanying programming with an interactive "cue channel" that tells producers at affiliates when to expect

commercial breaks.

"The real issue is, how easy can you make it for the end user?" says Donnelly. "Text and data are critically important to accompany audio. Audio in the raw, over a satellite link, is really a handicap."

In many cases, however, satellite delivery doesn't offer significant advantages over old-fashioned delivery methods, such as mailing tapes or CDs, or using telephone lines for transmission. If the program doesn't have to be live, stations sometimes prefer to have a CD they can see and hold.

"In some cases the stations would rather receive a CD and not have to worry about taking it off the satellite," says Gary Schonfeld, president, MediaAmerica.

"The challenge is finding a system that stations will use," says Steve Saslow, chairman, SJS Entertainment. "I have some stations in major markets that insist on having tapes delivered. They're afraid they'll promote something all week and then have a problem with the satellite."

Some syndicators transmit the same programming via several technologies, tailoring transmissions to fit the receiving station.

For example, Accu-Weather Inc., which provides audio weather forecasts to radio stations, uses several telephone delivery methods, depending on the decoding capabilities of the stations involved. According to Vice President Mike Steinberg, the delivery methods range from normal telephone lines to Comrex phone systems, which enhance the audio quality of telephone transmission, to Switch 56 digital phone lines. In addition, Accu-Weather will send forecasts by fax to stations that prefer to have their own announcers read the forecasts. ■



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Syndication ad market on the rebound

After forgettable '92, radio is showing signs of a strong recovery

By Peter Viles

After suffering through a sluggish and disappointing 1992, radio syndicators say they are seeing strong growth in advertising, with some companies reporting year-to-date increases of up to 25% over 1992 levels.

"If last year was a bottle of wine, it should never have been bottled," says Steve Saslow, chairman of SJS Entertainment. "This year could be a four-star wine. It's almost as if, at the beginning of the year, someone came down and told advertisers it's OK to spend money."

"This year has come back gangbusters," says Julie Talbott, executive vice president, sales, MJI Broadcasting. "It's really across the board. I don't have one account that doesn't have an increase in budget."

Talbott says MJI is running roughly 25% ahead of 1992's revenues, with hope of an even stronger performance later this year.

What explains the increase?

"We keep saying it's an economic recovery, but that doesn't make a lot of sense to me," Talbott says. "By cutting back last year, advertisers experienced some major declines. And I think some of them realized that cutting back on advertising doesn't work."

In response to the increased demand, Talbott says MJI has raised its rates somewhat. "Obviously, with demand up, we are able to get our rates up by at least 10%. But we're being very conservative in our approach. We want people who are coming back in to stay back in. We don't want to blow anybody away."

Not all companies suffered in 1992. MediaAmerica, which represents numerous syndicated programs including *The Rush Limbaugh Show*, saw substantial growth and opened new sales offices in Chicago and Detroit, according to Gary Schonfeld, president of the company.

But in general the market was soft. The syndication ad market is closely tied to the radio network ad market, which was down by 11.8%—from \$440 million in 1991 to \$388 million

in 1992—according to the Radio Network Association.

Network, syndication both up

For the first quarter of 1993, network revenues were up by 5.1% over 1992, according to the RNA. And network officials say syndicated ad sales were up with the network market.

"Our syndicated business is definitely up," says Norm Pattiz, chairman/chief executive officer of Westwood One. "To a large degree, the success of our syndicated programming is tied to the number of special programs we produce. And that's up this year."

He pointed to two big specials Westwood is currently selling, a Paul McCartney concert and an ambitious schedule of country concerts in New York dubbed *Country Takes Manhattan*.

David Kantor, executive vice presi-

dent, ABC Radio Networks, says ABC is seeing gains in both syndication and network ad sales. "But it's still early," he cautions.

Radio syndication accounts for a relatively small portion of all radio advertising. In a business where total annual revenues are estimated in the \$7 billion-\$8 billion range, national ads taken on syndicated programs account for roughly \$85 million per year, according to several estimates by industry observers. As much as half of that money is counted as network revenue because it goes to the four major networks. And because so many small companies are involved in syndication, it is difficult to measure the entire market accurately.

"The problem is you have many, many players," says ABC's Kantor. "It's not a difficult market to get into."

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PRESS START TO PLAY

CROSS PROMOTION: *Sports Byline USA*, a nightly sports call-in show, has a cross-promotional agreement with *Electronic Arts*, a maker of sports video games.

they see you as part of network radio," says Saslow. "I've never seen an accurate measurement of what goes into syndication as opposed to what goes into line networks."

Kraig Kitchen, senior vice president, sales, Premiere Radio Networks, estimates that the four major RADAR-rated networks—ABC, CBS, Westwood One and Unistar—account for roughly \$47 million of the revenue in syndicated radio. What's left—\$40 million or so—is divided among a list that includes Premiere, MediaAmer-

ica, Global Satellite Network, MJI Broadcasting, SJS Entertainment and scores of other companies.

A publicly traded company, Premiere managed to increase revenues by 5.4% in 1992, to \$10.1 million, despite the overall slump in network and syndicated radio, and reported net income of \$1.16 million. Kitchen says he senses the beginnings of a recovery, although pricing remains somewhat soft.

"It definitely feels stronger than last year—not as strong as two years

ago, but stronger than last year. Many of our advertisers have read about the shortfall of network ad dollars in 1992, so they perceive it as a buyer's market."

For many of the smaller syndication companies, advertising sales has little to do with national markets and everything to do with building partnerships with program sponsors. For example, *Sports Byline USA*, a nightly sports call-in show that airs on 175 stations, often arranges remote broadcasts on behalf of clients. The program's sponsors include several sportswear companies and Fleece, which makes sports trading cards.

"We do a lot of things other than just sell spots," says Charlie Coane, president, *Sports Byline USA*. "We try to look at it as a whole marketing package that we sell, and spots are just a part of that."

The program has a cross-marketing agreement with Electronic Arts, a maker of video sports games. The video games promote the show by using the voice of Ron Barr, the program's host, as a voice within computerized games; the program, in turn, promotes the games.

In many cases, Coane says, the program taps into promotional budgets rather than advertising budgets. "It's not a matter of calling up advertisers and saying 'Do you have any syndicated ad dollars?' In a lot of cases you go to the clients and try to find what their needs are. You have to get out there and hustle." ■

Direct response ads finding new home

Direct response commercials are finding a home on network and syndicated radio, adding a new wrinkle to negotiations over prices for commercial time.

Direct response commercials are those that motivate a consumer to take some sort of immediate action, usually by calling an 800 number for information about a product or to place an order.

According to Kraig Kitchen, senior vice president, sales, Premiere Radio Networks, direct response commercials often come in as last-minute buys at relatively low rates.

"Unlike a radio station, where if you're not sold out you just turn the unsold time into more programming, in network or syndicated radio you have a set amount of time that you just have to sell," Kitchen says. "If you're 70% sold out, you've got that 30% you've just got to get rid of."

A typical arrangement would have an advertiser paying a syndicator a flat fee, for example \$10,000, in

return for a guarantee of 400 phone calls or leads.

Says Kitchen: "The good news is they give you a check up front for \$10,000. The bad news is you need to keep running the ad until they get 400 calls."

Some in the radio industry believe that such commercials will eventually evolve into longer "infomercials" similar to those often broadcast on late-night television. The Radio Advertising Bureau has begun a survey of the industry in an attempt to gauge the reaction of advertisers and stations to such infomercials. But so far, stations are wary of giving up blocks of time for programming that threatens to drive listeners away.

Steve Saslow, chairman, SJS Entertainment, says resistance from stations appears to be holding back the development of radio infomercials.

"We're just finding that it's got to be good radio, good programming, to get cleared," he says. "It can't just be a half hour of selling a product." —PV

Washington

Markey suggests violence 'lockbox'

Networks get blasted at telcomsubcom hearing on TV violence

By Kim McAvoy

The broadcast networks took a beating last week when members of the House Telecommunications Subcommittee complained bitterly about the "glorification" of violence on television.

Subcommittee Chairman Ed Markey (D-Mass.) warned that Congress is "receptive" to restricting violent TV programming. To make matters worse for broadcasters, sources say the powerful chairman of the House Energy and Commerce Committee, John Dingell (D-Mich.), is "sympathetic to the need for legislation."

Markey's hearing featured researchers, academicians and activists who told the subcommittee that TV violence is harmful to society and encourages aggressive behavior in children. They urged lawmakers to enact legislation to remedy the problem of excessive TV violence. The subcommittee is expected to hold another hearing on the subject in June inviting representatives from the broadcast and cable networks and the program production community.

Markey said he would like to see a rating system for television violence similar to the ratings system used by the movie industry. And he thinks Congress should consider requiring television sets sold in the U.S. to incorporate technology to block channels or programs that parents deem too violent for their children. "Even if only 10% or 15% of all homes started blocking the programs, broadcasters would soon get the message," Markey said.

Later, the congressman told reporters he believes both proposals are "completely constitutional." The subcommittee chairman also suggested that cable operators end the practice of unscrambling the signals of R-rated movies for promotional purposes. And



TV activist Terry Rakolta (r) urged Congress to relegate violent programming to late hours when children are not watching. Suzanne Stutman, of the National Institute for Mental Health Initiatives (l), called for a public health campaign against violence.

he said the networks should stop showing promotions for violent shows during children's programming.

Markey and others blasted the broadcast networks. Ron Wyden (D-Ore.) said the networks should call the May sweeps "National Glorified TV Violence Month." Wyden also called the voluntary standards on TV violence that ABC, NBC and CBS agreed to last year "a sham." Texas Democrat John Bryant said he was "outraged" that the network programming was "sickening" and Congress ought to force the networks' owners to come forward and defend their practices.

Despite the harsh rhetoric from sub-

committee members, Senator Paul Simon (D-Ill.) characterized the networks' standards as "progress." Simon is the author of the TV Violence Act that provided the networks, cable and Hollywood with an exemption to establish guidelines for violent programming. Simon said Congress should wait until fall before deciding what action to take. He is hopeful that a TV violence conference between broadcasters, cable and the program production community this August in Los Angeles will result in something "solid."

The senator also expressed disappointment with the cable industry for

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"being slow to respond." Simon said he thought Congress needed to look not only at broadcast, but at cable television as well. Simon has scheduled a hearing this week in the Senate on TV violence.

During the hearing, witnesses told the subcommittee members there is conclusive evidence that TV violence harms children. "Many pediatricians now include counseling parents about the effects of television on children," explained William Dietz of the American Academy of Pediatrics.

Suzanne Stutman, executive director of the National Institute for Mental Health Initiatives, said Congress should promote a public health campaign against violence similar to those used against smoking.

Activist Terry Rakolta, president of Americans for Responsible Television, said Congress should treat TV violence the same as indecent programming and carve out a late-evening "safe harbor" when few children are likely to be in the audience. "Isn't violence indecent?" she asked the congressmen.

Rakolta said she represents 100,000 Americans who are asking for legislation. ■

INTV, Tribune propose two hours a week for kids block

Plan unlikely to mollify critics of station practices

By Joe Flint

Perhaps sensing that some sort of strict children's programming requirement is in the works at the FCC, the Association of Independent Television Stations (INTV) and Tribune Broadcasting Co. fired a preemptive strike last week, asking the commission to require broadcasters to air two hours of "educational and informational" programming per week for children.

Stations complying with INTV's "safe harbor" proposal would then be protected from license challenges and "shall be considered to have complied with the programming requirements of the Children's Television Act," INTV said.

Under INTV's proposal, at least one of the two hours would have to be standard-length programming "de-

signed to serve the educational and informational needs of children." The second hour could include short-segment programming.

While independents—which air more children's programming than network affiliates—may be willing to compromise, the three networks and the National Association of Broadcasters said it is too soon to judge the effectiveness of the Children's Television Act and warned the commission to stay away from programming quotas and regulatory steps.

It is doubtful that INTV's proposal will appeal to the advocacy groups that have been critical of broadcasters' efforts to comply with the 1991 act, which requires broadcasters to air programming that meets the educational and informational needs of children.

As reported last week, the Center for Media Education, which is heading a coalition of children's advocacy groups, told the FCC that broadcasters should be required to set aside at least one hour a day for children's programming.

The commission, feeling heat from Capitol Hill, is already considering such a proposal.

It was the Center for Media Education's study showing some broadcasters use cartoons such as *G.I. Joe*, *The Flintstones* and *The Jetsons* as examples of compliance with the act that led to the FCC's decision to revisit the rules.

The FCC should "refine its definition of 'educational and informational' programming to close the regulatory loophole that permitted stations to cite *The Jetsons* and *The Flintstones* [as educational programming] on their license renewal applications."

Saying there was nothing about the act to refine, the NAB told the FCC that the commission should rely on the current rules as a "sufficient and better stimulus" to achieve the purposes of the act. "NAB appreciates that there may be some uncertainty as to a precise minimum 'amount' of educational and informational programming sufficient to meet the programming obligation. But, broadcasters' making

Anti-violence tools for TV

A device that could lock out violent television programs is technically feasible, according to Zenith Consumer Electronics vice president for marketing, Bruce Huber. Such a lock-out mechanism, proposed by Representative Ed Markey (D-Mass.) as an answer to protecting children from gratuitous violence on the nation's broadcast networks, is not very different from a parental control box already marketed by Zenith. "Any number of these things that are being envisioned are technically doable," Huber said, "but whether there is a market for it or whether the public is ready for it, only time would tell."

Markey, chairman of the House Telecommunications Subcommittee, is proposing to mandate the use of a ratings system for television programs and require television manufacturers to include a feature that would restrict access to certain rating categories. A parent could, for example, lock out programming rated "V" for violence.

Huber said that, while such a system is feasible, it might raise costs to the consumer. "It's probably a question of dollars rather than cents to implement.... [The question is], would the consumer find it sufficiently attractive to merit paying more dollars per month on the cable bill or more tens of dollars when they buy a new television set?" he said.

The consumer electronics industry is naturally concerned about adding costs to a piece of equipment, he said. Television manufacturing is such a competitive business, Huber explained, that "we sweat blood over adding and subtracting nickels and dimes in our products."

Of course, he noted, Congress and the consumer electronics industry did manage to work out an affordable way to include closed captioning equipment to TV sets, so it may be possible to work out an arrangement on lock-out circuits.

—SS

good-faith and reasonable efforts to respond, given their individual assessment of the needs of children in their communities, is what was intended by Congress and is what will produce Congress's intended results of serving the child audiences and respecting the broadcasters' programming judgments."

The NAB also warned that specific requirements could have First Amendment implications. "Quantitative programming guidelines, whether by rule or by processing guidelines, would involve government in too great a way in First Amendment-protected content decisions."

Broadcasters also took issue with the commission's about-face on short-form children's programming. In the 1991 report and order on the rules, the commission said "short-segment programming, including vignettes and PSA's, may qualify as specifically designed educational and informational programming for children."

But in its notice of inquiry revisiting the rulemaking, the commission said the reason for the policy review is that "many licensees place substantial reliance on short-segment vignettes and public service announcements to satisfy their Children's Television Act obligations."

The law firm of Haley, Bader & Potts, which filed on behalf of 36 broadcasters, added that the "commission's new-found dislike of short-segment programming is nothing short of mystifying."

The firm, as well as the networks, argued that short-form programming is an effective way of reaching children.

"Short-form segments are an effective educational tool because the segment length better matches the attention span of children, particularly younger children," said the comments of Capital Cities/ABC.

Broadcasters, programmers and the networks also told the commission that the rules have not had enough time to work.

"The challenge is to develop educational programming that will captivate children, not to offer them 'educational and informational' programs they will not watch.... The commission must allow broadcasters sufficient time to create the demand for educational and informational programming before it concludes that licensees' level of service is not meeting the act," NBC said. ■

NCTA convention focus: new technology, Cable Act

By Kim McAvo

The development and deployment of new technology by the cable industry will be a central theme of the National Cable Television Association's annual convention in San Francisco June 6-9.

While the implementation of the 1993 Cable Act will also dominate the meeting's agenda, the four-day event is intended to help the industry establish itself as a leader in the Information Age. NCTA has produced a 10-minute video to open the convention. The video explores the future role cable will play in the delivery of multimedia information services.

At a press briefing in Washington last week, NCTA officials were enthusiastic about the convention's registration numbers, which show a 4% increase over last year's numbers. Babara York, NCTA's vice president of industry affairs, said non-NCTA member registration was up 30%—a sign that cable is generating new business opportunities. NCTA predicts attendance at the San Francisco convention could go as high as 15,000.

In addition to a Sunday (June 6) afternoon session designed to help members understand the FCC's new cable rules, NCTA has scheduled two other sessions featuring key commission staff who will be able to answer

Broadcasters argue indecency enforcement takes too long

The FCC needs to speed up its methods of enforcing indecency rules and commissioners have to stop talking about individual cases before they are resolved for the system to work better. So argued Tim Dyk, First Amendment attorney, Jones Day Reavis & Pogue, before Judge Royce Lamberth of the U.S. District Court in Washington last week for an injunction to stop the FCC from enforcing indecency rules.

Dyk represents a group that includes Action for Children's Television, the National Association of Broadcasters, Infinity Communications and Evergreen Media.

He said the FCC's lengthy enforcement procedures are unfair to broadcasters, in part because of the time it takes to resolve an indecency complaint. Dyk said on average it takes the commission 14 months to respond to an indecency complaint with a notice of apparent liability, another 11 months for a notice of liability to be issued and another 15 months for the FCC to turn the matter over to the Justice Department if the broadcaster refuses to pay (the only recourse left to a licensee who objects to the FCC's action). From there, Dyk said, it can be as much as three years before the case hits the courts.

The long process, Dyk said, promotes the concept of the broadcast industry censoring itself. "It is more than three years from the filing of the complaint to the case going to court...making it extremely difficult for broadcasters to know what indecency standards are."

Dyk told Lamberth he hopes to cut the process from years to weeks. "Even the worst pornographers in this country have the right to prompt judicial review," Dyk said, adding that there's no reason not to speed up the enforcement process.

Dyk also said that when commissioners speak out about indecency cases before they are resolved, they further promote self-censorship and put pressure on the industry regarding controversial speech.

Arguing on behalf of the FCC, Assistant U.S. Attorney Sally Rider said the FCC's policies don't "prevent broadcasters from uttering any speech."

—JF

questions about the new regulations. In addition, FCC Chairman James Quello will speak at a Tuesday (June 8) luncheon, and FCC Commissioner Ervin Duggan will appear on a Monday afternoon panel on "Building the National Telecommunications Infrastructure."

A "Washington Insiders" panel is scheduled for Monday and includes Hill staff.

Among other highlights is a Wednesday morning session called "Multimedia Computing on the Cable Highway," where computer industry executives will discuss some of the

business opportunities they can offer cable. And "Cable Television Delivers the Information Age," a panel discussion slated for Wednesday morning, that will showcase some of the technology, services and programming cable can deliver to the home, school and workplace. ■

Murdoch accused of misrepresentation

By Joe Flint

News Corp. and Fox Inc. Chairman Rupert Murdoch was accused of misrepresenting issues before the FCC in his efforts to secure a waiver of the newspaper/broadcasting crossownership prohibition so he can acquire the *New York Post* and retain ownership of WNYW(TV) New York.

"Fox blatantly and unambiguously misrepresented material facts to the FCC," the Caucus for Media Diversity told the commission.

At issue is whether there were other viable buyers for *The New York Post* (Murdoch and Fox said no) and whether Fox gave the commission a false deadline of June 1 for waiver approval if the *Post* is to continue publishing.

"The Caucus has obtained evidence that irrefutably establishes that Mr. Murdoch made directly conflicting representations to the Federal Bankruptcy Court," CMD said.

According to CMD, although News Corp. requested 60 days for a News Corp. subsidiary to run the paper and told the commission June 1 was the absolute latest the *Post* could wait for an answer on the waiver request, Murdoch's counsel told the Bankruptcy Court handling the *Post* restructuring that the company could run the paper an additional 30 days if the waiver request did not come through after 60 days. That fact, CMD says, was never disclosed to the commission.

CMD also takes issue with Murdoch's claim that there were no other buyers for the *Post* and that if News Corp. did not acquire the paper it would be silenced forever.

Connecticut-based Champion Holding Co., CMD said, presented the Bankruptcy Court with a certified check for \$1 million as proof that it had the means to run the *Post*. Champion "likely would be operating the

"Fox blatantly and unambiguously misrepresented facts."

Caucus for Media Diversity

Post today but for Murdoch's well-orchestrated second coming during the March 25 bankruptcy session," CMD said.

While one group said Fox misrepresented itself before the commission, another group called for Acting Chairman James Quello and Commissioner

Ervin Duggan to recuse themselves from the waiver request.

At issue for the NAACP is that Quello has already said he will support the waiver request and sources close to Duggan said he will not oppose the waiver. They appear to have made up their minds without hearing arguments against Fox's request, the NAACP said.

"The waiver request was so certain to be litigated that prejudgment of the matter constitutes disqualifying bias," the NAACP said.

At press time last week, a Fox executive had not returned calls. ■

FCC opens up VBI to new services

The FCC has allowed TV stations new flexibility in using the vertical blanking interval, paving the way for both ghost canceling technology and new data services through the television.

In a report issued May 10, the FCC said it would permit broadcasters to use line 19 of the VBI to transmit a ghost canceling signal, which cleans up ghost image-prone NTSC pictures. Line 19 formerly was reserved for the vertical interval reference signal. The FCC noted that the VIR has largely fallen into disuse except as a quality-control device used by stations when sending a signal around the studio and to the transmitter. Since the VIR remains useful, the commission will allow stations to transmit the VIR on any line between 10 and 16.

The commission said it will prohibit use of the VIR on line 19 after June 30, 1994. It said stations that do not use VIR on Line 19 now may begin to transmit the ghost canceling signal right away.

In a second ruling in the report, the FCC will allow stations to use Line 21, normally reserved for closed captioning information, for data services. It said, however, that closed captioning must take precedence over other information on Line 21. The report said there appears to be no need to regulate the use of such data services, but, it warned, "in the unlikely event that any unexpected technical problems arise, or any abuse of the new enhanced captioning rules develops, we intend to revisit this matter and take appropriate action."

The FCC issued its report in response to comments filed last year by various broadcast organizations and closed captioning advocates. Most of the commenters endorsed the changes adopted by the commission last week. The National Captioning Institute did express some concern about the use of Line 21 for data services and proposed a regulation to prevent abuses. Other closed captioning advocates agreed that closed captioning should take priority over data, but called NCI's proposed rules vague. The FCC agreed and did not act on NCI's proposal. —SS

Major municipal organizations—the U.S. Conference of Mayors, the National League of Cities and the National Association of Counties—have in past years supported legislation that would strike the cable-telco crossownership ban and allow telcos to offer video services along with telephone services. But no more.

Norm Sinel, an attorney for the municipal groups, said the telcos have “renege[d]” on their promise to obtain cable franchises as a condition of their getting into the video business. The cities see a franchising requirement as central to supporting any so-called telco entry legislation, he said.

Rick Boucher (D-Va.) and Michael Oxley (R-Ohio) introduced last month their latest version of telco-entry legislation, leaving open the section on the telcos’ municipal obligations and expressing hope the telcos and municipalities can come to terms on what they should be.

United States Telephone Association lobbyist Ward White concedes the telcos have backed away from the franchising requirement, but says the industry is willing to follow the same regulatory regime that franchised cable operators do. That means telcos will pay franchise fees, provide PEG channels, adhere to customer service standards and, if they meet the “effective competition” test, even submit to rate regulation, he said.

Telcos are averse to obtaining cable franchises because most are guaranteed access to municipal rights-of-way by their state telephone franchises, he said. More important, he said, the franchise represents another “barrier to entry.” “You’d have to get city council to vote before you could enter a market,” he said.

White says he is hopeful a new non-franchise deal can be worked out that will induce them to support legislation. While not as sanguine as White, Sinel says the cities will talk.

“There is a new wind blowing,” House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), told reporters after his hearing on TV violence last week (see story, page 41). “The Fowler era is over.... TV is not a toaster with pictures,” he said. “This Congress and the FCC have a different attitude.” Reagan-appointed FCC Chairman Mark Fowler had summarized his belief that broadcasting should be subject to minimal government regulation by insisting, to the dismay of public interest advocates, that TV was “a toaster with pictures.”

Where are they now? Several prominent members of the House Energy and Commerce Committee who did not return to Congress in January have joined the ever-expanding ranks of lobbyists. Former ranking Republican Norman Lent of New York has formed a “strategic consulting firm” in Washington with his former administrative assistant, Michael Scrivner. In addition to representing the MFJ Task Force of the regional Bell operating companies, Lent and Scrivner have energy industry clients. Terry Bruce, an Illinois Democrat, has been running Ameritech’s Washington office since February.

Democrat Dennis Eckart is now at Winston & Strawn. Fellow Democrat Tom McMillen joined the Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand

in March. McMillen, who is not a lawyer, is serving as a business consultant to the firm. He is also president/CEO of Clinicorp Northeast, which owns chiropractic clinics.

A couple of Republican House Telecommunications Subcommittee members who had set their sights higher will be back. Neither Jack Fields nor fellow Republican Joe Barton was able to capture his party’s nomination for the Texas Senate seat left vacant by former Senator Lloyd Bentsen, now treasury secretary. In a special runoff election, they lost to State Treasurer Kay Bailey Hutchison, who received 47% to Fields’s and Barton’s 14% each. She faces Democrat Bob Krueger next month.



Washington Watch

Edited By Harry A. Jessell

Broadcasters remain exempt from a spectrum auction bill making its way through the House. The Energy and Commerce Committee last week voted out the bill for consideration by the Budget Committee and the full House. The committee made substantial amendments to

the original draft, but it preserved the exemption for broadcasters. The bill limits spectrum auction to those services that would charge customers a fee for using the spectrum, such as cellular telephone companies. The committee added an amendment freeing up 200 mhz of government radio spectrum for private telecommunication use. The House is hoping the auctions will raise more than \$7 billion over five years, which could be applied to deficit reduction.

John Gibbons, director of the White House Office of Science and Technology, and Robert Rubin, a top White House economic adviser, are assembling the government-industry task force that is to develop telecommunications policy for the Clinton administration. However, a spokesman for Gibbons says that the duo, contrary to an item here last week, will not be co-chairmen of the group. They are searching for someone else to chair the group, he said. Also, after *Washington Watch*’s deadline last week, the White House made official the appointment of Roy Neel as the White House deputy chief of staff. Neel, among the few administration officials to give telecommunications any thought thus far, was Vice President Gore’s chief of staff.

The U.S. Court of Appeals in Washington has followed up its stay of indecency rules for cable leased-access channels with a stay on such rules for PEG channels. The court also consolidated the First Amendment challenges to the rules, which were mandated by the 1992 Cable Act, setting Sept. 14 for oral arguments. The stays suggest the channels “will be preserved as uncensored, public forums,” says Andrew Lewis, Alliance for Community Media.

David Bartlett shrugs off the Justice Department’s guidelines barring federal prosecutors from tipping off the media to plans to serve arrest or search warrants. “It’s a typical bureaucratic reaction to a major and tragic incident,” says the president of the Radio Television News Directors Association, referring to the Waco cult standoff. “When the feds want to keep their plans quiet, they will keep them quiet,” he said. “But when they want publicity, they will let the media in on it, guidelines or no guidelines.” ■

Investors see potential in music licensing

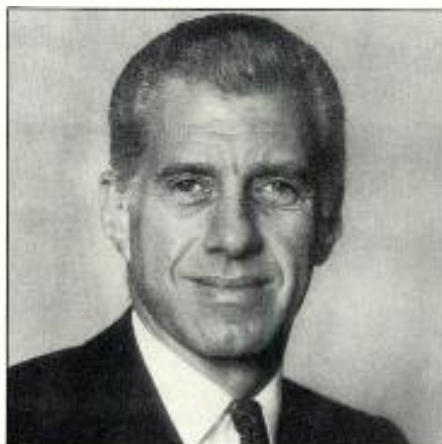
SESAC proposes first-ever license limited to specific music format

By Geoffrey Foisie

Several years ago Stephen C. Swid made a killing in the unglamorous and noncreative business of music publishing. The New York-based entrepreneur bought the CBS catalogue for \$125 million and two-and-a-half years later, in 1989, sold it, slightly enlarged, for \$308 million.

Now Swid expects to turn another impressive profit in a business even farther down the glamour ladder: music licensing. He has convinced such partners as media-savvy investment bank Allen & Co. and attorneys/entrepreneurs Freddie Gershon and Ira N. Smith that there is money to be made in collecting license fees from broadcasters and cable networks for the rights to play music and distributing some of that money as royalties to the music's writers and publishers.

Until now being the middleman in the copyright transaction business has not exactly been at the cutting edge of



SESAC's Stephen Swid is leading a charge against ASCAP and BMI

competitive capitalism. The largest player in the \$750 million-\$800 million business is nonprofit member-owned ASCAP, the American Society of Composers, Authors & Publishers. Next is broadcaster-owned and "non-profit making" Broadcast Music Inc. ASCAP and BMI combined control

97% of the industry's license fees.

But Swid and partners are expecting great things from the remaining 3% minnow, SESAC. They bought the 63-year-old Nashville-based music licensing firm, best known for its gospel and contemporary Christian music writers and publishers, last November.

Last week SESAC announced it would offer Hispanic broadcasters the first music format-specific license fee. Until now, Hispanic broadcasters, like all other broadcasters, have paid at least a portion of their license fee for the privilege of tapping SESAC's, ASCAP's or BMI's entire catalogue, which in the latter two cases number in the millions of compositions. This approach thus explains the term—blanket license fee—given to the method by which the majority of broadcasters pay for free rein to use as much material as they wish.

That has apparently irked some Hispanic broadcasters such as Mary Helen Barro, owner of KAFY(AM) Bakers-

The broadcasting industry's funny money

Questions about the accuracy of the three-network revenue total demonstrate fragile integrity of voluntary revenue-gathering projects

By Geoffrey Foisie

A dollar figure bearing the imprimatur of a big-eight accounting firm, even if unaudited, is given a certain credibility. And if that figure is the total revenue for the three commercial broadcast television networks, then it is given near scientific validity as an accurate financial barometer of the television network business.

Until this year anyway. For the first time in the seven years the three networks have cooperated by submitting

revenue numbers to the Broadcast Cable Financial Management Association, via the offices of Ernst & Young, one network made a statistically significant \$50 million downward adjustment to the three-network total, saying it didn't trust the number.

One reason to think there may be a mistake in the BCFM 1992 total (BROADCASTING & CABLE, May 10), which showed a net advertising gain of 6.9%, comes from comparing it with an estimate using the annual reports of each network's parent company. Capital Cities/ABC said the

ABCTV network was down 5%, while CBS said its network was up 14% in revenue last year. Given the respective market shares of the three networks, simple math said NBC should have been up something on the order of 12%-13%.

But in fact the NBC TV network probably had a gain of only 8%-9%. This is deduced from the fact that the entire broadcasting division of General Electric had a revenue gain of only 8%. Since the TV network is 80% of

Continues on page 51

field, Calif., who figure they have no need for that much access when they are likely to use only the Spanish portion of the licensing firms' music.

Some Hispanic and other broadcasters have had at least some equitable relief under the second form of music licensing, the per-program license, under which the blanket license is reduced by a certain amount according to how much of the music library is actually used. Depending on the station's format, however, per program has not always been an economical alternative.

Whether SESAC will offer Hispanic broadcasters a Hispanic niche blanket license or a Hispanic niche per-program—or, as it is sometimes referred to, a mini-blanket—license is still being worked out. The company could even theoretically offer broadcasters a strict pay-per-play license, charging them individually by song.

What would allow SESAC to bill stations with single-song specificity is the computerized technology the company last week announced it had been granted use of by Broadcast Data Systems. The 20-year exclusive agreement gives SESAC the right to utilize

BDS's digital pattern-recognition technology to track music played on Hispanic TV stations and the just over 300 Hispanic radio stations in the top 100 markets. Swid said SESAC is spending \$7.5 million to install computers in those markets to monitor stations on a 24-hour basis, 365 days a year.

That survey approach to music licensing is a radical change from the current approach, which tracks less than 1% of the music played. ASCAP, through tape samples, and BMI, using station logs, say their methods produce statistically valid results. It is generally recognized, however, that the smaller the sample size, such as with smaller, e.g., Hispanic, formats, the greater the possibility for statistical distortion.

SESAC's use of the relatively new technology—similar to the "fingerprint" system used by Nielsen to monitor TV commercials in its Monitor Plus service—may also give it a competitive advantage on the other side of the music licensing business, attracting songwriters and music publishers to its library. Over the next three years the upstart will try to steal ASCAP and

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K C H T - F M , Bakersfield, CA from Elgee Broadcasting Company to Grapevine Radio, Inc. for \$750,000.

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Changing Hands

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

KFOX(FM) Redondo Beach and KRZE-FM Ontario, both California.
□ Sold by Torrance Media Partners (KFOX) and Boulder Ridge Cable TV (KRZE-FM) to Chagal Communications for \$14 million. Torrance Media Partners is headed by BJ Howell and Lou Whallon. Boulder Ridge Cable TV is owned by Zoe and Dean Hazen, who also have interests in Torrance Media Partners. Buyer is headed by Jack L. Siegal, Warren Chang and Kenneth Choi. Siegal formerly owned, among other stations, KSFR(FM) Los Angeles. KFOX and KRZE-FM simulcast brokered airtime to Korean-language broadcaster, both on 93.5 mhz with 3 kw and antennas 175 feet above and 165 below average terrain, respectively. *Broker: Randolph E. George and Blackburn & Co.*

WHP-TV Harrisburg, Pa. □ Sold by

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$782,600 □ 5
FM's □ \$6,159,155 □ 12
AM-FM's □ \$225,000 □ 1
TV's □ \$11,115,000 □ 3
Total □ \$18,281,755 □ 21

So far in 1993:

AM's □ \$16,858,299 □ 85
FM's □ \$201,585,999 □ 119
AM-FM's □ \$255,878,250 □ 75
TV's □ \$990,644,866 □ 28
Total □ \$1,464,967,414 □ 307

For 1992 total see Feb. 1, 1993 BROADCASTING.

SESAC

BMI members/affiliates as their current contracts expire.

Gershon said that because ASCAP and BMI have to keep track of millions of compositions, the two maintain about \$125 million of overhead a year. Despite that, the two organizations pass through to their members/affiliates roughly 80% of the license fees received from broadcasters, cable operators and other music users. SESAC does not release any information on what percentage of the money it keeps.

Gershon also claimed the historical legacy of ASCAP and BMI insures that older writers and compositions are disproportionately rewarded in the distribution from the blanket license fees.

Part of the entrepreneurial insight Swid and the other SESAC owners may bring to the industry is that the multiplication of media outlets has allowed for the growth of new music formats: Hispanic, new age, hip-hop, etc. Gershon claims these writers want all the royalties they deserve today: "Unlike ASCAP, which has an obligation to the older songwriters, the SESAC scheme doesn't guarantee what they will receive 20 years from now. We are not your annuity."

ASCAP Managing Director Gloria Messenger responded to those claims by saying that the bottom line is that writers will decide which licensing organization to sign up with "based on what they are going to get paid." Like the contracts with broadcasters, all this is still to be negotiated.

If SESAC had only Hispanic music on its mind it would be limited to a

market currently worth only about \$15 million to the three licensing organizations—with roughly equal amounts coming from radio and TV. But the BDS agreement gives SESAC the option to apply the technology to certain other niche formats. Swid calculates that such niche formats—which might include hip-hop and jazz—make up 12.5% of the total music business and that if SESAC can get nearly 50% of those niches, while maintaining its small market share of the rest of an expanding industry, revenue before royalty distribution could approach \$100 million in five years. Even a standard profit margin on that revenue would give Swid and partners another "killing on their roughly \$15 million acquisition.

The marketing battle between the minnow and the two whales seems likely to be enlivened by political overtones, with SESAC targeting, in Gershon's words, the "disadvantaged and disenfranchised." To run its new SESAC/Latina venture, the company hired William Velez, a former ASCAP and BMI executive who also has been president of the American Latin Music Association.

Reaction from broadcasters to last week's announcement has been very interested and, in some cases, supportive. Dick Harris, chairman of the All-Industry Radio Music License Committee, said SESAC's technology is,

"I think, potentially the answer to music licensing for the radio industry." The director of the TV counterpart, Jack Zwaska, said SESAC's proposal does a better job of addressing the "emotional and ethnic" issues that attach themselves to the licensing business. He added that broadcasters paying less than their full share of copyright money may be less supportive, since the SESAC system could act as a constant song monitoring system.

ASCAP and BMI, if they perceive SESAC as a threat, could respond in several ways. They could establish their own niche format licenses even without introducing technology. The two giants could also license another technology—they were offered a shot at the BDS system but apparently declined. ASCAP's Messenger said that to put its entire catalogue on the BDS system would cost too much money.

It is not incorrect to think of ASCAP and BMI as similar to the U.S. Postal Service or the telephone companies, full-service organizations, segments of whose business can be stolen away by smaller players like SESAC, said Stanley Shuman, executive vice president of Allen & Co. Concluded Swid: "The broadcasters think they are paying too much, the licensing societies don't think they are collecting enough and the writers and publishers don't think they are receiving enough...it's a great business." ■

WHP Inc. to WHP Television Ltd. for \$9.25 million. **Seller** is headed by M. David Detweiler IV and is also licensee of WSPD(AM)-WLQR(FM) Toledo, Ohio. **Buyer** is headed by Ralph E. Becker, who has nonattributable interests in WBRE-TV Wilkes-Barre, Pa. WHP-TV is CBS affiliate on ch. 21 with 1,200 kw visual; 245 kw aural and antenna 1,220 feet. *Broker: The Ted Hepburn Co.*

KMXI(FM) Lake Oswego, Ore. □ CP sold by Rogue Broadcasting Corp., debtor-in-possession, to BayCom Oregon Ltd. for \$2.625 million. **Seller** is headed by Frank Osborn and is also licensee of KVAN(AM) Vancouver, Wash. It is wholly owned by Fairmont Communications, licensee of three AM's and four FM's. **Buyer** is headed

by John McSorley and is also licensee of KSJX(AM)-KSJO(FM) San Jose, Calif. KMXI has oldies format on 106.7 mhz with 94 kw and antenna 879 feet.

KRVR(FM) Davenport, Iowa □ Sold by Community Radio Inc. to K-River Broadcasting Inc. for \$1 million. **Seller** is headed by Jim Glassman and has no other broadcast interests. **Buyer** is headed by William G. Dudley III, who owns controlling interest in licensees of WTMA(AM)-WSUY(FM) Charleston, WDXZ(FM) Mt. Pleasant and WTMZ(AM) Dorchester Terrace-Brentwood, all South Carolina. KRVR has AC format on 106.5 mhz with 60 kw and antenna 210 feet.

WRGI(FM) Naples, Fla. □ Sold by H & D Broadcasting to Palmer Communications for \$865,311. **Seller** is head-

ed by Joel Hartstone and Barry Dickstein, who are in the process of merging certain radio holdings with Southern Skies Corp. to form new company ("For the Record," May 3). **Buyer** is headed by William Ryan and owns two AM's, two FM's and two TV's, including WCVU(FM) Naples, Fla. It also owns Palmer Cablevision of Naples, Fla. WRGI has classic hits format on 93.5 mhz with 3 kw and antenna 299 feet. *Broker: Media Venture Partners.*

WYNZ-AM-FM Portland, Me. □ Sold by Buckley Broadcasting to Saga Communications for approximately \$850,000. **Seller** is headed by Richard D. Buckley and is licensee of six AM's and nine FM's. **Buyer** is headed by Edward K. Christian, and is selling

BCFM question

Continued from page 48

that GE division and since the owned TV stations and cable operations also reported sizable revenue gains, the network's gain could probably be little more than that of the broadcasting division as a whole.

Is it worth quibbling over \$50 million, especially when the difference may be explained? For instance, there might be differences between how the networks report to BCFM and how they report for financial accounting purposes.

On the other hand, a 4% discrepancy in one network's 1992 total would amount to more than \$100 million. While not much when seen as a percentage of the three-network BCFM 1992 total of \$7.6 billion in net advertising revenue, the \$100 million appears very large when compared with the estimated three-network operating

New FM at Cedar Falls, Iowa (see "For the Record," page 68). Saga recently purchased KIOA-AM-FM Des Moines, Iowa ("Changing Hands," Feb. 15). It also owns six AM's and 11 FM's. WYNZ(AM) is fulltimer with nostalgia format on 970 khz with 5 kw. WYNZ-FM has oldies format on 100.9 mhz with 3 kw and antenna 225 feet. *Broker: Gary Stevens & Co.*

KQEZ(FM) Coolidge, Ariz. □ Sold by Chriscom Inc. to J.M. Wolz for \$641,922. Seller is headed by Scott V. Christenson and has no other broadcast interests. Buyer has no other broadcast interests. KQEZ has C&W format on 103.9 mhz with 3 kw and antenna 300 feet.

WCRQ-FM Arab, Ala. □ Sold by WCRQ Inc. to Roland Broadcasting Inc. for \$546,000. Seller is headed by Lane Roland. Buyer is headed by Lane Roland and has no other broadcast interests. WCRQ-FM has AC format on 92.7 mhz with 700 w and antenna 670 feet.

WLNB(FM) Ligonier, Ind. □ Sold by Ligonier FM Partnership to Summit Radio Inc. for \$284,550. Seller is headed by Howard G. Heckner and has no other broadcast interests. Buyer is headed by Michael Leep and has time brokerage agreement with licensee of WUBU(FM) South Bend, Ind. WLNB has AC format on 102.7 mhz with 3 kw and antenna 300 feet.

profit of only \$146 million. Furthermore, it is possible the discrepancy could have shown up all in one quarter. The one network's \$50 million reduction of the three-network total, in fact, came in the third quarter.

The calculations used to question the BCFM number in no way imply that if there was an incorrect number, it was NBC that made the submission. When asked about the possible discrepancy, financial executives at two of the three networks suggested they had previously suspected one of their counterparts of submitting questionable numbers, though not the same counterpart.

The uncertainty about the BCFM number reflects the fragile integrity of voluntary unaudited revenue projects, which are common throughout the broadcasting industry. The National Association of Broadcasters publishes nationwide TV station revenue data for 118 markets, submitted to Price Waterhouse, while two other accounting firms compile revenue data on scores of radio markets. Organizations such as BCFM have no input on the numbers and merely offer to sponsor

the project.

Mark Fratrick, an NAB vice president/economist who oversees its data gathering project, said he assumes the market revenue numbers are accurate, in part because he doesn't think stations would participate in the project if they assumed others were cheating. Be he also said that for any one station there is a "tremendous incentive to lie.... They could provide a false revenue number to confuse the competition."

The numbers are used not just by broadcasters, but also by advertisers, financial analysts and many others. Kevin Reymond, Viacom Broadcasting vice president/chief financial officer, said that inaccurate numbers could have consequences for network or station sales executives, some of whose bonuses are tied to market share.

If the 1992 network third-quarter revenue number was overstated, it could, for instance, affect bidding for the next summer Olympics TV rights. Said one network executive: "This is disturbing.... I don't understand why they would do that." ■

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Advertising & Marketing

Madison Ave. worries about ad carriage

Retrans consent/must carry could become an issue in upfront; agency executives consider impact if network reach is affected by cable systems dropping affiliates

By Christopher Stern

As the war of words heats up between cable operators and broadcasters over must carry/retransmission consent (see page 22), advertising agencies are beginning to open their eyes to potential holes in their marketing plans.

If MSO's make good their promise to drop broadcasters who demand payment for their programming, it could reduce coverage of the networks and cause headaches for the agencies.

Betsy Frank of Saatchi & Saatchi said her agency would be taking up the issue with broadcasters during negotiations for next year's advertising. Frank, like several other advertising executives, believes the broadcasters

are operating from a stronger bargaining position than cable. "I'm reasonably sure people will be dropping service if one or more of the affiliates are dropped from a system," she said.

But Frank added it can only hurt networks to be dropped from the systems. She said there is no way to judge how viewers will react if they are forced to return to possibly fuzzy over-the-air reception.

Jerry Dominus, director of national broadcast, J. Walter Thompson, said threats by Tele-Communications Inc. to drop broadcasters are little more than posturing for upcoming negotiations. "I think some of the cable people ought to think twice before they take off broadcasters," said Dominus.

Dominus added that advertisers are

protected by national guarantees offered by the networks. But Howard Nass, senior vice president, director of spot broadcast for Foote, Cone & Belding, said makegoods on national guarantees will not be the answer if a broadcaster is dropped in a major market. He said one reason advertisers buy network programming is the promise of even exposure over the national market.

While Nass agreed that broadcasters are bargaining from a position of strength, he warned them against being greedy. Nass said he had spoken to several local stations and thinks some of their expectations are too high for retransmission-consent agreements.

While Nass refused to name specific stations, he said at least one is planning to request \$1.50 per subscriber per month. Nass expects most broadcast agreements to fall between 25¢ and 50¢ per subscriber.

The Network Television Association released a Roper Organization survey in April that said consumers would expect their cable bills to be reduced by \$10.40 if the networks were removed from their system.

Nass thinks many of the deals between cable systems and broadcasters will not involve cash. He cited the possibility of broadcasters getting additional channel space or getting into joint programming agreements with cable systems.

Like TCI, Continental Cable has said it will not pay retransmission fees (BROADCASTING & CABLE, May 3). But Continental is willing to consider no-cash retransmission-consent deals involving advertising, cross promotion and co-productions. ■

USA plans Spanish feed

USA Network will begin providing simultaneous Spanish translations of its programming in the first quarter of 1994, USA President and Chief Executive Officer Kay Koplovitz said last week.

The service will be encoded on the existing USA feed for Spanish-speaking households, Koplovitz said. Subscribers who request the service will receive it free.

Koplovitz said a full rollout of the simultaneous translation will begin when the network completes an upgrade of its transmission center in Jersey City, N.J., scheduled for January 1994.

Meanwhile, USA will begin providing a separate Spanish-language commentary for boxing events later this year. Home Box Office already provides a separate Spanish audio track for subscribers who request it.

USA spokesman Dan Martinsen said the language service is part of USA's continuing effort to attract and retain minority viewers. USA plans to release Response+ marketing kits, with ad slicks and outdoor advertisements in English, Spanish and Chinese, in time for next month's National Cable Television Association convention.

Martinsen said USA is trying to capitalize on its programming index which, he says, skews well toward minority groups.

-CSS

Ad battle brewing over bottled iced tea

Snapple success has beverage companies following suit with summer campaigns

By Jim Cooper

Large beverage companies are vying for the ready-to-drink (RTD) iced tea market with ad campaigns out in time for summer that tout iced tea as the refreshment of choice for the health conscious.

The heightening competition will mean an estimated \$50 million in ad spending. The campaigns will primarily use spot advertising, with some network, cable and radio runs as well.

Prompted by the success of the upstart Snapple brand, which has carved out a sizable portion of the RTD iced tea market, beverage industry giants have launched, or are on the verge of launching, campaigns for their own varieties. And to help them loosen Snapple's hold on the market, Pepsi-Cola Co., in conjunction with Lipton Tea, and Coca-Cola Co., with Nestle Refreshment Co., are aggressively playing the trump cards of beauty and health in their advertising.

The Pepsi/Lipton Tea partnership nationally introduced four ready-to-drink iced tea products in late March. The partnership also launched an ad campaign in mid-April for Lipton Original, a 16 oz., single-serve line introduced last year. The ads for Lipton Original feature *Sports Illustrated's* swimsuit edition cover model Vendela and two other beauties quaffing Lipton Original, much to the respective fascination/consternation of male and female onlookers. Pepsi has budgeted as much as \$35 million for the campaign.

Sheldon Roesch, vice president and general manager of the Pepsi/Lipton Tea partnership, attributes the demand for RTD iced teas, said to be a \$600 million category that ballooned by 50% in 1992, to a "growing consumer interest in lighter, healthier products, increased market distribution and new product introductions."

Following Snapple's lead, the larger companies have crafted ambitious ad campaigns around the demand for a more wholesome product, and that is just fine with Jude Hammerly.

Hammerly, vice president of advertising and promotion, Snapple Beverage Corp., said he welcomes the big beverage companies, which in his



Vendela, 'Sports Illustrated' cover model, promotes iced tea for Pepsi/Lipton.

opinion, cannot duplicate the quality of Snapple and will create a larger market for his company's product.

"I love to see competitors pumping in money," Hammerly said. "There are already too many teas for the consumer," he said, and anticipates a "shake out" of some brands attempting to unseat Snapple during the ensuing RTD iced tea skirmishes.

Snapple's marketing priorities have been taste and its all-natural ingredients. Snapple recently launched a \$30 million ad campaign that features devotees of Snapple lauding their favorite elixir. Snapple presently offers 14 iced tea flavors, such as peach and straw-

berry, and has a total of 59 different drink varieties.

"Our target audience is everyone with a mouth," said Hammerly.

According to Nielsen Marketing Research, Snapple held 41% of the \$25 million RTD iced tea supermarket sales in the first quarter of 1993.

Coke and Nestle are expected to launch their summer RTD campaign sometime this month with the revival of the "Nestea Plunge" campaign.

Herve Cathelin, vice president of marketing for Coca-Cola Co./Nestle Refreshments Co., said the ads will feature "good-looking people," but not models. Cathelin stressed that the Nestea's brand equity and quality, preservative-free taste will be the product's strong suit in the market. Like its competitors, the drink will be sold on what Cathelin called a "Good for me" image.

Iced tea-flavored drinks are even crossing over into the athletic-drink category. Quaker Oats' Gatorade television ads for a new iced tea-flavored drink began running in mid-April. The Gatorade Iced Tea Cooler, however, is different from its RTD iced tea cousins. Cindy Harris Kuhn of Gatorade said the drink is iced tea-flavored, but contains the same formula of electrolytes and carbohydrates found in other Gatorade flavors.

"It is designed to function as a sports drink," said Harris, who acknowledged that "iced tea has taken off," adding that an iced tea flavor had been the most requested flavor among consumers of Gatorade. ■

Ad Council helps fight crime

The Advertising Council last week released its first Spanish-language public service announcements in an effort to curb crime in Hispanic communities. The campaign uses all media outlets nationwide.

The ad was developed by Vidal, Reynardus & Moya Advertising in New York, the volunteer agency to the National Crime Prevention Council and the U.S. Department of Justice. The ad is part of the National Citizens' Crime Prevention Campaign.

The ads feature nine Hispanic celebrities. Television and radio stations will select and showcase regional favorites and open with sights and sounds of neighborhood violence and drug problems. The spots' featured celebrities enter the scene to urge viewers to unite against crime.

The National Citizens' Crime Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs and U.S. Department of Justice.

—JAC

Campaign reaches 1.3 million Hispanics

Mixed-medium push has print supported by radio in three markets; more on way

By Jim Cooper

Expanding on what they say is the first mixed-medium marketing program to reach Hispanics nationwide, two Los Angeles-based firms are looking to reach 3 million Spanish-speaking households with direct marketing supported by radio by fall.

ADVO Inc. produces a full-color Spanish-language advertorial magazine that is sent out quarterly to Hispanic households. In support of the magazine, Teleprograms Marketing Inc. is running radio campaigns about the magazine, its features and advertisers prior to and during the magazine's distribution.

"We're reaching the largest number of Spanish households in America ever with direct mail and with the reach of radio," said Robert Nieto, Teleprograms president.

The joint campaign is called Celebrando and now reaches 1.3 million 18-49 Hispanic households through KLVE(FM) Los Angeles (reaching 800,000 homes), Radio Latina XLTN-FM Tijuana (San Diego) (100,000) and WOJO(FM) Chicago (248,000).

The campaign plans to expand into Florida and Texas by November and into the nation's second-largest Hispanic community in New York by early 1994.

The program will also begin using television advertising by August on

Univision and Telemundo affiliates in support of the campaign. The markets include New York, Miami and all of Texas.

The radio spots, said Nieto, will run in three tiers, the first of which begins three weeks before the "drop" of the direct-marketing magazine.

The first radio ad features Hispanic entertainment figures, including Jon Secada and Elizabeth Peña, profiled in the magazine. The second spot promotes the magazine's national adver-

tisers, which include AT&T and Toyota, and the third spot promotes various sweepstakes, such as the current promotion with Disney offering hundreds of family trips to Disneyland.

"It makes us look really big," said Todd Williams, regional account executive with Radio Latina in San Diego. Williams said being involved with the Celebrando promotion campaign allows his station to offer large promotions, such as the Disneyland sweepstakes, that the station "couldn't normally do ourselves."

Williams also said similar mixed-media programs have been awkward and never worked. "Normally the experience has been difficult," said Wil-

liams. "It's very hard to coordinate on both sides."

Nieto said the national marketing concept behind Celebrando has been discussed by the Hispanic advertising community for the past 10 years, but had not grown beyond promotions limited to one market.

"It's just never been orchestrated," said Nieto of large-scale mixed-medium marketing for Hispanics.

"The Hispanic population is younger than the general market, and radio

CELEBRANDO

reaches a younger market," said Nieto when asked why the mixed radio/print medium was chosen. "We need to use nontraditional forms of the media to reach them."

Radio is also a very interactive media for Hispanic communities that embrace remote broadcasts and other programming geared toward direct listener involvement.

"It's a Hispanic vehicle and there's not an overabundance of them," said Roberta Effenberger, marketing director for Dominoes in San Diego. As a local advertiser, Effenberger said it's important for her company to reach the Hispanic community.

"They tend to be brand loyal; they tend to call you back," she said, adding that radio-reinforced print ads make more of an impression than stand-alone print or radio spots.

"People are getting bombarded" with print ads," said Effenberger, "but if they hear about it through Celebrando's radio spots, they'll say: 'Oh yeah, I heard about that,' pick it up and hopefully see my ad."

The 1.3 million households are identified through compiled lists of Spanish-speaking respondents to television and print advertising, coupons, direct-response call-ins and television and radio mailing lists. TRW credit reports by surname and the ADVO carrier route system, in which Hispanic neighborhoods are identified through interviews with postal officials, are also used. ■

Discovery's real-life adventures

The Discovery Channel announced plans last week for a new promotion that will allow viewers to win an opportunity to experience the same adventures they see on the network's documentaries.

The "You View It You Do It" promotion will air one week out of every quarter. For instance, a viewer watching a program on diving with sharks might win a trip to go on the same adventure. Viewers will be able to register for the competition by dialing an 800 number flashed on a billboard during the program.

Discovery says offers will include trips to tropical rain forests, a ride in a World War II fighter plane or an adventure in the Grand Tetons.

Greg Moyer, executive vice president, programming group, said the promotion is part of a wider effort by Discovery to encourage viewers to see the channel as an extension of their lifestyle. Moyer said the promotion will be the backbone for other promotions based on the same theme of viewer participation.

—CS

Child's Play No More

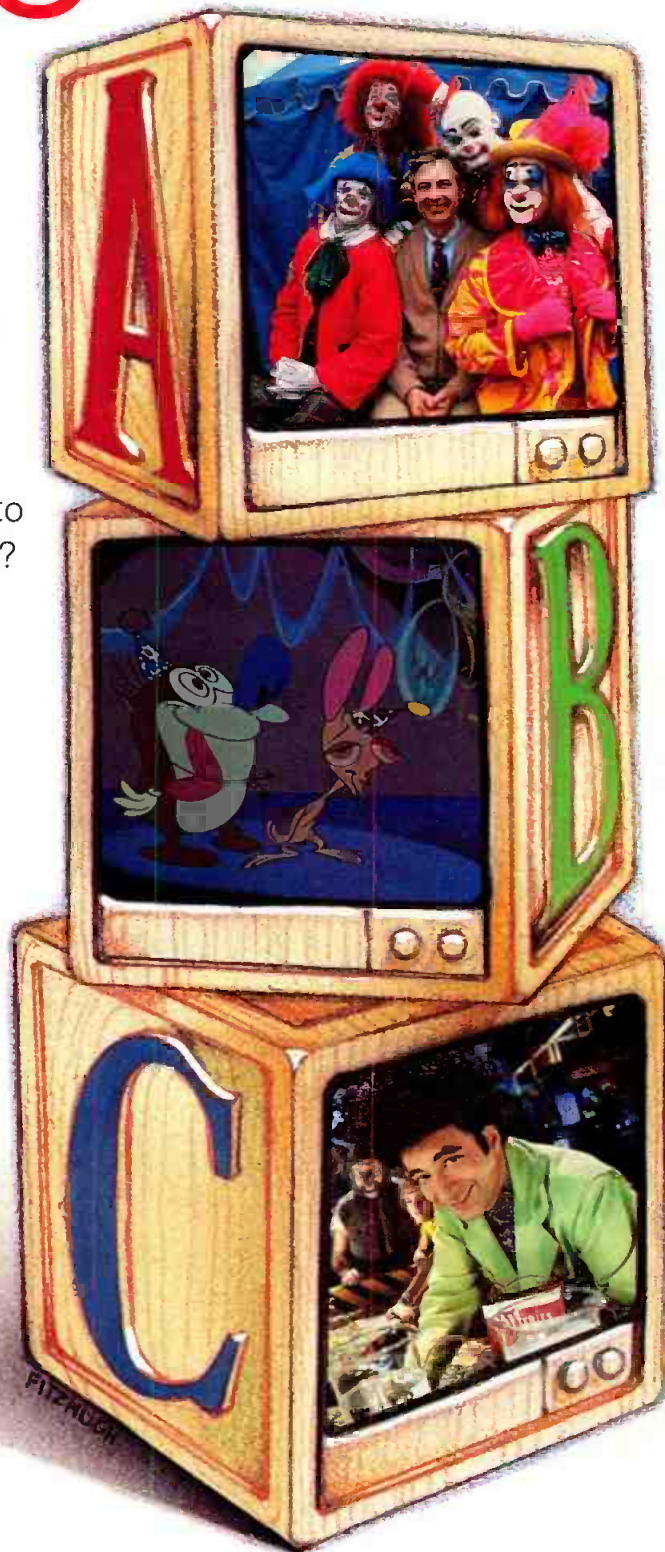
Washington is getting serious about Children's Television. The industry knows it must respond. But how?

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Marketers compare long-form notes

NIMA mid-year meeting hosts growing infomercial industry

By Jim Cooper

Participants at the mid-year meeting of the National Infomercial Marketing Association are expected to predict a strong future for long-form ads, pitching their own industry as well as the products they advertise.

Advertising agencies and direct marketers are increasingly exploring infomercials. In-house units that deal specifically with the 30-60-minute infomercial format are reportedly being formed. DDB Needham Worldwide announced the formation of such a group in March.

The long-form ads have also grabbed the attention of large marketers, such as Volvo and GTE, who are willing to take a chance on the ads.

"Infomercials are taking a turn toward the superior," said Victoria Lins, California advertising manager for GTE, who will take part in a panel discussion during the meeting.

Lins first used infomercials to solve the problem of customer skittishness about the technology and cost associated with new phone services. "It's been tremendous," she said of response to the ads that ran in October and November 1992, adding that GTE has plans to gradually introduce similar ads in Florida, Texas, Kentucky and Missouri.

Running counter to the "It slices, it

dices" image infomercials once had, Lins used the long format to ease technophobia with unhurried demonstrations.

"The first generation of infomercials dealt with products and services that were gimmicky," noted Lins, who said the ads are beginning to deal with the brands and images of larger companies.

"We've received calls from every major advertising agency in the past six months," said Helene Blake, executive director of the National Infomercial Marketing Association, about the growing interest in long-form ads.

Blake said agencies with clients as large as Campbell Soup and Ford Motor Company are investigating the infomercial format. "There's a real thirst for knowledge," said Blake.

Blake said infomercials first appealed to a largely younger audience, but recent studies are showing older consumers watching 30 minute ads in greater numbers.

A 1992 survey of 1,005 men and women over the age of 18 conducted by Bruskin/Goldring Research found that 55% of those surveyed had seen an infomercial in the past year and 70% of participants between the ages of 18 and 24 had seen an infomercial in the past year—the highest rate for any age group.

"They [agencies] are all at different points on the fact-finding curve," said

David Chaladoff, president of Universal Direct Television, a Fairfield, Iowa-based infomercial consulting firm.

Chaladoff said he has recently been in contact with numerous agencies offering long-form ad consultation and has found them warming to infomercials as they get more inquiries from clients.

Agencies, said Chaladoff, are struggling with whether to create long-form advertisements with their current staffs or form alliances with infomercial producers. ■

Aurichio named to post at Katz

By Jim Cooper

Anthony J. Aurichio, past president of the Arbitron Co., has joined Katz Communications Inc. as a senior corporate executive.

A spokesman at Katz last week confirmed the rep firm has hired Aurichio, but was unable to give his title or details of the new position. Aurichio's responsibilities are believed to include Katz's corporate staff as well as new business and new technology.

Separately, in an announcement made last Tuesday by Chairman James L. Greenwald, the Katz Corp. has begun operations in the European media market. The announcement was made in the new offices of its subsidiary formed for that purpose, Katz International Limited.

Aurichio left Arbitron in December 1992 after 20 years. He joined the ratings company as vice president, marketing information applications, and later served as vice president of marketing services and development and as president of CompuNet Inc. After senior executive positions at Arbitron Radio and Television, he became executive vice president of Arbitron in 1981 and vice president of Control Data Corp., Arbitron's parent company. He became president in 1987, replacing Theodore Shaker, chairman and chief executive officer. ■

Survey: women still fight system

A recent national survey of 2,000 women and men working at advertising and media-related jobs found 65% of the women believe their careers are being stymied by a persistent old-boy network.

Conducted by the Advertising Women of New York, "The AWNY Report" found men and women have differing opinions on the obstacles women must overcome to advance into upper management and achieve equitable pay. While women are pessimistic about the glass-ceiling effect of sexism in the workplace, most men surveyed denied gender is a barrier, and almost all believe that women have an equal opportunity in the areas of responsibility, promotion and salary.

The study reported that the median incomes of men in advertising/media-related fields are roughly \$7,000 more at the start of their careers and an average of \$32,000 more after 20 years.

Men, according to the study, also advance farther than women, with the gap being largest in advertising agencies, where only 28% of women held upper-management positions versus 54% of men.

Women in broadcasting have fared the best, with 37% rising to upper levels versus 54% of men.

—JC

Technology

S-A, Toshiba designing interactive box

Converter will be used in Time Warner's Orlando Full Service Network

By Sean Scully

Scientific-Atlanta and Toshiba will collaborate on design of the home terminals for Time Warner Cable's Full Service Network, scheduled to be installed in Orlando, Fla., late this year.

The exact configuration of the box is still under study, said Gary Trimm, president of Scientific-Atlanta's Subscriber System Division. It will, he said, contain some sort of high-powered microprocessor. Models under consideration include those made by Silicon Graphics, Intel and Motorola.

The box will allow the viewer to access a wide range of interactive services that Time Warner plans to offer over the Full Service Network, including video on demand, full-motion video home shopping, data services, personal communications and video games. The first application will be to

develop a program guide to help viewers navigate through the potentially bewildering array of services and programs that a digitally compressed cable system could provide. The program guide, Trimm said, will be highly animated and will feature sophisticated graphics.

"One of the real reasons to choose a high-powered microprocessor," he explained, "is to provide advanced graphics."

Unlike the microprocessor-driven set-top converter proposed recently by General Instrument, Microsoft and Intel, the Scientific-Atlanta box will not have a computer port built in. If necessary, Trimm said, later models may include such a port.

"The combination of this thing and your TV will have enough computing power [to be] a workstation, essentially," he said.

The user interface will be a remote control similar to the remote units now

in use. "Obviously, it will be a lot more powerful than the remotes of the past because we have a lot more services to access," Trimm said.

Scientific-Atlanta has not announced the price of the units.

Development of the new box will build on Scientific-Atlanta's Model 8600X subscriber terminal, although, Trimm said, the new box will not necessarily look like the existing unit. The 8600X includes an electronic program guide, advanced messaging, a VCR controller and high-resolution graphics.

Time Warner is planning to create the Full Service Network, available to about 10,000 homes around Orlando, by early next year.

Trimm said Time Warner expects to have about 4,000 of those homes participating by spring, so Toshiba and Scientific-Atlanta will have to work quickly to create and manufacture the home terminals. ■

Cable, broadcast make HDTV recommendations

By Sean Scully

With the prospect of a grand alliance between the three competing HDTV companies appearing suddenly brighter, both the cable and broadcast industries have issued recommendations for any possible combined system.

On May 7, the cable industry reminded the HDTV proponents it would like to see a national HDTV broadcast standard that could be used over cable lines. CableLabs issued recommendations to the HDTV companies, asking them to consider using a system known as "multi-level vestigial sideband transmission" to send the signal, and a process called "inter-

laced scanning" to build picture on screen. That combination would be practical for cable-based HDTV, said Craig Tanner, CableLabs vice president for advanced television projects.

None of the four HDTV systems under study by the FCC offer both these attributes, but if the HDTV proponents come to an agreement merging their systems, the features could be added to the combined system.

The National Cable Television Association endorsed CableLabs's statement.

On May 10, a group of broadcasters weighed in with their own recommendations. The Broadcasters Caucus, which includes the four commercial networks, PBS, NAB, MSTV and

other trade groups, also recommended that the HDTV companies use progressive scanning and make the system compatible with new MPEG-2 compression standard to make it easier to deliver data services.

The caucus also set forth a series of items it considers important in creating a broadcast standard. First, it said, the proponents should work to minimize interference between HDTV signals and existing NTSC signals. Since HDTV will be phased in over many years, the group noted, NTSC will remain an important part of broadcasting for some time. Initially, NTSC will be the main source of revenue for most stations. Any degradation of existing NTSC stations caused by HDTV

stations would be counterproductive, they concluded. Less important would be interference on HDTV stations caused by NTSC signals. Eventually, NTSC will go away on its own, so the interference problem will solve itself.

Second, the caucus said, the proponents should work toward achieving the highest-possible video quality. "Achieving full HDTV quality is critically important to broadcasters both to stimulate consumer interest in [advanced television] and to compete favorably against the high-quality standards that will be attractive to the cable industry and other alternative distribution media," they wrote.

Finally, the caucus called on the

proponents to work on ways to ease the degradation problems experienced by digital signals when transmitted over the airwaves. They noted that the solutions to the degradation problem can be difficult and expensive, but the technology is worth looking into if it does not unduly complicate the transmission system.

After months of public controversy between the HDTV proponents, there now appears to be a good chance for a grand alliance among three companies: General Instrument, Zenith and the Advanced Television Research Consortium.

Earlier this month, Paul Misener, aide to the FCC's HDTV Advisory

Committee chairman, Dick Wiley, said that the three companies reported to the FCC committee early in May and that Wiley was "very pleased" with their progress toward an agreement.

Wiley has told proponents they have until May 24 to form an alliance. If they have not come to agreement by then, the committee will begin testing each system separately and will issue a recommendation to the FCC regarding which system should be made the national standard.

If the companies can forge agreement, the committee will delay testing until a new combined system can be built. ■

I N S Y N C

Paramount goes CD-ROM

Paramount is showing a new interactive CD-ROM product based on the works of popular children's author and artist Richard Scarry. The program, aimed at preschoolers, allows users to wander around Scarry's "Busy Town," learning about different activities of everyday life. The product will debut at the Consumer Electronics Show in June. Paramount Technology Group President Keith Schaefer said this is the company's first step in creating a line of interactive programming that can be used in interactive television. Paramount has a huge reservoir of intellectual property, including popular movies and books. The company is trying to turn that material into multimedia programming, Schaefer said. One upcoming product, for example, will be an interactive version of *The Addams Family*, known as *Addams Family Values*. He said the company will also be able to call on its years of experience in business and its huge existing network of suppliers and outlets to distribute multimedia products.

The company is acting now to get in on the ground floor of the interactive business, but, Schaefer said, it doesn't matter to Paramount whether the services are delivered by cable, telephone companies or direct-broadcast satellites. "We're going to be ready for interactive TV when it comes," he said.

This move into interactive TV is

part of a wider campaign to raise Paramount's public image. In recent years, the company has purchased six theme parks around the U.S., bought several TV stations and created a slate of first-run syndicated series, including the successful *Star Trek: The Next Generation* and *Deep Space Nine*.

Digitally delivered news

Fifteen major print and broadcast news organizations have teamed up with MIT's Media Lab to research the future of digitally delivered news, including a computer-driven newspaper that could deliver stories based on the interests of the reader.

Computer via cable

Two New England companies have come up with a way to use existing cable lines to create a citywide computer network. Digital Equipment Corp. and LANcity last week unveiled Channelworks, a box that allows a computer, using Ethernet, to enter a network through a cable jack. The signal would require two cable channels: one going out, one coming in. The system requires a Transmaster switcher at the cable headend. Because the equipment is rather expensive, it will be targeted to large-scale users, such as universities, municipalities and large businesses.

The first two connections in a city would cost \$12,000 each, to defray the costs of the headend-switcher and of setting up the system.

Additional connections would cost \$6,000. The monthly user charge would be about \$500.

As the system grows, said Lynn Jones, business manager of DEC's cable TV group, the cost of connections could be reduced, allowing small businesses and individual users to access the system at an affordable price. LANcity President Rouzbeh Yassini said once the systems grow large enough, they could be interconnected to create regional, even national, networks. DEC and LANcity already have prototype networks running in Massachusetts, California and Oregon. The production versions of the network equipment will be available in the fall, Jones said. She added that the companies have already discussed this technology with some large cable MSO's, but she declined to say whether any MSO's have committed to the idea or if any users have agreed to sign on.

Satellite services in D.C.

Washington-based PVS and the Washington International Teleport have formed a strategic alliance to provide clients with complete television and satellite transmission services. PVS provides a wide range of production services, from electronic newsgathering to editing, for many clients, primarily foreign news bureaus in Washington. WIT is a 30-antenna teleport owned by Midcontinent Media of Minneapolis, in suburban Washington.

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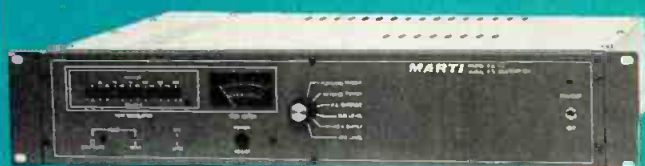
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The **FP410**, featuring Shure's patented **Intellimix™**, is the world's first portable automatic mixer. By automatically keeping unused mics turned down and activating them only when needed, the FP410 improves audio quality and minimizes production crew requirements. Ideal for talk shows, press conferences, and any remote or studio broadcast application where multiple mics are needed. ***Code 0010**

Marti Composite? Yes!



STL-15C

Marti introduces the **STL-15C COMPOSITE STL** system. Fully FCC type approved with unexcelled composite stereo separation, noise and distortion specifications. Call for more information on MARTI STLs and the ORIGINAL MARTI remote broadcast systems. ***Code 0011**

PIONEER VDR-V1000 VIDEODISC RECORDER

A dual head broadcast quality component recording system providing true instant start, real-time non-linear playback and virtually instant access to any cue point on a 32 min disc. The non-contact media can be recorded/ erased over one million times and facilitates unlimited playback capability without signal degradation. **Pioneer New Media Technologies, Inc. *Code 0012**



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contact:

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Winfield Boyer

LEWIS EDGE & ASSOCIATES, INC.

Telephone: 609 683-7900

Fax: 609 497-0412

New from Fujinon—

The Broadcast & Communications Products Division of Fujinon, Inc., introduces A15X8EVM and A8.5X5.5EVM, two hand-held television zoom lenses with Aspheric Technology (AT), inner focus, and V-Grip servo housing. AT dramatically improves nearly every area of lens performance, while inner focus allows filters to be set once without readjustment after refocusing. The V-Grip has a five-position servo grip that lets the user adjust the angle of the grip from 3 to 17 degrees, and both lenses have user-adjustable zoom speed from 7 sec. to 1 sec. wide to tele. For more information call **Fujinon** at **1-800-553-6611**.



Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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

Roth Communications has openings for a general sales manager at two of our radio stations. Prior successful sales management track record is a must. If you are a motivator, and enjoy selling send your resume to Peter S. Crawford, Executive Vice President/Group Manager 3 Woodland Road, Stoneham, MA 02180. EOE.

Station manager needed for WJIM AM/FM, a recent Liggett Broadcast Group duopoly acquisition. Resume to: PO Box 30124, Lansing, MI 48909. EOE.

Affiliate manager: New news network looking for qualified person with extensive background in network affiliate sales. Fax resume to 804-523-7792. EOE.

Small-mkt GM/GSM. Growing radio group seeking strong, stable GM/GSM, with interest in ownership, for top-rated, underperforming AM station with significant expansion/LMA opportunities located in attractive, and growing Mid-Atlantic small-mkt. Significant radio sales mgt. experience required with proven results in small mkts. Very competitive compensation with excellent benefits plus incentive bonuses. Opportunity for equity upon achieving selected performance goals and management criteria. Please send resume & achievements, in confidence, to Radio Group, PO Box 2336; Lebanon, VA 24266. EOE.

Sales manager for Emporia's radio stations, KVOE-AM, KFFX-FM. Excellent compensation and benefits. Send resume to Lea Firestone, PO Box 968, Emporia, KS 66801. EOE.

Management position with strong sales abilities for new FM in Eastern Kentucky. Send resume, including salary requirements, to PO Box 338, West Liberty, KY 41472. EOE.

HELP WANTED SALES

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

General sales manager for successful state radio news, agri-news, and sports networks. Three-five years successful track record as manager necessary to apply. Send letter and resume to Vice President/General Manager, PO Box 3691, Baton Rouge, LA 70821. EOE.

AE, Central NJ AM/FM 1-3 years radio sales experience. List available. Send resume, references, income requirements. Terrence B. Higham, WHWH/WPST, 221 Witherspoon St., Princeton, NJ, 08542. No phone calls. EOE.

Director of sales development: Our sales volume is growing, our sales staff is expanding. We are looking for an experienced sales professional to take on the responsibility of training and developing our new sales hires. Success in this position will lead to sales management. We are a major group operator so there is ample opportunity for advancement. Our executives know about this ad. Please write in confidence to Box C-8. EOE/MF.

Top rated Classic/AOR rocker in Southwest growth market interviewing for dynamic general sales manager. Demonstrate a proven track record at building winning sales organizations. Include your resume and an outline of how you did it, and the results you achieved. You'll work in a quality atmosphere, earn top pay, receive good benefits and be eligible for promotion to general management. All replies confidential. Reply to Box C-9. M/F EOE.

Immediate opening in the wild-wonderful-west just south of Yellowstone Park. Work with a dominate, simulcast, Country station (43 share) in a fast growing market. Draw against generous commissions. Make great money without the crime and pollution. Send resume to PO Box 352, Greybull, WY. 82426. Call 307-765-9422. EOE.

GSM: Hudson Valley N.Y. Z Rock affiliate needs aggressive sales manager to take this very successful format to it's next level of success. No caretakers, long hours, tough street fight with heritage AOR. Packaging and creative conceptualizing a must! Send resume and cover letter explaining your sales concept to: GSM Opportunity, WBWZ, PO Box 984, New Paltz, NY 12561. EOE M/F. No calls.

Local sales manager: Mid-West Family Broadcast Group seeks LSM for high performance sales team. Assist GSM in training and field-coaching large staff. Plus handle key "challenge" accounts. MWF has an outstanding commitment to training and professional growth. Great lifestyle on Michigan's Sunset Coast. EOE. Tell us about your success-history and your personal sales philosophy. Mr. Gayle Olson, President/GM, WSJM & WIRX, PO Box 107, St. Joseph, MI 49085.

Marketing oriented radio salesperson interested in selling top rated Easy Listening station on Jersey Shore. Draw against commission. Send resume to: Bud Heck, WADB, 1731 F Street S. Belmar, NJ 07719. EOE.

The Gulf Coast's most progressive radio marketing department needs a dynamic AE with a proven track record. Excellent benefits. Send resume and successes to GSM, WWSF, 38 Miracle Strip Pkwy. SW #5, Ft. Walton, FL 32548. EOE. Position to be filled by 5/30/93.

WHOM-FM, Northern New England, seeks experienced radio salesperson. Established format, monster signal, active billing accounts available. Great income opportunity and excellent benefits. Call or rush resume to Judy Sher, Vice President/General Manager, WHOM-FM, 477 Congress St., Portland, ME 04101. 207-773-0200. EOE.

Advertising account executive for Jewish news service. Knowledge of Metro NY/NJ and Rockland County Jewish community a must. Garden State Radio News, Inc. Box 1326, Newark, NJ 07101. 201-491-9345. EOE.

HELP WANTED ANNOUNCERS

WIBI, a light AC Christian music station in south central Illinois, is seeking evening announcer with strong production skills, preferably in multi-track production. Position available in July. A resume and tape required. WIBI is an equal opportunity employer. Contact Dick Whitworth, WIBI, Box 140, Carlinville, IL 62626. EOE.

HELP WANTED TECHNICAL

Chief engineer for FM station: Applicant must have advance training and experience in broadcast engineering and possess knowledge of wide range of audio and radio transmission systems. \$25,000.00 per year, hours per week negotiable, full benefits. Resume by May 24 to: Chief Search, 1210 East Martin Luther King Blvd., Tampa, FL 33603. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director, major market Northeast news/talk leader. Seeking experienced self-starter for publicity, creative promotions and sales promotions. Reply to Box C-18. EOE.

Producer, audio performance programs. KBAQ FM, a new classical public radio station serving the Phoenix, AZ metropolitan area, is seeking a producer to develop audio productions of live musical performances for broadcast. Primary duties are to plan, schedule and produce performances while serving as liaison with conductors, performers and performance hall managers. The producer researches, writes, edits and narrates program copy and conducts interviews with individuals in the fine arts community. Other duties include supervising production crews, overseeing editing of taped performances and obtaining legal releases and clearances. Minimum qualifications are a BA degree in Music or a related field and 2 years of experience in audio recording and classical music program production. Four years of experience in writing, producing and/or directing audio recording of classical music performances can be substituted for the BA degree. Any equivalent combination of experience and education will be considered. Desired qualifications include knowledge of (1) music history, theory and repertory, (2) acoustical properties of sound, and (3) FCC rules, copyright laws and musician union contracts. Experience in professional announcing and interviewing as well as in conceptualizing program is a plus. Salary range is \$31,500-\$39,375 DOE, plus a comprehensive benefit package including reduced ASU tuition. Send letter and resume to Employment Section, Academic Services Building, Room 326, Arizona State University, Box 871403, Tempe, AZ 85287-1403 by June 3, 1993. Please include: (1) A complete history of your work experience, duties/responsibilities and inclusive dates of employment. (2) Name and phone number(s) of three references who have directly supervised you or are qualified to evaluate your work performance. (3) The source of your referral for this position; i.e., specific media advertisement, employment agency, minority or women's organization, personal contact, or other source. (4) Job order #7002420. Final candidates will be required to submit sample program scripts, audition tape(s), and recordings of programs produced. EEO/AA employer.

HELP WANTED NEWS

Major market newstalker looking for news director. Need excellent people skills. Creative and resourceful in planning and executing daily coverage by news staff; good teacher. Minimum 5-7 years radio experience; some management experience preferred. Will be working with a state network, too. Good writer with anchoring ability. Send tape and resume to PO Box 11928, Atlanta, GA 30305. EOE.

WHBC award-winning computerized newsroom needs full and part-time aggressive experienced self-starter anchor/reporter. T&R Box 9917, Canton, OH 44711. Absolutely no phone calls. EOE.

Newsperson to write and anchor Jewish news. Knowledge of Jewish community and issues a must. Garden State Radio News, Inc. Box 1326, Newark, NJ 07101. 201-491-9345. EOE.

SITUATIONS WANTED MANAGEMENT

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner 609-395-7110.

They tell me "I'm over qualified"! Great background, experienced in major and medium mkt. management, ownership and consulting. I want to work with a station or group that needs help. Do you need an associate that does it all and one that you can rely on to get the job done? Please reply in confidence and put my "over qualifications" to work for you. Work-outs and restructurings are welcome. Reply to Box C-19.

SITUATIONS WANTED ANNOUNCERS

Nine years experience. Need stability in small, professional operation. Flexible, sports-minded. Looking to return to radio. Northeast. Bob 315-866-1032.

Format change has left me unemployed. Family man, 17 years experience, seeking Eastern medium or major AC/Oldies/Country. Good references. Mark Anderson 302-994-3934.

SITUATIONS WANTED NEWS

Experienced sportscaster is anxiously waiting for your call. Call Mike 618-654-5064.

Award winning news director. Over twenty years experience. Wanting a new challenge with mid market news committed station. A small staff preferred. Reply to Box C-26.

MISCELLANEOUS

Wanted: Courageous producer of talk or magazine show. Subject: 50 years of dundering down of the pronunciation and enunciation of the English language by the education system and broadcast industry. Research by broadcaster of 41 years free. Contact: Oscar Wein, WDLC, Port Jervis, NY 12771.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager: Top 40 Eastern market. FOX affiliate. Prefer NSM sales experience. Reply to Box C-12. EOE.

HELP WANTED SALES

Midwest CBS affiliate seeks an experienced salesperson. Knowledge of research tools and proof of new business development most helpful. Apply in writing to: Thomas Labuzienski, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

General sales manager: Aggressive Gulf Coast affiliate seeks an experienced manager to take our sales and production team to the "next level" of revenue performance. The successful candidate will have a proven track record in all aspects of TV sales including vendor. Strong communication and leadership skills, and an eye for compelling production which sells our clients' products and services a must. Send letter, resume and salary requirements to James D. Serra, Vice President & General Manager, PO Box 1488, Lake Charles, LA 70602-1488. EOE.

Entry level position sales. Willing to listen and learn. Great opportunity. Write and tell why you'll be successful! EEO. Richard Bradley, Local Sales Manager, PO Box 37943, Knoxville, TN 37927. No phone calls.

Account executive needed for fast growing independent. Area includes Laughlin, Nevada. Great place to live. Fax resume & references to Joel Gable 602-758-8139. EOE.

International sales/marketing executive: Washington, D.C. area production and distribution company producing non-fiction television and radio programs for first-run syndication in international markets seeks aggressive, experienced professional to start-up one person dept. Candidates must have a proven track record and five years experience selling programs to foreign broadcast buyers and distributors. Ability to speak Spanish and/or French is a plus. We offer excellent benefits, challenging environment, rewarding career. Send resume, salary history and references to Personnel Director, PO Box 221843, Chantilly, VA 22022-1843. EOE.

Local account executive: WCMH, affiliate, is in search of experienced sales rep (3 yrs. minimum); solid, established list. Applicant needs strong track record in new business development. Send resume and one page cover letter to: Dick Groat, LSM, PO Box 4, Columbus, OH 43216. EOE.

HELP WANTED TECHNICAL

Chief engineer needed for upstate New York, VHF affiliate. Strong personnel, administrative and hands-on technical skills required. Send letter and resume to Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Television maintenance engineer positions are available at WPIX, NY's movie station. Ideal candidate must have 5 years plus experience troubleshooting analog, digital, and RF (including microwave) equipment to component level. Installation and wiring experience helpful. PC, LAN and programming expertise especially needed. FCC General Class license and SBE Certification a plus. Excellent salary and benefits offered. We are an equal opportunity employer. A Tribune Broadcasting Station. Send resume and salary requirements to: WPIX, 220 East 42 Street, New York, NY 10017. Employment C. EOE.

Chief engineer: Is there no more up where you are? Great opportunity in the beautiful Southwest. Golf, boating, fantastic, safe family area. Must be hands-on engineer. CCD cameras, GVG boards, Sony 3/4 inch house. Microwaves, translators, and VHF transmitter knowledge important. Group operator, VHF, Fox affiliate. Send resumes to KIDY-TV, 406 South Irving, San Angelo, TX 76903. Fax 915-655-8461. EOE.

Maintenance engineer for maintenance/repair of our studio equipment. This is a hands-on position that will also serve as back-up to our director of engineering. Knowledge of 3/4-inch videotape, television microwave, television studio and camera equipment, and UHF transmitters necessary. Resume and salary goals to Mike Harding, VP/GM, PO Box 16028, Panama City, FL 32406-6028. EEO/M/F/drug screening.

TV maintenance engineer: Los Angeles based television facilities company is looking for an accredited, top notch engineer to maintain and supervise a mobile production unit. Production occurs mainly in the L.A. area. The successful candidate must show strong leadership qualities, remain calm under pressure, and have excellent communications skills when dealing with free-lance crews and production personnel. Experience with the following major items is essential: Sony one inch, Beta SP and U-matic VTR's, Grass Valley switchers, Ikegami cameras and monitors, RTS intercom systems, Sony monitors. We seek only those who have a complete and thorough understanding of video and audio systems. Knowledge of CADD and other computer skills is desirable. Salary is commensurate with experience. Send resume or contact Bob Kaufmann, Video One, Inc., 10625 Chandler Blvd., North Hollywood, CA 91601. 818-980-0704. Fax: 818-980-4331. EOE.

HELP WANTED NEWS

News anchor: KESQ-TV/Palm Springs (ABC affiliate) is looking for a dynamic anchor to add to our five and six o'clock newscasts. Applicant will complement established male anchor in those time slots and produce the 5 pm newscast. BA/BS required along with at least one year of commercial anchoring and producing experience. No beginners. Minorities encouraged to apply. Send non-returnable tape resume and cover letter to Mr. Dana C. Beards, News Director, KESQ-TV3, 42-650 Melanie Place, Palm Desert, CA 92260. No phone calls! EOE.

Anchor/reporter: Reading, writing, and responsibility... those are the keys to landing an anchor/reporter position at this #1 network affiliate in a southeast capital city. In addition to 1-2 years anchoring experience, the successful candidate must also be able to handle producing or assignment desk duties as needed. Live reporting experience and computer knowledge are pluses. This position might require night or weekend work. Send resume and writing samples (no tapes yet) to: Box C-16. EOE.

Main weather anchor: Station in sunny S.E. seeks meteorologist with sunny personality. Meteorology degree and AMS seal a plus. Reply to Box C-21. EOE.

Morning news anchor: Aggressive computerized newsroom. Join weather and sports anchors for hour-long broadcast. Also on-air morning updates. Need engaging personality and ability to make folks sit up and notice. Resumes and tapes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE. M/F.

News director: Spanish television station in San Francisco is seeking an experienced news professional to manage a #1 news operation. Spanish language skills and television experience are a must. Equal opportunity employer. Fax resumes to: August Ruiz, KDTV 415-695-3926.

News director and teacher needed for midwestern network affiliate who's number 1 priority is news. Outstanding teacher, people and organizational skills, and team spirit a must. Previous news management experience required. Send resumes to Box C-20. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WBTW the no. 1 CBS affiliate in the Florence/Myrtle Beach area has an immediate opening for a creative services producer/director in our Florence office. College degree plus minimum 1 year teleproduction experience or 3 years experience in commercial broadcast facility. Must be a self-starter, have strong communication skills both written and oral; will produce, write, shoot and edit commercial and promotional announcements. Send resume and tape to: Rick Benthall, Creative Services Manager, WBTW TV, PO Box 100530, Florence, SC 29501. EOE/M-F.

Camera person-travel assignment: Producers of travel-related programming seeks camera person for unique, short-term assignment (1-6 mths). Need quality, BETACAM footage (no audio) from cities around the world in exchange for expense-paid travel (airfare, hotel, daily allowance). Please forward a non-returnable VHS copy of resume reel to: TMC, PO Box 4000, Plymouth Meeting, PA 19462. EOE.

Creative services director — KPLC-TV: An NBC affiliate in Lake Charles, LA is searching for a needle in a haystack. Qualified candidate should have a thorough working knowledge of videography, editing, and post production. Creativity, enthusiasm and ability to lead a staff of producers are requirements. Position requires extensive client contact and excellent organizational skills. Will work closely with sales management in developing and implementing strategies to maximize production revenue. Send letter, resume and salary requirements to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Promotion: Fox Broadcasting Company currently seeks an organized, aggressive self-starter to act as a promotion liaison to Fox affiliates. Qualified candidates will have 5 years' experience in promotions at a TV station. Must possess media buying and strong people skills, the ability to excel under deadlines in a stressful environment and a willingness to relocate to L.A. We offer challenging career opportunities, competitive salaries and excellent benefits. For consideration, please forward your resume with salary history to: Fox Broadcasting Company, Personnel, Dept. GD 127, PO Box 900, Beverly Hills, CA 90213. EOE. Fox Broadcasting Company.

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

Fox, WXIN-TV, Indianapolis seeking: Account executive: To service client list, make sales calls and identify new business. Prefer college degree, sales experience in video production, broadcast or related field and production knowledge of producing, writing and equipment. Must be able to work flexible hours. Need valid driver's license and own transportation. **Creative consultant:** To assist producer/director and clients as needed during projects and to be liaison between production personnel and client. Need at least 4 years broadcast or production experience and college degree preferred. Ability to interact with clients and all departments of TV station. Sales experience helpful. Must be able to work flexible hours. Need valid driver's license and own transportation. **For acct executive and creative consultant position send resume to address below attn: Phiip Paluso, Sales Manager. Producer/director:** To set up, shoot and strike equipment for single-camera location shoots and studio shoots, lighting of location and studio sets. Direct live studio production. Must be able to oversee an entire production from concept to completion. College degree and at least 4 years production experience preferred, good shooting skills, ability to interact with clients and all levels of TV station, be able to direct talent and have knowledge of broadcast E.F.P. equipment. **For producer/director position send resume to address below attn: Jamie Berns, Production Manager, WXIN-TV, USA Teleproductions, 1440 N. Meridian Street, Indianapolis, IN 46202. *Application deadline: June 1, 1993. Any job offer contingent upon results of substance abuse testing. No phone calls please. EOE.**

Graphic designer: WJBK-TV2 in Detroit is looking for a creative, resourceful individual with a BFA to work afternoon/evening shift. Must be "computer friendly." Mac experience important, paint box experience a plus. Send resume and tape to: Nancy Kling, Design Director, WJBK-TV2, Box 2000, Detroit, MI 48037-2000. EOE.

Promotion supervisor: Dominant CBS affiliate in Northeast seeks a highly creative, organized individual with excellent leadership skills to supervise day-to-day operations of promotion department. Strong on-air and sales promotion experience required. Send resume and non-returnable tape to Mark Prutisto, Program/Promotions Manager, WBNG-TV, PO Box 12, Johnson City, NY 13790. EOE, M/F.

Wanted hot promotion writer/producer. Strong writing/production skills a must. 3 to 5 years experience, college degree. Send tape and resume to Director of Communications, WBBM-TV, 630 N. McClurg Court, Chicago, IL 60611. EOE.

Sports director wanted: Dominate Northeast TV station is looking for a sports director. Successful candidate will have at least two years experience anchoring, shooting, editing and producing. Resumes to Box C-22. M/F EOE.

Executive producer: Highly respected, fast-growing cable network has immediate opening for executive producer. Responsibilities: oversee all aspects of production; create and manage budgets; edit and write scripts and negotiate contracts. Must have at least five years hands-on production experience. Strong communication and leadership skills required. Senior/executive producer experience a must. Send resume to: Mary Ellen Iwata, The Learning Channel, 7700 Wisconsin Avenue, Bethesda, MD 20814. EOE.

SITUATIONS WANTED MANAGEMENT

Consulting, trouble shooting, training, etc. Former traffic manager with eight years experience, all aspects Columbine traffic system. Reasonable rates. Also available for temporary work. Call Flo. Compu-Con Plus. 508-673-7483.

SITUATIONS WANTED TECHNICAL

Video editor, 10 years experience. Broadcast and production. GVG 100, 200, 300 - NEC, Abekas, ADO, DPM 100,700 - Sony 800, 900, Paltext GVG IPS. Hard working and enthusiastic. Reply to Box C-23.

Chief engineer, skilled administrator with heavy experience in facility construction, automation, UHF transmitters. Seeking small market position where quality air product can make a difference. 201-612-7225.

SITUATIONS WANTED NEWS

Unique interviewer Mike Wallace said it would be "utterly fascinating" to see Jan interview the political leaders of our nation. Send for a tape of Senator Biden, Congressman Hyde, Mike Wallace or others to see for yourself. Call Jan Helfeld 809-791-5664.

News director who can make your newscast stand out in a competitive environment. Strong leadership, journalism and promotional skills. Successful, stable background. Reply to Box C-27.

ALLIED FIELDS

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video production coordinator: Highly responsible challenging position, producing Saint Paul City council meetings, monthly video magazine, call-in show and news program; plus supervision (5 staff), program development, training, budgeting and equipment management. Annual budget \$280,000. Qualifications include college degree plus 5 years video production experience. Starting salary \$32,832. Saint Paul Human Resources, 25 W. 4th St, St. Paul, MN 55102; or call 612-298-4221 for application. Applications must be received by 4:30 pm, June 1. EOE/ADA.

HELP WANTED ADMINISTRATION

Roy H. Park School of Communications: Director Ithaca College Communications program in Los Angeles. Ithaca College invites applications for the position of director of the Ithaca College Communications program in Los Angeles. It is a twelve-month administrative position reporting to the Dean of the Roy H. Park School of Communications, and begins July 1, 1993. The director will work with the dean, faculty and staff of the Park School of Communications in the academic and administrative coordination of its Los Angeles program. Specific responsibilities include coordination of student academic affairs, including advising, orientation, registration, course scheduling, performance review, and student records; curriculum development; develop and supervise required internships; develop and maintain industry contacts in communications; supervise assistant to the director; recruit, supervise and evaluate faculty and staff; establish and maintain contracts for housing and other services. The successful candidate will possess effective organizational and communication skills. A terminal degree (Ph.D., M.F.A. or Ed.D.) in communications or related field is required. Successful teaching and administrative experience, as well as demonstrated knowledge of media industries in Los Angeles, desirable. Salary is competitive and rank will be commensurate with qualifications and experience. Ithaca College is the largest private, residential, four-year comprehensive college in New York State with an undergraduate enrollment of approximately 6,200 students. The Roy H. Park School of Communications is one of four professional schools within the college and enrolls approximately 1,000 majors in three undergraduate departments (Television-Radio, Cinema and Photography, and Corporate Communication). Major degree programs in Journalism, Media Studies and Telecommunications Management, and a B.F.A. in Film, Photography and Visual Arts are also offered. The Graduate Studies program offers an M.S. in Communications. Send vita, statement of interest, and names, addresses and telephone/fax numbers of at least three current references to Dr. Thomas W. Bohn, Dean, Roy H. Park School of Communications, Ithaca College, Ithaca, NY 14850; 607-274-3895; (fax) 274-1664. Screening will begin June 1, 1993 and will continue until the position is filled. Ithaca College is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

HELP WANTED INSTRUCTION

Lincoln University invites nominations and applications for the position of assistant or associate professor of broadcast journalism in the department of communications. Responsibilities would include teaching a full range of broadcasting classes and supervising the production of a magazine-type television program among other duties. Qualifications: Master's degree in Mass Communications or closely related field and at least two years of teaching and/or professional experience in the media. Earned doctorate is preferred. Must have competence to administer programs in broadcast journalism. Experience in print journalism would be helpful. Closing date for applications is June 1, 1993. To apply submit a letter of application, curriculum vita, official undergraduate and graduate transcripts, and three current letters of reference to the Personnel Office, Lincoln University, PO Box 29, Jefferson City, MO 65102-0029. AA/EEO.

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/teletypewriter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhert, Eckhert Special Productions.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

Harris MW50B, excellent condition, tuned and tested, lots of spares. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

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

400 ft. utility tower with 400 ft. coax cable, on the ground and ready to ship. \$19,000.00. Call Mack at 501-623-6661.

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 Vista 18, BG, C.K. Paltex 6/12 ESD. Soundcraft BVE 200. All excellent condition, priced to sell. 212-489-9310 ext. 10.

CABLE

HELP WANTED TECHNICAL

Technical director: National Cable Network in New York City area seeks technical director candidates for full-time temporary position. Must have experience with DVE-ABEKAS A53, Grass Valley 300 3ME Switcher, Quantel Still Store. Experience switching live news is essential. Please send your resume to: Personnel Associate, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity employer.

HELP WANTED PROGRAMING PROMOTION & OTHERS

Supervising Writer

New York documentary production unit seeking experienced writer for staff position as Supervising Writer. Will have editorial responsibility over post-production of acquired, co-produced, and original films. Requires background as writer or writer/producer of documentaries. Four years experience in television production, as writer, producer or comparable work. Some experience supervising other writers desirable. Send resume to: **Supervising Writer, Box C-25.**

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.

PRODUCER

A Spanish-language television network seeks a Miami based producer with three to four years experience whose skills must include:

- * Conceptualization, production and direction of commercials and promo spots
- * Creation, development and editorializing of sales tapes
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Submit curriculum vitae to: Chair, Search Committee, Communication Arts Department, 111 Hofstra University, Hempstead, NY 11550-1090.

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PUBLIC NOTICE

DAB PROPONENTS
SOLICITED

On April 17, 1993, the National Radio Systems Committee (NRSC) began a standard-setting process for both AM and FM In-Band, On-Channel (IBOC) digital audio broadcasting (DAB) systems. The NRSC's DAB subcommittee has the responsibility to plan and determine the scope and timing of DAB system tests, evaluate IBOC test data, and if appropriate, recommend an IBOC DAB system to the full NRSC for potential standardization.

As part of the standard-setting process, the NRSC DAB subcommittee seeks proponents with well-developed IBOC technology to participate in this standard-setting activity. The NRSC DAB Subcommittee requires that proponent IBOC DAB systems satisfy the following conditions:

1. The system must be able to exist as an enhancement to an existing AM or FM station.
2. The system's spectral signature must be contained within the RF mask, as defined in Section 73.44 and 73.317 of the FCC rules.
3. The system must be compatible with the existing analog AM and FM service.

Two potential systems, one by USA Digital Radio and one by Amati Communications, Inc., are known to, and will be considered by, the NRSC DAB Subcommittee. However, the subcommittee wants to discover whether other IBOC DAB systems are available or in development, and if so, to solicit them for subcommittee consideration. In order to be considered for subcommittee evaluation, complete technical system descriptions must be provided to the NRSC DAB Subcommittee no later than June 18, 1993. Please send proposals to:

NRSC DAB Subcommittee
c/o National Association of Broadcasters
Science & Technology Department
1771 N Street, N.W.
Washington, DC 20036
Attn: John Marino
Tel (202) 429-5391
Fax (202) 775-4981

EARLY DEADLINE
NOTICE

Due to the observation
of Memorial Day, the
deadline for the June 7,
1993 issue is Friday,
May 28, 1993 at Noon.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 628-2340 and ask for Mitz Miller.

Payable in advance. Check, money order or credit card (Visa, MasterCard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-628-2378. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$20 weekly minimum. Stations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.00 per word, \$32 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Stations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted to Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Stations Wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward files, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use fold-ins, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., N.W., Washington, DC 20036.

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

For subscription information
call 1-800-554-5729.

Datebook

MAY

Now-June 13—*The Museum of Television and Radio* screens seven original *Honeymooners* sketches not seen publicly since first broadcast in 1951 and 1952. Museum, New York. Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

May 17-18—*National Infomercial Marketing Association* second annual mid-year meeting, Plaza Hotel, New York. Information: David Savage, (202) 962-8342.

May 17-19—"Negotiating a Cable Franchise Renewal—the Law and Business of Refranchising," seminar sponsored by *Women in Cable*. Holiday Inn Four Seasons, Greensboro, N.C. Information: Tracy Mitchell, (312) 661-1700.

May 18—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Holiday Inn, Silver Spring, Md. Information: Janis Rusek, (203) 585-2251.

May 19—*National Media Owl Awards* ceremony sponsored by *Retirement Research Foundation*. Chicago. Information: Mary Schwartz, (312) 664-6100.

May 19-20—*Association of National Advertisers* magazine, newspaper and radio advertising forum. Plaza Hotel, New York. Information: Renee Paley or Roseward Sky, (212) 697-5950.

May 20—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Holiday Inn Crown Plaza, Seattle. Information: Kristen Slosek, (310) 286-3000.

May 21—Mini-mentoring breakfast sponsored by *Women in Cable, Southern California chapter*. Roosevelt Hotel, Los Angeles. Information: Marcy Fried, (818) 505-7720.

May 24—*Center for Communication* annual luncheon honoring Johnny Carson with the 1993 Communication Award. Plaza Hotel, New York. Information: Irina Posner, (212) 836-3050.

May 25—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Sheraton Needham, Boston. Information: Shelly Hunter, (203) 585-2480.

May 26—*National Association of Minorities in Cable, Washington, D.C. chapter*, annual awards dinner honoring Gayle Greer, group VP, Time Warner Cable. Hyatt Regency, Crystal City, Va. Information: Tracey Johnson, (703) 875-0430.

May 26—20th annual daytime Emmy Awards sponsored by the *National Academy of Television Arts and Sciences and the Academy of Television Arts and Sciences*. Broadcast live on ABC. Marriott Marquis Hotel, New York. Information: Trudy Wilson for NATAS, (212) 586-8424 and Barbara Chase for ATAS, (818) 754-2800.

May 26—Second annual hackers and handicappers golf tournament sponsored by *Women in*

Cable, Washington-Baltimore chapter. Turf Valley Country Club, Ellicott City, Md. Information: Linda Gatti, (301) 718-3287.

JUNE

June 5-7—10th annual *Showbiz Expo*. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

June 5-7—Advertising Power Summit sponsored by *American Advertising Federation*. J.W. Marriott Hotel, Washington. Information: Karen Cohn, (800) 999-2231.

June 15—"Focus on Advertising," newsmaker luncheon during International Broadcasting Awards festival sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313.

June 16—International Broadcasting Awards presentation dinner for world's best radio and television commercials featuring Siskel and Ebert. Betty White is MC. Sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313.

June 16—*National Academy of Television Arts and Sciences*, New York chapter, luncheon. Speaker: David Poltrak, senior VP, planning and research, CBS/Broadcast Group. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

MAJOR MEETINGS

May 15-19—*Radio Advertising Bureau* spring board meeting. Detroit. Information: (212) 387-2100.

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

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

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

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

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

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

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

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

June 13-16—*Broadcast Promotion and*

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

June 18-22—*PBS* annual meeting. New Orleans Hilton Riverside, New Orleans. Information: (703) 739-5001.

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

June 23-26—*National Association of Black Owned Broadcasters* spring broadcast management conference. Hilton Head Island Resort, Hilton Head, S.C. Information: (202) 463-8970.

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

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

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

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

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

Dallas. Information: (202) 429-5300.

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

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

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

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

Oct. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

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

OpenMike

The attraction of cable

EDITOR: Your May 3 interview with Howard Stringer clearly illustrates how many of the major broadcasters continue to misunderstand the cable business and the consumer. Their view of the television world is one dominated by three or four VHF's and a handful of UHF's scrambling for reception. Most of the 60 million cable subscribers nationwide have not subscribed to cable for broadcast signals that they can receive free with their own antenna. The consumers want choice and that's why they subscribe.

This dispute brings to mind the history of UA-Columbia's system in northern New Jersey. In 1971, UA-Columbia acquired the Pompton Lakes system, then serving a handful of customers. Pompton Lakes is a suburb of New York City in northern New Jersey, in the shadow of the Empire State Building, then the principal over-the-air television transmitting point. Although there were a few UHF stations with weak signals that were difficult for some homes to receive, over 90% of all viewing at that time was of VHF stations receivable by antenna. There was little reason for most homes in Pompton Lakes to subscribe to cable to receive what was then regarded by most people as television.

UA-Columbia had something, however, for which there was a market—HBO and Madison Square Garden Sports, a total of two channels, transmitted by microwave from nearby New York to the system plus local origination covering community activities. People became UA-Columbia customers not to receive the 14 channels available by antenna but because of the new channels, both proprietary and only available by cable. There was also the convenience factor of having UA-Columbia worry about the signal strength of the UHF's and in many cases even the VHF's. The customer received a convenient package of 17 channels delivered to his television

set by our antenna, all received with good quality.

The point of the story is that even when over 90% of viewers in Pompton Lakes watched VHF stations readily receivable with an antenna, cable's then limited proprietary programming and convenience were enough to have a business. There is no question that customers today in suburban markets expect us to deliver the entire spectrum of viewing options (and we hopefully will continue to do so), but the claim by broadcasters that we do not have a business without them simply isn't the case.

The Pompton Lakes system was expanded throughout northern New Jersey and today serves 250,000 subscribers. They can all receive the VHF's with an indoor antenna.—*Robert M. Rosencrans, president, Columbia International Inc., Greenwich, Conn.*

In memory of Bob Lee

EDITOR: For over nine years, since the beginning of our organization, Bob Lee was a member of our board of directors. Not only was he an important player at the FCC and for his clients at Fletcher, Heald & Hildreth, but many are not aware that he cared a lot about kids. In addition to the many grand- and great-grandchildren of his own, he helped us with our mission to improve the quality and quantity of TV and radio programming for children. He was indeed a warm and witty guy who listened well and believed in good deeds. He was generous and kind and, like all of you, we'll miss him.—*Karen W. Jaffe, executive director, KIDSNET, Washington.*

Religious TV stations and must carry

EDITOR: In your May 3 story on Fox and retransmission consent, TCI spokesman Bob Thomson is quoted as saying: "We [TCI] obviously don't have the channel capacity, particularly when must carry is filling us up

with religious stations."

I am not sure what religion Mr. Thomson is referring to, but if it is Christian, let me set the record straight before NBC, ABC, CBS and Fox decide to stone the "religious" broadcasters on retransmission.

I am president of two full-power commercial stations that decided to broadcast Christian "religious" programming. I will admit that I was in the middle of visiting, writing and calling our senators and congressman on behalf of "must carry" just because of the biased stand cable MSO's have taken against carrying "religious" stations, as demonstrated by Mr. Thomson's remark. I shout "Praise the Lord" that must carry is a reality. At last we have an equal shot at all of the viewing public.

Why not let the facts speak for themselves? One of our stations is in the Albuquerque ADI and the other is in Odessa-Midland, Tex. They are bordered by the ADI's of El Paso, Tucson, Phoenix, Salt Lake City, Denver, Colorado City, Amarillo, Lubbock, San Antonio, San Angelo and Abilene. In those 11 ADI's you will find seven full-power commercially licensed "religious" stations. (One each in El Paso, Phoenix and Odessa, and four in Albuquerque.)

Applying the duplication rule, the most channels that could be taken in the Albuquerque ADI is two.

If all of the full-power commercially licensed "religious" broadcast stations in the U.S. were located in one city, applying the non-duplication rule, at the very most there might be eight qualified for must carry.

Perhaps as spokesman for TCI, Mr. Thomson is more upset that two of the "religious," or formerly "religious," satellite channels in which TCI has a financial interest will be dropped in favor of the local commercial "religious" broadcast station.

Either way, Mr. Thomson, let's not use religious broadcasting as an excuse to dodge the retransmission bullet.—*Al Cooper, president, KMLM-TV Midland, Tex.*

Baseball

Continued from page 6

of a tier of divisional playoffs that would total 20 playoff games each season. That's an important element, because at least 80% of the revenue generated by network baseball coverage is derived from playoff and World Series coverage.

It's also a sticking point, because playoff expansion would have to be approved by the players' union. And union officials were making venomous comments about MLB last week, apparently miffed at not being informed of MLB's attempt to put together the joint venture.

What baseball would receive through participation in the venture is about 80% of the advertising revenue generated by televised games on ABC and NBC for the first six seasons. Based on what CBS is expected to generate in ad sales in the current and final year of its four-year contract with MLB—about \$150 million—that would leave baseball with about \$120 million—at least in the early going—under the proposed pact. It would then be up to MLB, through the joint venture, to determine ways to enhance the value of its product, thereby yielding higher sales in future years.

The league's television committee, including Eddie Einhorn (Chicago White Sox), Tom Werner (San Diego Padres) and Bill Giles (Philadelphia Phillies), endorsed the joint-venture proposal when it became clear that no network was prepared to offer even half the \$265 million in average annual payments that CBS was paying under the current agreement, which expires at the end of this season.

After CBS's new bid was revealed last week, the TV committee was none too pleased, having already endorsed the venture. But despite their protestations, it appears that at least some owners want to consider both proposals before taking a vote, which could come as early as next Monday (May 24). Mets owner Fred Wilpon was quoted in the *New York Times* last Friday as saying: "Everything is being considered."

A potential factor is the harsh reaction from Capitol Hill. "It's hard to see how this new TV deal is good for the average fan," said Senator Howard Metzenbaum (D-Ohio). "I think it is another instance of how the owners care more about their pocketbooks than the opportunity of fans to view the games on television."

"It's a deal that reflects the general trend in the television business toward risk sharing," said Hal Protter, senior

vice president/general manager, KPLR-TV St. Louis.

"It's not just sports, either," Protter said. "It's been happening on the entertainment side for a while. That's what all the program consortiums are about. Barter is the ultimate risk-sharing arrangement."

But not all the teams are enamored of the proposed joint venture. As one source with a major-market team put it: "We think baseball is assuming too much risk." He noted that MLB player salary commitments for 1994 stand at \$500 million. If the venture doesn't go well, the source suggested, there would be added pressure on baseball to force a greater degree of revenue sharing among teams, which some of the richer teams, such as the New York Yankees and the Los Angeles Dodgers, are loath to do.

Meanwhile, MLB and ESPN continue to negotiate a new cable deal. ESPN wants fewer games and to pay less than the \$100 million it's now shelling out. Speculation is talks are centering on two or three nights of coverage a week (versus the current six) for about \$50 million annually. ■

For More Late-Breaking News, See "In Brief," Pages 80 and 81

Advertisers get ready to play ball

Although baseball's television contract was still up in the air last week, advertisers were already smelling the potential of a more marketable and affordable sporting venue, should the ABC/NBC plan be adopted.

That proposed plan's effect on inventory would be mixed. Playoff inventory would expand because of the added wild-card games. The impact would be modified, since some of the division and league championship games would be seen in only part of the country. Regular-season inventory would decline, as the schedule would be cut back from the 16 games CBS carried to 12 under the proposed deal.

The value of some of the inventory will be further enhanced because the regular-season games are to run in prime time, rather than on Saturday afternoons. As with regional regular-season NFL games, the regionalized coverage could "serve areas of natural interest," said Jerry Dominus, senior vice president of national broadcasting, J. Walter Thompson.

But another agency executive said the success of regionalization in attracting ad revenue depends largely on how successful the teams in the region are.

The proposed ABC/NBC deal would establish a separate corporation, controlled by MLB, which would sell

only baseball and would not offer packages. One ABC sales executive said he had no reason to believe network sales executives would even be present at sales presentations.

Ed Markey, director of sports information at NBC, said the corporation does not have a name yet, but will be led by nine members, five from MLB and two from each network.

Markey said advertisers will be able to buy blocks of advertising that run through the regular season and the expanded playoffs. He also said advertisers will be able to strike deals with the corporation to have their product become an official product of MLB.

The inability to package the games with other shows and sporting events might make the time difficult to sell, explained Bob Silberberg, executive vice president, director of national broadcasting, Backer Spielvogel Bates.

"It's going to be more accessible and attractive to us as buyers and sellers," said Thompson's Dominus.

If baseball were to strike a similar revenue-sharing deal with cable, however, MLB would control the entire national inventory, which might strengthen its bargaining hand with advertisers.

—JC

For the Record

Compiled by BROADCASTING & CABLE for the period of May 3-May 7 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WCRQ-FM Arab, AL** (BALH930419GE; 92.7 mhz; 700 w; ant. 670 ft.)—Seeks assignment of license from WCRQ Inc. to Roland Broadcasting Inc. for \$546,000. Seller has no other broadcast interests. Buyer is headed by Lane Roland and has no other broadcast interests. Filed April 19.

■ **KQEZ(FM) Coolidge, AZ** (BTCH930413GF; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control from Chriscom Inc. to J.M. Wolz for \$641,922. Seller is headed by Scott V. Christenson and has no other broadcast interests. Buyer has no other broadcast interests. Filed April 13.

■ **KOTN(AM) Pine Bluff, AR** (BAL930427EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Cornerstone Broadcasting Corp. to Board of Trustees of University of Arkansas for no cash consideration; assignment is gift. Seller is headed by Calvin T. Arnold and is also licensee of KIPR(FM) Pine Bluff, AR. Buyer is headed by H.L. Hembree III, chairman, and is permittee of noncommercial educational KUAP(FM) Pine Bluff, AR. Filed April 27.

■ **KOJJ(FM) East Porterville, CA** (BALH930416GL; 100.5 mhz; 1.5 kw; ant. 465 ft.)—Seeks assignment of license from Tulare Lite Corp. to Roll-Wit-It Communications Inc. for \$260,000. Seller is headed by Jerrold Miller. Buyer is headed by Stanley K. Burrell and has no other broadcast interests. Filed April 16.

■ **KJET(FM) Kingsburg, CA** (BTCH930426GG; 106.3 mhz; 6 kw; ant. 436 ft.)—Seeks transfer of control from KJET Inc. to Educational Media Foundation for \$225,000. Seller is headed by J.R. McClure, who also has interests in two AM's, two FM's and one TV. Buyer is headed by K. Richard Jenkins and is licensee of KLVR(FM) Santa Rosa, CA,

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

and permittee KEZF(AM) Tigard, OR, and KWXP(FM) Magalia, CA. It also has interests in KXDA(FM) Chowchilla, CA. Filed April 26.

■ **WCNU(AM) Crestview, FL** (BAL930426EB; 1010 khz; 10 kw-D, 84 w-N)—Seeks assignment of license from Ashley N. Davis Jr. to Eagle International Broadcasting Inc. for \$80,000. Buyer is headed by Buford Dowell and has no other broadcast interests. Filed April 26.

■ ***WBPS(FM) Winder, GA** (BALED930420GG; 89.5 mhz; 530 w; ant. 130 ft.)—Seeks assignment of license from Winder Educational Broadcasting Foundation to Bible Broadcasting Network Inc. for \$104,000. Seller is headed by James R. Priest has no other broadcast interests. Buyer is headed by Lowell L. Davey and is licensee or permittee of two noncommercial AM's and 28 noncommercial FM's. Filed April 20.

■ **KATW(FM) Lewiston, ID** (BTCH930416GM; 101.5 mhz; 100 kw; ant. 848 ft.)—Seeks transfer of control from AIA Services Corp. to Woodcom Inc. for \$135,525 in stock redemption. AIA Services currently exercises control over the licensee, Woodcom Inc., as single majority (65%) stockholder. When redemption is completed, Mark Bolland, head of Woodcom, would hold 93% of that company and positive control of the licensee. Principals have no other broadcast interests. Filed April 16.

■ **WLNB(FM) Ligonier, IN** (BALH930414GE; 102.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Ligonier FM Partnership to Summit Radio Inc. for \$284,550. Seller is headed by Howard G. Heckner and has no other broadcast interests. Buyer is headed by Michael Leep and has time brokerage agreement with licensee of WUBU(FM) South Bend, IN. Filed April 14.

■ **KRVR(FM) Davenport, IA** (BALH930426GI; 106.5 mhz; 60 kw; ant. 210 ft.)—Seeks assignment of license from Community Radio Inc. to K-River Broadcasting Inc. for \$1 million (see "Changing Hands," p. 49). Filed April 26.

■ **New FM Hudson (Cedar Falls), IA** (BAPH930420GE; 96.1 mhz; 3 kw; ant. 95 m.)—Seeks assignment of CP from Saga Communications of Iowa Inc. to Donald L. Rabbitt for \$10,658. Seller is headed by Edward K. Christian and recently purchased KIOA-AM-FM Des Moines, IA ("Changing Hands," Feb. 15). It also owns six AM's and 11 FM's. Buyers also have interests in KCFI(AM) Cedar Falls, IA, and KWOA-AM-FM Worthington, MN. Filed April 20.

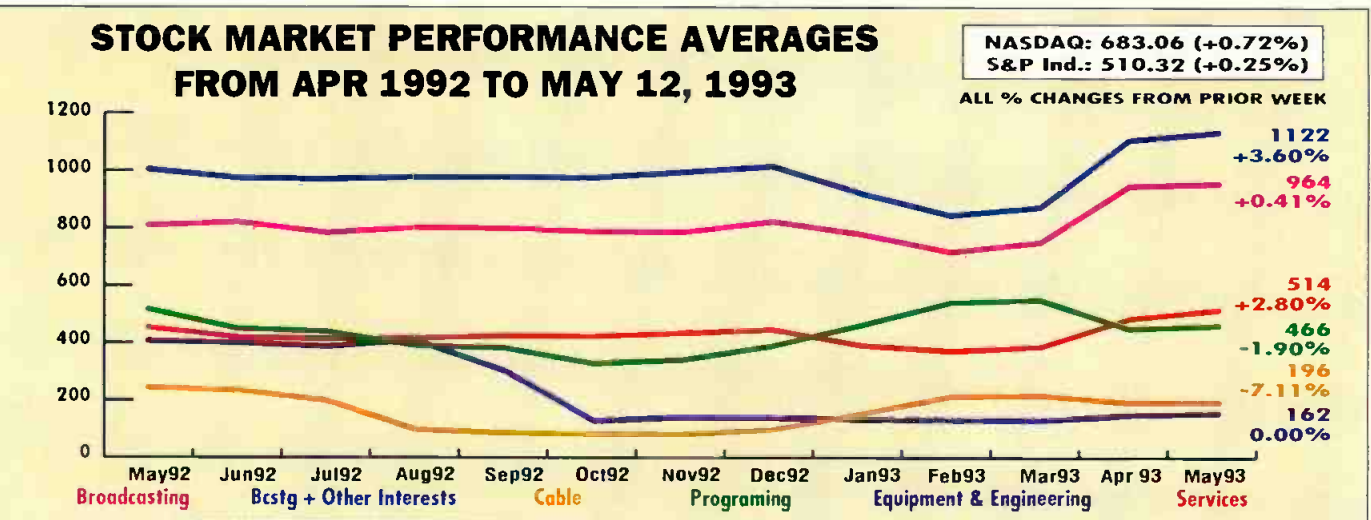
■ **WXL(TM) Kentwood, LA** (BALH930331GE; 94.1 mhz; 100 kw; ant. 981 ft.)—Seeks assignment of license from San Dow Broadcasting Inc. to Citywide Broadcasting Corp. for \$2.3 million ("Changing Hands," April 5). Filed March 31.

■ **KMSS-TV Shreveport, LA** (BTCCT930415KF; ch. 33; 4,570 kw-V; 457 kw-A; ant. 1,813 ft.)—Seeks transfer of control of Southwest Multimedia Corp. SWMM-Shreveport Corp., debtor-in-possession, will issue to transferees Arthur Lanham and Mitchell A. Levy 525 shares of Shreveport common stock at \$1 per share. As result, Lanham and Levy will own 1,050 shares (52%) of common stock. Principals have no other broadcast interests. Filed April 15.

■ **WLSA(AM) Slidell, LA** (BAL930423EA; 1560 khz; 1 kw-U)—Seeks assignment of license from North Lake Communications Inc. to MAPA Broadcasting for \$100 plus debt assumption. Station was acquired in 1989 for \$414,000. Seller is headed by Robert R. Fauchaux Jr. and has no other broadcast interests. Buyer is headed by Paul G. Mayoral and has no other broadcast interests. Filed April 23.

■ **WKHI(FM) Ocean City, MD** (BALH930427GE; 99.9 mhz; 50 kw; ant. 319 ft.)—Seeks assignment

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1992 TO MAY 12, 1993



of license from The Baltimore Radio Show Inc. to Benchmark Radio Acquisition Fund IV Ltd. for \$2 million ("Changing Hands," April 5). Filed April 27.

■ **WHDH-TV Boston** (BTCCT930426KE; ch. 7; 316 kw-V; 63.2 kw-A; ant. 1,000 ft.)—Seeks transfer of control from WHDH-TV Inc., subsidiary of New England Television Corp., to Sunbeam Television Corp. for \$204 million ("BROADCASTING & CABLE," April 26). Filed April 26.

■ **KVBR(AM) and New FM Brainerd, MN** (AM: BAL930416EB; 1340 khz; 1 kw-U; FM: BAPH930416GN; 103.5 mhz; 6 kw; ant. 100 m.)—Seeks assignment of license from Greater Minnesota Broadcasting Corp. to Sioux Valley Broadcasting Inc. for \$225,000. Seller is headed by Charles B. Persons and has no other broadcast interests. Buyer is headed by Robert E. Ingstad and is also licensee of KLIZ-AM-FM Brainerd, KLLR(AM)-KLLZ(FM) Walker and KXSS-AM-FM Wait Park, MN. Filed April 16.

■ **KHAS(AM) Hastings, NE** (BAL930426EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Nebraska Broadcasting Co. Inc. to KHAS Broadcasting Inc. for \$200,000. Seller is headed by Donald R. Seaton, who also has interests in two AM's, two FM's and one TV. Buyer is headed by Richard W. Chapin, media broker, and has no other broadcast interests. Filed April 26.

■ **WKER(AM) Pompton Lakes, NJ** (BAL930426EC; 1500 khz; 1 kw-D)—Seeks assignment of license from WKER Radio Inc. to Mariana Broadcasting Inc. for \$475,000. Seller has no other broadcast interests. Buyer is headed by John E. Silliman and has no other broadcast interests. Filed April 26.

■ **WSNR(TV) Syracuse, NY** (BALCT930416KF; ch. 43; 17.8 kw-V; ant. 115 ft.)—Seeks assignment of license from Salt of the Earth Broadcasting Ltd. to Salt of the Earth Broadcasting Corp. for \$50,000. Seller is headed by James L. Oyster, who is also permittee of new FM at Wilmington, NC. Buyer is headed by Donna C. Kimble and has no other broadcast interests. Filed April 16.

■ **WADE(AM) Wadesboro, NC** (BAL930422EA; 1340 khz)—Seeks assignment of license from Essex Communications Partners Inc. to Inspirational Deliverance Center Inc. for \$27,500. Seller is headed by Walter M. Zirkle. Buyer is headed by Louis S. Davis Sr. and has no other broadcast interests. Filed April 22.

■ **KMXI(FM) Lake Oswego, OR** (BAPLH930423GE; 106.7 mhz; 94 kw; ant. 879 ft.)—Seeks assignment of CP from Rogue Broadcasting Corp., debtor-in-possession, to BayCom Oregon, Ltd. for \$2.625 million (see "Changing Hands," p. 49). Filed April 23.

■ **WHP-TV Harrisburg, PA** (BALCT930419KG; ch. 21; 1,200 kw-V; 245 kw-A; ant. 1,220 ft.)—Seeks assignment of license from WHP Inc. to WHP Television Ltd. for \$9.25 million (see "Changing Hands," p. 49). Filed April 19.

■ **WAZL(AM)-WWSH(FM) Hazleton, PA** (AM: BAL930409GF; 1490 khz; 1 kw-U; FM: BALH930409GG; 97.9 mhz; 19.5 kw; ant. 722 ft.)—Seeks assignment of license from The Luzerne Co. to 4 M Broadcasting Inc. for \$750,000 ("Changing Hands," April 26). Filed April 9.

■ **WHUN(AM)-WLAK(FM) Huntingdon, PA** (AM: BAL930421GF; 1150 khz; 5 kw-D, 36 w-N; FM: BALH930421GG; 103.5 mhz; 160 w; ant. 1,427 ft.)—Seeks assignment of license from Huntingdon Broadcasters Inc. to PennPar Associates Inc. for \$375,000 ("Changing Hands," April 12). Filed April 21.

■ **WUAE(FM) Wakefield-Peacedale, RI** (BAPH930426GJ; 99.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Amerzine Broadcasting Ltd. to Bear Broadcasting Limited Liability Co. for \$106,500. Seller is headed by general partner Frank Graham. Buyer is headed by Philip J. Urso and is licensee of WWRX(AM) East Providence, RI; WZNN(AM)-WWEM(FM) Rochester, NH, and WXBB(FM) Kittery, ME. Urso also has interests in licensee of WERI(AM)-WWRX(FM) Westerly, RI. Filed April 26.

■ **WDAR-AM-FM Darlington, SC** (AM: BAL930422GE; 1350 khz; 1 kw-D; FM: BALH930422GF; 105.5 mhz; 4 kw; ant. 400 ft.)—Seeks assignment of license from Radio Carolina Ltd. to MEG Associates Ltd., consideration being cancellation of assignor's obligation of 1988 promissory note on which assignor has failed to pay installments of principal and interest. Seller is headed by Carl W. Hurlebaus, who also has interests in six FM's. Buyer is headed by J. Taylor Monfort, who has interests in licensee of KTGL(FM) Beatrice, NE. Filed April 22.

■ **WONO(FM) Walterboro, SC** (BAPH930412GN; 93.7 mhz; 6 kw; ant. 345 ft.)—Seeks assignment of CP from TBJ Broadcasting Partnership to Greene Communications of S.C. Inc. for \$220,000. Seller is headed by Terry O'Quinn and has no other broadcast interests. Buyer is headed by Daniel Greene Jr., who is 58% stockholder in WWIT(AM) Canton, NC. Filed April 12.

■ **WJNW(TV) Janesville (Madison), WI** (BAPCT930427KG; ch. 57; 646 kw-V, 64.6 kw-A, ant. 403 ft.)—Seeks assignment of CP from Tri-M Communications, Ltd. to Harish Puri for \$65,000. Seller is headed by Harry Monk and has no other broadcast interests. Buyer has no other broadcast interests. Filed April 27.

Actions

■ **WIXI(FM) Naples Park, FL** (BALH920909HH; 105.5 mhz; 950 w; ant. 584 ft.)—Granted assignment of license from Wodlinger Broadcasting Co. of Naples Inc. to Naples Communications Systems Inc. for \$3 million ("For the Record," Sept. 28, 1992). Action April 19.

■ **KDMI(FM) Des Moines, IA** (BTCH921028HA; 97.3 mhz; 115 kw; ant. 500 ft.)—Granted assignment of license from KDMI-FM Inc. to Stoner Broadcasting for \$1.35 million ("Changing Hands," Nov. 2, 1992). Action April 19.

■ **KILS(FM) Minneapolis, KS** (BALH930308GH; 92.7 mhz; 50 kw; ant. 150 ft.)—Granted assignment of license from Belinda S. Ohlemeier to Lesso Inc. for \$72,162 ("For the Record," March 29). Action April 23.

■ **WBEC-AM-FM Pittsfield, MA** (AM: BAL930305EE; 1420 khz; 1 kw-U; FM: BALH930305EF; 105.5 mhz; 975 w; ant. 590 ft.)—Granted assignment of license from Citicomm Radio of Pittsfield Inc. to Airtaur Communications Inc. for \$500,000 ("Changing Hands," March 22). Action April 28.

■ **WYYA(FM) Olive Branch, KS** (BTCH930219GG; 95.7 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control from Olive Branch Broadcasting Corp. to Jerry L. Phillips for \$53,000 ("For the Record," March 29). Action April 23.

■ **WAZF(AM) Yazoo City, MS** (BAL930309EA; 1230 khz; 1 kw-U)—Granted assignment of license from Dri-Two Inc. to Sides, Robinson, Edwards Inc. for \$11,000 ("For the Record," March 29). Action April 29.

■ **KBMN(AM) Bozeman, MT** (BAPL930219EA; 1230 khz; 1 kw-U)—Granted assignment of CP from Cowdrey Broadcasting Co. Inc. to Reier Broadcasting Co. Inc. for \$125,000 ("For the Record," March 15). Action Feb. 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.)—Granted assignment of license from Radio Terrace of Albany Inc. to Albany Broadcasting Co. Inc. for \$5 million ("Changing Hands," Feb. 22). Action April 22.

■ **WLIR(AM) Spring Valley, NY** (BAL930223EA; 1300 khz; 500 w-D)—Granted assignment of license from Tsooris Corp. to Talkline Broadcasting Corp.; purchase agreement will be submitted as amendment ("For the Record," March 22). Action April 26.

■ **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.)—Granted assignment of license from Radio Station WGLD Inc. to MHD Inc. for \$3.5 million

("Changing Hands," Feb. 22). Action April 23.

■ **KOYN(FM) Paris, TX** (BTCH930122HP; 93.9 mhz; 50 kw; ant. 492 ft.)—Granted transfer of control of C & E Broadcasting Inc. to Glada M. Chase for \$30,000 ("For the Record," Feb. 22). Action April 21.

■ **KBLK(FM) Burnet, TX** (BTCH920529GW; 92.5 mhz; 2.4 kw; ant. 328 ft.)—Granted transfer of control of Nolte Broadcasting Corporation for \$3,345. Seller is Mark Nolte, selling 25.5% equity and 51% voting interest ("For the Record," June 15, 1992). Action April 27.

NEW STATIONS

Applications

■ **Boise, ID** (BPED930423MA)—People of Action seeks 88.7 mhz; 3 kw; ant. 812 m. Address: 1416 Hollister Lane, Los Osos, CA 93402. Applicant is headed by Gloria D. Patterson and has interests in licensee of KGDP(AM) Orcutt, CA, and in permittees of KDGP(FM) Orcutt, CA, and KIDH(AM) Eagle, ID. Filed April 23.

■ **Cuba, MO** (BPED930421MA)—Missouri River Christian Broadcasting Inc. seeks 90.3 mhz; 7.04 kw; ant. 93.2 m. Address: P.O. Box 87, Washington, MO 63090. Applicant is headed by J.C. Goggan, who holds 100% ownership in KGNV(FM) Washington and KGNN(AM) Cuba, both Missouri. Filed April 21.

■ **Grants, NM** (BPH930420MB)—Philip D. Vanderhoof seeks 92.7 mhz; 50 kw; ant. 50 m. Address: P.O. Box 11102, Albuquerque, NM 87192. Applicant has no other broadcast interests. Filed April 20.

■ **Norwood, NY** (BPH930423MC)—Wade Communications Inc. seeks 96.1 mhz; 6 kw; ant. 99.5 m. Address: P.O. Box 298, 162 E. Orvis Street, Massena, NY 13662. Applicant is headed by Curran E. Wade Jr. and has no other broadcast interests. Filed April 23.

■ **Norwood, NY** (BPH930426MA)—Sinan Mimaroglu seeks 96.1 mhz; 6 kw; ant. 100 m. Address: 6936 Henderson Rd., Jamesville, NY 13078. Applicant has no other broadcast interests. Filed April 26.

■ **LaCrosse, WI** (BPH930419MG)—Sabbath Inc. seeks 99.5 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 nine other FM's. Filed April 19.

Actions

■ **Osceola, AR** (BPH911009ME)—Granted app. of Pollack Broadcasting Co. for 107.3 mhz; 3 kw; ant. 68 m. Address: 509 South Walnut St., Osceola, AR 72370. Applicant is headed by William H. Pollack and is licensee of KOSE-AM-FM Osceola, AR. Pollack has interests in KLAX(TV) Alexandria, LA, and KGZA(AM) Boulder City, NV. Action April 20.

■ **Pismo Beach, CA** (BP891204AD)—Dismissed app. of J & K Broadcasters for 1200 khz. Address: 613 South La Grange Rd., La Grange, IL 60525. Applicant is headed by partners Robert A. Jones and Patricia A. Jones and has no other broadcast interests. Action April 27.

■ **Andover, KS** (BPH920611MD)—Granted app. of Viola Ann Violet and Gary Violet for 93.9 mhz; 25 kw; ant. 100 m. Address: 331 Lookout Point, Hot Springs, AR 71913. Gary Violet is permittee of new FM at Clearwater, KS. Action April 21.

■ **Andover, KS** (BPH920618MC)—Dismissed app. of Jonathan Fricke for 93.9 mhz; 25 kw. Address: 6314 Crab Orchard, Houston, TX 77057. Applicant has no other broadcast interests. Action April 21.

■ **Bay City, MI** (BPED911113MA)—Granted app. of Beyond The Bay Media Group for 89.1 mhz; 2 kw; ant. 100 m. Address: 919 29th St., Bay City, MI 48708. Applicant is headed by Mark Dewitt and has no other broadcast interests. Action April 21.

■ **Starkville, MS** (BPED920414MB)—Granted app. of Mississippi State University for 91.1 mhz; 14.1 kw; ant. 137 m. Address: WMSU-FM, P.O. Box

6101, Mississippi State, MS 39762. Applicant is headed by William M. Jones and has no other broadcast interests. Action April 21.

■ **Kalispell, MT** (BPH910926M)—Granted app. of Cloud Nine Broadcasting Inc. for 106.3 mhz; 3.9 kw; ant. 123 m. Address: 900 W Reserve #349, Kalispell, MT 59901. Applicant is headed by James E. Schaeffer and Bennie L. Bee Jr. Bee owns 100% of stock of licensee of KMMS-AM-FM Bozeman, MT. Action April 15.

■ ***Oxford, NC** (BPED910507ME)—Granted app. of Granville-Vance Community Radio Inc. for 91.1 mhz; 5 kw; ant. 83 m. Address: P.O. Box 889, Blacksburg, VA 24063. Applicant is headed by Edward A. Baker, who has interests in nine AM's and one FM. Action April 23.

FACILITIES CHANGES

Applications

AM's

■ **Salinas, CA** KCTY(AM) 950 khz—April 22 application of KCTY AM - KRAY FM Inc. for CP to increase power to 10 kw; make changes in antenna system and change antenna site to 1311 Old Stage Rd. (10.3 km from downtown Salinas on bearing of 98 degrees true), Salinas, CA: 36 39 38 - 121 32 29.

■ **Spokane, WA** KAQQ(AM) 590 khz—April 27 application of Silverado Broadcasting Company for CP to change TL to Bowdish and Sands Road, 3 mi. south of Opportunity, Spokane County, WA: 47 36 55 - 117 14 57; make changes in antenna system.

FM's

■ **Cornling, CA** KCEZ(FM) 100.7 mhz—April 21 application of Phoenix Broadcasting Inc. for CP to change antenna supporting-structure height.

■ **Riverside, CA** KUCR(FM) 88.3 mhz—April 23 application of Regents of Univ. of California for mod. of CP (BPH-880406ML) to make changes;

change: ERP: .15 kw (H&V); ant.: 494 m.; TL: Box Springs Mt., adjacent to KOLA(FM) site, Riverside County, CA.

■ **Bridgeport, CT** WPKN(FM) 89.5 mhz—April 28 application of WPKN Inc. for CP to install a new alternate main DA antenna.

■ **Bridgeport, CT** WPKN(FM) 89.5 mhz—April 5 application of WPKN Inc. for CP to make changes: ERP: 9 kw (H&V); reflect changes made by WEDW(TV); increase overall tower height by 4 feet (1.2 m.).

■ **Milford, DE** WAFL(FM) 97.7 mhz—April 21 application of Prettyman Broadcasting Co. of DE for mod. of CP (BPH-911227IB as mod.) to make changes; change: ant.: 100 m.; change directional antenna.

■ **Portland, ME** WMEA(FM) 90.1 mhz—April 22 application of Maine Public Broadcasting Corp. for mod. of CP (BPED-1491) to make changes; change: ERP: 24.7 kw (H&V); ant.: 578 m.; TL: Winn Mountain near Sebago (42.9 km from Portland), Cumberland County, ME; correct geographic coordinates.

■ **Margate City, NJ** WTTH(FM) 96.1 mhz—April 21 application of Margate Communications Ltd. for CP to make changes; change: ERP: 3 kw (H&V).

■ **Mount Gilead, OH** WOHO(FM) 95.1 mhz—April 27 application of Xavier University for mod. of CP (BPH-900116MT) to make changes: ERP: 6 kw (H&V) TL: 1 km north of intersection of Mount Gilead-West Point Road and McKibben Road, Gilead Township, Morrow County, OH; install directional antenna.

TV's

■ **Hot Springs, AR** KRZB-TV ch. 26—April 9 application of P.P.D. & G. Inc. for CP to change ERP (vis): 500 kw; ant.: 238 m.; antenna: SWR Inc. SWRS-FPT1626, (BT).

■ **Caguas, PR** WLII(TV) ch. 11—April 21 application of Estrella Brillante Ltd. for CP to change ant.: 346 m.; ERP (vis): 316 kw; antenna: Harris TAC-14HLP, (BT).

■ **Ponce, PR** WSUR-TV ch. 9—April 21 application of Estrella Brillante Ltd. for CP to change ant.: 837 m.; ERP (vis): 182 kw; antenna: Harris TAC-12HLP, (BT).

Actions

AM's

■ **McFarland, CA** KXEM(AM) 1590 khz—Granted app. of Caballero Radio West Inc. (BP-880819AF) for CP to change city of license to Bakersfield, CA; change frequency to 750 khz; change hours of operation to unlimited by adding night ser. with 3 kw, increase day .6 kw; change TL to 2.82 km east of Bakersfield County Club on Northside of Highway 178, Bakersfield, CA; 35 23 55 - 118 54 00. Action April 29.

■ **Blountville, TN** WGOC(AM) 640 khz—Granted app. of J. T. Parker Broadcasting Corp. (BMP-921020AB) for mod. of CP (BP910820AE) to increase day power to 10 kw. Action April 26.

FM's

■ **Oxford, AL** New FM 91.3 mhz—Granted app. of Trinity Christian Academy (BMPED-921223MC) for mod. of CP (BPED-860512MB) to make changes for new station; change ERP: .17 kw (V); ant. 481 m. Action April 22.

■ **Bisbee, AZ** KZMK(FM) 92.3 mhz—Returned app. of Sierra-Pacific Broadcasters Ltd., D.I.P (BPH-930326ID), for CP to relocate main studio location to outside primary service contour. Action April 30.

■ **Ei Dorado, AR** KAYZ(FM) 103.1 mhz—Granted app. of Noalmark Broadcasting Corp. (BPH-920930IH) for CP to make changes ERP: 100 kw (H&V); ant.: 192 M (H&V); TL: 2.1 km NW of intersection of 5 Mt Holly Union County, Arkansas; frequency: 103.3 mhz; and class C1 (per MM docket 89-85; amended 1-28-93 to ant.: 174 M; TL: .75 km north of U.S. 82, 3 km east of Marysville, 33 13 20 - 92 55 28. Action April 27.

■ **Wrightsville, AR** KYTN(FM) 107.7 mhz—Granted app. of Wrightsville Communications Co. Inc. (BPH-930112ID) for CP to make changes; ERP: 50 kw H&V, ant.: 95 m., and to change to class: C2 (per docket #92-118). Action April 22.

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- **Colorado Springs KRCC(FM)** 91.5 mhz—Returned app. of Colorado College (BPED-890324MB) for CP to make changes: change ERP: 6 kw H&V. Action March 31.
- **Gretna, FL WGWD(FM)** 100.7 mhz—Granted app. of Decol Inc. (BPH-9212231C) for CP to make changes; change ERP: 6 kw (H&V).
- **Rushville, IL WKXQ(FM)** 96.7 mhz—Granted app. of Larry and Cathy Price (BPH-9212101C) for CP to make changes; change ERP: 6 kw (H&V). Action April 30.
- **Cannelton, IN WKCM-FM** 102.9 mhz—Granted app. of Hancock Communications Inc. (BPH-9212161C) for CP to make changes: change 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 #91-271). Action April 29.
- **Cedar Falls, IA KHKE(FM)** 89.5 mhz—Granted app. of University of Northern Iowa (BMLED-921221KC) for mod. of (BLED-791029AU) to change antenna. Action April 21.
- **Des Moines, IA KUCB-FM** 89.3 mhz—Dismissed app. of Center for Study and Application of Black Economic Development (BPED-9005311A) for CP to make changes; change ERP: 9.5 kw (H&V); ant.: 50 m.; TL: 888 9th Street, Des Moines, Polk County, IA; change to class C3. Action April 20.
- **Stamping, KY WKYI(FM)** 99.1 mhz—Granted app. of Scott County Broadcasting Inc. (BMPH-9210161C) for mod. of CP (BPH-900607MC) to make changes: change ERP: 1.5 kw H&V ant.: 61 m.; TL: 1599 Graves Road, Stamping Ground, KY. Action April 21.

- **Lancaster, NH WLGW-FM** 102.3 mhz—Granted app. of Michael W. Beattie (BMPH-9211021E) for mod. of CP (BPH-880719MC) to change ERP: 6 kw H&V Action April 21.
- **North East, PA WRKT(FM)** 100.9 mhz—Granted app. of Rambaldo Communications Inc. (BPH-9202041C) for CP to make changes; change ERP: 4.69 kw (H&V); ant.: 231 m.; TL: west side of Malick Rd., .36 km NW of intersection with Colton Rd., NE, Erie County, PA; change to class B1 (per MM docket 90595; install directional antenna; amended 8-13-92; ERP: 4.2 KW; ant.: 243 m.; TL: 42 11 51 - 79 45 10 Action April 27.
- **Burnet, TX KBLK(FM)** 92.5 mhz—Granted app. of Nolte Broadcasting Corp. (BMPH-9111131D) for mod. of CP (BPH-890414MA as mod.) to make changes; change ERP: 3 kw (H&V); ant.: 91 m.; TL: 7.6 km north from intersection of Routes 29 and 2341, Burnet, TX; Burnet County; pet. to deny filed 5-4-92; grant rescinded 6-10-92; pet. for recon. filed 6-18-92; pet. for recon. dismissed 4-27-93. Action April 27.
- **Cameron, TX KCRM(FM)** 103.9 mhz—Granted app. of KCRM Broadcasting (BMPH-9212031F) for mod. of CP (BPH-8811211D) to make changes; change ERP: 25 kw (H&V); ant.: 212 m.; TL: 2.3 mi. northeast Milano Co., TX. Action April 8.
- **West Rutland, VT WRUT(FM)** 107.5 mhz—Forfeited and cancelled app. of Brian Dodge (BPH-851209MK) for CP for new FM on: 107.5 mhz; ERP: 3 kw H&V; ant.: 328 ft. TL: Broadman Hill, Clarendon, VT; SL-RC: to be determined; 43 34 04 - 73 00 30; petition for issuance of show cause order filed on 9-7-88. Action April 13.
- **Barrackville, WV WMMN-FM** 93.1 mhz—Grant-

ed app. of Fantasia Broadcasting Inc. (BMPH-9210261B) for mod. of CP (BPH-881208ML as mod.) to make changes; change ERP: 2.6 kw (H&V); ant.: 151.4 m.; TL: .7 mi. from intersection of County Route 84-4 and county route 84 on Route 84, Winfield, Marion County, WV. Action April 15.

ACTIONS

- **Authorized GTE Spacenet Corp.** to modify temporary authority GSTAR III satellite. (By O&A [DA 93- 507] adopted April 29 by Chief, Domestic Facilities Division, Common Carrier Bureau).
- **Adopted rate regulations** for cable systems that, as first step, provide for a significant reduction in current cable rates. Comments are due June 17; replies July 2. (MM docket 92-266 by R&O and FNPRM [FCC 93-177] adopted April 1 by Commission).
- **Amended Financial interest and syndication rules** following decision of United States Court of Appeals for Seventh Circuit in Schurz Communications v. FCC (Schurz), 982 F.2d 1042 (7th Cir. 1992). (MM docket 90-162 by SR&O [FCC 93-179] adopted April 1 by Commission).
- **Authorized Gulllink Communications Inc.** to establish channels of communication between U.S. and INTELSAT Atlantic and Pacific Satellites for provision of INTELSAT Business Service and International Television Service. (By O&A [DA 93- 500] adopted April 27 by Chief, International Facilities Division).
- **Denied petition** for reconsideration filed by Capital Cities/ABC Inc., and granted, in part, petition for reconsideration filed by Alliance of Motion Picture and Television Producers, of its Report and Order in PR docket 91-92 that amended Part 90 of rules and regulations concerning eligibility in Motion Picture Radio Service. (PR docket 91-62, Report DC-2407, action in docket case, by Commission May 3 by MO&O [FCC 93-213].)
- **Granted request** filed by W.A.V. Inc. requesting authority to transfer ownership of several cable systems pursuant to anti-trafficking provision. (By MO&O [DA 93-488] adopted April 27 by Chief, Mass Media Bureau).
- **Granted requests** filed by HHT-Estate of Robert D. Hanna to amend MMDS applications for Enid and Lawton, OK, and Ocala, FL; accepted ownership change amendments. (By MO&O [DA 93-513] adopted April 30 by Chief, Domestic Facilities Division, Common Carrier Bureau).
- **Established federal customer service standards** for cable operators, pursuant to Section 8 of Cable Television Consumer Protection and Competition Act of 1992. (MM docket 92-263, Report DC-2365, by Commission March 11 by R&O [FCC 93-145].)
- **Adopted must-carry and retransmission-consent rules** to implement provision of Cable Television Consumer Protection and Competition Act of 1992. (MM docket 92-259, Report DC-2364, by commission March 11 by R&O [FCC 93- 144].)
- **Adopted regulations** that will prohibit cable operators from requiring subscribers to purchase any "tier" of service, other than basic service tier, in order to gain access to video programming offered on per channel or per program basis, such as Home Box Office or Showtime, to comply with Section 3 of Cable Television Consumer Protection and Competition Act of 1992. (Report DC-2360, by Commission March 11 by R&O [FCC 93-143].)
- **Southern Pines, NC** affirmed Order in which Administrative Law Judge granted application of Green Broadcasting Inc. for new FM on channel 273A at Southern Pines, NC. (MM docket 88-407, Report DC-2359, by Commission March 4 by MO&O [FCC 93-132].)
- **Red Bluff, CA** Rescinded notice of apparent liability for forfeiture imposed against McNulty Broadcasting Corp., licensee of station KALF-FM, for violation of Commission's rules which require

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,956	181	5,137
Commercial FM	4,836	910	5,746
Educational FM	1,605	309	1,914
Total Radio	11,397	1,400	12,797
Commercial VHF TV	558	12	570
Commercial UHF TV	592	142	734
Educational VHF TV	124	4	128
Educational UHF TV	240	9	249
Total TV	1,541	167	1,708
VHF LPTV	471	137	608
UHF LPTV	871	988	1,859
Total LPTV	1,342	1,125	2,467
FM translators	1,967	413	2,380
VHF translators	2,472	84	2,556
UHF translators	2,439	388	2,827

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&Cable's own research.

that station's main studio be located within its principal community contour. (By MO&O [DA 93-255] adopted February 23 by Chief, Mass Media Bureau).

■ **San Clemente, CA** Affirmed Review Board decision and denied applications for review filed by Portola Broadcasting Corp. and On Beach Broadcasting seeking reconsideration of waiver requests and denial of their applications. (MM docket 89-503 by [FCC 93-211] adopted April 29 by the Commission).

■ **Seaside, CA** Dismissed appeals and petition filed by Seaside Wireless Ltd., for extraordinary relief in denied application for assignment of license of WWKO(AM) Seaside, CA, from Christian Radio Communications Inc., to Walker Broadcasting Inc., Report MM-724, Mass Media Action, by Commission May 5 by MO&O [FCC 93-233].

■ **Wildwood, FL** Denied Hadden & Associates' petition to deny application for assignment of license of WHOF(AM) Wildwood, FL, from Christian Radio Communications Inc. to Walker Heart of Florida Broadcasting Inc. (Report MM-725, Mass Media Action).

■ **Arkansas City, KS** Designated for hearing mutually exclusive applications of Land Rush Communications and Robert V. Clark for new FM on channel 273A at Arkansas City. (MM docket 93-125, by Order [DA 93-466] adopted April 21 by Chief, Audio Services Division, Mass Media Bureau).

■ **Southern Pines, NC** Affirmed decision of ALJ and granted application of Greene Broadcasting Inc. for new FM on channel 273A at Southern Pines. (MM docket 88-407 by MO&O [FCC 93-132] adopted March 4 by Commission).

■ **Longview, TX** Affirmed decision of ALJ and granted application of Capitol City Broadcasting Company for new FM on channel 247C2 at Longview; denied application of Matthew Williams. (MM docket 90-352 by Decision [FCC 93R-6] adopted February 26 by Review Board).

■ **Los Angeles** Granted applications of Fox TVs Inc., for renewal of KTTV(TV) Los Angeles; denied competing application of Rainbow Broadcasting for new station on same frequency. (MM docket 90-375, by Decision [FCC 93R-9] adopted March 8 by Review Board).

■ **Selbyville, DE** Modified MO&O reaffirming grant of application of Anchor Broadcasting for new FM radio station at Selbyville and denial of competing applications of Galaxy Communications and Susan M. Bechtel. (MM docket 87-504, by MO&O [FCC 93-115] adopted February 24 by Commission).

■ **Chandler, IN** Denied Ben L. Umberger review of Review Board's decision in case involving mutually exclusive applications for new FM on channel 228A at Chandler. (MM docket 90-502, by MO&O [FCC 93-124] adopted March 2 by Commission).

■ **Baker, LA** Upheld ID and Review Board Decision granting application of BEBE-F Broadcasting Corp. for new FM on channel 297A at Baker and denied competing applications. (MM docket 90-634, by MO&O [FCC 93-125] adopted March 2 by Commission).

■ **Avalon, NJ** Upheld its decision to impose \$20,000 forfeiture and reporting conditions on Group Six, former licensee of WWOC-FM Avalon, NJ, for failure to comply with the Commission's EEO rule, in denying Group Six Communication's petition for reconsideration. (Report MM-721, Mass Media Action, by Commission April 13 by MO&O and Notice of Forfeiture [FCC 93-199].)

■ **Avalon, NJ** Denied Group Six Communications' petition for reconsideration; upheld decision to impose \$20,000 forfeiture and reporting condition on

Group Six Communications, former licensee of WWOC-FM. (By MO&O and NAL [FCC 93-199] adopted April 13 by Commission).

■ **Brockport, NY** Denied Zenitram Communications Inc., review of dismissal of its application for a CP at Brockport. (MM docket 92-61, by MO&O [FCC 93-209] adopted April 28 by Commission).

■ **Center Moriches, NY** Denied appeal by DAKK Inc., and dismissed notice of appeal filed by Edwin A. Bernstein in proceeding involving five mutually exclusive applications for new FM at Center Moriches. (MM docket 88-584, by MO&O [FCC 93R-15, adopted April 22 by Review Board]).

■ **Center Moriches, NY** Forwarded to Commission previous orders concerning appeals of DAKK Inc., and Edwin A. Bernstein in proceeding involving five mutually exclusive applications for new FM station at Center Moriches. (MM docket 88-584, by Order [FCC 93R-16] adopted April 23 by Review Board).

■ **Saranac Lake, NY** Dismissed petition filed by WNBZ Inc. seeking reconsideration of Report and Order which allotted channel 292C3 to Saranac Lake as its second local service; terminated proceeding. (MM docket 90-324 by MO&O [DA 93-479] adopted April 23 by Chief, Policy and Rules Division, Mass Media Bureau).

■ **Lenoir, NC** Affirmed Review Board decision which granted application of Foothills Broadcasting Inc. for new FM on channel 277A in Lenoir. (MM docket 90-340 by MO&O [FCC 93-221] adopted May 3 by Commission).

■ **Lenoir, NC** Commission has affirmed Review Board decision which granted application of Foothills Broadcasting Inc. for new FM on channel 277A in Lenoir, NC, and disqualified application of Maria M. Ochoa. (MM docket 90-430, Report DC-2406, by Commission May 3 by MO&O [FCC 93-221].)

■ **Lexington, NC** Affirmed grant of modification application of WWGL(FM) Lexington to meet minimum antenna height requirement for Class C stations.

(By MO&O [FCC 93-121] adopted March 1 by the Commission).

■ **Richwood, OH** Designated for hearing two mutually exclusive applications for new FM at Richwood. (MM docket 93-127, by Order [DA 93-477] adopted April 22 by Chief, Audio Services Division).

■ **Brownfield, TX** Denied application of Southwest Educational Media Foundation of Texas Inc., for review of staff dismissal of its application for a new educational FM on channel 280A at Brownfield. (By MO&O [FCC 93-122] adopted March 1 by Commission).

■ **Allentown and Bethlehem Township, both Pennsylvania** Designated for hearing mutually exclusive applications of Lehigh Valley Community Broadcasters and Beacon Broadcasting Corporation for new FM non-commercial educational station on channel 207A at Allentown and application of Northampton Community College for new station on channel 208A at Bethlehem Township. (MM docket 93-37 by HDO [DA 93-154] adopted February 5 by Chief, Audio Services Division).

■ **Bryan and College Station, both Texas** Designated for hearing mutually exclusive applications for new FM station at Bryan and College Station. (MM docket 93-126, by Order [DA 93-467] adopted April 21 by Chief, Audio Services Division).

■ **Dallas** Granted Petition for Declaratory Ruling filed by Fox Television Stations Inc., licensee of KDAF(TV) Dallas for significantly viewed status in following Texas Counties: Collin, Dallas, Denton, Ellis, Hunt, Johnson, and Tarrant. (Report MM-726, Mass Media Action, Commission May 5 by MO&O, [FCC 93-232].)

■ **Houston** Notified Rusk Corp., licensee of KLOL(FM) Houston, TX, that it is apparently liable for forfeiture of \$33,750 for airing indecent material during call-in sex survey featured on "Stevens and Pruett Show." (Report MM-727, Mass Media Action, by Commission May 3, by Letter [FCC 93-229].)

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Monday Memo

"If we want to rely on the marketplace to decide which TV programs are best, then let's get rid of FCC regulation."

A year and a half ago, I stopped thinking about federal regulation of television and started devoting my mental energies to entirely unrelated issues. Nonetheless, a comment or a newspaper article about broadcasting occasionally leaks into my consciousness. When it does, I have the troubling sense that what I used to think may be wrong. To be totally honest, I am beginning to think that what I used to think about television regulation was preposterous. As my ignorance about the latest broadcast regulations grows, I am increasingly drawn to the line of reasoning set forth below. I am troubled that, if my new view is correct, it suggests that lack of knowledge is a good thing.

Congress directed the FCC to regulate broadcasting in the public interest. The public is interested in programs. Yet, programs are the only thing the FCC does not consider in making its licensing decisions. This makes no sense. The FCC should either base its licensee selections on programs, or stop regulating.

The reason the FCC does not consider TV programs a part of licensing is the First Amendment. But the First Amendment does not prohibit comparing the quality (or lack thereof) of programming proposals. The First Amendment prohibits restricting speech when there is a less restrictive alternative. Surely, preferring good TV programs over crummy ones is not a restriction. Indeed, I find it hard to believe our founding fathers ever thought about the issue of whether crummy "speech" was entitled to a fair First Amendment shake, or would have given a darn about it if they had.

Were the FCC to conceal a censorious intent in purporting to choose between competing TV proposals on the

basis of program quality, the courts would doubtless set it straight.

Deciding which applicant's TV license proposal has the best programming poses, of course, a thorny question. How does one decide what "best" means? But that is the reason we pay hundreds of millions of tax dollars each year to have an FCC—to answer thorny questions that relate directly to the public interest.



By Victor E. Ferrall Jr.,
president, Beloit College

If a TV station's programs are good, who cares who owns the station? If a station's programs are bad, who cares how large the coverage area is (except, perhaps, that the larger the coverage is, the more people who may be stuck with watching crummy programs)? If a single-station owner will provide crummy TV programs, and a multistation owner

will provide good ones, the choice between them is (1) obvious, (2) clear, and (3) exactly the opposite of what the FCC comparative criteria direct.

In the 1940s and '50s, the FCC attempted to differentiate between licensee programming proposals on the basis of programs and it was a mess. But so was the FCC at that time. And the FCC tried to differentiate solely by counting program minutes, without looking at which was best.

If we want to rely on the marketplace to decide which TV programs are best—which every person with even minimal television viewing experience knows is a bad idea—then let us get rid of FCC broadcasting regulation. If we care about the quality of TV programming—as we should—let us stop wasting our time on arguments about what classes of people may or may not do, and get on with developing plausible standards for appraising program excellence—a task the marketplace is not equipped to handle. ■

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Fifth Estater

Sallie Hollingsworth Forman

The first thing Sallie Forman did last July as newly elected president of American Women in Radio and Television was to organize a three-day strategic planning retreat for board members to chart the association's future. One of the objectives that emerged was to increase AWRT's visibility, to make it "more a part of the industry, not off on the side somewhere," says Forman.

This was accomplished for the first time by way of AWRT's "Stop Sexual Harassment" campaign, an idea from the association's previous administration that Forman got off the ground and is successfully executing. Begun last June, the campaign consists of national radio and television PSA's produced by Capital Cities/ABC and funded by Capcities, Time Warner, Lifetime Cable, The Discovery Channel, Jones Intercable and others.

Forman also wanted to address the image issue. "We don't want to be looked upon as being a women's organization. We're certainly that, but 15% of our membership is men. What we hope is that we're going to attract more men, because the mission of the organization is to improve the impact and status of women in the business, and I think a lot of men and women share that goal."

Counted among AWRT's current membership are Ted Turner, Walter Cronkite, Larry King, Phil Donahue, Grant Tinker, FCC interim Chairman James Quello and Tribune Co.'s Jim Dowdle.

Improving the impact and status of women in the industry and allied fields has been the aim of AWRT for the past 42 years, a pursuit tailor-made for Forman, who has firsthand experience in status improvement, as exemplified by her career as a Washington representative for NBC.

It was almost the perfect outlet for her "mania for media" and "passion for politics." Forman started out as government relations secretary in 1966



and moved steadily upward in the ranks to coordinator, administrator, manager, director and finally vice president, government relations, in 1983.

"She's a great success story," says Robert Hynes, who worked with Forman at NBC and is now with the Washington rep firm Davidson Colling Group. He sums up Forman's recipe for that success in one word. "Indefatigability." She was always working, he says, "and she was always thinking about ways to influence what we were trying to achieve."

Some of those achievements include organizing more than 200 television affiliates and group owners as grassroots lobbyists at both the federal and state levels, a five-year effort. "For a lot of years there was a love-hate relationship between the networks and the affiliates, and," she laughs, "I'm not sure it's finished."

The fruits of her efforts materialized when the affiliates met in Washington for the first time for their annual meeting so they could also go to Capitol

Hill and lobby Congress.

Forman was also instrumental in lobbying regulatory issues such as prime time access, ownership limits and financial interest and syndication. "[Fin-syn] was probably the most fun issue I worked on. There were always a lot of fireworks [between the networks and Hollywood] and a lot of unpredictable scenarios that developed during that time."

Forman's experience as a lobbyist continues to stand her in good stead in dealing with the government. AWRT is currently petitioning the FCC, as it did in 1984, to give women preferential treatment when considering applicants for station licenses, and in offering tax certificates to those who sell to women, both of which it does for minorities.

With statistics showing women owning only 2% of radio stations and 5% of TV stations, Forman views such a policy as an important step in

increasing ownership by women. The current numbers for women in top management positions in TV and radio are more encouraging—33.5% according to a recent FCC report.

A self-proclaimed "high energy" person, time has always been a precious commodity to Forman. When not taking

care of AWRT, she attends to Forman and Associates, a consulting and lobbying firm she founded last year.

However, until she officially gives up the AWRT reins in July, it is not likely she will turn her attention from the original plans she mapped out last year—to provide more programs and to reach 50% male membership by 2000. "Serving the members and increasing membership," she asserts, "are the keys to survival at any organization." ■

President and foundation chair, American Women in Radio and Television, and president, Forman and Associates; b. April 9, 1945, Scranton, Pa.; BS, business administration, University of Delaware, Newark, Del., 1966; government relations positions, NBC: secretary, 1966-72; coordinator, 1972-76; administrator, 1976-78; manager, 1978-79; director, 1979-83; vice president, 1983-91; current position since 1992; AWRT term expires July 1993.

Fates & Fortunes

TELEVISION

Karen Zollman, VP, NBC Cable, New York, joins MCA TV, Universal City, Calif., as senior VP, advertiser sales.

Mark Leiss, VP, sales, Maritz Communications, New York, joins dick clark productions, Princeton, N.J., as VP, eastern region.



Karen Zollman
MCA TV



Mark Leiss
dick clark



Phil Squyres
CPT



Jim Riggio
CPT



Pat Schultz
NBC

Fran Annino, publicist, Universal Television Publicity, Universal City, Calif., named manager.

Appointments at NBC, New York: **David Schmerler**, managing director, NBC News production design, named VP, news production operations; **Charles Jablonski**, managing director, NBC Olympics Engineering, named VP, broadcast, network engineering.

Suzanne Krajewski, manager, Twentieth Television, domestic television division, Los Angeles, named director, publicity, promotion, marketing, Twentieth Century Fox international television division, there.

Joseph Angotti, former senior VP, NBC News, New York, named communication studies chair, University of Miami, Coral Gables, Fla.

Appointments at Columbia Pictures Television, Los Angeles: **Phil Squyres**, technical consultant, video production, named VP, technical operations; **Jim Riggio**, manager, television research operations, named

director, technical support operations.

Patricia Schultz, director, corporate information, non-prime time programs, NBC West Coast, Burbank, Calif., named VP, media relations, NBC West Coast.

Appointments at WPIX(TV) New York: **Karen Scott**, producer, news, WNBC-TV there, joins as executive producer, news; **Dennis Murray**,

chor, WLWT-TV Cincinnati, joins WMAQ-TV Chicago as weekend morning news anchor/general assignment reporter.

Dan Lucy, weekend sports anchor/reporter, KOLR-TV Springfield, Mo., named sports director.

Paul Miller, traffic manager, KHOU-TV Houston, joins KTVT-TV Fort Worth as information systems manager.

news editor/producer, WINS(AM) there, joins as metropolitan editor, news.

Paul Davis, news director, WGN-TV Chicago, resigns.

Jim Disch, assistant news director, WGN-TV Chicago, named acting news director.

Pamela Donahue, manager, marketing, Republic Pictures, Los Angeles, named director.

Appointments at WRC-TV Washington: **Elizabeth Crenshaw**, senior producer, consumer department, news, named consumer reporter; **Sonny Jurgensen**, co-host, *Redskins Sidelines* and *Countdown to Kickoff*, WUSA-TV Washington, joins as sports commentator, co-host, *Redskin Report*.

Appointments at WFTY-TV Rockville, Md.: **Mike Jones**, station manager, named corporate VP/GM; **Doris McMillon**, journalist/media consultant, Washington, joins as public affairs director.

Felicia Ferguson, weekend co-an-

Mark Sauter, reporter, KIRO-TV Seattle, joins King World's *American Journal*, New York, as correspondent.

Appointments at WGNX-TV Atlanta: **Mark Harmon**, sports anchor, WLNS-TV Lansing, Mich., joins as sports anchor/reporter; **Cheryl Case**, anchor/reporter, WHAS-TV Louisville, Ky., joins as co-anchor/reporter; **Jillian Lines**, manager, Southeastern sales, first-run, perennial syndication, Warner Bros. Domestic Television, Los Angeles, joins as local account executive.

Charles Hogetvedt, local sales manager, KTSP-TV Phoenix, Ariz., joins KOIN-TV Portland, Ore., as director, sales and marketing.

Michael Hammond, former president, Revlon North America, New York, joins National Media Corporation, Philadelphia, as president/COO.

Tracey Russell-Green, nightside assignment editor, KYW-TV Philadelphia, named assignment manager.

Appointments at WFLA-TV Tampa, Fla.: **Dan Bradley**, acting news director, named news director; **Diane Roberts**, temporary weekend anchor/general assignment reporter, named weekend anchor.

Appointments at WKOW-TV Madison, Wis.: **Steve Olson**, former account executive, named national sales manager; **Jill Rabuska**, former promotion writer/producer, named promotion manager; **Rachel Kissko**, weekend anchor/general assignment reporter, KMID-TV Odessa, Tex., joins as anchor/reporter.

Dave Huddleston, weekend anchor/reporter, WKOW-TV Madison, Wis., joins WCCO-TV Minneapolis as general assignment reporter.

Jones Intercable, Denver, joins Time Warner Cable there as purchasing director.

Dan Reagan, director, ESPN, Bristol, Conn., joins Turner Broadcasting System, Atlanta, as director, Turner Sports Productions.

Matt Scalici, senior VP, engineering, satellite operations, Eternal Word Television Network, Birmingham, Ala., joins The Golf Channel there as VP, technical operations.

Appointments at HBO Independent Productions, Los Angeles: **Pamela Baron**, senior counsel, legal department, and **Kyle Bowser**, manager, current programing, Fox Broadcasting Company, Beverly Hills,

Appointments at Western Communications, San Francisco: **Michael Lytle**, president, Concord TV Cable, Concord, Calif., named director, capital expenditures; **Alex Zwissler**, president, Ventura County Cablevision, Ventura, Calif., named president, Concord TV Cable; **David La Rue**, consultant, Ventura County Cablevision, Ventura, Calif., and member, Western Communications advisory board, named president, Ventura County Cablevision, Ventura, Calif.

Appointments at Digital Music Express, Los Angeles: **Scott Stone**, VP, western region, named VP, national sales; **Jeri Amstutz**, director, affiliate sales, marketing, named VP,



Elizabeth Crenshaw
WRC-TV



Felicia Ferguson
WMAQ-TV



Donna Westrich
Event Ent.



Kip Vanderbilt
TWC/TTC



Chris Walczak
Toshiba

Appointments at WTVJ-TV Miami: **Rhonda Ginsburg**, account executive, WSVN-TV Miami, joins as local sales manager; **Brian Lawlor**, account executive, WPTV-TV West Palm Beach, Fla., joins in same capacity; **David Damian**, meteorologist, WBTV-TV Charlotte, N.C., joins as weather producer/morning weekend weathercaster.

CABLE

Brad Samuels, sales director, MTV Networks, Chicago, joins Comedy Central, New York, as VP, affiliate sales.

Donna Westrich, director, operations, Event Entertainment Inc., Rolling Hills Estates, Calif., named VP.

Kip Vanderbilt, account manager, The Weather Channel/The Travel Channel, New York, named New York sales manager.

Steven Gines, director, materials,

Calif., join as director, business affairs and director, creative affairs, respectively.

Appointments at Bravo, central region, Chicago: **Ed Palluth**, regional director, Nostalgia Television, Fort Worth, joins as regional director, central region, there; **Brad Parobek**, sales manager, named regional marketing manager; **Krissie Gargaro**, marketing coordinator, named affiliate marketing manager; **Margie Kreznor**, secretary, named marketing coordinator.

Mark Barron, former account manager, Showtime Networks, New York, joins American Movie Classics, Woodbury, N.Y., as sales manager, eastern region.

Jill Basmaji, account executive, Cable Media Corp., Detroit, named sales manager.

Rob Stevens, account executive, American Cable Advertising, New York, joins Cable Media Corporation there as associate research director.

western region; **John Flannery**, director, affiliate sales, marketing, eastern region, New York, named VP, sales, marketing, eastern region.

A. Bruce Williams, GSM, Cox Cable, Hampton Roads system, Virginia Beach, Va., named customer service manager.

Neil Schwartz, director, marketing, sales development, WTVF-TV Nashville, joins Cablevision Industries, Liberty, N.Y., as corporate director, advertising sales.

Holly Williams, account executive, Arbitron, cable system services, New York, named senior account executive.

Appointments at Cable News 21, Rockville, Md.: **Racine Tucker-Hamilton**, freelance reporter, Black Entertainment Television, Washington, and **Kevin Schultze**, anchor/reporter, WHSV-TV Harrisonburg, Va., join as general assignment reporters; **John Foundas**, production staff, named photographer trainee.

RADIO

Douglas Bennet, president, National Public Radio, Washington, receives the 1993 Edward R. Murrow Award from the Corporation for Public Broadcasting.

Appointments at National Public Radio, Washington: **Pamela Fessler**, senior defense, foreign policy writer, *Congressional Quarterly*, Washington, joins as midwestern editor, national desk; **Martha Raddatz**, chief correspondent, WCVB-TV Boston, joins as defense reporter, Washington bureau; **Phillip Davis**, environmental affairs reporter, *Congressional Quarterly*, Washington, joins as environmental reporter, science desk; **Chitra Ragavan**, correspondent/producer, *Chicago Tonight with John Callaway*, WTTW-TV Chicago, joins as AIDS/AIDS policy reporter.

Doreen Cappelli-Sofia, director, sales, regional manager, HNWH, San Francisco, rejoins Katz Hispanic Media there as sales manager.

Sherri Sadon, senior account executive, Christal Radio, St. Louis, named sales manager.

Edward Kennedy, account executive, WYAY-FM Atlanta, rejoins Katz Radio there as senior account executive.

Leslie Magowan, account executive, I.C.G., Los Angeles, joins Christal Radio there in same capacity.

Susan LaBarbiera, account executive, Reuben H. Donnelley Company, New York, joins WCBS(AM) there as director, research.

Jacki Huffman, research director/sales assistant, KSHE-FM Crestwood, Mo., joins KMOX(AM) St. Louis as promotion coordinator.

Freddie Colon, evening air personality, WQHT-FM New York, joins WQEW(AM) there as overnight air personality.

John Brejot, account executive, KHM-FM Houston, named sales manager.

Scott Farkas, GSM, WTTB(AM)-WGYL-FM Vero Beach, Fla., joins WPTF(AM) and the Southern Farm Network, Raleigh, N.C., as GSM.

Rick Shockley, program director/

afternoon drive personality, WLTY(FM) Norfolk, Va., joins WODS-FM Boston as program director.

John Williams, morning show host, WMBD(AM) Peoria, Ill., joins WCCO(AM) Minneapolis as afternoon personality.

WASHINGTON

Thomas Wanley, former legislative director, Rep. Philip Sharp (D-Ind.), joins Telocator as director, government relations.

Lawrence Movshin, former partner, Thelen, Marrin, Johnson and Bridges, Washington, joins Wilkinson, Barker, Knauer and Quinn.

ADVERTISING

Appointments at BBDO, New York: **Sharon Cullen**, assistant national TV buyer, named national TV buyer; **Elyssa Doggins** and **Noelle Kennedy**, assistant media planners, named media planners; **Kelly McCoy**, local broadcast assistant negotiator, named local broadcast negotiator.

Lois Welch, VP/group strategic planning director, DDB Needham Worldwide, Chicago, named senior VP.

Appointments at TeleRep, Boston: **Darnell Viperman**, account executive, Boston, named sales manager; **Caroline Sedelmyer Rotch**, account executive, Eastman Radio, Boston, joins as account executive.

Appointments at TeleRep, Houston: **Charlene Salvato**, account executive, named sales manager; **Leslie Perry**, account executive, Petry Television, there, joins in same capacity.

INTERNATIONAL

David Vine, head, program sales, Australia and New Zealand, BBC Enterprises, Sydney, Australia, named managing director.

Rudy Buttignol, president, Rudy Inc., Toronto, joins TVOntario, Toronto, as commissioning editor, independent documentary strand.

Paul Edwards, CEO, pay TV operations, M-Net Pay TV Network,

South Africa, joins Star TV, Hong Kong, as executive VP, subscription services.

Thomas Howe, buyer, foreign programming, Canadian Broadcasting Corp., Toronto, named director, arts/entertainment programming, international sales.

TECHNOLOGY

Matt Hutchings, manager, program operations, production, Star TV, Hong Kong, joins Keystone Communications, Salt Lake City, as director, international business, Pacific region.

Chris Walczak, national sales/marketing manager, satellite receiver group, Toshiba America, Buffalo Grove, Ill., named director, sales/marketing, Toshiba Satellite, there.

DEATHS

Kenneth Giddens, 84, former director, Voice of America, died May 7 at a Mobile, Ala., hospital. Giddens was founder and owner, along with other family members, of WKRK-TV-AM-FM Mobile. Giddens served as director of the Voice of America from 1969-77 and assistant director of the United States Information Agency. In 1985 he was acting director of Radio Marti. He was a former board member of the National Association of Broadcasters. Survivors include his wife, Zelma, and three daughters.

Joseph Curl, 72, former VP of West Coast sales for CBS, died of a heart attack May 1 in Santa Monica, Calif. Curl began his career at NBC in 1950. He joined CBS in 1956. In 1966 he moved to Los Angeles, where he eventually became VP of West Coast sales for CBS until 1977. From there he went on to serve as a consultant to Warner Amex, Dentsu Advertising and Country Music Television before retiring in 1985. Survivors include his former wife, Ann, a daughter and three sons.

Frankie Abourjilie, 54, VP, public affairs, Christian Broadcasting Network, Virginia Beach, Va., died May 10 of cancer at her home in Chesapeake, Va. Abourjilie joined CBN in 1976. Before that, she worked in public relations and advertising in the Hampton Roads, Va., area.

Closed Circuit

WASHINGTON

Hard ball

The Hill apparently has not forgiven the cable industry for remarks TCI's John Malone and National Cable Television Association President James Mooney made in the *Washington Post* regarding a plan to clog the FCC with cost-of-service hearings (BROADCASTING & CABLE, May 10), even though Malone and Mooney say their remarks were "taken out of context." A key Hill staffer said Congress wasn't buying that. As a result, the staffer said, members may give serious weight to a proposal to levy a user fee on cable to pay for rate reregulation.

LOS ANGELES

'Price' shopping

According to sources, Mark Goodson Productions is negotiating with Paramount about a possible first-run syndicated version of *The Price Is Right*, which has been airing in network daytime since 1957 (on CBS since 1986). Sources say Paramount would be allowed to target a separate syndication run in early fringe and prime access. The source also said a transactional element to the show has been considered in which viewers could purchase merchandise similar to that showcased on the show. Although a dozen game show projects have failed in syndication over the last five years, one rep source said the show's prior exposure on the networks and in syndication (1985-86 by Columbia) make it a "strong contender."

Not makin' 'Whoopi'?

Word from Hollywood production and New York station rep sources is that Genesis Entertainment has begun informing client stations that *The Whoopi Goldberg Show*, which has been suffering through a sub-2 rating all season, will not return for the 1993-94 season. The half-hour talk show strip has been averaging a 1.8

HDTV alliance in the works?

While Europe's HDTV effort appears increasingly fractured (see "Closed Circuit" below), there seems a growing excitement about prospects for an alliance among the three companies developing HDTV systems for the U.S. While there has been little official comment, some sources have privately proclaimed an agreement may be near on a unified broadcast standard. Dick Wiley, chairman of the FCC's HDTV advisory committee, has given the companies until May 24 to come to an agreement. Joseph Donahue, senior VP, technology and business development, Thomson Consumer Electronics, is optimistic. He says there is a move afoot to have HDTV at the 1996 Olympics in Atlanta, putting extra pressure on manufacturers to get a system up and running. Without an agreement, he says, HDTV could get bogged down in a year or more of additional testing on separate systems, possibly leading to embarrassment if HDTV fails to get off the ground in time for the games. Thomson is a member of the Advanced Television Research Consortium, which, like General Instrument and Zenith, has an HDTV system before the FCC. —SS

season-to-date rating (NSS, through May 2).

A Genesis spokesman said the company's option to renew the series comes up June 1, at which time it will make a formal announcement.

Keefe gets \$2.6 million

A U.S. District Court jury in Los Angeles last week awarded Zodiac Entertainment co-founder and former World Events Productions executive producer Peter Keefe \$2.6 million in damages stemming from a civil suit he filed in 1989 against station group owner Edward (Ted) Koplar (BROADCASTING & CABLE, April 26). Details of the judgment were not available, although Judge A. Wallace Tashima had rejected Keefe's initial copyright infringement and labor code claims while allowing the jury to rule on claims of breach of contract and fraud.

Koplar said the judgment was "inconsistent with the track record of the way this company does business. We plan on appealing the decision."

NEW YORK

Cartoon contenders

The USA Network has narrowed its

search for a second original animated series to two possibilities: *Monster Bash* and *Problem Child*. The front runner looks to be *Problem Child*, based on the 1990 movie of the same name.

EUROPE

EC undecided on HDTV

Europe's high-definition TV future remains in flux. In a meeting of European Community telecommunications ministers, the 12 member countries failed to agree on a communitywide formula for its advanced TV future. After lengthy debate, only the British held out against an accord on the EC's high-definition strategy, claiming that funding to European broadcasters should not exceed ECU 150 million. The subsidies, originally set at ECU 850 million over five years, would be to support program making rather than transmission research and development. Having effectively relegated the analog European D2MAC standard to the industrial policy graveyard, European officials have opened the standards door to a market-led norm and are currently planning to shift their research to digital transmission.

In Brief

The board of Combined Communications has decided to accept offers on its three TV stations:

WBFS-TV Miami, WGBO-TV Chicago and WGBS-TV Philadelphia. Whether the group owner would sell any or all of the stations is still said to depend on the bids received. Combined, through its investment banker, Furman Selz & Co., is said to have provided financial data on the stations to roughly a half dozen parties who expressed interest at prices the board found acceptable. Of the three stations, one source speculated, WGBO-TV may be the most likely to be sold since it has a lower cash flow and might fit a strategic need for those companies seeking to build a top-market portfolio of stations, such as Chris-Craft or Univision.

Gray Communications Systems Inc., licensee of NBC affiliates WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla., and KTVE(TV) El Dorado, Ark. (Monroe, La.), **agreed to sell approximately 26% of the company** (794,500 shares) to Atlanta-based investment firm Bull Run Corp. for **\$13.5 million**. The agreement for the shares of the Albany, Ga.-based Gray Communications, a publicly traded company, is contingent upon approval by its board of directors, expected later this month. The company also publishes the *Albany* (Ga.) *Herald*.

ABC affiliate WCTI(TV) New Bern, N.C., was sold by Diversified Communications to Lamco Communications for **\$12.3 million**. Diversified's TV's in Bangor, Me., Scranton, Pa., and Florence, S.C., and radio stations in Bangor are also on the block. Lamco also owns KTXS-TV Abilene, Tex., and WCYB-TV Bristol, Va.-Kingsport-Johnson City, Tenn. Broker: Wood & Co.

The Senate is wasting little time in taking up the issue of TV violence. ABC's Tom Murphy, CBS's Howard Stringer, NBC's Warren Little-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 2. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.0/222/98
2. Jeopardy!	11.8/215/99
3. Oprah Winfrey Show	10.3/236/99
4. Star Trek: Deep Space	9.9/233/99
5. Star Trek	9.4/242/99
6. Inside Edition	7.4/174/94
7. Entertainment Tonight	7.3/184/96
9. Married...With Children	7.3/194/97
9. Wheel Of Fortune-wknd	7.1/183/81
10. Current Affair	6.6/184/96
10. Fox Hollywood Theatre	6.6/189/97
12. Nat'l Geographic-Assign.	6.0/183/96
12. Roseanne	6.0/138/85
14. Designing Women	5.6/209/97
15. Hard copy	5.3/157/83

field and Fox's George Vradenburg, along with Viacom's Frank Biondi, Turner Broadcasting's Scott Sassa, and USA Network's David Kenin, will testify this week at a Senate hearing on TV violence convened by Paul Simon (D-Ill.). Senator Dave Durenberger (R-Minn.) introduced a bill last week that would require a warning label be aired before and during programming to advise parents of its violent content. "If cable and the networks are not going to take responsibility for reducing the violence they continue to show on television, I think it is only fair that they be required to warn parents," he said. Also this week, Senator Byron Dorgan (D-N.D.) will introduce legislation that would require the FCC to publish a "violence report card on a quarterly basis," listing prime time programming that is excessively violent and identifying the corporate sponsors associated with such programming.

Senator John Danforth (R-Mo.) called on the FCC to revoke Evergreen Broadcasting's license for WKBF(FM) St. Louis because of remarks made by the station's morning team. Danforth said at a hearing last week that he was filled with "contempt and disgust" at Steve

Shannon and D.C. Chymes's use of the words "nigger" and "kike." The two later issued an apology. Evergreen Media President Scott Ginsburg said while he was offended by the words, he did not agree with Danforth. "I don't think protected speech should be censored," Ginsburg said.

The FCC has upheld the \$6,000 fine against Infinity Broadcasting for a 1988 broadcast the commission found to be indecent. Infinity has stated it has no intention of paying the fine.

Roughly 1,000 radio stations went dark for about five minutes last Thursday (May 13) when the uplink transmitter for ABC's Satellite Music Networks overloaded and automatically shut itself off. Service resumed when the backup system kicked in at roughly 3:45 p.m. ET.

For the first time in the 225 weeks since its Jan. 9, 1989, debut, King World Productions' **Inside Edition has emerged as the top-ranked syndicated news magazine** in the latest Nielsen Syndication Service ranking report with a 7.4 rating (NSS/NTI, week ending May 2), surpassing Paramount Domestic Television's *Entertainment Tonight* (7.3 rating) by a tenth of a rating point. As the only news magazine to show any gain over comparable year-ago ratings, *Inside Edition* is up 9% from its year-ago 6.7 rating (NTI, April 27-May 3), while *ET* dropped 6%, *A Current Affair* (6.6 rating) lost 10% and *Hard Copy* (5.3 rating) slipped 5%.

Hollywood production sources say **Kari Sagin**, who was believed to be serving as a production consultant for **The Les Brown Show** and thought to be a front-runner for the show's executive producer post, has reportedly left the fall 1993 syndicated talk show project, which is now producing episodes for next sea-

son. Rumors over the last several weeks said that Sagin was having difficulty coaching the Detroit-based motivational speaker on the talk show format. However, a King World spokeswoman said Sagin was "never hired, so we couldn't have fired her." As for the rumors about production difficulties, the spokeswoman said: "Everything is going great. There are no problems with Les or the production." She added that an executive producer will likely be announced within the next few weeks.

Arianespace successfully launched the Astra 1C satellite on May 11 from its spaceport in Kourou, Guiana. Deployment of Astra 1C, a European direct-broadcast TV satellite, had been delayed two weeks by accidental damage to a telemetry antenna during preparation for launch in April.

The Synclavier Owner's Consortium has acquired the assets of New England Digital and formed a new company called The Synclavier Co. The new firm will build and service PostPro and Synclavier systems. The company will be headed by former NED executive Griffith McRee.

Former Treasury Secretary **Nicholas Brady has been elected to the Capital Cities/ABC Inc. board.** Brady, who served as treasury secretary in the Bush administration, succeeds William Spencer, who retired after 13 years on the board.

Public station **WAJCFM Indianapolis was sold** by Butler University to Susquehanna Radio Corp. for **\$7.1 million.** Susquehanna owns six AM's, nine FM's and cable television systems. Broker: Gary Stevens & Co.

WSPD(AM)-WLQR(FM) Toledo, Ohio, was sold by a subsidiary of Commonwealth Communications, headed by David Detweiler, to Keymarket Com-



Bruce L. Christensen (l), PBS president/CEO, presented Health and Human Services Secretary Donna Shalala with a PBS T-shirt at a luncheon promoting PBS's proposed Ready to Learn service at the "Educational Power of Public Television" technology fair last week on Capitol Hill. In the background are (l-r) Carolyn Dorrell, director of the Early Childhood Professional Development Network at South Carolina Educational Television Commission; Henry J. Cauthen, SCETV president, and Jule Sugarman of the Public Health Service.

munications, headed by Kerby Confer, **for an estimated \$4 million.** Commonwealth is also selling WHP-TV Harrisburg, Pa. (see "Changing Hands," page 49). Keymarket also owns four AM's and four FM's. Broker: The Ted Hepburn Co.

With both Congress and the FCC planning on holding hearings on violence and educational content issues of children's programming over the next several weeks, **Cluster Television informed stations that it is pulling Kids of Courage.** The live-action weekly series was launched nearly two months ago with the intention of helping stations fulfill the educational requirements in the Children's Television Act of 1990. A Cluster spokesman confirmed the Timonium, Md.-based company was "holding back on the launch of the show to see how certain regulatory matters will be clarified." He would

offer no information on how many stations had picked up the fall 1993 straight barter offering.

Bosnia's embattled government has contracted with IDB Communications to build a nine-meter Ku-band earth station to provide video and data transmission from the besieged capital Sarajevo to the U.S. Despite the war in the Balkans, IDB said, Bosnia has paid for the station in full and promised to pay for future services in U.S. dollars. Also, IDB announced it would be Bosnia's representative to Intelsat.

Errata: Silicon Graphics was incorrectly identified as a co-creator of Avid's Open Media Framework in the May 10 issue. Avid alone proposed OMF, and Silicon Graphics was among the first companies to agree to participate.

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Editorials

How the East was won?

Russian President Boris Yeltsin's important win in the recent referendum was a victory for his reform policies, for the Russian people and for a Malibu-dwelling musician and the ad agency that employed him. And now (with apologies to Paul Harvey), the rest of the story.

The Goddard Claussen/First Tuesday ad agency of Malibu got a last-minute commission from an aide to Yeltsin to produce five campaign spots, scored by independent composer Roger Scott Craig. A week before the referendum, Craig got a late-night call from the agency saying they needed him to produce and record some additional music. The hitch was that it had to be on a plane in two hours on its way to Interface Video in Washington to be wedded with the video (computer graphics had been supplied by GRFX/Novocom, Los Angeles) and sent (by Cycle-Sat) via satellite (Brightstar's) to Moscow (Channel 1). The mission was accomplished and the ads, which contrasted the drab, police-state USSR with a "colorful, contemporary, liberated" Russia (footage obtained from Russian TV and CNN), began running the next day.

The agency's polls indicate the vote may have been increased by as much as 11%. And anecdotal evidence from the Russian people suggests the spots found their mark. The kicker, "da, da, nyet, da" (there were four ballot questions that had to be answered "no, no, yes, no" for Yeltsin to carry the day) became a "common part of the street vernacular," according to Ben Goddard, president and creative director of the agency.

We'd also like to think the spots had something to do with Yeltsin's victory. We've always thought, only half in jest, that one of the keys to Russia's uncoupling from the communist train of thought was the importation of television from the West. The often exaggerated lifestyle it portrayed against the dull gray matte of much of Soviet life (akin to the difference between the Technicolor Oz and the sepia-toned Kansas) could not have failed to make an impression.

For those of us raised in the duck-and-cover days of the Cold War, it's great to think of the freewheeling free-market system—ad men, rock musicians, video producers, computer whizzes—teamed up to help keep the Russian reform movement on track.

Look who's talking

Love them or hate them, we listen. Sometimes rough and rude, usually lively, always opinionated, the talkers have taken over the airwaves. It is no coincidence that the big three syndicated talkers on this week's

cover have branched out into television, books, movies, speaking engagements and, in the case of Larry King, presidential candidate making. But it all started on radio, with the kind of intimacy and immediacy that have been that medium's strong suits since the beginning. This is the power and reach that radio salespeople talk about when confronted with the stereotype of radio as a niche medium. There is some argument over whether the explosion of talk radio is a flash in the pan or the spark of a radio resurgence, and of whether it is a victory for local radio or national reach. Those are the kinds of arguments—over how long the success and whose it is—that radio should be happy to have.

Playing to the crowd

The air on Capitol Hill was thick (not to mention hot) last week with the sort of bombast destined for the local news back home. The "see no evil" lobby—academicians and concerned citizens clad in the righteous armor of studies and surveys—was out in full force, arguing that TV was the root of much societal evil and should be censored, either directly or by intimidation. It's the kind of talk that most elected officials like to hear, since the media are an easier target than social problems or economic woes. In fact, Ed Markey (D-Mass.) was warming to the idea of a technology that would "lock out" programming deemed violent. We guess it would be up to the FCC to determine what was or wasn't violent enough to be excluded. All the commission needs is to add a violence patrol to its indecency watch, not to mention the mathematical maze of new cable rate regulation through which it is currently stumbling.

It can be cloaked in rhetoric, made to appear voluntary and paraded in front of a frightened public as "a solution," but censorship remains censorship—and wrong.



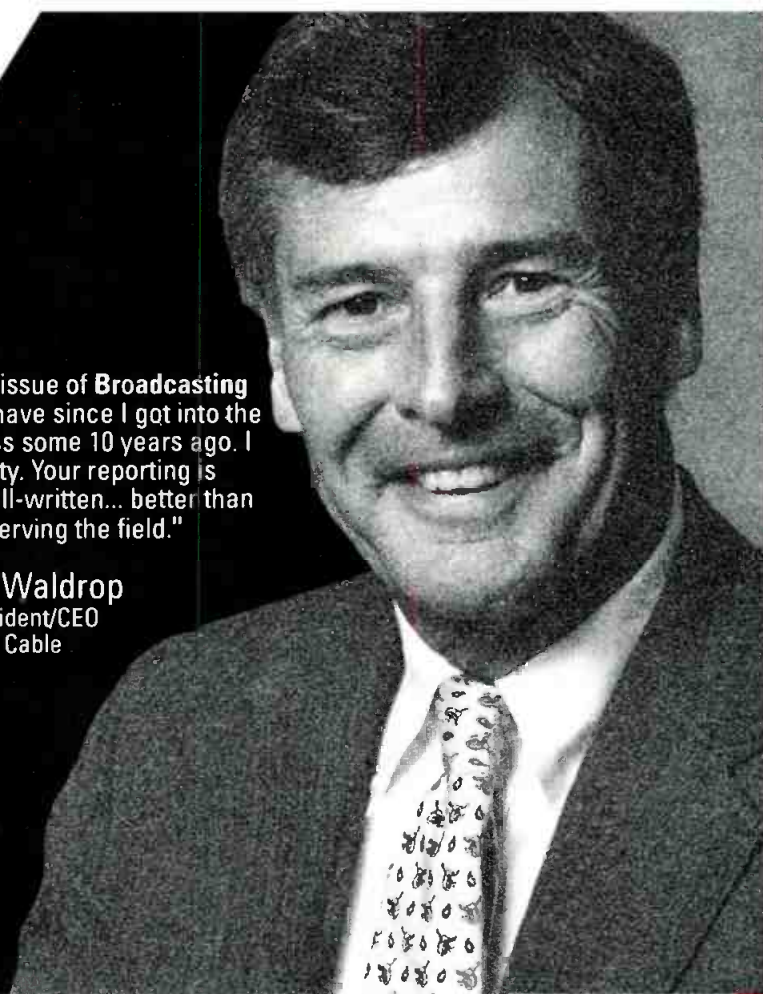
Drawn for BROADCASTING & CABLE by Jack Schmidt

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THE MEDIA GETS THE MESSAGE

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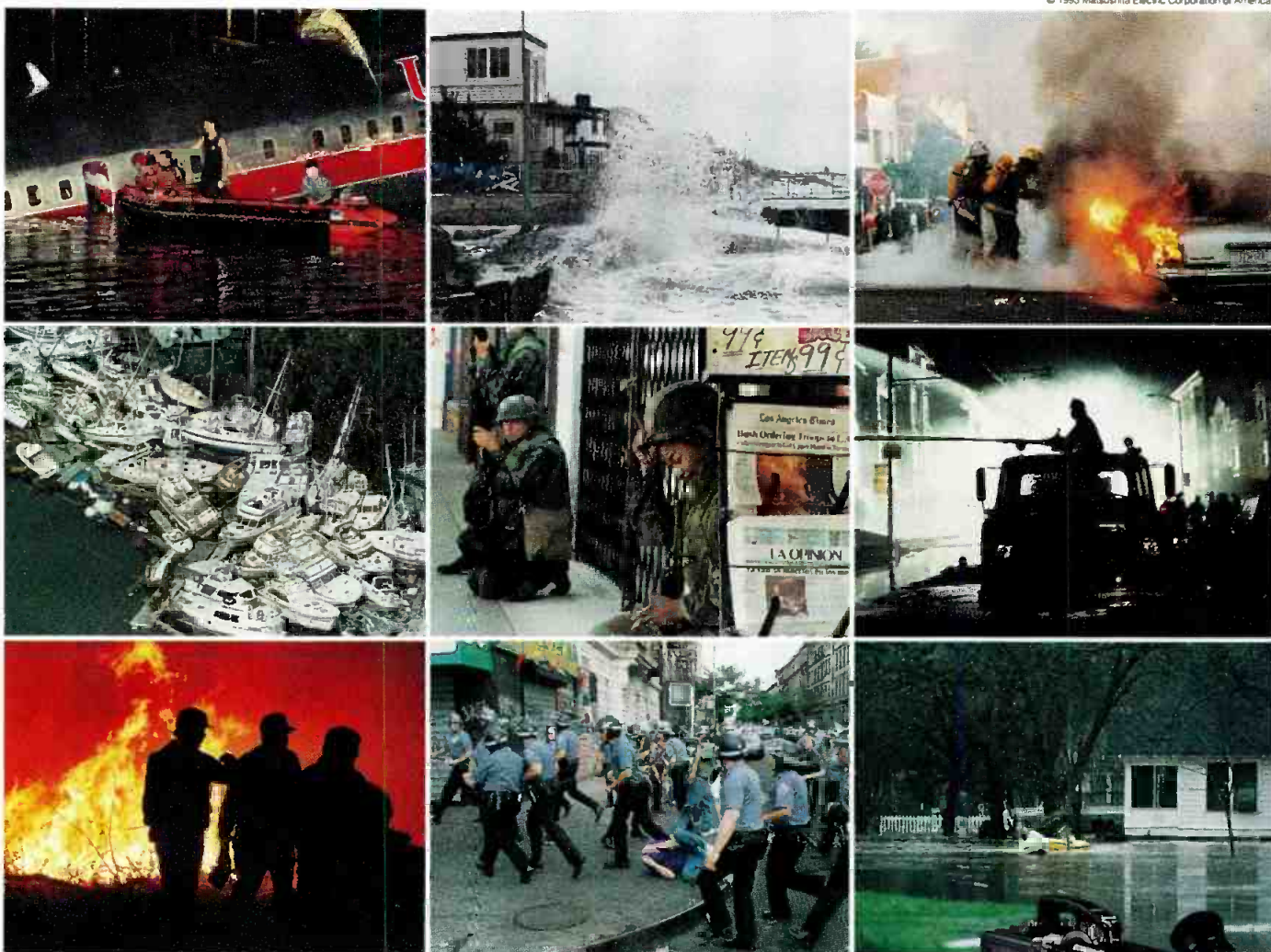
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