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Broadcasting & Cable

The Newsweekly of Television and Radio

WASHINGTON



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'93 Football Rights Roundup / 24

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Fast Track

MUST READING FROM BROADCASTING & CABLE

NBC signs up for 'Your Choice TV' test. / 10



FCC HITS INFINITY, AGAIN, FOR STERN SHOW

In the latest round in its fight against indecent programming, the FCC hit four Infinity Broadcasting stations with \$500,000 in fines for the Howard Stern radio show, and hit a non-Infinity Stern affiliate for almost \$75,000. / 6

ANTITRUST VIOLATIONS IN RETRANS DEALING?

Senator Daniel Inouye has asked the Federal Trade Commission and the Justice Department to investigate whether cable MSO's have violated antitrust rules during retransmission-consent negotiations. The operators contend that broadcasters, desperate for some leverage in negotiations, are behind the request. / 6

NBC may allow some of its shows to be repeated in pay per view under an experiment with the "Your Choice TV" project. Other networks are wary of participating, fearing a backlash from affiliates. / 10

TURNER BOOSTS HOLLYWOOD PRESENCE

Turner Broadcasting is poised to pick up Newline Cinema and Castle Rock Entertainment, boosting its presence in TV and movie production. At the same time, in an effort to bolster inventory for the planned Turner Movie Classics network, Turner struck a 300-picture deal with Paramount. / 12

ANOTHER BLAST AT 'DATELINE'



Hatch: 'Dateline' complaint. / 14

NBC's "Dateline," barely recovered from its botched GM truck story, is again under fire: both Senator Orrin Hatch and the owners of a North Carolina eye clinic claim they were victims of shoddy reporting by the show. Once again, NBC officials are sticking by their stories. / 14

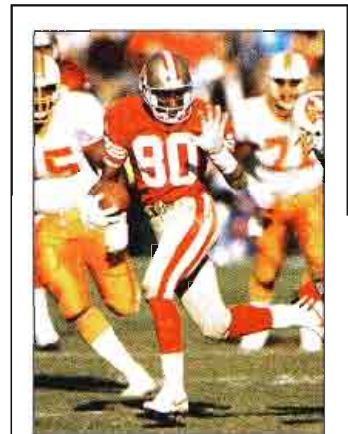
Although it is reducing fines for some broadcast violations, the FCC continues its tough stance on indecency and on-air hoaxes with the release of a new fine schedule. / 15

LATE-NIGHT MUSICAL CHAIRS

On the eve of David Letterman's CBS debut, late-night shows are jockeying for clearances. NBC's "Tonight Show" ranks first at a solid 98% in live coverage. CBS has a ways to go: "Letterman," blocked in a number of markets by "Arsenio" commitments, is cleared for 98% U.S. coverage, but its 67% live clearance level is well behind the 83% for "Chevy Chase." / 17

Viacom hopes to bring MTV's success to the broadcasting arena with "Real Time," an entertainment and lifestyle magazine show targeted for prime access. / 19

To draw younger viewers, MCA TV will produce "Generation X," a weekend prime time news show for the 18-34 set. / 20



On the Cover:

SPECIAL REPORT

As league expenses spiral upward, the TV networks are trying to cut the cost of NFL broadcast rights. Meanwhile, radio rights fees continue to rise. / 24

Photo courtesy NFL

"...Quite frankly, some of them think I may have gone off the edge with this one."—Fox Children's Network President Margaret Loesch on affiliates' reaction to "Mighty Morphin Power Rangers" series. / 22

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SPECIAL REPORT: FOOTBALL '93

The lines have been drawn in the upcoming contract talks between TV networks and the NFL: the networks are eager to cut their sports losses, and the league needs revenue to meet spiraling expenses. The local radio market remains profitable for the league, with rights payments rising in an era of so-so ad revenue. / 24

ARBITRON DROPS REDESIGN PLAN

In a surprise move, Arbitron dropped its controversial plan to adopt 18-week rolling-average surveys. It will stick with its 12-week diary surveys but aims to increase sample size, at some cost to stations. / 28

VIOLENCE LEGISLATION: SOMETHING'S COMING

With at least eight TV violence-related bills before Congress, Hill observers say some sort of legislation—perhaps a hybrid—is almost a certainty. Proposed solutions range from adoption of the so-called V chip, to violence “safe harbors,” to license revocation for stations that violate FCC standards. / 31



Sci-Fi anticipates à la carte with image campaign. / 39

The FCC has granted operators of small cable systems—those with fewer than 1,000 subscribers—a delay in rate regulation implementation. Regulation for larger systems remains set for Sept. 1. / 32

TAX CHANGES MAY LEAD TO MORE MERGERS

While many communication industry executives will take a personal hit from the new tax bill, their companies may benefit from new rules that make it more attractive to enter mergers or undertake acquisitions. Plus, a new capital gains tax rule may benefit all but the largest communications companies. / 34

SCI-FI CHANNEL RAISES ITS PROFILE

In an ongoing effort to improve its name recognition, cable's Sci-Fi Channel is looking to spend millions on a massive print, radio and TV campaign to reach consumers. The year-old network is positioning itself for a future in which operators may offer channels à la carte, a system that will make name recognition a critical issue. / 39

Wireless operator Liberty Cable of New York has turned to broadcast TV to promote its service as an alternative to cable. / 40

St. Louis-based Yaros Communications will produce “StudentBody,” an advertiser-supported educational TV show that reinforces the local school curriculum at home. / 41

LEASE RATE HIKE ON HOLD

The new budget package offered broadcasters a one-year reprieve from a Forest Service proposal to raise lease rates for transmitter tower sites on federal land by 1,500%. Broadcasters are applauding a promise from several senators to introduce a pared-down rate hike. / 42

Texas Instruments last week unveiled a computer chip, featuring thousands of tiny mirrors on its surface, that the company says will revolutionize video screens. / 44

With the sale of KULP-AM-FM Portland, Ore., and WURT-FM Baltimore, E.W. Scripps drops out of radio. / 64



FIFTH ESTATER: Creative ways to grow a group from ABRY's Banks (left) and Yudkoff. / 59

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f the Week

Stern

FCC action brings shock jock penalty tally to more than a million dollars

By Harry A. Jessell

The FCC last week slammed Infinity Broadcasting with a \$500,000 fine for alleged indecency on its *Howard Stern Show*.

The action pushes the total fines Infinity and other broadcasters have attracted for airing the show to nearly \$1.3 million.

It could have been worse. Persuaded that Stern is cleaning up his act, the FCC chose not to impose harsher sanctions. In fact, it simultaneously approved Infinity's purchase of WIP(AM) Philadelphia for \$13 million.

Infinity is hoping the Stern problem will not jeopardize its pending \$110 million purchase of KRTH(FM) Los Angeles, which is being challenged on indecency grounds by Terry Rakolta's Americans for Responsible Television.

Filled with scatological and sexual satire, the Stern show has been a principal target in the FCC's most recent war on broadcast indecency, which began in April 1987.



Stern, with sidekicks, has logged in \$1.3 million in fines.

Because the show is syndicated, action against one station can quickly turn into action against many. Such was the case last week.

Acting on a listener complaint, the

Continues on page 15

Inouye raises retrans antitrust specter

Senator wants answers on "uniformity" of MSO's no-cash positions; MSO's deny wrongdoing, blame CBS for inciting antitrust concerns

By Kim McAvoy

The fight over retransmission consent landed back in Washington last week.

Senator Daniel Inouye (D-Hawaii) asked top cable operators why they are refusing to pay cash for retransmission consent and asked the Justice Department and the Federal Trade Commission to look into possible collusion.

Broadcasters are "desperate," says one cable executive, convinced they were behind Inouye's actions. "It's sort of their way of saying, 'we can't cut a deal so let's put political pressure on them.'"



Senator Daniel Inouye

Predictably, cable operators denied any wrongdoing. Companies contacted last week insisted they arrived at their no-cash positions independently.

With the help of Inouye, Congress last year granted broadcasters retransmission consent rights, which entitle them to sell their signals to local cable systems.

Many broadcasters have been frustrated by refusal of the big cable operators to pay cash. But others, notably Fox, Capcities/ABC and Hearst, have been eagerly cutting no-cash deals, in which they receive carriage for new cable channels in exchange for their broadcast signals.

Cable operators fingered CBS for prompting Inouye's Aug. 6 letter to 12 cable operators, in which he demanded answers about the "tactical and semantic uniformity" of their no-cash retransmission-consent positions and revealed that he had called on the Justice Department and the FTC to look into the matter.

Indeed, CBS Chairman Larry Tisch met with Inouye days before the letter was sent. But CBS denies that it had anything to do with it. The network says that Tisch visited Inouye primarily to talk about the financial interest and syndication rules and that Inouye brought up retransmission consent.

An Inouye aide says Tisch did con-

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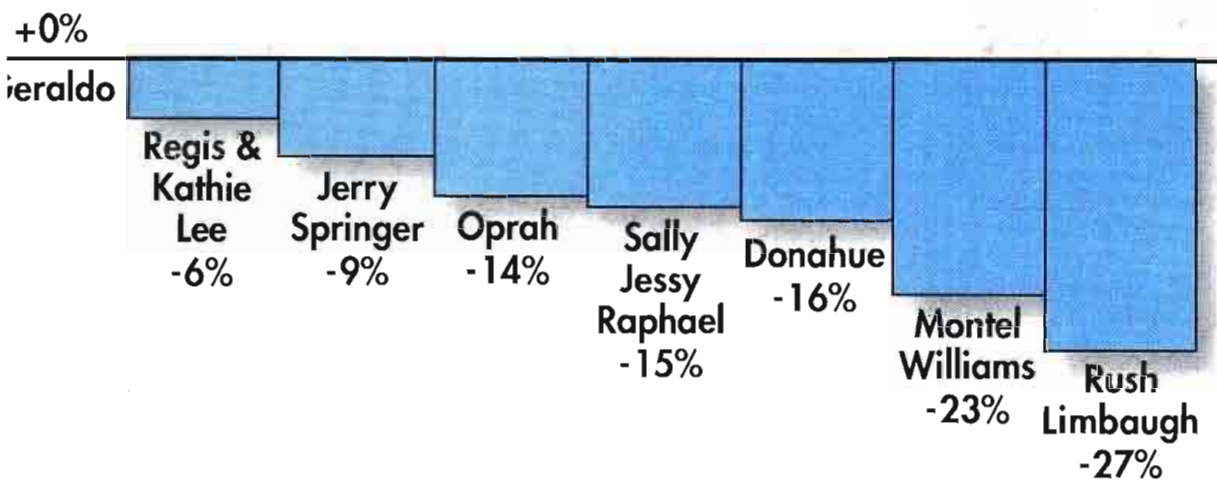
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Source: NSI SNAP 7/92 vs 7/93 Overnights

NBC to participate in best-of-TV PPV test



ABC also said to be joining service that allows cable subscribers to purchase top shows after airing on broadcast or cable; broadcast affiliates wary of networks' interest

By Rich Brown

NBC will allow some of its network programming to be repeated in a pay-per-view test this fall. ABC and several cable networks are said to be among others planning to participate, but none will confirm involvement in the controversial plan.

Only two months remain before testing begins on Your Choice TV, a system that enables cable subscribers to purchase individual TV shows following their initial airdate on broadcast or cable. Still not clear is exactly how studios, networks, affiliates, cable operators, cable programmers and advertisers will come together to make it work.

Your Choice TV Chairman John Hendricks insists there are several other broadcast and cable networks that will allow him to offer their shows on a pay-per-view basis. But he won't say who they are.

NBC, the only programmer so far to announce its plans to participate in the test, will not yet say which shows it will offer. CBS has no deal and Fox has never even had discussions with Your Choice TV, according to spokespersons at those networks. And ABC, following press reports that it would participate in the test, found itself, as did NBC, in hot water with some affiliates.

"I don't think the plan has been thought through, and as NBC affiliate board chairman, I object to the plan," says Jim Waterbury of KWWL(TV) Waterloo, Iowa. "I hope NBC gives it further thought and decides they don't want to be a part of it."

"Anytime I find myself competing with my own programming, I'm dis-

pleased," says Peter Desnoes of Burnham Broadcasting Co., owner of ABC affiliates KBAK-TV Bakersfield, Calif., and WVUE(TV) New Orleans. "I understand ABC's need. But you don't want to eat your young or your primary source of distribution to make a couple of pennies."

John Garwood, vice president and general manager of WPLG(TV) Miami and chairman of the ABC affiliates board, says he is concerned that viewing of time-shifted ABC programming through Your Choice TV will eventually hurt the ratings of the local affiliates.

"Many of us in this day and age live and die on tenths of a rating point," says Garwood. (During the course of the tests, at least, no homes with metered boxes will receive the Your Choice TV service).

"Also, by developing those pay-per-view scenarios, who is to say the network might not decide to offer the Super Bowl or the Academy Awards on a pay-per-view basis?" he says. "I don't expect that to happen, but that specter is out there."

Neither Garwood nor Desnoes is particularly enthusiastic about Your Choice TV's plan to invite some network affiliates to furnish programs—such as local news—for testing.

"It certainly has some intrigue to it, but it seems implausible that there's much there," says Desnoes. "It doesn't make a lot of sense to me."

NBC is interested in participating in the test because it will show the extent to which digital television delivery systems will erode traditional broadcast and cable viewership levels, says Tom Rogers, executive vice president of NBC and president of NBC Cable.

"Broadcast and cable will be affected by the digital platform, but we don't yet know what the relationships will be," says Hendricks, who also

Your Choice TV test markets

West Palm Beach, Fla.
System owner: Comcast

Suburbs of Chicago, Ill.
System owner: TCI

Columbus, Ohio
System owner: Time Warner

Dayton, Ohio
System owner: Continental

Nassau County, N.Y.
System owner: Cablevision Systems

San Diego County, Calif.
System owner: Times Mirror

Syracuse, N.Y.
System owner: NewChannels

Spokane, Wash.
System owner: Cox Cable

heads cable networks The Discovery Channel and The Learning Channel. "The broadcasters sense that digital might be an enormous opportunity to recapture a share of viewing."

Test plans

Your Choice TV plans to begin testing the service this fall and continue testing through next spring in at least eight cable systems serving a combined total of more than 20,000 cable subscribers (see box).

During the test, Your Choice TV will offer programs at a cost of approximately \$1 per show and make the shows available continuously on the half hour or hour. All revenues from the test will be used to cover equipment costs, and any excess revenues will go to charity, says Hendricks.

Programs included in the test will not carry advertising, at least initially. But Your Choice TV executives say that they hope programs included in the test will eventually include the same ads that appear on the network telecasts. They are also considering a reduced advertising load and, possibly, new advertising opportunities, says spokesman Jim Boyle.

Even though more than 75% of U.S. homes own videocassette recorders, Your Choice TV executives are banking on the fact that relatively few households actually use the equipment to tape shows for later viewing.

"An extremely small fraction of people do that," says Boyle. "They're intimidated by the process or they just don't plan ahead." ■

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Turner signs Paramount titles for \$30M

New classic movie channel seeks additional packages to supplement MGM/RKO library

By Rich Brown

Ted Turner has stepped up plans to build Turner Classic Movies into a formidable cable network by picking up exclusive rights to 300 titles from Paramount.

Turner is spending an estimated \$30 million on rights to the Paramount titles for TCM, a commercial-free cable network scheduled to launch in early 1994. Paramount's is the first of many movie packages TCM plans to acquire, according to network head Brad Siegel, who is also executive vice president of Turner's TNT cable network.

Although Turner already owns a library of about 4,000 movies, Siegel says the Paramount deal adds more-recent titles to the network's mix. The Turner library—which includes all MGM and RKO titles as well as all pre-1948 Warner Bros. movies—consists primarily of pre-1960 titles.

"The definition of classic has expanded as we've all grown up," says



'The Odd Couple,' starring Walter Matthau and Jack Lemmon, is among 300 titles Turner has acquired for his Turner Classic Movies network, to launch in '94.

Siegel. "We have to go to other studios to be representative. I don't want this channel to be dependent on three or four libraries."

Siegel, who joined the Turner orga-

nization several months ago from rival movie service American Movie Classics, says TCM will have a much greater range of programming than AMC. He also says TCM will have "virtually none" of the same movies featured on AMC. But the services will be similar in that both feature celebrity hosts and commercial-free movies.

Siegel says the expanded channel capacity that will come through digital compression will make it possible for such competing movie services to co-exist. He says there is room for multiple movie services just as there is room on television for three network morning shows.

Titles included in the Paramount deal include a number of 1980's films, including the first three titles in the "Star Trek" series, "Urban Cowboy," "Ordinary People" and "Ferris Bueller's Day Off." Older titles include "True Grit," "The Odd Couple," "Sunset Boulevard," "Sorry, Wrong Number," "Breakfast at Tiffany's" and "The Man Who Shot Liberty Valance." TCM will have exclusive windows on all the titles.

The network will feature more than 400 titles per month from the Turner library, which includes such classics as "Gone with the Wind," "Citizen Kane," "Casablanca" and "The Wizard of Oz."

Turner eyes Hollywood buys

Ted Turner is apparently about to get the missing link to his cable empire—a steady stream of film product for the long term. At the same time, he will also be on the road to becoming a force in Hollywood. Turner, who has sought a larger presence there, is close to acquiring both New Line Cinema (likely a stock swap valued at \$300 million) and Castle Rock Entertainment (valued at \$100 million, but possibly higher). On the television side, New Line's TV division is producing two CBS miniseries, and Castle Rock Entertainment produces NBC's *Seinfeld*.

Although neither deal gives Turner a studio—or even an office in Hollywood—they will supply him with new product, respected film producers, theatrical releases and a distribution arm.

With a new channel, Turner Classic Movies, set to launch early next year, product is crucial. Turner just spent about \$30 million to acquire 300 films from the Paramount library (see above).

If Turner takes over Castle Rock, the production company is hoping he can fund 10 to 12 films a year, which would more than double the company's current output of four or five films under Sony. That alone makes the deal appealing to Castle Rock.

Castle Rock is 45% owned by Sony Corp. and 15% owned by Westinghouse subsidiary Group W. Their approval is needed for Turner's plans to go through, but that is expected to happen.

There are still hurdles, though, the biggest being the Turner board, made up of several Time Warner and Tele-Communications Inc. executives. Time Warner is likely to be wary about Turner owning a distribution company that competes with Warner Bros.

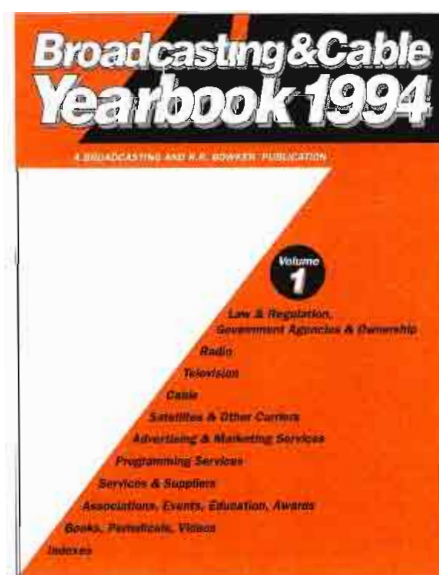
Turner is expected to pitch his board on the deals early this week.—JF

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**BROADCASTING & CABLE
YEARBOOK 1994**

'Dateline' faces new complaints

Senator Orrin Hatch and eye clinic owners charge program with unfair, inaccurate reporting; NBC stands by stories

By Steve McClellan

NBC's *Dateline* is under fire again.

The news magazine that shortened the careers of former NBC News President Michael Gartner and three of the program's producers earlier this year finds itself standing by two more stories, rejecting charges last week that the reports were unfair or inaccurate.

The most recent complaints come from Senator Orrin Hatch (R-Utah) and a North Carolina eye clinic. Hatch was accused in an Aug. 3 piece of proposing legislation in 1990 that could have benefited a company in which he owned stock.

Three days after the piece ran, Hatch read a statement on the Senate floor saying the *Dateline* charges were "false and reckless." He demanded an apology and a full retraction.

On Aug. 10, Hatch wrote to NBC News President Andrew Lack, demanding documentation on 10 points that he said were raised in the piece, which also focused on several other congressmen in the context of abuse of privilege on Capitol Hill.

At deadline, NBC was still preparing a point-by-point response. But network officials say the only thing they'll give Hatch is a detailed explanation backing up the story. No retraction, apology or clarification is being considered, they say.

In May, *Dateline* aired a piece on unnecessary cataract surgery. A portion of the story focused on the Greensboro, N.C.-based Southeastern Eye Center, where the show sent three people posing as patients. The upshot of the story was that one of the patients was urged to have what the program called "unnecessary surgery."

After the broadcast, the clinic charged that the piece was misleading because there were safety checks that would have prevented the surgery from taking place, a point noted in the segment. There has been a substantial drop in business at the clinic since the report. Responding to the complaint,



Senator Orrin Hatch took to the Senate floor to demand an apology and a retraction for a *Dateline* piece.

Lack told the clinic that after a thorough review of the segment, he believed it to be fair and accurate.

While NBC has been trying to put the *Dateline*-General Motors affair behind it, it continues to be raised. Hatch likened the piece on him to the kind of "irresponsible tabloid journalism" behind the GM story. A Southeastern official referred to the cataract story as "General Motors Jr."

"*Dateline* is an easy target because of the show's past problems," said a network spokeswoman. "This is not a GM situation."

For the program's sake, it had better not be. If Hatch or Southeastern come up with their own smoking gun, *Dateline*'s credibility may be lost forever. ■

Paramount TV chief said to be leaving

Sources confirmed published reports last week that John Pike, president, Paramount Network Television, a 12-year veteran of the studio, is leaving his position. Sources also confirmed speculation that Gary Hart, former senior vice president, Universal TV, will be hired to replace Pike.

The change apparently came about due to the availability of Hart, who formerly worked under Kerry McCluggage, chairman, Paramount TV Group, while McCluggage headed up Universal's television activities.

At press time on Friday, Paramount continued to refuse comment on the situation. And McCluggage, reached last Thursday, also refused to comment on what he called "trade speculation."

However, one source said that the studio was delaying making the announcement until it has finished settling Pike's contract. Pike re-upped with



John Pike of Paramount

Paramount in 1991 and it is thought that his current pact contains at least two more years.

The timing of the move is curious given the successful network development season Paramount just completed. The network division landed six of its seven development projects on the networks, including three series on the fall schedule and three more on back-up status. Pike's network division also was responsible for the production of the critically and financially successful *Star Trek: The Next Generation* as well as *Star Trek: Deep Space Nine*.

Paramount may find itself competing against Pike soon enough, as one source suggested. Former Paramount Chairman Frank Mancuso, who recently took over troubled MGM, may hire his former executive to jump-start MGM's network division. "It makes sense," said the source.

—SC

Howard Stern

Continued from page 6

FCC on Wednesday fined KFBI(FM) Las Vegas \$73,750 for nine segments of Stern broadcasts between November 1992 and January 1993. Two days later, it fined four Infinity stations \$125,000 each for the same programming. The stations: WKRK(FM) New York, where the show originates; WYSP(FM) Philadelphia, and WJFK(AM) Baltimore-WJFK-FM Washington.

It was much the same story last December. The FCC fined Stern affiliate KLSZ(FM) Los Angeles \$105,000 and subsequently hit Infinity for \$600,000.

Counting a \$6,000 fine against Infinity for a 1988 Stern broadcast, the fines the show has attracted now total \$1,284,750.

Neither Infinity nor any of the Stern affiliates have paid the fines, choosing instead the appeals process that leads to the federal courts.

The FCC order says the agency would have taken more severe action against Infinity had it not taken steps last December to put "editorial controls" in place to tone down the Stern broadcasts. More severe action would have included heftier fines and license revocation proceedings.

Infinity President Mel Karmazin declined comment on the latest action, but said the broadcast group is trying its best to get Stern in line. "The Stern program has been constantly monitored and constantly reviewed to make sure that it conforms to the FCC rules on indecency," Karmazin said.

"I don't want to get into the specifics of what we do and don't do. But Infinity is attempting to conform to the FCC's rules. We've always said we wanted to know what the speed limit is. But we've not flouted the rules of the FCC."

On Wall Street, Stern's continuing troubles at the FCC have not dampened investors' enthusiasm for Infinity. While the stock closed down \$0.13 per share, at \$51.25, last Thursday, Lehman Bros. analyst Ray Katz believes it had little to do with the fines. "In the past, the stock has gone up when he was fined," Katz said. "The fines are of no moment."

Stern's only comments about the latest FCC actions were made on the air. "It's ludicrous," he told his listeners. "I wish they waited until my book came out, damn."

New FCC fine

The FCC's new fine schedule, released in 17 categories, covering primarily technical ID sponsors or to respond to commission action will still bring a big hit: the FCC programming and added fines for broadcast

Fines for equal employment opportunity and will be taken up in a later program.

Acting Chairman James Quello has said that the FCC's fine schedule is too high, although in the late 1980's the

order to give teeth to commission enforcement actions.

The commission has had authority to levy fines as high as \$25,000.

Top base fines under the new schedule are \$20,000, but the commission reserved the right to go up or down from the base level.

The National Association of Broadcasters takes a cautious view of the new schedule. It welcomed the reductions, but noted that neither this schedule nor the last one, approved in 1991, was subject to public comment; as a result, the NAB has challenged the 1991 fines in court and presumably will extend its objections to the new schedule. —SS

Violation	New fine	Old fine	% change
Misrepresentation/lack of candor	\$20,000	\$20,000	0
Unauthorized construction or operation	20,000	20,000	0
Unauthorized transfer of control	20,000	20,000	0
Misuse of distress and safety frequencies	20,000	20,000	0
False distress communication	20,000	20,000	0
Violation of alien ownership rule	20,000	NA	NA
Failure to permit inspection	18,750	18,750	0
Malicious interference	17,500	17,500	0
Exceeding authorized antenna height	15,000	15,000	0
Transmission of indecent material	12,500	12,500	0
Violation of political rules	12,500	12,500	0
Fraud	12,500	NA	NA
Exceeding power limits	10,000	12,500	-20
No licensed operator on duty	10,000	NA	NA
Failure to maintain directional pattern	10,000	NA	NA
Failure to respond to FCC communication	10,000	17,500	-43
Unauthorized emissions	10,000	12,500	-20
Using unauthorized frequency	10,000	12,500	-20
Improper EBS equipment	10,000	12,500	-20
Violation of children's TV rules	10,000	10,000	0
Violation of main studio rules	10,000	10,000	0
Violation of broadcast hoax rules	10,000	NA	NA
Failure to coordinate frequencies	10,000	10,000	0
Violation of AM tower fencing rules	10,000	NA	NA
Failure to light and mark towers properly	8,000	20,000	-60
Failure to maintain public files	5,000	7,500	-33
Use of unauthorized equipment	5,000	10,000	-50
Unauthorized discontinuance of service	5,000	10,000	-50
Use of unauthorized location	5,000	10,000	-50
Failure to monitor and control transmitter	5,000	NA	NA
Failure to file information	5,000	7,500	-33
Failure to ID sponsors	5,000	6,250	-20
Violation of lottery rules	5,000	6,250	-20
Unauthorized broadcast of telephone calls	5,000	5,000	0
Failure to make measurements	2,500	2,500	0
Violation of underwriting rules	2,500	2,500	0
Failure to ID station	1,250	2,500	-50
Unauthorized pro forma transfer of control	1,250	2,500	-50
Failure to maintain records	1,250	2,500	-50
Assorted minor violations	625	1,250	-50

The new fine amounts are "base fines," subject to adjustment:

Upward adjustments: egregious misconduct, 50-90%; ability to pay, 50-90%; intentional violation, 50-90%; substantial harm, 40-70%; prior violation, 40-70%; substantial economic gain, 20-50%; repeated or continuous violation, varies.

Downward adjustments: minor violation, 50-90%; good faith or voluntary disclosure, 30-90%; history of compliance, 20-50%; inability to pay, varies.

Retrans
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network's concern about negotiating position. But CBS is the only voice on the matter. We've heard from other broadcasters, too."

Regardless, says CBS lobbyist Martin Franks, cable should take Inouye's letter seriously rather than dismiss it as a "CBS lobbying ploy."

Still, as one broadcaster admits, "this is a way to get MSO's to look again at these discussions. We've found remarkable similarity in an-

swers by cable operators owned by different MSO's."

Continental Cablevision was first to reply formally to Inouye. Continental arrived at its retransmission-consent stance without consultation with any other cable company, "despite insinuations by some broadcasters [most notably CBS]," Chairman Amos Hostetter wrote Inouye.

Hostetter also cited Continental's no-cash deal with Capcities/ABC as an "excellent example of an arrangement whereby a broadcaster, a cable operator and consumers all benefit."

Tele-Communications Inc. "has had no contact or discussions of any sort regarding our strategy" with other companies, says a TCI spokeswoman.

"We said at the outset we weren't going to pay, and that was prior to the passage of the act," she says. "It's not fair for consumers to pay for something they can get for free."

Time Warner is not paying for broadcast signals because of rate regulation, explains Time Warner spokesman Mike Luftman. The company does not want to take on any additional costs, he says.

Luftman and other cable executives and lobbyists suggest that Inouye's concerns about antitrust activities are misdirected. The National Association of Broadcasters, they note, held a session at its annual convention last spring to discuss retransmission-consent negotiations. ■

More ESPN2 deals; channel for KDFW

By Joe Flint

Capital Cities/ABC and Hearst Corp. granted five more cable operators the right to carry their owned-stations. In return, the operators will roll out the ABC-and-Hearst-owned ESPN2 on their systems nationwide.

Signing on last week: Comcast; Cablevision Industries; Viacom; Prime Cable, and Helicon Corp. Counting the subs from previously announced deals with Continental Cablevision, Jones Intercable, Sammons Communications and Multivision Cable, ESPN2 is now assured

market for Time Warner. If Time Warner does not play ball with Murdoch on the cable channel, the speculation goes, the company may have a tough time getting programming on Star TV.

Another trump card for Murdoch: Warner supplies children's programming to Fox stations on a barter basis. If, for example, Warner were to drop Fox-owned WNYW-TV from its New York City cable systems, the value of that barter time would drop substantially.

McGraw-Hill Broadcasting's KGTV(TV) San Diego says it has reached a cash retransmission-consent agreement with a local cable operator. McGraw-Hill has not disclosed terms or identified the operator, but other market sources say it is unlikely that any of the three major operators there—Cox, Time Warner or Times Mirror—are involved.

NBC affiliate KTIV(TV) Sioux City, Iowa, has signed a retransmission-consent agreement worth 25 cents per subscriber every month with an unidentified cable operator with about 500 subscribers. According to a copy of the three-year contract distributed by the NAB, the cable operator has promised to carry KTIV's HDTV signal, should it begin transmitting one. The system has also agreed to drop its importation of WOWT(TV) Omaha.

It looks as if Tribune may have settled on a retransmission-consent strategy for its seven stations.

According to sources, Tribune may soon invest in Television Food Network, the soon-to-be-launched cable service backed by the Providence Journal Co. If it does, it will join Providence Journal in trading retransmission consent to its baseball-laden stations for cable carriage. However, Tribune will also demand substantial subscriber fees. That would be a change for the Food Net, which was offered for no fee at the NCTA convention last spring.

carriage in 10 million homes.

The cable companies will initially pay 15 cents per sub for ESPN2. The fee could eventually reach as high as 25 cents should penetration for the new channel reach 75%.

Times Mirror-owned KDFW-TV Dallas says it has reached retransmission-consent agreements with Sammons Communications and TeleCable that will allow the station to program a cable channel on the systems. Times Mirror, which also owns cable systems, reached a similar agreement with TCI last June.

The Fox cable venture, which has thus far signed up six cable operators, may now have the leverage it needs to get recalcitrant Time Warner on board.

By acquiring Star TV, the Pan-Asian satellite network that has 65 million viewers in 15 million homes, Fox Chairman Rupert Murdoch holds the key to the Asian



Programming

Late-night players jockey for clearance

Leno has poll position; other talkers seek creative routes around coverage hurdles

By Mike Freeman, Steve Coe and Joe Flint

If live clearance is one of the keys to late night, Jay Leno has the edge going into the pitched battle for the time period that begins this month.

Having inherited the late-night franchise in talk television, NBC's *The Tonight Show with Jay Leno* has held its affiliates in check with 98% live clearance and 99% total coverage levels.

ABC has also waged a steady campaign to increase the live clearances of its *Nightline* news strip, which has 70% live clearances (99% U.S. coverage) compared with 61% live clearances one year ago. ABC affiliates received an incentive plan consisting of additional advertising inventory.

Meanwhile, a survey of the top 30 ADI markets by BROADCASTING & CABLE shows that CBS's *The Late Show with David Letterman*, Fox's *The Chevy Chase Show* and Paramount's syndicated *Arsenio Hall Show* face several clearance hurdles as stations make out their fall schedules. (Although *Arsenio*, as a syndicated show, is "live" whenever stations chose to air it, an 11 or 11:30 p.m. slotting [10 or 10:30 Mountain Time] would be comparable to a live airing for the network shows.)

In a number of cases, the talkers have been forced to seek alternative affiliate or independent station clearances to top the much-needed 70% live coverage level.

Even with Letterman's much-ballyhooed signing with CBS earlier this year, the live clearance problem appears particularly acute for the freshman talk show entry.

The Late Show has overcome *Crimetime After Primetime*'s chronically poor clearance levels (30% live clearances and 62% total U.S. coverage), garnering 98% national coverage, but

Cleared for take-off

How the talk/news shows stack up for 1993-94

The networks	Live Clearance	Delayed Broadcast	Total Coverage
<i>The Tonight Show with Jay Leno</i> (NBC)	98%	2%	99%
<i>The Chevy Chase Show</i> (Fox)	83%	17%	92%
<i>Nightline</i> (ABC)	70%	30%	99%
<i>The Late Show with David Letterman</i> (CBS)	67%	33%	98%

Syndication	Stations	Total Coverage
<i>The Arsenio Hall Show</i> (Paramount)	185	96%

Source: Individual networks and syndicators.

only 67% of the 200-plus CBS affiliates will be able to air *Letterman* in pattern (10:30-11:30 p.m. or 11:35 p.m.-12:35 a.m.)

Most of the stations airing *Letterman* on a delayed basis are contractually tied to the syndicated *Arsenio Hall Show* or other programming in earlier time periods. A number of those CBS affiliates have liquidated damage clauses in their *Arsenio* contracts and would possibly face stiff financial penalties if they shifted the syndicated talker to a later time period.

In Washington, the seventh-ranked ADI, station officials at Gannett Co.-owned CBS affiliate WUSA-TV were unreachable to confirm where *Letterman* and *Arsenio* will be scheduled. A source said WUSA-TV could face penalties of up to \$10,000 per rating point per day if it were to move *Arsenio* out of its 11:30 p.m. berth and the show dropped in the ratings.

The capital station's scheduling quandary reportedly concerned CBS enough to send broadcast group president Howard Stringer on a post-*All-Star Game* trek from Baltimore to personally lobby WUSA officials for an 11:30 *Letterman* slotting, according to another source close to the station. CBS has also had to go to further

lengths to get *Letterman* cleared in pattern in other markets.

In Baltimore, the network has chosen independent WNUV-TV to clear *Letterman* at 11:30 p.m., rather than CBS affiliate WBAL-TV (which has *Arsenio* at 11:30). And, in a highly unusual move in Milwaukee, Fox affiliate WCGV-TV will be sandwiching Letterman's show between airings of *Chevy Chase* and *Arsenio* from 10 p.m.-1 a.m.

(The two alternate *Letterman* clearances are still significantly less than the nine alternative station clearances CBS had to secure for *Crimetime*.)

Even though Fox affiliates have been known to be extremely loyal to their fledgling network, Fox Broadcasting Co. is settling for 83% live clearances and 92% total U.S. coverage at the beginning of the new season for *The Chevy Chase Show*. Because up to 70 Fox affiliates are incumbent *Arsenio* stations, Fox is targeting 92% live clearances once some of those affiliates' contracts with Paramount expire in January 1994.

In contrast to network affiliate-cleared programming, syndicated programming is reliant on renewing stations individually.

Paramount has waged a full-court



Late-nighters Leno



Letterman



Hall



and Chase

campaign to limit later time period slottings for *Arsenio*, particularly in cases where the agreements have some scheduling flexibility.

Mark Conrad, vice president and general manager of independent WJZY(TV) Charlotte, says he already has penciled in *Night Court* for the 11:30 p.m. slot and has moved *Arsenio* back a half-hour to 12 a.m. Conrad doesn't think the move of *Arsenio* will hurt the show at all and says it "won't cost me a point," adding that there is no liquidated damage clause in his contract. WJZY had the clause in previous *Arsenio* contracts, but is now being offered a "window of flexibility" on the show.

Steve Antoniotti, president and general manager of WJBK-TV Detroit, says the CBS affiliate will be making room for *Letterman* at 11:30 p.m. later this month by sandwiching in Paramount's *Cheers* at 12 a.m. and moving *Arsenio* to 1 a.m. "I believe [the damage clause] was in our contract [two years ago], but we told [Paramount] we wouldn't take it with that clause again," Antoniotti says.

WJBK traditionally has been one of the strongest *Arsenio* stations (averaging nearly a 3 rating and 20-plus share), and Detroit's late-night HUT levels—even at 1-2 a.m.—are among the best in the country. But with the CBS affiliate planning to air *Letterman* at 11:30, Paramount will take the show across the street in January to ABC affiliate WXYZ-TV, where, says programing director Marla Drutz, *Arsenio* is also tentatively scheduled for 1 a.m., following *Nightline*, *Inside Edition* and *American Journal* from 11:30 p.m.-1 a.m.

There is a similar station-swapping situation in Cleveland, where Paramount has recaptured *Arsenio* from

WJW-TV after the CBS affiliate had informed the syndicator that it had intended to schedule *Arsenio* at 1 a.m., following *Letterman*. Fox affiliate WOIO(TV) has picked up *Arsenio*.

On the subject of whether Paramount waived liquidated damages clauses in Charlotte, Detroit or elsewhere, Paramount TV Group Chairman Kerry McCluggage says the terms of station contracts are confidential, but emphasizes that Paramount will hold the line on maintain-

ing *Arsenio*'s time periods.

"Obviously, we have a close partnership with our stations, but we enforce our contracts," McCluggage says. "If the station has a proposal regarding renewals and time period improvements that we mutually agree would benefit *The Arsenio Hall Show*, we are always open to discussions. Preserving the integrity of our time periods and station lineup is of primary importance, and our contractual relationships are at the core of that." ■

ABC's fall bows Aug. 30

ABC will debut its 1993-94 schedule over a four-week period beginning Aug. 30 and ending Sept. 25.

New series *Missing Persons*, *Thea* and *Moon Over Miami* will get special preview airings prior to their regular time slot debuts. The two-hour preview of *Missing Persons* airs Monday, Aug. 30, at 9-11 p.m. and will be repeated Thursday, Sept. 9, before its regular time period debut on Thursday, Sept. 23, at 8 p.m. The half-hour comedy *Thea* will be previewed Wednesday at 9:30-10 and repeated Friday, Sept. 10, at 8:30 p.m. before premiering in its regular time slot Wednesday, Sept. 22, at 8 p.m. The preview for *Moon Over Miami* airs Wednesday, Sept. 15, at 9:30 p.m.; the show premieres in its regular time slot Wednesday, Sept. 22, at 10 p.m. ABC has not yet decided on debut dates for three of its Saturday night series, *George* (8 p.m.), *Where I Live* (8:30 p.m.) and *The Paula Poundstone Show* (9-10 p.m.).

Monday □ 8-9: *Day One*, ongoing ■ 9-12: *Monday Night Football*, Sept. 6

Tuesday □ 8-8:30: *Full House*, Sept. 14 ■ 8:30-9: *Phenom*, Sept. 14 ■ 9-9:30: *Roseanne*, Sept. 14 ■ 9:30-10: *Coach*, Sept. 14 ■ 10-11: *NYPD Blue*, Sept. 21

Wednesday □ 8-8:30: *Thea*, Sept. 22 ■ 8:30-9: *Joe's Life*, Sept. 22 ■ 9-9:30: *Home Improvement*, Sept. 15 ■ 9:30-10: *Grace Under Fire*, Sept. 22 ■ 10-11: *Moon Over Miami*, Sept. 22

Thursday □ 8-9: *Missing Persons*, Sept. 23 ■ 9-10: *Matlock*, Sept. 23 ■ *Primetime Live*, 10-11

Friday □ 8-8:30: *Family Matters*, Sept. 24 ■ 8:30-9: *Boy Meets World*, Sept. 24 ■ 9-9:30: *Step By Step*, Sept. 24 ■ 9:30-10: *Hangin' with Mr. Cooper*, Sept. 24 ■ 10-11: *20/20*, ongoing

Saturday □ 8-10: *George*, *Where I Live*, *Paula Poundstone*, TBA ■ 10-11: *The Commish*, Sept. 25

Sunday □ 7-7:30: *America's Funniest Home Videos*, Sept. 19 ■ 7:30-8: *The New America's Funniest People*, Sept. 19 ■ 8-9: *Lois & Clark: The New Adventures of Superman*, Sept. 12 ■ 9-11: *ABC Sunday Night Movie*, Sept. 26

TV-RADIO RIGHTS IN '93

The billion-dollar ticket

By Christopher Stern

Broadcasters and cable programmers will shell out almost \$1.2 billion for 1993 pro and college football rights at a time when ratings are flat or falling.

CBS will dig the deepest into its pockets to come up with \$338 million. That's \$320 million for TV rights to the NFL, \$11 million for TV rights to college games and \$7 million for radio rights to 45 NFL games, including all postseason play through the Pro Bowl.

ABC will ante up nearly \$300 million for its combined college and professional football TV rights. Most of that (\$260 million) goes to the NFL. The balance goes to college.

NBC, the only network to see a significant increase in its football ratings, will trail the pack, paying out just over \$233 million for the NFL TV.

While the broadcast networks are expected to lose more than \$200 million on football this year, both ESPN and TNT are hoping to break even.

ESPN is paying \$171 million in rights fees this year. That will buy the cable network 50 college games, some of which it will resell on a pay-per-view basis, and three preseason and nine regular-season NFL games.

TNT will pay \$136 million for the right to air the same number of NFL games as ESPN.

One casualty of the 1992 season is the World League of America Football. The WFL, carried by USA last year, was disbanded after a poor ratings performance.

Although rights fees have hit record highs this year, advertisers say they expect only modest increases for the cost of a 30-second commercial. Last year NFL unit prices ranged from \$110,000 for the least attractive Sunday game on CBS to about \$275,000 for the season opener on ABC's *Monday Night Football*.

On the college side last year, a 30-second spot on any of the College Football Association games aired on ABC cost between \$60,000 and \$70,000. An advertising executive said the ratings for NBC's Notre Dame games were "unusually weak" last year and doubts the network will get more than \$50,000 for a spot.

The NFL agreed to stretch out its schedule to 18 weeks. "But if you can't sell out 17 weeks, an 18th week only aggravates the situation," said one advertising executive.

ABC hopes to gain some incremental revenue by selling college games on a pay-per-view basis through ESPN. ESPN and CFA have a five-

offer just one or all three games, depending on channel capacity. ESPN distributes the games through Viewer's Choice and Request TV.

ESPN itself has gotten into the college PPV business in 2 million of the 22 million homes where it will be available. Last year, 13 million homes were available to PPV football.

Buy rates, by all accounts, were low last year, but one regional sports executive believes that it has a future as a niche market, particularly in the South, the Midwest and California, where football is strong.

The College Football Association limits pay per view to the two states directly involved in the game.

FOOTBALL SCORECARD

TV and radio rights for 1993
(in millions of dollars)

TELEVISION		
NFL	CBS	\$320
	ABC	260
	NBC	225
	ESPN	136
	TNT	136
CFA	ABC	30
	ESPN	30
Big 10 and Pac 10	ABC	6.5
	ESPN	5
Notre Dame	NBC	7.6
Bowl Coalition and Big East, SEC	CBS	11
RADIO		
National NFL	CBS	7
Local NFL		53.6
TOTAL		\$1,174.1



Note: Figures do not include national NFL radio on Mutual, local preseason NFL TV, regional syndication and local college radio.

year \$300 million deal with the CFA that includes the right to sell games on a PPV basis.

The fledgling PPV market for college football has nowhere to go but up. The 1993 season marks the second year that college football is available as PPV. Showtime Entertainment Television relinquished the PPV college football business after one year.

Under the current deal, ABC gets the first pick of four available games and then gives ESPN PPV rights to the other three games. Cable systems can

If, for example, Georgia Tech were to play Florida State University, the game could be offered pay per view only in Georgia and Florida. The restriction is not expected to be a thorn in the side of pay per view. Aside from a nominal market among alumni, out-of-market buy rates are not expected to be strong.

But in an arena that one advertising agency executive said includes "billions" of free games, it will be a challenge to sell any, even to couch potatoes, for a retail price of \$8.95. ■

Radio

Arbitron drops survey redesign plan

Instead, it will boost its sample size; stations will pay more, but ratings company says it will foot 'overwhelming majority' of cost; broadcasters generally pleased

By Peter Viles

Arbitron surprised the radio industry by dropping its controversial plan to switch from 12-week surveys to 18-week surveys, instead substituting a much simpler plan to increase the sample of its existing surveys, but at some cost to radio stations.

The new plan, announced last week, will leave Arbitron's 12-week diary surveys essentially unchanged, except that the company will send out

more diaries. Arbitron is aiming for a 30% increase in metro diaries in 1994, and a 70% increase in metro target sample by 1996.

The proposed cost increase to radio stations: a 2% rate hike in 1994 and 2% annual increases beginning in 1995. Arbitron says that it will bear "the overwhelming majority" of the cost of increasing the sample.

The announcement came after a sometimes stormy five months of haggling, during which Arbitron sought to reconfigure its survey schedule and boost the sample size without raising rates. But broadcasters balked at two separate proposals for 18-week rolling averages. The first proposal, which called for updates at six-week intervals, prompted fears that a six-week ratings period would become the new standard. When Arbitron tried to reconfigure the 18-week rolling averages, broadcasters worried that some six-week periods would be counted twice.

The new proposal drew quick praise from broadcasters.

"While we do not normally support any price increases, this plan is a significant improvement," says Gerry Boehme, senior vice president and director of research, Katz Radio Group. "The other plans were solving a problem, but they were changing the rules of the game, and each change had negatives associated with it."

Because the proposal will increase the number of diaries sent out in each survey—not simply repackage them—Arbitron will likely have the ability to analyze markets more closely for trends in smaller geographic areas.

"To me, this is one of the best benefits," says Marla Pirner, executive vice president and director of research, Interep Radio Store. "If we, as radio broadcasters, will move into the future with micro-marketing, that will propel us onto the same playing field as the marketers who control the advertising dollars." ■

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ABC puts 'Moby' on the bird

Last week brought yet another development in the remarkable growth of personality-driven, nationally syndicated radio programming.

ABC Radio announced plans to launch a syndicated morning show for country stations, taking Atlanta's "Moby in the Morning" national on Sept. 20. ABC is billing the program, which airs in Atlanta on ABC-owned WKHX-FM, as the first morning show in Atlanta to rank first in the market among adults 25-54 in Arbitron surveys.

James Carney, the jock known as "Moby," has built a reputation as a likable, humorous personality, succeeding in an album-oriented rock format at KLOL-FM Houston before moving to Atlanta three years ago.

"He's the ultimate 'Super Bubba,'" says Robert Hall, vice president, programming, for ABC and its Satellite Music Network. "He's like everybody's buddy."

The 5:30-10 a.m. ET show will be ABC's first syndicated morning program. It will be available on a barter basis, Hall says.

—PV

TV Ratings Week

The Broadcast World According to Nielsen, Aug 2-8

	abc ABC	CBS	NBC	FOX
MONDAY	11.4/20	8.8/16	9.9/17	3.9/7
8:00	16. Day One 10.7/20	35. Evening Shade 8.8/17	20. Fresh Prince 10.0/19	84. Fox Night at the Movies—Born to Run 3.9/7
8:30		33. Major Dad 9.0/16	21. Blossom 9.9/18	
9:00	10. ABC Monday Night	29. Murphy Brown 9.3/16	24. Laugh-In 25th Anniversary 9.8/17	
9:30	Movies—Rich Men, Single Women	43. Love & War 7.9/13		
10:00		34. Northern Exposure 8.9/16		
10:30	11.7/20			
TUESDAY	8.7/15	9.6/17	12.1/22	4.8/8
8:00	President's Address	President's Address	President's Address	74. Beverly Hills 90210 4.9/9
8:30	39. Full House 8.3/15	19. Rescue: 911 10.4/19	18. NBC Movie of the Week—Problem Child 2 10.6/19	79. America's Most Wanted 4.6/8
9:00	49. Where I Live 7.5/13			
9:30	10. Roseanne 11.7/20	28. CBS Tuesday Movie—The Disappearance of Nora 9.4/17	4. Dateline NBC 14.3/26	
10:00	21. Coach 9.9/17			
10:30	65. Civil Wars 6.0/11			
WEDNESDAY	8.6/15	10.8/20	8.6/15	3.8/7
8:00	66. Wonder Years 5.9/12	24. How'd They Do That? 6.4/12	16. Unsolved Mysteries 10.7/20	83. Beverly Hills 90210 4.2/8
8:30	63. Street Match 6.1/11			
9:00	3. Home Improvmt 14.8/26	27. In the Heat of the Night 9.7/17	48. Apollo Theater Hall of Fame 7.6/13	85. Melrose Place 3.4/6
9:30	21. Delta 9.9/17			
10:00	50. Sirens 7.4/13	7. 48 Hours 13.0/23		
10:30				
THURSDAY	9.1/16	9.5/17	9.6/18	7.2/13
8:00	63. ABC's World of Discovery 6.1/12	29. Top Cops 9.3/18	43. Mad About You 7.9/16	36. The Simpsons 8.7/17
8:30			29. Wings 9.3/18	39. Martin 8.3/16
9:00	56. Matlock 7.0/12	13. Eye to Eye with Connie Chung 11.1/19	13. Cheers 11.1/20	56. ILC: 1st Season 7.0/13
9:30			6. Seinfeld 13.5/23	76. Down the Shore 4.8/8
10:00	5. Primetime Live 14.1/25	42. Picket Fences 8.0/14	45. Michael Jordan Special 7.8/14	
10:30				
FRIDAY	11.5/23	6.1/12	6.1/13	4.3/9
8:00	37. Family Matters 8.6/19	59. Golden Palace 6.6/14	67. Mancuso, FBI 5.6/12	81. Fox Friday Movie—Robin Hood 4.3/9
8:30	29. Step By Step 9.3/19	76. Brooklyn Bridge 4.8/10		
9:00	24. Perfect Strangers 9.8/20	45. Street Stories 7.8/15	62. NBC Movie of the Week—Jackie Collins' "Lucky"/"Chances" 6.4/13	
9:30	15. Perfect Strangers 11.0/21			
10:00	2. 20/20 15.2/30	75. Johnny Bago 4.9/10		
10:30				
SATURDAY	5.9/12	7.1/15	5.9/13	6.3/13
8:00	68. ABC Saturday Night Movie—Alligator II: The Mutation 5.4/11	59. Dr. Quinn, Medicine Woman 6.6/14	68. Super Bloopers 5.4/12	50. Cops 7.4/17
8:30				41. Cops 8.2/17
9:00		50. CBS Saturday Movie—Diagnosis of Murder 7.4/16	54. Empty Nest 7.2/15	76. Front Page 4.8/10
9:30			54. Nurses 7.2/15	
10:00	56. The Commish 7.0/15		72. Sisters 5.2/11	
10:30				
SUNDAY	9.3/17	13.2/24	5.8/11	4.7/9
7:00	81. Getting Over 4.3/10	1. 60 Minutes 15.4/33	86. Quantum Leap 3.3/7	88. Parker Lewis 3.1/7
7:30	80. Getting Over 4.4/9			87. Danger Theater 3.2/7
8:00	38. Am Fun Hm Vid 8.5/17	8. Murder She Wrote 12.8/24	71. I Witness Video 5.3/10	73. In Living Color 5.1/10
8:30				68. Roc 5.4/10
9:00	12. ABC Sunday Night	9. CBS Sunday Movie—Nightmare in the Daylight 12.2/21	53. NBC Sunday Night Movie—Cruel Doubt, Part 1 7.3/13	45. Married w/Childn 7.8/14
9:30	Movies—Mississippi Burning 11.5/20			61. Herman's Head 6.5/11
10:00				88. Tribeca 3.1/6
10:30				
WEEK'S AVGS	9.2/17	9.5/18	8.1/15	5.0/9
SSN. TO DATE	11.5/20	12.1/21	10.6/18	7.1/12

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Special Report

FOOTBALL '93

Push 'em back, push 'em back, way back

Networks hope to decrease TV rights payment to NFL by 25%, while league's expenses spiral; October contract talks are expected to be toughest ever

By Steve McClellan

Television and National Football League executives say their upcoming talks on new TV rights could be the toughest ever.

Network officials are talking about rights decreases of at least 25% just to break even, and league officials are scrambling to put together a strategy that would keep future fees within 10% of what they are now. They have not ruled out revenue sharing as a way to accomplish that.

The new agreements, which would pick up where the current contracts leave off after this season, will probably cover three years.

Going into the talks, expected to get under way in October, the networks are bitter about the NFL's refusal to provide any relief under their current pacts. Awash in red ink, the networks sought a substantial rebate for 1993 in exchange for a two-year extension through the 1995 season.

The networks wanted the rebate, to help eliminate close to \$250 million in losses for the 1993 season. CBS will account for at least \$100 million of those losses, and NBC is expected to lose between \$70 million and \$80 million this year. ABC may lose \$50 million, while both ESPN and TNT, which split a Sunday night package, are expected to incur somewhat smaller losses.

Over the course of the current rights deal, entering its fourth and final year, the big three and ESPN and TNT are paying the NFL \$3.65 billion. All the rightsholders are losing money, with total losses estimated at close to \$500 million.

Last year, the networks sought a combined rebate of roughly \$200 million for 1993, to offset a huge portion



NFL PHOTO

of the red ink. In exchange, they were willing to extend the contract for two more years at a cost that would still have meant losses, sources said, but more manageable ones than those assumed in 1993.

In an effort to prove their case last year, the networks took the unprecedented move of opening their books to the league, to allow owners to see for themselves the extent of the losses.

Despite the fact that the league verified the numbers with accountants and advertisers, some team owners believed the books were cooked.

The league's snub was particularly embarrassing for CBS, sources said, because executives there had to lobby hard to convince their boss, CBS Chairman Laurence Tisch, to go for the idea of losing money for two more years in exchange for the 1993 rebate. Just when they had him convinced, the league voted down the deal.

One angry network executive characterized the NFL owners this way:

COVER STORY

"They just don't get it. They think they can sit there and squeeze every dime out of us until we're losing our shirts, and then talk about revenue sharing. The other leagues understand. They aren't pigs."

Other network executives and those on the league side say there are two camps among the team owners. One group is perhaps best symbolized by Art Modell, the Cleveland Browns owner who recently stepped down as head of the NFL television committee.

Modell and others recognize that the networks must make a profit on NFL coverage if the league expects to continue getting big fees for its games. That is why he lobbied hard last year for a deal that would have cut network losses. Modell's disappointment in failing to get the deal passed was said to be a factor in his decision to quit the TV committee.

But there is another camp of bottom-liners, represented by owners such as Al Davis and Jack Kent Cooke (L.A. Raiders and Washington Redskins, respectively), who want to get the highest fee possible for their games, without regard to the networks' problems. Last year, that group prevailed in killing the extension deal.

Cooke and Davis did not return calls to their office by deadline last week, while Modell declined to talk about the upcoming talks or last year's extension proposal. "That's ancient history," he said.

NFL Commissioner Paul Tagliabue replaced Modell as head of the television committee. Another key executive helping to form the league's TV strategy is NFL President Neil Austrian, a former president of cable channel Showtime. Both executives tried to get the owners to go for the proposed contract extension.

Tagliabue and Austrian refused to go on the record for this story. But Roger Headrick, owner of the Minnesota Vikings and member of the league's TV committee, said committee members would meet within the next month to finalize a strategy for upcoming talks with the networks. "We understand their situation," Headrick said of the networks. "But what was their situation a few years ago, when they were making money?"

"We're in a sensitive and difficult position on this," said a league source. The biggest difficulty is that

NFL — The Last Three Deals

Term	Rights	Avg. Ann'l Payment	Ratings				
			ABC	CBS	NBC	ESPN	TNT
1990-93	\$3.65	\$912.5	1992 16.8	13	11.2	5.6	4.3
1987-89	\$1.43	\$476.6	1989 18.1	13.8	11	6.4	N/A
1982-86	\$2.07	\$414.0	1986 18.5	15.2	12.3	N/A	N/A

Notes: ESPN joined ABC, CBS and NBC as a rightsholder in 1987, and TNT joined those four in 1990. Rights column expressed in billions of dollars, annual payments in millions. Ratings are regular-season averages based on Nielsen Television Index. In 1992, a rating point equaled 931,000 homes; in 1989, 921,000 homes and in 1986, 874,000 homes. Cable ratings are expressed as a percentage of the total television universe.

the league's expenses continue to spiral, while it appears that TV rights, the largest portion of its revenue base (about 70% of the total), will decline with the next rights agreement.

According to *Financial World* magazine, the 28 NFL teams had operating expenses of close to \$1.4 billion in 1992, up 7%. Network TV rights payments that year totaled \$923,790,000. With gate and stadium receipts rounding out revenues, *FW* estimates average NFL team operating income of \$4 million. The magazine reported that only 5 NFL teams lost money in 1992.

Network sources say the rights fees will have to come down 25% in the next contract, just to break even. That

kind of decline will have quite an impact on team balance sheets. Based on 1992 rights payments, a 25% decline would be about \$231 million, or \$8.25 million per club. If expenses stayed the same, that would mean an average loss per team of more than \$4 million.

The networks also vow not to be in the football business anymore if they can't make a reasonable profit. The implication is that they want more than a 25% cut in rights to stay in the NFL business. Those who suspect that such statements represent pre-negotiation posturing are only partially right. Executives point to the recent bidding for other sports rights to suggest the NFL rightsholders may be serious.

Local radio rights fees up

But stations see another flat year for ad sales

By Peter Viles

The value of professional football to local radio broadcasters increased modestly from 1992 to 1993, according to BROADCASTING & CABLE's exclusive market-by-market survey of local NFL radio contracts.

The survey found that total rights fees paid by stations rose 7%, from \$50.1 million in 1992 to \$53.6 million in 1993.

But perhaps a more telling statistic: in three of the four markets where new contracts were signed for the 1993 season—New York, Pittsburgh and Los Angeles (Raiders)—rights fees were essentially flat.

The exception was San Francisco, where the 49ers' contract with KGO (AM) jumped from an estimated \$2.3 million per year to an estimated \$4 million per year.

Other key findings of the survey:

- The richest contracts are held, not

surprisingly, by four consistently successful teams in top-10 markets: Chicago (\$4 million), San Francisco (\$4 million), Dallas (\$3.5 million) and Washington (\$3.5 million).

- The only sub-\$1 million contracts are in small markets: Green Bay (\$775,000), Indianapolis (\$800,000).

- Big changes are in store for 1994. Nine teams will negotiate new deals.

- Spanish-language broadcasts appear to be growing. The Miami Dolphins have a separate rights agreement with a Spanish station, WQBA(AM). In addition to its English-language Dallas Cowboy network of more than 100 stations, KVIL(AM) has six Spanish-language affiliates in the U.S. and 26 in Mexico. Despite the widespread notion that pro football is more popular than ever, radio executives say the sluggish economy is limiting revenue growth this fall.

"It's not that great, and basically

it's the economy," says Phil Levine, sports marketing manager for the Cleveland Browns Radio Network. "Most of the league is down."

"It's a little bit better than last year—not much, but a little bit," says Stu Heifetz, vice president and director of sports sales for Katz Radio Group, which represents 17 NFL rightsholders to national advertisers. "And last year was a little bit down from the previous year."

The National Football League has not lost any luster in the eyes of advertisers, Levine adds. "There's nothing like the NFL. Every Sunday is an event, and all of the teams make their broadcasts an event. Football is still one of the most powerful radio broadcasts you can have."

While most pro football radio contracts remain traditional—a radio station pays a rights fee to the team and sells advertising to cover its costs—a

few twists have been added in recent years.

In Los Angeles, the Raiders rights-holder Nederlander Sports Marketing, a marketing firm that pays a fee and gives some pre- and post-game advertising time to KFI(AM) to air the games, retains all game inventory to sell itself. Similarly, advertising sales for Buffalo Bills games is handled by Custom Sports Promotions, a local marketing firm. ■

1993 LOCAL RADIO FOOTBALL LINEUP

NFC

Team	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	1993 rights in millions
EASTERN DIVISION					
Dallas Cowboys	KVIL(AM)	100+	3/5	\$3.5	\$3.5
New York Giants	WOR(AM)	22	1/5	\$2.5	\$3.0
Philadelphia Eagles	WYSP(FM)	17	2/4	\$2.0	\$2.0
Phoenix Cardinals	KTAR(AM)	15	5/5	\$1.5	\$1.3
Washington Redskins	WTEM(AM) WGMS(FM)	93	N/A	\$3.5	\$3.5
CENTRAL DIVISION					
Chicago Bears	WGN(AM)	62	1/3	\$4.0	\$4.0
Detroit Lions	WWJ(AM)	41	2/3	\$1.5	\$1.5
Green Bay Packers	WTMJ(AM)	44	1/4	\$0.7	\$0.775
Minnesota Vikings	KFAN(AM) KEEY(FM)	90	3/3	\$1.5	\$1.5
Tampa Bay Buccaneers	WQYK(AM)	23	3/5	\$1.0	\$1.1
WESTERN DIVISION					
Atlanta Falcons	WSB(AM)	70	2/3	\$1.4	\$1.4
Los Angeles Rams	KMPC(AM)	20	3/3	\$2.0	\$2.0
New Orleans Saints	WQUE(AM)	50	2/3	\$1.0	\$1.0
San Francisco 49ers	KGO(AM)	55	1/2	\$2.3	\$4.0

AFC

Team	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	1993 rights in millions
EASTERN DIVISION					
Buffalo Bills	WGR(AM)	27	4/4	\$0.9	\$1.6
Indianapolis Colts	WNDE(AM) WFBQ(FM)	22	2/3	\$0.8	\$0.8
Miami Dolphins	WIOD(AM) WQBA(AM)	25 0	3/3 2/3	\$1.5 \$0.5	\$1.4 \$0.6
New England Patriots	WBZ(AM)	25-30	3/3	\$1.4	\$1.4
New York Jets	WFAN(AM)	15	1/3	\$1.5	\$1.6
CENTRAL DIVISION					
Cincinnati Bengals	WLWA(AM)	30	3/3	\$1.2	\$1.2
Cleveland Browns	WHK(AM) WMMS(FM)	50	3/3	\$1.8	\$1.8
Houston Oilers	KTRH(AM)	38	4/5	\$1.5	\$1.5
Pittsburgh Steelers	WTAE(AM) WVTY-FM	30	1/3	\$1.3	\$1.5
WESTERN DIVISION					
Denver Broncos	KOA(AM)	60	5/7	\$2.0	\$2.0
Kansas City Chiefs	KCFX(AM)	76	2/2	\$1.2	\$1.2
Los Angeles Raiders	KFI(AM)	35	1/3	\$3.1	\$2.5
San Diego Chargers	XETRA(AM)	0	3/5	\$1.3	\$1.5
Seattle Seahawks	KIRO(AM)	60	4/5	\$2.5	\$2.5

Viacom's 'Real Time' tackles access

News/entertainment strip will be produced by MTV

By Joe Flint

An already crowded 1994 prime access battlefield got bigger last week with Viacom's entry, the entertainment-strip *Real Time*.

The MTV-type news/entertainment show is aimed primarily at the 7-8 p.m. time slot and the 18-49 and 25-54 demos.

Viacom is offering the show on a cash-plus-barter basis with one minute of national time available. There will also be a sixth-day, hour-long weekend version of the show.

Real Time marks Viacom's first attempt to bring the cable success of subsidiary MTV to broadcast television. The series will be produced by MTV Productions. MTV News Vice President Linda Corradina has been named executive producer, and other MTV News producers and on-air talent, including model Cindy Crawford, will be seen on *Real Time*.

Despite the cable connection, there will be no cable window for *Real Time*, say Viacom executives.

Viacom describes the program as a daily entertainment and lifestyle magazine that hopes to "cut through the hype that surrounds showbiz to tell viewers about the latest in movies, television and music."

It won't be just hype that *Real Time* has to cut through. Time Warner is already pitching stations on its *Entertainment News Television*, while MCA TV has its own news magazine in the works (see story, page 20). King World is hoping to pair its *American Journal* with *Hard Copy*; Twentieth TV has *Sparks*, and Buena Vista Television is hoping to strip its magazine show *The Crusaders* if it does well as a weekly this year.

"We are hoping that stations will buy the show for prime access. We have flexibility, but we're shooting for prime.

"Even though there is another show out there, we can't lose sight of the fact that there are a lot of opportunities," says Rick Jacobson, president, domestic markets, Viacom Entertainment.

Station reps say that, at least for the first year, *Real Time* may find itself on



'Real Time' co-anchor Yolanda Gaskins

late fringe on many stations.

"As has always been the case, any new show fighting in a crowded field will likely have to launch in late fringe. It was the same for *A Current Affair*, *Hard Copy* and now *American Journal*," says one rep source.

During the next year, even late fringe won't be as big an option for new product. Fox and CBS have their own entries in the time period.

"It's difficult for any syndicator to get a foothold," says one rep, adding that they "did it to themselves somewhat with all the talk shows, many of which run an hour and are on in late night."

Although Viacom may hope to

make inroads against such tabloid shows as *A Current Affair* and *Hard Copy*, it is not limiting itself to network affiliates for clearances.

That may help. For independents, first-run is a cheaper investment than the off-network sitcoms that usually air in prime access. The stations also don't have to make as big a commitment in terms of how many years they'll carry the show, says Janeen Bjork, vice president, programming, Seltel Inc.

Real Time will be anchored by Yolanda Gaskins, a former entertainment reporter for CNN, E! and BET, and Steven Walker, an environmental reporter at KOMO-TV Seattle. ■

ITC targets production for cable

ITC Entertainment Group, hoping to exploit the growth of cable networks and their need for original programming, has hired veteran producer Les Haber to lead the company's expansion into original programming production for basic and pay cable.

Haber's mandate, according to ITC President and Chief Executive Officer Jules Haimovitz, is to find new cable buyers for ITC's library, mainly television movies and specials as well as feature films.

The company's decision to expand further into cable not only demonstrates the growth of cable as an outlet for original programming and library product, but also indicates the diminishing need for such product on broadcast TV. With more stations buying first-run product through the Prime Time Entertainment Network and other sources, movie packages, made-for-TV movies and miniseries are a thing of the past for many stations.

—JF

SYNDICATION UPDATE

The king lives on

"Elvis-mania" has struck in syndication, with Raycom Entertainment's retrospective specials *America Comes to Graceland* and *Elvis: His Life and Times* cleared in 155 markets representing 92% of the country. Both hour-long specials, which have Aug. 7-13 and Aug. 14-21 broadcast windows, are the first to air under a five-year agreement Raycom has with the Elvis Presley estate until 1997, the 20th anniversary of the singer's death.

Feud pick-ups

All American Television's long-standing *Family Feud* game show will be receiving back-to-back hour slotting at 4-5 p.m. (ET) on WWOR-TV New York effective Sept. 13. The Chris-Craft/United Television superstation will air newly produced episodes at 4 p.m., while

"encore" *Family Feud* episodes will run at 4:30-5. Entering its sixth season of production with Ray Combs as host, *Feud* is currently cleared in 115 markets representing 81% of the U.S.

Back to nature

Hearst Entertainment Distribution has cleared *The World of Nature*, a series of two-hour nature specials hosted by Walter Cronkite, on 99 stations representing 87% of the country. Stations in all the top-30 markets have cleared the show, including WCBS-TV New York, KCAL-TV Los Angeles, WGN-TV Chicago, WTXF-TV Philadelphia and KOFY-TV San Francisco.

Disney taps Shirley

DLT Entertainment's *Shirley [Solomon]* talk show received a major pick-up in Los Angeles, with Disney-owned independent KCAL(TV)

scheduling the show at 12 midnight-1 a.m. effective Sept. 13. Although it's a late-night clearance, *Shirley* gets a strong lead-in from Warner Bros. Domestic Television Distribution's *NightTalk with Jane Whitney*.

Cluster clears

Cluster Television reports that clearances for its three syndicated fall 1993 animated strips—*The Pink Panther*, *Conan the Adventurer* and *Transformers Generation 2*—have each reached more than 80% U.S. coverage.

GGP kickoff

GGP, the San Francisco-based sports syndicator, says its three preseason football specials—*NFL Preseason Special*, *Reebok Preseason College Football Special* and *College Bowl Preview*—have been cleared in more than 80% of the country.

MCA TV targets the X factor in new strip

By Mike Freeman

MCA TV is joining the ranks of programmers targeting the elusive 18-34 demographic.

Generation X, the company's fall 1994 weekly news magazine project, is "MTV meets *60 Minutes*," according to MCA TV President Shelly Schwab. Also committing to the show is the Chris-Craft/United Television station group (more than 20% U.S. coverage), a joint-venture partner with MCA in the project. The group owner has committed to weekend prime time slotting for the show in its eight markets, according to Schwab.

"Talking to stations around the country, it was clear broadcasters felt that the [18-34] demographic group was the most underserved and hardest group to attract to news," Schwab says. "For stations to grow their news, they have to go after the 18-34 demographic. With *Generation X*, we feel this is an opportunity for stations not to steal [older] demographics that may not be there to begin with, but to bring back younger viewers who may

have the left the station a long time ago."

As "equal partners" in *Generation X*, Schwab says the eight Chris-Craft stations, led by WWOR-TV New York, KCOP(TV) Los Angeles and KBHK(TV)

"With 'Generation X,' we feel this is an opportunity for stations not to steal [older] demographics that may not be there to begin with, but to bring back younger viewers who may have left the station a long time ago."

MCA TV's Shelly Schwab

San Francisco, have a vested interest in the series' success. (The joint-venture deal is similar to Buena Vista Television's multiple-station group

partnership on *The Crusaders*, a weekly consumer advocacy strip launching in syndication next month.)

"The budget is going to be on the upper scale of what is being done in reality currently," says Schwab, who declined to elaborate. "Because of the economics involved in producing reality programming, everyone is looking for value-added partnerships, where stations can benefit from dual revenue streams—one from the station's local ad sales and the other from sharing in the show's profits in national syndication." (He added that another station group is in negotiation for an equity stake in the series.)

Schwab says that he has yet to determine the barter split for the hour-long offering, but he remains confident that stations will find *Generation X*'s soon-to-be-completed pilot attractive enough to provide adjacent local news lead-in or lead-out time periods. If all goes well with the weekend airings in 1994-95, MCA TV hopes to expand production of *Generation X* for daily stripping the next season. ■

To your health: cable looks to fill niche

The Health Channel is one of several services targeted to keeping viewers well

By Rich Brown

Are you ready for a network filled with shows like *My Aching Back*, *Headache!*, *Pet-Health* and *First Aid 101*?

Those are among the shows being developed for The Health Channel, a 24-hour network that hopes to launch on cable systems a year from now. It is the latest in a growing number of health-related program services looking to find a niche in the expanded channel universe of tomorrow.

As with most new services, the highest hurdles for The Health Channel are to drum up interest from both cable system operators and the investment community, says Robert Flesher of The Novus Group, a Washington-based management and financial consulting firm specializing in the health field and a principal partner in the channel.

Attracting advertisers to the channel is not likely to be difficult because The Novus Group already works with health-care companies, including Bristol-Myers-Squibb and Fisons.

So far, The Novus Group has focused on lining up personnel that will bring credibility to the channel. Hires include former Health and Human Services Secretary Dr. Louis Sullivan and consumer health advocate Nancy Sander, founder of Allergy and Asthma Network/Mothers of Asthmatics. Other key partners are Robert Grevenberg and Steve Tello, principals of Professional Video Services, a Washington-based firm that will handle much of the production for the channel.

Programming on The Health Channel will focus on health policy and national health-care reform; reports on trends in medical treatment, disease prevention and health advice, and paid programming.

Also planned are a call-in show hosted by doctors, *House Calls*; a midnight call-in show, *Let's Talk About Sex*, hosted by sex therapists, and even a shopping show, *HSTV/Health Shopping TV*, that will sell products ranging from vitamins to exercise equipment. Targeted audiences will be women (ages 25-54) and adults

(ages 55-plus).

The Health Channel is not the only health and fitness channel in development. UHF station WFIT-TV Providence, R.I., is in its ninth month of on-air testing of The Health and Fitness Network, a programming service operated by veteran cable operator Philip DeSano and Venture Technologies Group of Los Angeles. DeSano says that on Sept. 1 the channel will debut on an unnamed area cable system serving 40,000 subscribers and will launch as a national cable network in mid-1994.

Also planning to debut in mid-1994 is Recovery Net/The Wellness Channel, a network that will help viewers overcome various addictions and that

will deal with a variety of health topics, including heart disease, cancer and reproductive health issues. The network plans to launch with about five hours of daily programming and expand to about 13 hours daily in its first year, says network president Jonathan Katch.

To help speed plans along, Recovery Net is moving to Denver and enlisting the services of Tele-Vision Group. A spin-off of top multisystem operator Tele-Communications Inc., TVG offers marketing and operational services to newcomer networks. Katch says the company is currently awaiting regulatory approval on a Canadian version of the channel in which the company will own 20%. ■

News goes to high school

Franchised format looks to hook young viewers with news

By Mike Freeman

Is the next Dan Rather or Mary Alice Williams sitting somewhere in an 11th grade English class?

McM Entertainment hopes to find out with its *News 101* program format franchise, while at the same time attracting a younger audience to local television newscasts.

Company founder Linda McMann, a former syndication sales executive with Group W Productions and Blair Entertainment, has sold 11 television station news departments on the concept of "student-produced," packaged inserts for airing in nightly newscasts.

Besides giving students some practical broadcast journalism experience, McMann says the goal is to get 15-18 year-olds to sample the local newscasts, which she is convinced can translate a loyal viewer following into adulthood.

The show is franchised similar to the *P.M. Magazine* format and sold on a straight cash basis, generally for a

two-year term. How it works: The local station ties *News 101* to a high school in the market, providing portable video equipment to the students and making available their editing suites and post-production facilities for the students to polish the issue-oriented packages, which are usually one-and-a-half minutes long. McMann notes that stations have the "final cut" on what gets on the air.

The concept for *News 101* originated at CBS affiliate KRQE(TV) Albuquerque and was created with the help of Paul Nathanson, a law professor at the University of New Mexico. McMann acquired the distribution rights a little more than a year ago.

While stations can use only "program-length" educational material to meet the license renewal requirements of the Children's Television Act of 1990, McMann says stations can request news inserts from other client stations around the country to edit together into freestanding half-hour *News 101* episodes. ■

Broadcasting
& Cable

Top Cable Programs

August 2-8

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.	2,864	4.9	NFL (Chicago-Philadelphia)	Sun. 8-11p	TNT
2.	2,517	4.2	This Week in Baseball	Thu. 9:45-10p	TBS
3.	2,272	3.8	Baseball (Philadelphia-Atlanta)	Thu. 10-11:15p	TBS
4.	2,148	3.6	Murder, She Wrote	Wed. 8-9p	USA
5.	2,053	3.4	NASCAR Winston Cup	Sun. 1-3:58p	ESPN
6.	2,036	3.4	Baseball (Philadelphia-Atlanta)	Tue. 7:30-10:15p	TBS
7.	1,991	3.3	Saved by the Bell	Thu. 5:30-6p	TBS
8.	1,937	3.2	Baseball (Philadelphia-Atlanta)	Thu. 7:30-9:45p	TBS
9.	1,875	3.1	Saved by the Bell	Fri. 5:30-6p	TBS
10.	1,848	3.1	Murder, She Wrote	Tue. 8-9p	USA
11.	1,809	3.0	Saved by the Bell	Wed. 5:30-6p	TBS
12.	1,762	2.9	MLB Tonight	Wed. 10:46-11:16p	ESPN
13.	1,739	2.9	Marilyn & Bobby (movie)	Wed. 9-11p	USA
14.	1,732	2.9	WWF Monday Night Raw	Mon. 9-10p	USA
15.	1,713	3.0	Beavis & Butthead	Sat. 3-3:30p	MTV
16.	1,693	2.8	Murder in Texas (movie)	Mon. 10p-12m	TBS
17.	1,674	2.8	Saved by the Bell	Tue. 5:30-6p	TBS
18.	1,669	2.8	Saved by the Bell	Thu. 5-5:30p	TBS
19.	1,665	2.8	Rugrats	Sun. 10:30-11a	NICK
20.	1,628	2.8	Ren & Stimpy	Sun. 11-11:30a	NICK
21.	1,608	2.7	Perry Mason: Lethal Lesson	Sun. 7-9p	TBS
22.	1,601	2.7	Murder, She Wrote	Mon. 8-9p	USA
23.	1,599	2.7	Baseball (Montreal-Atlanta)	Sat. 10:15p-12:30a	TBS
24.	1,594	2.6	Baseball	Wed. 7:30-10:46p	ESPN
25.	1,587	2.6	Last Starfighter (movie)	Sat. 4-6p	TBS
26.	1,554	2.6	Murder, She Wrote	Thu. 8-9p	USA
27.	1,546	2.7	Beavis & Butthead	Sat. 5:30-6p	MTV
28.	1,543	2.6	Fright Night Pt. 2 (movie)	Sat. 3-5p	USA
29.	1,521	2.5	Silk Stalkings	Mon. 10-11p	USA
30.	1,513	2.7	Beavis & Butthead	Sat. 3:30-4p	MTV
31.	1,506	2.7	Beavis & Butthead	Sat. 2-2:30p	MTV
32.	1,504	2.7	Beavis & Butthead	Sat. 4:30-5p	MTV
33.	1,501	2.5	Baseball (Montreal-Atlanta)	Fri. 7:30-10:30p	TBS
33.	1,501	2.5	Murder, She Wrote	Fri. 8-9p	USA
35.	1,486	2.5	WCW Saturday Night	Sat. 6-7p	TBS
36.	1,469	2.6	Beavis & Butthead	Sat. 4-4:30p	MTV
36.	1,469	2.5	Saved by the Bell	Wed. 5-5:30p	TBS
38.	1,464	2.4	Saved by the Bell	Fri. 5-5:30p	TBS
39.	1,456	2.6	Beavis & Butthead	Sat. 2:30-3p	MTV
40.	1,448	2.5	Are You Afraid of the Dark?	Sat. 9:30-10p	NICK

Fox Kids Net calls on Power Rangers

Kids program cooperative takes 40 episodes of Saban Entertainment's live-action kids sci-fi strip



Mighty Morphin Power Rangers

By Mike Freeman

Take the cult classic *Ultraman*, throw in some Sid and Marty Krofft and a smidgen of *Captain Planet* and you get some idea of Fox's new kids offering, *Mighty Morphin Power Rangers*.

The self-described live-action, sci-fi comedy adventure from Saban Entertainment is slated for 7:30 a.m. in hopes of bolstering the network's morning lineup. "I have been fortunate that the affiliates have allowed me flexibility to take some creative risks but, quite frankly, some of them think I may have gone off the edge on this one," says FCN President Margaret Loesch of the 40-episode order. She may be underestimating the respect Fox affiliates have for her accomplishment of taking FCN's Saturday and weekday kids lineups to the top of the ratings this season.

With license fees for weekday morning series remaining relatively flat, Saban Entertainment's 35 mm film production of *Power Rangers* is also taking a risk, with the big-budget show. But in entering a co-production arrangement with Toei Productions of Japan for special-effects segments and relying heavily on international broadcast sales, home video and merchandising agreements, Saban apparently

Continues on page 52

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The 'Sleepless' matchmaker

The radio psychologist featured in the summer movie "Sleepless in Seattle" has real-life inspiration in Joan Hamburg (center) of WOR(AM) New York. A 20-year veteran of the New York broadcasting scene, Hamburg counts among her many fans Nora Ephron, who directed the romantic comedy starring Tom Hanks (right) and Meg Ryan (left). Known for her motherly advice on a wide range of topics, from travel to consumer affairs to dating, Hamburg hosts a daily program from 10 a.m. to noon that is particularly popular with women. "For some of these women, I'm their family and their friend," Hamburg says. "You know, doing this kind of radio, people will tell you their most intimate thoughts." Did she like the movie, in which her character helps to connect Hanks and Ryan? "I was charmed by it. I thought it was darling.... I felt like, 'Gosh, maybe that will happen to me.'"

—PV

RIDING GAIN

CBS getting the blues

Just when CBS's national music offerings were shrinking to nothing, the network has announced the launch of two programs devoted to blues and R&B music. *The House of Blues Radio Hour* and *The House of Blues Breaks* both arise from a venture between CBS, Ben Manilla Productions and The House of Blues clubs. Both shows will be hosted by *Saturday Night Live* alumnus Dan Aykroyd. *House of Blues Breaks*, three to five minutes in length, will air Monday through Friday; *House of Blues Radio Hour* will air once a week.

Rush in the Hall

File this in the "He-told-you-so" department: Rush Limbaugh will soon be inducted into the Museum of Broadcast Communications' Radio Hall of Fame. The other inductees for the museum's Nov. 7 ceremony: the late Rick Sklar, a pivotal figure in the development of Top 40 programming; writer-producer-director Norman Corwin; Chicago on-air personality Wally Phillips, and National Public Radio's *All Things Considered*, the first NPR program honored with induction into the hall. The induction ceremony from the Chicago museum will be hosted by Larry King and broadcast nationally on some 50 stations.

Live from Dallas

The NAB Radio Show in Dallas is shaping up as a who's who in nationally syndicated radio. Among those planning to broadcast live from the convention next month: WOR Radio Network's *The Gene Burns Program* and *Smart Money with the Dolans*, Unistar's G. Gordon Liddy and *The Don and Mike Show*, Westwood's Larry King, Pat Buchanan, Bruce Williams and Jim Bohannon, and CBS Radio's Gil Gross. Also: *Sports Byline USA* and WLUP-FM Chicago's Steve Dahl and Gary Meier, Kevin Matthews, Jonathan Brandmeier and Danny Bonaduce.

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Washington

Television violence legislation: the handwriting is on the wall

By Kim McAvoy

Congress is considering at least eight bills aimed at mitigating the blood and guts on TV, and one of them—or some combination of them—is expected to become law before the end of the year.

"There is no way to stop it," says one network lobbyist. "There's a high level of support for moving some type of legislation."

Three particularly tough measures have emerged. Two threaten broadcasters with license revocation for violating FCC violence standards; the third, the so-called V-chip bill, would require TV sets to contain technology enabling parents to block programs rated for violent content or programing on specific channels or time slots.

Among the mix of other bills are measures calling for:

- an 800 number for parents to call to register complaints
- a count of violent incidents
- violence warnings
- monitoring of promotional spots
- a presidential commission to identify solutions
- disallowance of tax deductions for the cost of advertising on violent shows.

CBS lobbyist Martin Franks fears the legislation that emerges will look like a "Chinese menu.... It will all get added on."

The likelihood that a bill will make its way through Congress is heightened by the entry of two key telecommunications policymakers—Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee—into the debate. Hollings is author of a bill that would ban the airing of vio-



TV lobbyists are resigned to some form of TV violence legislation becoming law. Such legislation could affect programing such as ABC's 1990-91 miniseries 'It.'

lent programing at times when children are watching. The punishment for transgressors would be license revocation. "This is not an empty gesture," says one network lobbyist.

"Indecency is hard enough to define," says a critic of the legislation. "How do you define violence? Does that mean cartoons like *Tom and Jerry* get a violence rating?"

Markey has put his weight behind the V-chip bill, which also has the support of John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee. Hill sources say that Dingell and others see the Markey approach as a "real alternative" because it avoids some of the First Amendment questions posed by both Hollings's bill and legislation offered by Representative John Bryant (D-Tex.), who wants the FCC to set

violence standards and consider a station's efforts at license renewal time.

The possibility that violence might jeopardize licenses alarms the National Association of Broadcasters. "This approach raises the issue to a higher level," says President Eddie Fritts.

But broadcasters and cable programmers may have to settle for Markey's V chip as the least of all evils.

The Electronic Industries Association, whose members will have to build V-chip TV's, opposes the measure. "Clearly this is a very slippery slope," says EIA's Gary Shapiro. "We don't think technology should be used to solve societal problems."

Shapiro says broadcasters should be "more aggressive." They have adopted a "defeatist attitude," he says, at a time when they need to "get the story out." ■

Congress getting mad...getting even?

At the heart of Washington's efforts to regulate violent programming, as well as to eliminate beer and wine ads, codify the fairness doctrine and boost the quantity and quality of children's programming, may be that most basic of human motivations: revenge.

Privately, members of Congress are telling broadcast representatives that they feel "burned" by network news programs—particularly ABC's *PrimeTime Live* and NBC's *Dateline*—that have misportrayed them. "They're very upset," says one lobbyist, particularly over an October 1990 *PrimeTime Live* exposé on congressional travel that featured House Ways and Means Committee members vacationing in Barbados with lobbyists who had business before the committee. The trip cost taxpayers \$42,000, the network said.

PrimeTime Live followed up last April with another piece on congressional junkets, this time covering members at an event in Florida sponsored by the Electronic Industries Association.

"There is a certain get-even factor," says another broadcast representative. And it's been suggested that Michael Oxley (R-Ohio), once a key critic of the fairness doctrine, is now supporting it because he was irked by the *PrimeTime Live* broadcast. Oxley's office said the piece had nothing to do with his change of position.

PrimeTime Live struck another congressional nerve



'Primetime Live' catches Representative Phil Crane (R-III.) relaxing poolside at EIA conference in Florida.

when it ran a story in July on congressional pensions. "We've heard a lot about that one," says one broadcast lobbyist. The piece, "Washington Waste," showed how members collect sizable pensions at taxpayer expense.

NBC's *Dateline* aired a story two weeks ago, featuring Senator Orrin Hatch (R-Utah), on congressional perks. *Dateline* contended that Hatch promoted legislation that would benefit a company in which he has invested (see "Top of the Week"). Hatch attacked the program as "false and reckless" and said, "I am sick and tired of journalists with the morals of jackals." Hatch wants an apology and a full retraction. —KM

Small systems get relief from FCC

It pushes rate regulation deadline for operators with fewer than 1,000 subs

By Harry A. Jessell

The FCC gave small cable systems a break last week, delaying rate regulation for systems with 1,000 or fewer subscribers.

But the agency said the rules aimed at rolling back basic rates at least 10% would take effect as scheduled on Sept. 1 for the rest of the industry.

The stay affects 59% of the nation's 11,000 cable systems, but less than 4% of its 55 million subscribers.

"The overall impact of this decision...is slight," said FCC Commissioner Ervin Duggan.

The Community Antenna Television Association, among the cable groups that requested a blanket stay, said it would go to court in an attempt to win more time for the big systems.

At the same time, CATA praised the agency for recognizing the burden a Sept. 1 effective date would have placed on small systems.

By allowing for a "more orderly transition," says CATA President Steve Effros, the delay will allow operators to keep their subscribers fully informed and reduce "disruption and confusion."

The FCC cited Congress in justifying the special treatment for small systems. The 1992 Cable Act orders the FCC not only to regulate cable rates, but also to take it easy on small systems.

The stay will remain in effect until the FCC considers various proposals from CATA and others for lightening the "administrative burden and costs" on small systems.

The agency also launched a rule-making to decide whether streamlined regulations should apply to only independently owned small systems or to all small systems.

Judging from statements issued with the stay order, it appears that there are

at least two votes at the commission for applying "simplified" regulations to only the independents.

"It seems apparent to me that any permanent streamlining we consider should probably be narrowly tailored to benefit independent operators most, particularly the small, rural, mom-and-pop systems for whom the regulations must seem an incomprehensible tangle," said Commissioner Ervin Duggan.

Commissioner Andrew Barrett said he favored an "MSO cap." Small systems belonging to MSO's below the cap would be subject to conventional rate regulations; those belonging to MSO's above the cap, to the special small-system rules.

Such a cap would "direct the relief toward those small systems that truly lack the resources to comply with cable rate regulation at this time," Barrett said. ■

Hoping to catch the wave of concern about TV violence, a researcher on the impact of TV on society has thrown his hat in the ring for the non-Democratic FCC seat. He is John Murray, professor and head of the Department of Human Development and Family Studies at Kansas State University. Murray, who has an impressive list of academic credentials, coordinated research for the surgeon general's report on TV violence in 1972. Representatives Jim Slattery (D-Kan.) and Peter Hoagland (D-Neb.) have endorsed Murray in a letter to the White House.

Vacationing last week in Virginia, Murray acknowledged that his candidacy is a long shot. "It would be a change to have a social scientist on the FCC," he said.

And what does Murray think about TV violence?

"Each year there is more evidence that it does affect children and adults," he said. "It contributes to the violence we find about us in society."

It looks as if Acting FCC Chairman James Quello may have gotten ahead of himself (and

the rest of the FCC) with his talk about an FM freeze a few weeks ago (BROADCASTING & CABLE, Aug. 2). Neither of the other commissioners is eager to put a halt to the licensing of new FM stations. Commissioner Andrew Barrett believes that a freeze would hurt small businesses seeking to break into broadcasting through the new-station route. Although he recognizes the glut of FM's, Commissioner Ervin Duggan simply thinks that it's a bad idea to impose a freeze until the agency knows what its long-term policy toward FM licensing might be.

About a dozen TV renewal applications are hung up as the FCC commissioners debate how to fine and otherwise sanction the stations nailed for EEO violations (BROADCASTING & CABLE, Aug. 9). However, not wanting to stand in the way of business, the commissioners are acting on renewals if a station is being sold. Cases in point: The agency last month fined KKIS-FM Walnut Creek, Calif., \$25,000 and gave it a short-term renewal with reporting requirements, but in so doing, cleared the way for its sale to KZWC Broadcasting for \$850,000. And in June, the agency slapped KOY-AM-FM Phoenix with the same EEO penalty, permitting its sale to Sundance Broadcasting for \$7 million.

The FCC estimates it will raise nearly \$45 million this year in licensing fees from the broadcast, cable and telephone industries, among others. However, those revenues are assigned to the Treasury through 1997. Still, broadcasters and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) would like to see that money go directly to the FCC. "It would be hard to do," says a Dingell aide. "If you take it out of the Treasury you increase the deficit." Nevertheless, Washington insiders expect Dingell will prevail and that the licensing fees will eventually become part of the FCC's annual budget.

Michael Schooler, general counsel for the National Cable Television Association, joins Dow, Lohnes & Albertson on Sept. 1. Schooler, who has been with NCTA 11 years, will continue working on cable matters as a partner in the Washington law firm. Schooler specialized in antitrust issues and other regulatory matters at NCTA. DLA's cable

practice is headed by Brenda Fox, former NCTA vice president for regulatory affairs/general counsel.

Individual video and data services, or interactive TV, licenses for the nation's top nine markets will be assigned by lottery Sept. 15 as scheduled, thanks to an exemption for pending lotteries in the final version of the spectrum auction bill in the President's new budget package. Future IVDS licenses will be covered by the auction law.

The budget reconciliation committee raised by a third the estimate of revenue from auctions, to \$10 billion over five years. The boost was based on the recent increase in sale prices for cellular systems, say Hill staffers. The committee includes the House version's 1998 expiration date for auctions, directing the FCC to evaluate the effectiveness of the experiment at that time.

The auction law directs the FCC to consider ways to insure that small businesses, rural telephone companies, and businesses owned by wom-

en and minorities get their share of licenses under the auctions. Congress did not direct how to do this, but offered the commission the authority to consider methods such as tax certificates and bidding preferences. The legislation also authorizes the commission to accept alternative methods of payment, such as a percentage of revenues generated by the use of the spectrum.

Although polls show most Americans don't think much of President Clinton's new budget package, the Electronic Industries Association is satisfied. EIA President Peter McCloskey says that several items important to high-tech businesses were included in the package, including a research and development tax credit, assistance programs for education, an enhanced expense allowance for small business and a change in the method for amortizing intangible assets. What's more, he says, several provisions opposed by the association, including the elimination of a deferral on taxes on income earned abroad, were softened in the final reconciliation between the House and the Senate.

Karen Fullum joins the National Association of Broadcasters today as VP, regulatory affairs, replacing Howard Wooley, who moved to Bell Atlantic in the spring. She is the former assistant to the tax manager at Price Waterhouse. Fullum will act as the trade association's chief liaison with the FCC and other federal agencies and will report directly to NAB's executive VP/general counsel Jeff Baumann.

Prior to Price Waterhouse, she was a law clerk with Brown, Vance, Jackson & Smith. She worked in broadcasting, at Sheridan Broadcasting Network (now American Urban Radio Networks), Pittsburgh, as a news and sports reporter.

In what's being billed as his first address to the cable industry since being named head of the National Telecommunications and Information Administration, Larry Irving is to speak next month in New York at the National Cable Television Association's annual minorities-in-cable seminar. Irving is scheduled for the first day of the two-day affair, Sept. 23-24, at the Waldorf-Astoria Hotel.



Washington Watch

Edited By Harry A. Jessell

Tax changes could heat up mergers

Media values will increase by 10%, according to one analyst

By Geoffrey Foisie

Executives may hate what it does to them personally, but the new tax law may increase the asset value of their companies. At least two provisions in the just-signed act (see chart) should heat up mergers and acquisitions for broadcast and cable properties.

The provision on intangibles may prove to be the most important, especially for broadcasters. J. Michael Hines of Dow, Lohnes & Albertson estimates that in previous station acquisitions, between 5% and 20% of the price could not be amortized—written off over a period of years as an expense reducing taxable income. Some items, such as “goodwill,” were totally unamortizable; others, such as FCC licenses and network affiliation agreements, were regularly challenged by the IRS.

By eliminating the cause of potential disputes, says Hines, “Cash-flow projections can be made with more certainty, and that makes bankers and investors more comfortable.”

The new law not only makes the total acquisition price amortizable, it also accelerates the write-off period for some intangibles to 15 years, down from 25 years.

Robert Willens, tax analyst for Shearson Lehman, says stations and systems could be worth as much as 10% more to an acquirer solely on the basis of after-tax cash flow increasing from intangible amortization.

The transaction market also will benefit from the 50% capital gains exclusion. All but the largest stations and systems meet the requirement that the investee have assets of \$50 million or less.

Compensation for executives is more likely to be deferred, says Hines, because of higher rates on income. ■

Decoding the new tax code

Higher tax rates:

- Individuals from 31% to 36%, with possible effective rate of 42%.
- Corporations from 34% to 35%.
- Capital gains stays at 28%.

Investment incentive:

- Only half of gain on stock taxed if held for more than five years. Applies only to investments by noncorporate taxpayers who purchase originally issued stock in companies with \$50 million or less in assets, prior to subtracting short-term indebtedness.
- Gain eligible for exclusion is limited to \$10 million or 10 times stock's value for tax purposes, whichever is greater.

Executives targeted:

- Retirement and savings plans can cater to executives only up to \$150,000 of their salary before endangering plan's tax-qualified status.
- Deny deduction for executive's compensation in excess of \$1 million at publicly held companies. Exceptions include “commissions” and performance-related compensation “if certain outside director and shareholder approval requirements are met.”

Other deductions disallowed:

- Dues for clubs, including airline and hotel clubs.
- Cost of lobbying federal or state legislation or cost of attempting to influence “the official actions or position” of federal officials. Does not apply to lobbying of “local council or similar governing body.”

Deductions reduced:

- Business meals and entertainment from 80% to 50%.
- That portion of dues paid to tax-exempt organizations (such as NAB, NCTA, MPAA) that is used for lobbying or other political activity.

Intangibles codified:

- Fifteen-year amortization of intangibles whether or not acquired as part of station, system or other acquisition. Intangibles include “goodwill” and “going concern” value; work force, information base, know-how, customer and supplier-based intangibles; licenses, permits and other rights granted by governmental units; covenants not to compete, and franchises, trademarks and trade names.
- Shorter amortization (life of contract) of film and syndicated programming if not acquired as part of acquisition.
- Effective as of enactment, but may be retroactively applied to intangibles acquired after July 25, 1991.

Source: Dow, Lohnes & Albertson.

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Changing Hands

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

WMFX-FM St. Andrews, S.C. ■ Sold by BTMI Inc., receiver, to Clyde G. Haehnle & Co., as trustee for ORR I Inc. for approximately \$4.6 million. **Seller** is headed by Paul W. Robinson Jr. and has no other broadcast interests. **Buyer** is headed by Clyde G. Haehnle and has interests in WBYP-FM Van Wert, Ohio. WMFX has classic rock format on 102.3 mhz with 3 kw and antenna 322 ft.

WZZU-FM Burlington, N.C. ■ Sold by Villcom Broadcasting Inc. to Prism Radio Partners LP for \$3.4 million. **Seller** is headed by Robert E. Woodruff and owns WCHL(AM) Chapel Hill, N.C. **Buyer** is headed by William Phalen and has interests in WOKV(AM)-WKQL-FM Jacksonville, Fla.; KWFM-AM-FM/KNST-AM-KRQQ-FM Tucson, Ariz., and WWKY(AM)/WVEZ-FM/WTFX-FM Louisville, Ky. WZZU

has AOR format on 93.9 mhz with 10 kw and antenna 1,269 ft. **Broker:** *Americom Radio Brokers Inc.*

WYGC(FM) Gainesville, Fla. ■ Sold by Heritage Broadcasting Group to Asterich Inc. for \$1.4 million. **Seller** is headed by James T. Cullen Jr. and has interests in WOLZ(FM) Fort Myers and WNFJ(FM) Palatka, both Florida; WWNC(AM)-WKSF(FM) Asheville, N.C., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. **Buyer** is headed by Fred Ingham and has interests in WTRS-AM-FM Ocala, WJST(FM) Panama City and WAMR(AM)-WCTQ(FM) Venice, all Florida. WYGC has C&W format on 100.9 mhz with 3 kw and antenna 300 ft. **Broker:** *Stan Raymond & Associates.*

WYYA-FM Olive Branch, Miss. ■ Sold by Olive Branch Broadcasting Corp. to NewMarket Media Corp. for

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$154,500** □ **4**
 FM's □ **\$29,327,750** □ **14**
 AM-FM's □ **\$792,957** □ **4**
 TV's □ **\$134,000,000** □ **9**
 Total □ **\$164,275,207** □ **31**

So far in 1993:

AM's □ **\$38,437,591** □ **140**
 FM's □ **\$455,349,644** □ **231**
 AM-FM's □ **\$455,909,915** □ **127**
 TV's □ **\$1,319,355,866** □ **47**
 Total □ **\$2,269,053,016** □ **545**

For 1992 total see Feb. 1, 1993 BROADCASTING.

\$750,000. **Seller** is headed by Jerry L. Phillips and S. Knox Phillips and has interests in WLVS(AM) Lake Worth, Fla., and WSBM(AM)-WQLT(FM) Florence, Ala. **Buyer** is headed by Pete Schulte and Steve Robertson and has interests in WSJS(AM)-WTQR-FM Winston-Salem, N.C.; KXXY-AM-FM Oklahoma City; WREC(AM)-WEGR-FM Memphis; WNOE-AM-FM and, pending FCC approval, KQLD-FM New Orleans. WYYA is on 95.7 mhz with 6 kw and antenna 328 ft.

KMMY-FM Muskogee, Okla. ■ Sold by Green Country Radio Inc. to KMMY Inc. for \$500,000. **Seller** is headed by Ollen Wheeler and has interests in KMUS(AM) Muskogee. **Buyer** is headed by Michael P. Stephens and has interests in KXOJ-AM-FM Sapulpa and KEMX-FM Locust Grove, both Oklahoma, and KEOJ-FM Caney, Kan. KMMY has adult contemporary format on 97.1 mhz with 100 kw and antenna 1,274 ft.

WNNT-AM-FM Warsaw, Va. ■ Sold by Northern Neck & Tidewater Broadcasting Co. to Northern Neck & Tidewater Communications Inc. for \$400,000. **Seller** is headed by Patricia Parker Headly Williams Dewey and has interests in WKWI(FM) Kilmarnock, Va. **Buyer** is headed by Linwood E. Wadsworth and has no other broadcast interests. WNNT(AM) has C&W format on 690 khz with 250 w day, 10 w night. WNNT-FM has C&W format on 100.9 mhz with 3 kw and antenna 305 ft.

For other proposed and approved sales see "For the Record," page 53.

NEWS PRESS AND GAZETTE

has agreed to transfer the assets of

WSAV-TV	Savannah, Georgia
WECT-TV	Wilmington, North Carolina
WJTV-TV	Jackson, Mississippi
WHLT-TV	Hattiesburg, Mississippi
KOLD-TV	Tucson, Arizona
KSFY-TV	Sioux Falls, South Dakota
KPRY-TV	Pierre, South Dakota
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Broadcasters: a highway in search of more info

NAB, EIA request ideas for data delivery via TV

By Sean Scully

Broadcasters are looking for ways to make a few extra bucks on their broadcast signals.

To that end, the National Association of Broadcasters and the Electronic Industries Association are seeking advice from anyone with ideas about how to use NTSC television signals to transmit data.

The two groups formed a joint data broadcasting committee in April (BROADCASTING & CABLE, April 26), and the first meeting is scheduled for Sept. 16 at NAB's Washington headquarters.

NAB Vice President for Science and Technology Lynn Claudy points out that there is already a certain amount of data broadcasting going on: a few stations send information through the vertical blanking interval, which is usually used for closed captioning. The point of the joint committee, he says, is to collect and study

other ways to use the signal, and to encourage more stations to take up the practice.

Ironically, he explains, NTSC data broadcasting might prove to be a bridge to high-definition television. The revenue generated by data broadcasting, such as from a fax service or a news wire service, could help stations pay for the conversion to HDTV, estimated at well above \$1 million per station. In addition, NTSC-based services could be included in early HDTV receivers as an incentive for consumers. Some sort of personal communications service, for example, could be a powerful incentive for people to invest in those first HDTV sets.

Before that can happen, though, broadcasters need to develop the techniques and standards for data broadcasting. That's why, Claudy says, the EIA-NAB committee is seeking ideas. For information, call Claudy at (202) 429-5346. ■

Multiplexing creates program guide opportunity

Advanced Audio Visual Services uses Mosaic to produce 12-channel preview screen

By Sean Scully

Cable operators may be able to take advantage of the latest multiplexing technology to create an unusual program guide and, perhaps, raise pay-per-view and premium service revenues at the same time.

Advanced Audio Visual Services of Sioux Falls, S.D., has taken an existing multiplexer—Mosaic—developed by its French parent company, and has turned it into Access 2000. AAVS uses Mosaic to combine 13 channels, or inputs, into a single channel, creating a ring of 12 small screens around a single larger screen. The 12 peripheral screens can be used to show real-time

action on other channels in the cable system so that viewers can see what's airing on other channels at any given moment.

The central screen is the key to making the system work for cable operators, says AAVS marketing specialist Dave Jockheck. The cable company can run its own promotion, either real-time video clips or still pictures and graphics, on the central screen. Those clips can promote pay-per-view selections or other premium services offered by the system.

According to research, Jockheck says, more than half—and perhaps as many as 80%—of all pay-per-view

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purchases are impulse buys. The only way to boost pay-per-view revenue, therefore, is to promote the offerings effectively.

"If you can't get in the store, you can't buy the product. The program guide is what draws them in," Jockheck says. "It's the hook."

AAVS decided to create the system after cable operators saw Mosaic at the 1992 NAB show. Based on comments from the operators, the company made some modifications to Mosaic and added an Amiga computer from Commodore to provide the brains for the operation.

While the exact cost for the system is still under study, he says, the company hopes that it will come in at less than \$30,000. The company also is studying marketing strategies to help cable systems pay for the system with increased PPV revenue within 36 months. "We kind of got into this at the request of the cable operators, but we realize there's got to be a value-added element there," says Jockheck.

Despite the impending arrival of some sophisticated electronic program guide services (EPG's), AAVS is confident that Access 2000 will find a niche. Unlike the coming generation of EPG's, Access 2000 offers viewers a real-time video look at what's on other channels.

It also offers the prominent promo screen and a modest cost. Jockheck points out that most EPG's will require a large investment, or some improvement of plant, by cable operators. Access 2000 requires only dedication of a single channel and uses current technology and equipment. ■

HSN's Speer resigns

Embattled Home Shopping Network Chairman Roy M. Speer resigned as chairman of the board and as an HSN director at a board meeting last Wednesday (Aug. 11).

Speer, a co-founder of the company, has in recent months been at the center of a number of alleged improprieties involving HSN.

Robert Bennett, senior vice president and CFO of Liberty Media Corp. and a director of HSN, has been elected acting chairman of HSN's board. —RB

Regressive fee for TV stations?

The following chart shows that the new federal user fees will hurt TV stations least able to afford it. The fees are a greater percentage of cash flow for smaller, less profitable stations than they are for larger stations. If the levy had been a tax on income, rather than a user fee, smaller markets would have been better off, since in markets 100-plus they had, on average, pre-tax losses.

Market	FCC user fees	Average cash flow	User fee as % of cash flow
TV:			
1-10	\$14,400/\$18,000	\$17,747,666	0.1%
11-25	\$12,800/\$16,000	\$6,052,250*	0.2%/0.3%
26-50	\$9,600/\$12,000	\$3,755,849**	0.3%
51-100	\$6,400/\$8,000	\$1,897,158	0.3%/0.4%
100+	\$4,000/\$5,000	\$853,158	0.5%/0.6%
Cable	37 cents per sub	\$155 per sub	0.2%

Cash-flow averages for markets 11 and below are BROADCASTING & CABLE estimates based on NAB data for 1991. Cable estimate assumes 50% cash-flow margin on \$25.93 monthly cable fee, per Veronis Suhler & Associates. *For markets 11-30. **For markets 31-50.

Second-quarter updates

Granite Broadcasting says second-quarter net revenue slipped just under 1%, due to a 75% decrease in political advertising. Local and non-political national advertising increased 4.2% and 2.1%, respectively, for the New York-based group owner of four affiliate TV stations. Spending by fast food, entertainment and automobile dealers was generally strong.

Park Communications says television operating income in the second quarter, before depreciation and amortization, jumped by 18% to roughly \$6 million on an 11% revenue gain, to \$16 million. The company said revenue increased at all its stations.

Media General says TV stations benefited from improved local advertising, while national sales "were basically flat." Operating income improved due to reduced expenses.

SESAC introduces pay per play

SESAC/Latina will present a new music licensing formula to broadcasters at the NAB Radio Show in Dallas. The proposed formula will not be a strict pay-per-play fee, says William Velez, senior vice president, even though SESAC has the capability to manage such a system through a computerized tracking system developed by Broadcast Data Systems.

Instead, at least two other factors will be included: a station's billing rate and the size of the Hispanic population in that station's market. Those three factors will determine what share a station should pay of the total revenue SESAC/Latina expects the catalogue should earn. A station that had no plays would "theoretically pay no fee," says Velez.

By separating Hispanic music from other catalogues, Velez says, the new system will reduce licensing fees now paid by Hispanic broadcasters while increasing payments that go to Latino songwriters and music publishers.

The Hispanic division, formally announced last week, is the first of what is expected to be several format-specific music licensing systems introduced by SESAC. The Nashville-based company was purchased late last year by Stephen Swid and several other investors (BROADCASTING & CABLE, May 17).

—GF

Advertising & Marketing

Sci-Fi turns to media to spread its name

Cable network marks one-year anniversary with seven-figure advertising campaign designed to increase brand awareness and boost its subscriber base

By Christopher Stern

The Sci-Fi Channel launched its first major consumer campaign in 13 cities last week in an attempt to build viewership and consumer awareness of the fledgling network.

Sci-Fi, which will celebrate its first anniversary next month, plans to spend "seven figures" on the print, radio and cable campaign, according to Ellen Kaye, vice president, advertising and promotion, USA Networks.

In addition to Sci-Fi and USA, the ads will run on MTV, ESPN and TNT. Ads will also air on radio and be carried in local newspapers.

Kaye says MTV and ESPN buys target younger males, which Sci-Fi expects will make up its core audience. The TNT buy is an effort to garner the 18-49 viewers, which Sci-Fi also expects will be valuable to the network. The campaign will air for two weeks in August and will resume on Sept. 23.

While the campaign will highlight programs carried by Sci-Fi, Kaye emphasizes it is not a tune-in or subscriber acquisition campaign.

"The network has been well received by advertisers, but they are going to want to start looking at the numbers," says Kaye. The 10.4-million-subscriber network has signed deals with several advertisers, including American Express, Johnson & Johnson and General Motors. In July, Nielsen began tracking the network, which has already scored early rating successes with the "Star Wars" trilogy.

The network has acquired several sci-fi series, such as *The Twilight Zone* and *Dr. Who*, along with feature

movies. USA Networks has said that it is investing \$75 million in the start-up of Sci-Fi.

As cable operators push for a la carte rights to cable networks, the



brand awareness that Sci-Fi is trying to build is a critical asset. At least one cable operator has already approached Sci-Fi about using the network in an a

la carte test. "Sci-Fi is a brand," says Andrew Besch, senior vice president, USA Networks.

"You see Sci-Fi listed and you pretty much know what you are going to get; that is one of the beauties of the channel."

Besch says at least some of what Sci-Fi hopes to accomplish is torn from the pages of the MTV success story. As Besch himself points out, "we treat the Sci-Fi logo as MTV treats theirs." Using animation and other techniques, Sci-Fi's logo changes colors, textures and patterns during interstitial breaks.

In addition to the Sci-Fi campaign, USA Network plans to launch a campaign in September in support of *Major Dad* and *Wings*. Both series will begin this fall. ■

Workshop unites retailers, stations

In a first for the Television Bureau of Advertising, retail marketers and TV executives were brought together. The goal: greater understanding and possible marketing partnerships.

About a dozen major retailers and representatives from nine broadcast outlets met in Telluride, Colo., for a workshop organized by the group's Television Retail Advisory Committee. Pat Breman, vice president of retail marketing for TVB, says the two industries have had trouble understanding their respective goals. Breman says TV executives often consider the cost of producing large-scale retail ads prohibitive (retailers say dollars involved in major campaigns would make the production costs affordable). Retail planners, on the other hand, are concerned that the television industry is conversant with spot television selling and buying, but not with long-range retail marketing. According to Breman, station executives at the workshop responded by showing retail executives their local market consumer data banks.

"Both sides were tremendously enlightened about the other's business," says Doug Raymond, president and CEO of the Retail Advertising and Marketing Association, who headed the meeting with Tom Conway, senior vice president, director of retail marketing, TVB. —JC

Wireless sells itself via advertising

By Jim Cooper

Liberty Cable of New York, a wireless cable supplier, is using broadcast television advertising to promote itself as an alternative to cable TV.

The ads were running last week—a week beyond the planned end of the flight—after positive feedback, says Liberty President Peter Price.

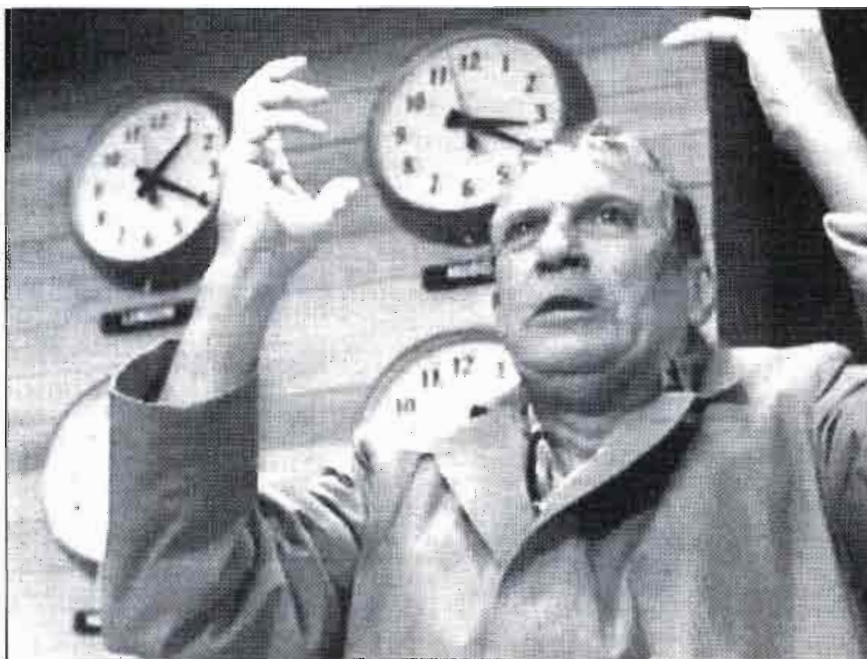
Price says that the spot is the first time the service has used any ad medium other than print. Television, he says, has been able to speak more directly to customers' questions.

"The minute they hear there is a way out of [the cable] monopoly, they take it," he says.

The spots are being aired on all four network affiliates and independent stations during early morning and evening news programming. One cable company, Time Warner Cable of New York, "decided not to accept the commercial," according to Price.

The cost of airing the ads "is a moving target," he says, somewhere in the six-figure range.

The spots use clips from the movie "Network" in which news anchor



Liberty Cable ads, promoting as an alternative to cable, feature clips from 'Network.'

Howard Beale screams, "I'm mad as hell and I'm not going to take it anymore."

Cross Country Wireless Cable, the nation's largest wireless network with more than 40,000 subscribers in the Riverside-San Bernardino, Calif.,

market, has found radio to be an effective marketing tool.

Its radio spots compare price and service with that of the area's eight cable operators. Lowell Hussie, former senior vice president of marketing and programming with Warner Cable and now a consultant with Cross Country, says that the wireless service is 25% less expensive than cable.

That selling point and others have been used during the past two months in radio spots that have boosted the network's five-month subscriber plateau of 500 per week to 1,000.

"Does your cable go out more than you do?" asks one of the radio spots that says cable outages are avoidable with wireless service.

Hussie says that Cross Country is "piggybacking" on HBO's television ads. Area residents calling for HBO are referred to Cross Country's service.

However, Alan Sonnenberg, Chief Executive Officer of ACS Enterprises of Philadelphia, says that his network is not using mass media marketing "because I couldn't keep up with the orders."

Sonnenberg explained that wireless cable is a relatively new concept in the Philadelphia area and that media-oriented marketing would cast his network's message too far beyond his tightly targeted niche. ■

Tennis, track promote Reeboks

Tennis star Arantxa Sanchez-Vicario and track-and-field star Sandra Farmer-Patrick are the latest sports figures to lace up Reeboks.

Two new commercials, part of the company's Planet Reebok women's sports and fitness campaign, were first aired last week during prime time, late night and cable programming. The ads use competition sequences and humor to position the two athletes as role models for young women.

"The audience for the commercials is made up of teens and young women who share many of the same attitudes and values about keeping fit and competing," says Dave Ropes, Reebok vice president of marketing service.

Both 30-second commercials were produced by Chiat/Day New York and were filmed in London.

The Sanchez-Vicario ad shows the tennis star hitting ground strokes, discussing her French Open title and competing in the Olympics and at Wimbledon. The ad also reveals that she dreams of beating her older brother "to a pulp" in a tennis match.

The Farmer-Patrick ad depicts the Olympic silver medalist during a race, counting in her head the 14 steps between hurdles. "What were you expecting, Shakespeare? I'm working here," she says. —JC



Advertisers, newscasts support schools

'StudentBody' program teaches in classrooms and reinforces via TV in homes

By Jim Cooper

Knowledge gained in the classroom about health, nutrition and fitness will be tested at home during local television newscasts as an in-school, sponsor-supported educational program rolls out nationally this fall.

Called *StudentBody*, the program is being launched by Ron Yaros, president of St. Louis-based Yaros Communications, which runs a similar program, *Weatherschool*, seen by 3 million students in 80 markets.

Yaros offers health curriculum materials exclusively to one television station market. The station enlists corporate sponsors and provides the classroom curriculum materials free to all schools that want to participate.

Participating stations air a daily *StudentBody* question-and-answer segment which is based on the classroom curriculum, during their evening newscasts or in other after-school time slots.

Yaros says that *StudentBody* grew out of his *Weatherschool* project and will set itself apart from other in-school programs because "we're not forcing kids to watch anything [TV or videos] in school."

A program in a small market reaching 500 classrooms (about 15,000 students) over nine months, according to Yaros, costs stations less than \$10,000.

"When you help out the community, they're loyal to your station," says Sarah Douglas, sales account executive at KCRG-TV Cedar Rapids, Iowa. "*StudentBody* is a program that not only helps increase viewership but enhances our community image."

The program was tested in seven markets this spring, reaching nearly

250,000 students in 9,000 classrooms, and will launch nationally in the fall.

Kathy Plomin, local sales manager at WKYT-TV Lexington, Ky., says that watching the show tends to be a family activity and that the program has been successful enough that her station expanded it.

Sponsors range from community hospitals to local sporting goods stores. In Lexington, the program is sponsored by the University of Ken-

tucky Hospital.

Trish Cluff, the hospital's marketing director, says that the partnership with television news allows parents to become more aware of what's going on in the classroom.

"The frequency on TV was good for us, and the program probably generated more store traffic," says Carter LeBeau, owner of a Cedar Rapids sporting goods store and a *StudentBody* sponsor. ■

Cable upfront: no surprises

Don't expect any sudden buying stampedes in the cable upfront market: observers expect activity to continue at a fairly steady pace through August and into September.

Last week packaged goods and imported automobile deals were reportedly being closed.

A spokesman at USA Networks says that the namesake channel is looking for 5%-10% growth in ad sales from last year and that about 50% of its inventory has been sold upfront so far. The spokesman expects the remaining upfront business to be conducted at "a deliberate pace."

Turner Broadcasting reportedly is experiencing a steady but prolonged upfront as well, with syndication, entertainment and news selling well.

Arlene Manos, vice president of eastern ad sales for A&E, says she is seeing her network's cost-per-thousand rates rising 7%-10%. Manos is also seeing increases in some advertising budgets, such as autos, but the market generally is flat. "The client posture is not to pour a lot more money into the market," she says.

Sponsors sign for music awards

The 1993 MTV Video Music Awards will be sponsored by eight advertisers, the network said last week.

Payday and Heath Candy Bars, Levi's, Nike, Advanced Formula Oxy, Pepsi, Reebok, Sony and Taco Bell have lined up for the program, which will be broadcast live from Los Angeles on Sept. 2.

Cable networks to discuss interactive marketing

In the first conference devoted to the subject, the cable industry will meet next month to discuss the value of interactive marketing.

Featured speakers include Roger Werner, president and chief executive officer, Prime Network; John Maloney, vice president, marketing, Family Channel; Vincent Grosso, project manager, AT&T, and Bob Myers, vice president, planning and development, Viacom International.

Strauss Zelnick, who recently resigned as president and chief operating officer of Twentieth Century Fox to head Crystal Dynamics, will be the keynote speaker.

The conference, sponsored by Interactive Media Inc., is scheduled for Sept. 21-23 in Scottsdale, Ariz.

—CS

Technology

Rate hike for transmitter sites on hold

One-year ban on Forest Service-recommended increases included in budget bill

By Sean Scully

Broadcasters have been given a temporary reprieve from a rate hike for their use of federal lands as transmitter sites.

Included in the budget reconciliation package, signed by President Clinton last week, was a one-year ban on a U.S. Forest Service proposal to boost rates by as much as 1,500%. Senators Larry Craig (R-Idaho) and Pete Domenici (R-N.M.) added the ban, arguing that such a radical jump would threaten financially strapped western broadcasters.

Craig's staff says that he will introduce legislation after the August recess to force the Forest Service to accept the 1992 recommendations of a congressionally authorized committee, which recommended rate hikes of 200% to 900%. The Forest Service had objected to the recommendation on the grounds that, while the new rates are an improvement over the artificially low current rates, they do not approach fair market value. The Forest Service says Congress itself authorized the agency to seek fair market value from broadcasters, and the agency is obligated to pursue those rates until Congress says otherwise.

Domenici and Craig tried to include the advisory committee recommendations in the reconciliation package, but were forced in the reconciliation process to settle for the one-year ban. Although members of Congress appear to disagree on how much to raise rates, there seems to be a consensus that current rates are too low. As a temporary measure, therefore, the budget package includes a 10% increase for all existing fees.

The Forest Service proposal, published in July, sets up a fee schedule for television and FM radio stations. TV rates range from \$3,000 per year for stations serving fewer than 50,000

homes to as much as \$45,000 for stations in the top markets serving 750,000 or more homes. Radio fees range from \$2,100 for stations in markets with fewer than 75,000 people to \$34,000 for stations in markets of 1 million or more.

"It's a bad deal, really," says Jerry Danziger, vice chairman of KOB-TV Albuquerque.

Danziger, a member of the 1992 advisory committee, says that the Forest Service did not set enough rate steps, thereby lumping together stations in broad population categories. For example, an FM station in Salt Lake City, ranked 36th with a population of just more than 1 million, would pay the same rate as a station in Los Angeles, the number two market, with nearly 10 million people.

The advisory committee, he says, set more rate steps and recommended rates that are lower, sometimes half of those in the current proposal. The advisory committee report, for example, calls for San Diego TV stations to pay \$21,000, while the Forest Service recommends \$45,000.

Federal lease rates for towers

Market (rank)	Current fee	Committee proposal (% inc)	Forest Service proposal
Radio stations			
Salt Lake City (36)	\$1,500	\$7,350 (390%)	\$34,000 (2,166%)
Albuquerque (79)	567	7,350 (1,196%)	14,000 (2,369%)
Bend, OR (unranked)	300	1,500 (400%)	2,100 (600%)
Television stations			
Los Angeles (2)	\$8,149	\$42,000 (415%)	\$45,000 (452%)
Reno (116)	650	5,250 (707%)	19,000 (2,823%)
Gmd Jcntr, CO (179)	600	2,625 (337%)	4,500 (650%)

Stations now pay rates based on a hodgepodge of old agreements and fee schedules. Many rates have remained unchanged for decades. The National Association of Broadcasters admits that rates should be higher, but says the Forest Service is simply out of line with its proposals, asking more than stations can afford.

"It's because they've so badly mismanaged [rates] for decades—two or three decades—and they're trying to capture rewards...from their mismanagement by socking it to broadcasters," says NAB Vice President of Government Relations Jim May.

The NAB supports the rates set out in the advisory committee report, Mays explains.

The Forest Service proposal is just the latest round in a long-standing controversy. For the past four years, the Forest Service and the Bureau of Land Management have attempted to raise the rates, but broadcasters have consistently objected that the proposed increases were too high. In each case Congress sided with broadcasters, forcing the agencies to back off. ■

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Mirror, mirror in the TV set

New Texas Instruments chip uses more than 400,000 tiny mirrors to create picture

By Sean Scully

One day, the picture on your television screen may be generated by a mirror only about 40/1,000 of an inch wide.

Texas Instruments recently unveiled a silicon chip, just a bit larger than 1/3-inch square, that has more than 400,000 of the tiny mirrors on its surface. The mirrors can be directed to reflect light onto a projection screen, allowing for the potential of using the chip as the basis of a high-resolution television screen.

"The quality of the images produced by the [digital micromirror device]-based projection display system is superior in every category to those generated by [cathode ray tube] and [liquid crystal light valve] projectors," says Dr. Jeffrey Sampsel, TI's Digital Imaging System manager, in a company press release.

The digital micromirror device (DMD) system provides excellent resolution, brightness, contrast and color fidelity, according to the company, making it an excellent choice for creating high-definition television monitors. The tiny mirrors create a flicker-free picture and produce less visual noise, which shows up as static or picture dropouts, than do traditional TV monitors.

Technical Communications Manager Sheree Fitzpatrick says that the company had parallel development programs for military and civilian versions of the chip. The mirror chip was originally developed as part of the Defense Department's high-resolution monitor program through the Defense Advanced Research Project Agency.

In the prototype, a single chip is used to create a full NTSC TV picture. Fitzpatrick says that it may take as many as three chips to create a very high resolution, or high definition, television image.

Because the chip is so tiny, she says, people who see the prototype have a hard time believing what they see. "Everybody goes: 'Wow, are you sure there's not something in there besides that little chip?'"

The operation of the tiny mirrors is complicated but is amazing to contem-

plate. In the prototype, white light is projected through a rotating wheel—which has in it red, green and blue filters—onto the surface of the chip. The mirrors on the chip, each corresponding to a single pixel of the picture, reflect light through a projection lens onto a 60-inch projection screen 12 feet away.

A standard NTSC signal, using a process called interlaced scanning to build a picture on the screen, is run through a scanner and converted to a single 480-line progressive scan picture for every 16.67 milliseconds of video (meaning every second of video requires 60 pictures). Each line of each progressive scan picture is broken into its component red, green and blue parts. The color wheel whirls around over the chip, stopping on each color for 5.55 milliseconds for every picture. The microchip looks at the intensity of every pixel at every color, turning the appropriate mirror to reflect the light to the right place in the right color at the right time.

In every second, the filter wheel rotates hundreds of thousands of times and the 442,368 mirrors move around—flicking the pixels on and

off—billions of times. The process requires minute precision in timing and in directing the mirror.

The large number of mirrors gives the chip the flexibility to project any kind of TV standard, including the familiar American NTSC and European PAL systems and any of the proposed HDTV systems.

The mirrors themselves are square, only 17 millionths of an inch on a side. They are suspended above the surface of the chip on two tiny but flexible poles, only 5 millionths of an inch long, attached to opposite corners of the square, allowing the mirror to rock up and down. The support bars can twist to allow the mirror to turn side to side. The mirror is directed by charging the surface of the chip, only 2 millionths of an inch beneath the mirror. This attracts the loose corner of the mirror, causing it to turn on its pivots.

Because the arrangement of mirrors is delicate, the surface of the chip is sealed inside a clear plastic bubble. TI is now conducting tests to insure that the bubble protects the mirrors, Fitzpatrick says, and so far there hasn't been any sign of difficulty. ■

Stations ask to use STL as backup

Radio stations should be allowed to install backup studio-to-transmitter links without having to meet stringent FCC approval guidelines, according to the National Association of Broadcasters.

Stations are currently replacing their old STL's to meet the new FCC rules that went into effect July 1. The old equipment still works, the NAB argues, and could be used as backup even though it does not meet the new guidelines.

Use of backup equipment is limited to 30 days per year.

The NAB says that the move would have three important benefits: it would save financially strapped broadcasters the cost of expensive new STL's, guarantee effective backup to keep stations on the air and reduce the commission's workload, since stations will not have to file for permits for the backup equipment.

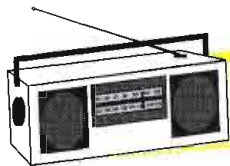
"The last thing the commission needs in this era of the Cable Act is to have staff processing unnecessary applications," says NAB Deputy General Counsel Barry Umansky.

The FCC seems likely to go along with the suggestion. When the commission asked for comment on the policy in the spring, it issued temporary permission for stations to use the old equipment as backup until the commission sets a final policy.

—SS

Cutting Edge

Edited by Sean Scully



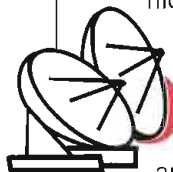
The Electronic Industries Association and NASA are on track to begin testing proposed digital audio radio systems at the beginning of next year. EIA has finally secured permission to use NASA's Lewis Research Center in Cleveland. NASA will provide test equipment and personnel so that EIA can evaluate the various possible ways to convert existing analog radio stations to digital. NASA offered EIA the use of the center back in May.

Group W Video Services will use the new **Hughes Galaxy IV** satellite to distribute syndicated programs, including *Vicki*, *Speed Racer*, *Coach*, *The Phil Donahue Show*, and *Lifestyles of the Rich and Famous*. The hybrid C-band and Ku-band satellite went on line Aug. 1, replacing the Galaxy VI and SBS satellites, which are being redeployed to new orbital spots.

Not only do satellites allow us to learn a bit more about our planet from space, they are making things easier for earth-bound explorers as well. GEC-Marconi Communications is supplying suitcase-size

satellite communications terminals for the Royal Navy's scientific expedition to the Sahara Desert. Known as Satpax 2, the unit is a complete package, including telephone equipment and a small folding satellite dish. The expedition from the Royal Navy Engineering College is touring western Africa through September.

A feud is developing between Comsat and Motorola, which each propose to build a worldwide wireless communications system. Motorola claims that Comsat, the U.S. signatory to an international maritime communications organization, cannot



invest in land-based systems. Comsat disagrees and is backed by three major satellite players: Martin Marietta TRW, and Hughes. Motorola plans to build, Iridium, a fleet of 66 low earth orbit satellites, which would orbit 400 hundred miles above the planet. Comsat plans to build a smaller fleet of satellites, but position them much higher, either in intermediate orbit, about 6,000 miles up, or in geosynchronous orbit, more than 22,000 miles up. Both projects offer instant voice and data transmission to small personal telephones, much like a world-wide cellular phone network.

Meanwhile, Lockheed will take in \$700 million under a new agreement to design and build bodies for 125 satellites for Iridium.

Panasonic New Media Technologies is using a "pan-and-scan" technique to prepare laser disc versions of Warner Brothers movies for professional pay-per-view use. Pan-and-scan reduces the widescreen theatrical film to the small-screen format necessary for television. Instead of simply cramming the wide picture onto a small screen, or indiscriminately cutting off the sides of the picture, pan-and-scan seeks to preserve the flow of the movie by showing as much of the important action as possible based on a scene-by-scene analysis. First up are "Unforgiven", "The Bodyguard", and "Somersby", scheduled for PPV release this and next month. The specially-manufactured discs include additional encrypted data to help PPV operators schedule and track movies.

With its move from Chicago to Tulsa,

Prevue Networks plans to upgrade its operation with sophisticated new CD-ROM and laser disc technology. The new equipment, the company says, will triple the number of video clips available to affiliates of the Prevue Channel, Sneak Prevue and other Prevue services. The move is billed as a transition



step to offering video-on-demand. The network's new satellite up-link center in Tulsa is scheduled to be completed by the end of the year.



Pennsylvania-based FutureVision of America promises to provide a vehicle for riders on the future information superhighway. The company offers a software system that it says will allow video programmers and other information providers to package their services on interactive television and track the use of their products. FutureVision software now runs on BroadBand Technologies' Fiber Loop Access System. Meanwhile, BroadBand Technologies is working with Philips and Compression Labs Inc., to develop encoding and decoding technology for interactive TV through telephone lines.

Digital Equipment Corp. of Maynard, Mass., and New York-based video editing company Montage will work together to market Montage's software and DEC's hardware. Montage will enhance its software to run on DEC's DECpc AXP-150. Meanwhile, DEC will market Montage's editing systems in the U.S. and Canada. A prototype of the joint system was displayed earlier this month at a graphics trade show in Anaheim, Ca.

Classifieds

See last page of classifieds for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

Are you a person who gets real satisfaction in helping other people grow? Are you a person who cares about your people, and can activate them to achieve? Do you strive to be the best? Do you enjoy challenges? If the answers to these questions are yes, we may have a job for you. We're NewCity Communications and we're looking for a talented GSM for K95-FM (KWEN), our Hot Country Station, that's been a market leader in Tulsa for years. Our candidate will be successful at setting priorities and developing strategies to help our talented sales staff continue to be a leader in the market. If you really conceptualize the importance of long-lasting customer relationships, and have the ability to sort out and hire the best sales talent we want to hear from you. You need to have a successful track record in agency and direct sales, as well as in sales management. Marketing knowledge, research knowledge, and training skills are also necessary. Computer skills desirable. Send your resume and letter to: Rod Krebs, VP/Gen. Mgr., KWEN Radio, 7136 S. Yale, Tulsa, OK 74136. KWEN is an equal opportunity employer.

Equity. Longevity. Employer integrity: Job features all managers strive for, and ones our Midwest radio group's management enjoy. We're now recruiting additional talented people for new general and sales management opportunities within our organization. If sales and company bottom-line performance are priorities to you, send confidential resume to: Robert B. Mahaffey, Mahaffey Enterprises, Inc., Box 4584, Springfield, MO 65808 or fax 417-883-9096. EOE.

General manager for KJHK-FM radio and lecturer in journalism to teach sales courses, effective Jan. 17, 1994 or Aug. 17, 1994 at the latest; unclassified professional appointment, 9 months. Minimum requirements: Bachelor's degree in Broadcast Journalism or other appropriate field and 3 years full-time professional broadcast experience, with one year in station management. Request position description form and send letter of application, resume and names of three references to: Mary Wallace, School of Journalism, University of Kansas, Lawrence, KS 66045-2350. Phone: 913-864-4755. Applications are due by Oct. 15, 1993; applications received after that will be reviewed every two weeks through Jan. 31, 1994, until the position is filled. An AA/EO employer.

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Sales/station manager: Western Maryland AM/FM needs take-charge, sales-driven manager. Heritage stations with veteran owner and long-term commitment. Equity participation possible. Great lifestyles with lakes, skiing and mountains. Need a proven performer looking for a home. Send letters and resumes with references and salary history to President, PO Box 275, Glenelg, MD 21737. EOE. Replies confidential.

HELP WANTED SALES

So. Calif. AOR seeks aggressive, experienced account executives. Looking for highly motivated, results oriented, street fighters. Guarantee, commission, and incentives for right people. Call or express resume to: GM, KRAB Radio, 3701 Pegasus Drive, Suite 123, Bakersfield, CA 93308. 805-392-1100. EOE.

HELP WANTED ANNOUNCERS

Chief engineer sought for AM/FM combo in Madison, WI. Must have experience in AM directional antenna systems, FM systems and multi-track studios. Computer literacy a plus. Apply to: Mr. David Graupner, General Manager, WTSO/WZEE, 5721 Tokay Blvd., Madison, WI 53719. EOE/MF.

HELP WANTED TECHNICAL

Sales engineer for growing manufacturer. Only applicants with AM radio/TV transmitting and sales experience considered. Excellent salary and commission. Resumes and salary history to Human Resources, PO Box 8026, Greenville, NC 27835. EOE.

HELP WANTED NEWS

News director for potential FM Duopoly on Eastern Long Island, New York. Experienced, hands-on pro sought. Fax resume: 516-765-1662. Mail tape: WBAZ Box 1200, Southold, NY 11971. EOE.

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General manager with 15 years of successful and increasingly responsible experience. Strong skill in management, marketing, and training motivational, community & public relations. Very creative looking for the right honest opportunity. 513-453-2262.

Rare success and expertise in new business development. Searching for GM/GSM position, 10 years proven experience delivering disproportionate shares of deserved revenue. Small/medium/large markets. Start-ups, turn-arounds. Promotions, event marketing, vendor/co-op, value-added, sports. Creative and energized. Excellent leadership skills. Bottom-line focused. Prefer equity share and/or high-end bonus based on performance. 407-240-3716.

SITUATIONS WANTED SALES

Twenty-five years' broadcasting veteran, twenty-three on-air, management, two sales, seeks sales position, with news/talk, adult formats. Will consider air/sales combo, if no interference with sales mission. 805-659-4794.

SITUATIONS WANTED NEWS

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Program director: With national and major market experience, tired of the big market rat race seeks quality small market station for long term. Top talent. 316-722-1499.

MISCELLANEOUS

Top 20 suburban market, with significant Spanish population seeks joint venture partner with guts, cash and Hispanic programming experience to develop existing AM into full service Hispanic station. Reply to Box N-13. EOE.

TELEVISION

HELP WANTED MANAGEMENT

Promotion director: Mature Fox affiliate launching a prime time news has an immediate opening for an experienced, innovative manager with strong writing skills to lead an established department. Position requires implementation of all station promotional plans. Experience in television news a plus. Send resume/tape to Patricia Mohn, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215. EOE.

Manager of remote operations: Large northeastern production company seeks manager of remote operations. Candidate will be responsible for all facets of remote production including sight surveys, definition of technical production needs, interface with mobile production companies, television and arena crew management, arena management liaison, budget preparation, etc. Successful candidate will have experience in large-scale sports and/or entertainment remote productions. Company offers excellent salary, benefits package, relocation assistance, and profit sharing. Send resume to: Remote, PO Box 3857, Stamford, CT 06902. EOE.

Local sales manager: West Texas Fox affiliate. Minimum 3-5 yrs. TV sls/mgt. James Beeghly, GSM Fax 915-337-6306. EOE.

COO wanted for small three station group. Must be fully versed in all phases of budgeting and financial controls and be able to motivate the managers and sales managers. An excellent opportunity with a solid group. Please send resume to Box N-15. EOE.

HELP WANTED MARKETING

Marketing director: KING 5 TV is seeking a marketing director with proven leadership and management skills. As a member of the top management team, you will be responsible for developing and implementing marketing strategies to position our station as market leader. Will oversee marketing, creative services, public affairs, promotions, and graphics. Successful candidate will have a college degree with three years leading a television marketing department, excellent written and oral communication skills, strong interpersonal skills, creative ability, strategic thinker, and demonstrated management experience. Please forward two copies of your resume to: KING 5 Television, Human Resources Dept. 333 Dexter Ave. N. Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

HELP WANTED SALES

Sales manager: Texas ABC affiliate is looking for a sales manager, previous management of a sales staff is required. Strong company with good compensation package. Send resume, references and salary history to: Box N-16. EOE.

WSYX-TV is looking for an enthusiastic, highly motivated person to be trained as an entry level sales professional. Qualified candidate will have a college degree preferably in business or marketing. Limited sales experience acceptable. A great opportunity for the right person who can join this outstanding sales organization immediately. Send resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 Attn: Account Executive. No phone calls please. WSYX-TV is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

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

Wanted: national sales manager for dominant CBS affiliate in sunbelt market. Candidates should have two to four (2-4) years experience as a national sales manager or regional sales experience dealing with major agencies. Send resume including salary history to Director Sales/Marketing at Box N-24. All replies kept confidential. EOE.

Television sales representative wanted for mid-size New England market. Minimum 2 years TV sales experience. Send resumes to: WPTZ-TV, 45 Roosevelt Hwy., Colchester, VT 05446. EOE.

HELP WANTED TECHNICAL

Sales/tower inspector: Nat'l telecommunications co. seeks tower inspector/sales with exp. pref. in all phases of tower maintenance & erection. Great travel opp'ty & bnfts. Call 215-699-6284 or fax resume to 699-6285. EOE.

Maintenance engineer position: Candidate should have knowledge of studio equipment (i.e., switcher, routers and intercoms). ENG broadcast equipment experience a must. Troubleshooting ability to the component level needed. System knowledge (flow, timing) required. Background in microwave service a plus. Five years experience in TV broadcasting engineering. Send resume to: Potomac Television/Communications, Inc., Attn: Manager, Personnel, 500 North Capitol Street, N.W., Suite 800, Washington, DC 20001. Phone calls not accepted. EOE.

Director of engineering: Chief technical officer for public television station in top 25. Responsible for supervision, policy, planning, equipment purchase and system maintenance and design. New technical facility in the Rockies. Requires previous engineering administrative experience, knowledge of advanced technologies, B.A. plus 10 years experience, industry certification. Salary from \$45,000. Send cover letter, 3 references, salary history and resume to: Engineering Search Committee, KRMA-TV, 1089 Bannock Street, Denver, CO 80204. Credentials must be received no later than August 23, 1993. EOE.

Maintenance engineer: Position available immediately for experienced broadcast maintenance engineer. Three years VTR/VCR maintenance experience required. Must be able to troubleshoot digital and analog circuitry to the component level. FCC license and/or SBE certification preferred. Send resume to Personnel Manager, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504. EOE.

Maintenance engineer: Top-rated CBS affiliate has immediate opening for maintenance engineer. Individual must have minimum three years maintenance experience in studio, ENG and EFP equipment, microwave, transmitter and satellite. FCC General Class or SBE certification required. Excellent salary and benefits. Must be able to obtain a commercial driver's license. Some travel required. Send resume and salary requirements to WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. Attention: Chief Engineer. No calls please. M/F/EOE.

Operations technician: Person with 3 years experience in video tape, studio camera/robo operations, audio or TD. Lots of opportunities and challenges. Women and minorities are encouraged to apply. Send resume to Don Perez, K*USA-TV, 500 Speer Blvd., Denver, CO 80203. Equal opportunity employer.

Immediate opening for hands-on broadcast technician. Proven ability with 3/4" and 8mm videotape required. New facilities. EOE. Send resume, cover letter and salary requirements to: Chief Engineer, WCBI-TV-4, Box 271, Columbus, MS 39703-0271.

UHF broadcast engineer: Religious television network has an immediate opening in Tennessee for an experienced UHF broadcast engineer. Successful candidate will have experience as a chief engineer in transmitter maintenance, microwave, translator, as well as the ability to trouble shoot and repair master control, video tape and audio production systems. FCC or SBE certifications preferred. Travel required. Only resumes that include references and salary histories will be considered. Forward to Chief of Staff, PO Box 81521, Mobile, AL 36689. Equal opportunity employer.

Engineer: WPMTV TV has immediate opening for certified television engineer. Studio and high power r.f. experience preferred. Send resume to: Personnel Dir, WPMTV TV, PO Box 9038, Mobile, AL 36691-0038 or fax, 205-602-1547. EOE.

HELP WANTED NEWS

News director: WPSD-TV, an NBC affiliate in the 76th market (Paducah, KY; Cape Girardeau, MO; Harrisburg, IL). Will oversee all news and related departments, maintain constant awareness of content consistent with station goals and industry standards. A broad range of experience in broadcast journalism and employee relations required. Degree from accredited 4-year college and significant experience. No tapes or phone calls. Send resume and statement of news philosophy to Station Manager, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. M/F, ADA, EOE.

Special projects producer: Creative, organized person to produce sweeps projects and news specials. Will also assist in planning news coverage and do some on-line producing. Background in producing and/or special projects required. Send tape and resume to: Human Resources Manager, KJRH-TV, PO Box 2, Tulsa, OK 74101. No phone calls. EOE.

News promotion producer: Top 15 CBS affiliate is seeking a creative and energetic promotion producer. Strong writing and post-production skills are a must. Primary responsibilities include producing topical news promos and news image promos. Reply to Box N-19. EOE.

Producer/AP: Looking for excellent writer/news-cast producer with at least five years television news experience. Incredible opportunity to be a part of an NBC affiliate — the network with broadcast rights to the 1996 Summer Olympics in Atlanta. Send resumes/tapes to: Laura Newborn, WXIA-TV, 1611 West Peachtree Street, Atlanta, GA 30309. No phone calls please. Equal opportunity employer.

Broadcast/TV news coordinator: Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-camera work, knowledge of radio and management ability required. Salary competitive. Application deadline: August 31, 1993. Send resume and demo tape to: Director of Public Information, The University of Mississippi, University, MS 38677. The University of Mississippi has a strong institutional commitment to the principle of diversity. In that spirit, it is particularly interested in receiving applications from a broad spectrum of people, including women, members of ethnic minorities and differently abled individuals. AA/D/EOE.

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

Reporter/anchor: Award winning government cable station is seeking reporter with editing skills for news programs. Must possess the equivalent of a bachelor's degree in related field, one year of relevant experience and excellent writing skills. Send resume, non-returnable tape and writing samples by August 27, 1993 to Howard County Office of Personnel, 3430 Courthouse Drive, Ellicott City, MD 21043. EOE.

WCIV seeking general assignment reporter with at least two years experience. Live reporting experience required, along with strong writing, packaging, and videotape editing skills. Send resume, non-returnable tape, references to News Director, WCIV-TV, PO Box 22165, Charleston, SC 29413. EOE/MF. No phone calls, please.

Anchor: Veteran journalist, effective communicator with a passion for news, dynamic presence, authoritative delivery; strong writer and reporter; person who enjoys community involvement. 10-15 years experience preferred. Send tapes to Ken Selvaggi, News Director, WOWK-TV, 555 5th Avenue, Huntington, WV 25701. EOE.

News producer: #1 station in market needs take charge news professional to produce fast-paced, well-written newscast. BA/BS & 2 years experience needed. Send non-returnable tape and resume to Desiree Newhart Hill, Executive Producer, KWTV, PO Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE/M-F.

Anchor: Dominant market leader seeks experienced communicator. Production skills a must. Three years experience mandatory, college degree preferred. Resume and non-returnable tape to Roy Frostenson, News Director, KNOE-TV, PO Box 4067, Monroe, LA 71211. No phone calls. EOE.

Fast-growing Southern small market affiliate looking for weekday evening news producer. Great opportunity for morning, noon or weekend show producer looking to advance. Strong writing skills, great news judgment, excellent attitude and previous experience required. Computer newsroom background preferred. Send resume to Box N-25. EOE.

News director for Top-40 market network affiliate with news staff of 50+. Must be hands-on, high-energy leader, motivator, innovator. Tell us how you'll take us from #3 to #1. Major market experience and previous news director experience preferred. Station is an equal opportunity employer and encourages women and minorities to apply. Reply to Box N-26.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager for Midwest affiliate. Must be able to design market strategy as well as inspire effective advertising in all media. Handle daily operations of department; create ad concepts and write for radio, TV and print. Must have strong creative and writing skills to develop and produce image promotions, news topicals, PSAs, and commercial copy. Previous management experience in stations or ad agencies essential. BA desired, experienced only. Send resume, market and salary range. Reply to Box N-20. EOE.

High energy, organized promotions director needed for one of the fastest growing FOX affiliates in the country. Must be able to execute extensive marketing plans including Kids Club, On-Air, Radio, Print and Outdoor. Will be working closely with Manheim Advertising. Need creative abilities for developing sales promotions. Prior station experience is essential. Call or send resume to WXTX Fox 54, PO Box 12188, Columbus, GA 31907. Phone 706-561-5400, fax 706-561-6505. EOE.

Quantel paintbox artist wanted: King World Productions is looking for two freelance artists for various short-term design projects, vacation relief and other assignments. Candidates should be familiar with Quantel Paintbox, Dubner Turbo & Animation Stand and enjoy working under pressure on a range of assignments. TV news experience a plus. Please send reel (Beta if possible) and resume to John M. Newhouse, King World, 402 East 76th Street, New York, NY 10021. No calls, please. King World is an equal opportunity employer.

Are you an aggressive, innovative promotions producer/writer with a minimum of 2 years experience? Can you design and execute news and image campaigns in your sleep? Then we have an opportunity for you. We are the #1 station in the market and an ABC affiliate who believes in the power of promotion. Send resume and salary requirements to: General Manager, KSWO-TV, Box 708, Lawton, OK 73502. No phone calls please. EEO.

Wanted: Rental manager/scheduling coordinator. For fast-paced video production company providing location equipment rentals and crew coordination. Knowledge of state-of-art broadcast equipment necessary. Location production experience helpful. Send resume & salary requirements in confidence to: Clark Production Associates, Inc., 601 N. 6th Street, Allentown, PA 18102. No calls! EOE.

SITUATIONS WANTED TECHNICAL

Experienced CE seeks position with company in Northeast. Great track record and references. Call 301-230-3590.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director, 22 years experience. Television stations, production houses. Concept to completion. Commercial, corporate. Video, film, graphics. Client oriented. Call Jim 303-377-9501.

CABLE

HELP WANTED SALES

National Cinema Network representing AMC theatres is seeking energetic, experienced advertising sales account executive to sell local and regional advertising for the exciting On-Screen Entertainment program in the Oklahoma City and Tampa market(s). Base salary plus commission. Great benefits package. Comprehensive training program. EOE. Please send resume to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Indiana Higher Education Telecommunication System, Indianapolis, Indiana. The Indiana Higher Education Telecommunication System (IHETS) was created in 1967, and has grown to include as members all accredited colleges and universities in Indiana. IHETS actively draws on the involvement of member institutions in cooperatively developing and managing statewide telecommunication services for distance education. Presently, IHETS operates a five channel satellite video distribution system, with plans to expand to eight channels by 1995. IHETS also operates statewide Internet and voice networks. The higher education community in Indiana seeks an energetic, experienced, and talented professional to assume the position of IHETS director of systems operation and development to develop and implement innovative distance education network services and applications in a rapid growth environment. This individual is responsible for all aspects of information technology and administrative systems, including: Coordination and planning for the interinstitutional electronic communications environment, and ongoing implementation of a comprehensive plan for the development of new technology applications using satellite and computer-based architectures. Qualifications: Candidates must possess the following: A bachelor's degree and substantial experience in an information technology related position with at least ten years direct participation, five of which must have been in a management capacity. Significant information technology experience, preferably in higher education or other complex institutions. Demonstrated ability to work with people to accomplish the goals of the organization. Knowledge of video and computer networking technologies. Preferred: Graduate degree in a related field with ten or more years experience in the information technology environment with seven or more years supervisory experience with at least three of those years at a senior level position within the institution or company. Salary and benefits: Salary is based upon the qualifications of the successful candidate. The fringe benefits package offered by Indiana University, as the fiscal agent for IHETS, is very competitive. Deadline for applications: August 30, 1993 or until the position is filled. Position begins: November 1, 1993. Send letters of application and three references to: IHETS Search & Screen Committee: Director of Systems Operations and Development, 957 W. Michigan Street, Indianapolis, IN 46202-5184. Indiana University is an EOE/AA employer.

HELP WANTED SALES

Account executive, media development: Industry leading Barter Company and Media Buying Service seeks individual with 3-5 yrs. station, rep. or syndication experience to call on stations, distributors, and service providers in broadcast industry. Additional participation in print, cable and outdoor likely. Broad industry awareness and familiarity with "players" is important. Sales ability, professionalism, and ambition essential. Attractive compensation and advancement opportunity. Moderate travel. New York base. Reply to Box N-8. EOE.

HELP WANTED ADMINISTRATION

Continued growth has resulted in opportunities at dynamic telecommunications research institute of Columbia University Graduate School of Business. **Associate director:** Communications/media experience preferred. Supervises research projects, conferences, office, fundraising, external relations. Some research. Teaching possible. High visibility. Advanced degree preferred. Academic salary/benefits. **Assistant director:** Administrative experience preferred. Supervises staff and research fellows. Organizes conferences. Oversees publications. Computer/people skills. High visibility. Communications/media experience preferred. B.A. required. Academic salary/benefits. **Assistant to the director:** Supports Institute management. Provides support and administration in research and classroom activities. Media/communications experience preferred. **Anticipated position:** Liaison between Business School and Engineering Research Institute. Technical background preferred. Working with cutting edge telecommunications technology. Supervises projects. Independent research. Involvement in grant proposals. **Contact:** Columbia Institute for Tele-Information, Columbia Business School, 809 Uris Hall, New York, NY 10027. Equal opportunity employer.

HELP WANTED MARKETING

National organization based in Washington DC seeks TV marketing pro. We need someone to place our TV news products in local newscasts and on cable. And to help with new program development, and internal communications. Must have producing and marketing experience. This is a one year consultancy. Please send resume and salary requirements, to Box N-22. EOE.

FINANCIAL SERVICES

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

Sale/lease backs: Sell your equipment to Carpenter for cash. Carpenter leases your equipment back to you. You write off the monthly payments and put the cash to work. Carpenter & Associates, Inc. Voice 501-868-5023, fax 501-868-5401.

Equipment leasing: Application only to \$50,000. Up to \$1.5 million with full financials. New and used equipment. Allen Marshall, Broker. 404-227-8737.

EMPLOYMENT SERVICES

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

Attention TV personnel: Newest TV jobs updated daily on THE OPPORTUNITY LINE. Openings for anchors/reporters for news, sports, weather, and syndicated shows. Top positions for producers, writers, engineers and technicians. Information on the hottest openings for upper level management positions, and excellent paying jobs in the cable TV industry. Call 1-900-680-5111. Only \$1.95 per min. 24 hr. service. All jobs listed immediately. Get the jump on the competition.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

Tax-exempt organization needs cameras, 3/4" VCRs, tripods, editing system, or any other TV equipment you would like to write off your taxes call 800-569-8767.

FOR SALE EQUIPMENT

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

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

Computers: Complete 386 and 486 packages. Low prices. Fast delivery. Write, call, fax Morningstar Group, PO Box 1010, Homewood, IL 60430-0010; voice 1-708-754-8998, fax 1-708-754-9557.

Jampro antenna: Four years old, directional, channel 49. 713-820-4900. Tim.

Save on videotape stock: Evaluated broadcast guaranteed. Great for resumes, editing & dubbing. 3/4", 1" & SPs. Custom loaded VHS. Call I.V.C. 800-726-0241 VS/MC

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

Custom built ENG Van. 1977 GMC "CubeVan" with Microwave Assoc. Freq Agile Xmitter, Power Amp, 20 ft. Wil-Burt Mast and other accessories. Unit is a DC Inverter Power based system. Best offer and you drive away. Inquiries to Box N-23

TELEVISION

HELP WANTED PERSONALITY/TALENT

SPORTS ENTERTAINMENT PRODUCTION COMPANY SEEKING EXPERIENCED VOICEOVER/ ON CAMERA TALENT TO DO COMMENTARY/NARRATION FOR INTERNATIONAL TV PRODUCTIONS IN GERMAN, ITALIAN, SPANISH, AND SWEDISH. NATIVE SPEAKERS ONLY, PLEASE. SPORTS EXPERIENCE A PLUS. PLEASE FORWARD PICTURE AND RESUME (NO TAPES) TO:

International Talent
P.O. Box 3857
Stamford, CT 06902
(EOE)

HELP WANTED SALES

Wanted: ENTREPRENEURS with broadcast sales experience. **Build** your own business with proven products & services. **Capitalize** on your broadcast sales experience and contacts. **Exclusive representation** of two established products in over 30 markets:

Total Target Campaign™ and Newspaper Advertisers Report. Candidates must have local broadcast sales, management and business development experience to market and service in our current and future markets. If you are an independent sales representative or are interested in starting, please mail or fax your confidential resume to:

David B. Ludwig, III
President, Revenue Opportunities, Inc.
9 Monroe Parkway, Suite 260
Lake Oswego, OR 97035
503-636-8858 (phone)
503-635-1545 (fax)

EOE

HELP WANTED SALES CONTINUED

Help Wanted Sales

National Sales/Marketing: National Weather Network seeks experienced advertising salesperson. Must have strong sales knowledge, research credentials and marketing skills. Send resume to **National Sales, PO Box 786, Jackson, MS 39205.** EOE

HELP WANTED TECHNICAL

Video Engineer: Video Services seeks freelance, part-time video engineer for city-owned video and audio equipment; Beta SP, Alamar automated playback. Assists in video production, recommends equipment purchases; maintenance for editors, cameras, and channel signal check on Century Cable. 16 hrs/wk. Resumes to:

City of Beverly Hills,
Video Services, 455 N. Rexford Dr.,
Beverly Hills, CA 90210
EOE

**WGN TELEVISION
DIRECTOR OF ENGINEERING**

WGN-TV, the flagship station of Tribune Broadcasting seeks a Director of Engineering.

As a technological leader, WGN needs an aggressive, forward thinking engineering manager with top-notch interpersonal skills. Highly motivated individuals will enjoy the challenges associated with both our local and superstation operations.

The outstanding candidate must possess:

- facility rebuild experience
- extensive background in news and sports operations
- knowledge of total station automation concepts and implementations
- strong management, communications, and interpersonal skills
- BSEE and/or 7 years plus television engineering management experience

Qualified Candidates Send Resume to:
Human Resources Department
2501 Bradley Place
Chicago, IL 60618 or
Fax: (312) 528-6857



Equal Opportunity Employer
NO PHONE CALLS PLEASE

RADIO

HELP WANTED MANAGEMENT

AOR market leader in So. Calif. looking for a take charge winner with documented success in broadcast sales management. Competitive marketplace requires a motivator and trainer who can get results. Send resume and sales history to Box N-28. EOE.

HELP WANTED NEWS

940 WINZ, South Florida's Only News Station is looking for an **ANCHOR** and an **EDITOR** to join our award winning staff. Anchor must have great pipes, two years of large market radio news experience, and possess excellent writing skills. Editor must have two years of large market radio news experience, can think fast, and should not be a "show stacker." Tapes, resume and cover letter to **Elaine Ettore, News Director, WINZ, 4330 NW 207th Drive, Miami, FL 33055.** WINZ, a Paxson Broadcasting station, is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Group Manager

COO with highly successful track record of turning around properties in the most difficult of situations will soon be available for the next challenge. My current company is exiting the business and I am now completing the sale of all our properties. If you have an existing company with a need, or represent an investment group entering our business, I would be pleased to meet with you at the NAB in Dallas, if you will reply in total confidence to Box N-27.

Major Market General Manager

Possessing the skills required to win in the nineties! Strong leader, track record of success in ratings, revenue and the bottom line. If you have a major market property in need, and you have that very special desire to win, I would like to talk with you. I will be available for a personal meeting at the upcoming convention in Dallas. Reply to Box N-30 and I will keep all responses confidential. Thank you.

ALLIED FIELDS

SITUATIONS WANTED VOICEOVER

YOUR SPOTS/PROMOS/ADS
recorded by Bob Benecke
LA voice-talent
\$30
minimum Free Demo (714) 831-9770
four 48 Hour Turnaround

Blind Box Response???

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Washington, DC 20036
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EMPLOYMENT SERVICES

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

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(5627)

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- Inexpensive And Reliable.

To start subscription today call

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\$6.95 1 issue \$19.95 4 issues \$39.95 12 issues
or send check to: Media Grapevine
117 W. Harrison Blvd., Suite R-347 Chicago, IL 60605

For jobs via the phone call

1-900-787-7800

Average call 2-3 min. Avg. Cost: \$5.85
Must have a touch tone phone and be 18 years or older

FOR SALE EQUIPMENT

**SAVE OUR PLANET,
SAVE YOUR MONEY.**

Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order: (800)238-4300



FOR SALE STATIONS

FOR SALE

UHF High Power Television Station
Non-Commercial — San Antonio, Texas

Contact Bruce Staffel
(210) 490-4000
Fax (210) 496-5661

VIRGINIA

Class A FM - Can increase to 6 KW
Best Cash Offer over \$275,000
AM/FM Combo - Can increase FM to 25,000 Watts
Best Cash Offer over \$450,000
(703) 743-3000

FLORIDA SUNSHINE

AM - FM COMBO

Hadden & Assoc.
• Orlando •
407-365-7832

**EARLY DEADLINE
NOTICE**

Due to the observation
of Labor Day the
deadline for the Sept 13,
1993 issue is Friday
Sept 3, 1993 at Noon.

FOR SALE STATIONS CONTINUED

**NORTH FLORIDA
GULF COAST C-1**

Rev. up 60% over '92
Annualizing \$800k

TENN. AM/FM COMBO

Small Market
Positive Cash Flow
Asking \$350k

FLORIDA COASTAL AM

Top 100 market
Positive Cash Flow
Asking \$250k

407-295-2572

**BROADCASTING & CABLE'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Miltz Miller

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

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

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

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

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

Rates: Classified listings (non-display): Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: \$0.80 per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

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

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

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

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

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

Datebook

AUGUST

Aug. 16-18—Great Lakes Cable Expo. Indianapolis. Information: (317) 845-8100

Aug. 22-24—Minnesota Cable Communications Association annual meeting. Radisson Arrowwood Resort, Alexandria, Minn. Information: Mike Martin, (612) 641-0268.

Aug. 27-29—North Carolina Association of Broadcasters annual convention. Grove Park Inn, Asheville, N.C. Information: Teresa Calton, (919) 821-4711.

Aug. 29-31—Nebraska Broadcasters Association 60th annual convention. Holiday Convention Centre, Omaha, Neb. Information: Richard Palmquist, (402) 333-3034.

SEPTEMBER

Sept. 1-2—Regional career seminar sponsored by **National Association of Broadcasters**. Atlanta. Information: Karen Hunter or Halim Hamer, (202) 429-5498.

Sept. 1-3—Sports Careers fifth annual national conference. New York Hilton and Towers, New York. Information: Kimberly Rose, (800) 776-7877.

Sept. 8—"Broadcast Financing for the 1990s: Facing Reality," conference sponsored by **Keck,**

Mahin & Cate. Loews Anatole Hotel, Dallas. Information: Laura Pulido, (312) 634-5613.

Sept. 10—North American National Broadcasters Association advisory council meeting. HBO, New York. Information: (613) 738-6553.

Sept. 15-17—AFCOM '93, second U.S.-Africa Telecom and Broadcasting conference. Hyatt Regency Crystal City, Arlington, Va. Information: Dorinda White-Halbert, (703) 691-3570.

Sept. 16—Everett C. Parker Ethics in Telecommunications Lecture and Awards sponsored by **National Council of Churches and United Church of Christ.** The Interchurch Center, New York. Information: Andrea Bent Fields, (216) 736-2200.

Sept. 18—Academy of Television Arts and Sciences 45th annual prime time Emmys creative arts banquet. Pasadena Civic Exhibition Hall, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Sept. 19—Academy of Television Arts and Sciences 45th annual prime time Emmy Awards televised on ABC TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Sept. 20—Second annual Millennium Awards and gala sponsored by **Women in Cable,** Washington D.C. chapter, **Women in Cable Foundation** and **CableForce 2000.** Hyatt Regency Capitol Hill, Washington. Information: Jeanine Taylor, (703) 376-3420 or Tracy Mitchell, (312) 661-1700.

Sept. 20-22—Inter-Union Satellite Operations Group biannual meeting. Washington. Information: Kate Normandeau, (613) 738-6553

Sept. 21—National Academy of Cable Programming eighth annual fall forum luncheon. Waldorf Astoria Hotel, New York. Information: Jay Galvan, (202) 775-3611.

Sept. 21—Television Bureau of Advertising board of directors meeting. New York. Information: Jennifer Squires, (212) 486-1111.

Sept. 22-23—IEEE Broadcast Technology Society 43rd annual broadcast symposium. Hotel Washington, Washington. Information: Edmund Williams, (703) 739-5172.

Sept. 23-24—Seventh annual urban markets seminar sponsored by **National Association of Minorities in Cable** and **National Cable Television Association.** Waldorf Astoria Hotel, New York. Information: (202) 775-3669.

Sept. 28-30—Central Canada Broadcast Engineers 1993 broadcast convention and exposition. Skyway Trade and Conference Center. Toronto. Information: Jo Anne Firminger, (519) 740-0037.

Sept. 30—Deadline for entries for **The New York Festivals** international television programming and promotions competition. Information: Anne White, (914) 238-4481.

Sept. 29-30—"Defining the Electronic Consumer II," sponsored by **Jupiter Communications.** Grand Hyatt Hotel, New York. Information: (212) 941-7376.

MAJOR MEETINGS

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

Sept. 8-11—National Association of Broadcasters radio show Dallas. Information: (202) 429-5300.

Sept. 16-20—International Broadcasting Convention. Amsterdam. Information: 44 71 240 3839

Sept. 20-21—Corporation for Public Broadcasting annual meeting. Washington. Information: (202) 879-9600.

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. 11-15—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 12-17—National Black Media Coalition national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 14-17—Society of Professional Jour-

nalists national convention, Miami. Information: (317) 653-3333.

Oct. 16-20—Radio Advertising Bureau fall board meeting. Phoenix, Ariz. Information: (212) 387-2100.

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.

Jan. 14-20, 1994—National Association of Broadcasters winter board meeting and legislative forum. Carlsbad, Calif. Information: (202) 429-5300.

Jan. 23-24, 1994—Association of Independent Television Stations 21st annual convention. Intercontinental Hotel, Miami. Information: (202) 887-1970.

Jan. 24-27, 1994—NATPE International 31st annual program conference and exhibition. Miami Beach Convention Center, Miami Beach. Information: (310) 453-4440.

Jan 29-Feb. 1, 1994—National Religious Broadcasters convention and exposition. Shera-

ton Washington, Washington. Information: (703) 330-7000.

Feb. 10-12, 1994—Satellite Broadcasting and Communications Association winter trade show. Anaheim Convention Center, Anaheim, Calif. Information: (703) 549-6990.

March 18-21, 1994—Broadcast Education Association annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

March 20-24, 1994—Television Bureau of Advertising annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: (212) 486-1111.

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

May 21-25, 1994—Broadcast Cable Financial Management Association 34th annual convention. San Diego. Information: (708) 296-0200.

May 22-25, 1994—National Cable Television Association annual convention. New Orleans. Information: (202) 775-3669.

May 22-25, 1994—National Association of Minorities in Cable annual convention. New Orleans. Information: (310) 404-6208.

June 8-11, 1994—PROMAX International and **Broadcast Designers Association** conference and exposition. New Orleans. Information: (213) 465-3777.

'Power Rangers'

Continued from page 22

has found a way to make the economic work.

"A big reason that *Power Rangers* has become a reality is Margaret's belief in the show and what we were able to bring to the table with Toei," says Haim Saban, chairman and CEO of Saban Entertainment. "We couldn't have done it without Toei. So I can tell you the budget is going to be upwards of \$600,000 per episode, when combined with the production elements Toei adds to the mix, but it has also somewhat lowered our front-end risk on the show."

Under its arrangement with Toei, Saban maintains international distribution rights—the half-hour series is sold in 72 countries overseas—with the exception of some Asian territories that Toei holds. (Toei will simultaneously produce a Japanese-language

version of the series.)

The program centers on five teenagers who acquire energy from dinosaurs, allowing them to "morph" into Power Rangers to battle evil sorceress Rita Repulsa and her gang of intergalactic monster henchmen.

Shot in a Los Angeles warehouse converted into a high-end soundstage with five fixed sets, some of the elaborate robotic monster and dinosaur hardware costs as much as \$50,000 per costume alone, says executive producer Winston Richard, who describes the show as "sort of like *Doctor Who* meets *Flash Gordon*. It gets pretty bizarre." Richard also serves as Saban's senior vice president of children's programming.

"I think what Margaret sees in this show is a new form of mass-appeal entertainment like *X-Men* [a top-rated Saturday series Saban also produces for Fox]," says Saban. "And we feel it has the opportunity to work on other levels with college students who love

the campy humor."

Ironically, about eight years ago when Loesch was president of Marvel Productions, she and senior executive Stan Lee toyed with the idea of scripting an American live-action series and combining it with special effects Toei had produced for a Japanese sci-fi series. "The pacing and action were so outrageous, all the networks we pitched just laughed and passed us off as nuts," Loesch says.

Not surprisingly, more than a year ago, former Fox Broadcasting Co. president Jamie Kellner had reservations about *Power Rangers* and asked that Loesch conduct focus group testing on a pilot before he would commit to the series.

ASI Research was contracted, and according to Loesch, *Power Rangers* averaged more than an 80% favorable rating among 14 boys and 8 girls (ages 6-11), the highest score of any FCN series tested by the research company. ■

INTERNATIONAL WIRE

MIP-TV goes to Asia

The Midem Organization, which sponsors the annual Riviera program markets Mip-TV and Mipcom, has announced that it will launch its first Mip-TV Asia Screenings and Conference next year. Scheduled for Nov. 30-Dec. 2, 1994, in Hong Kong, the event hopes to capitalize on the increased buying activity in the growing Asian market.

Alliance nets \$30 million from public offering

Toronto-based producer/distributor Alliance Communications has completed its first public offering on the Toronto and Montreal stock exchanges. The company grossed just under C\$30.5 million from 2.35 million shares issued at \$13 per share. As Canada's leading independent, Alliance subsidiaries also handle the international market and are active feature film distributors. With a production slate of more than \$80 million last year, Alliance's most significant American projects include the series *Counterstrike* with USA Networks, *North of 60* for CBS and *Adventures of the Black Stallion* for the Family Channel, as well as the

CBS TV movie *Family of Strangers* and the miniseries *Woman on the Run: The Lawrence Bembek Story*, starring Tatum O'Neal, for NBC and Canada's Global TV.

Alliance's entry to the public domain marks a new age for many Canadian production groups, such as Paragon Entertainment, that are looking for greater resources and a larger share of the mainstream U.S. and international markets.

Italian syndicated network in the works

Time Warner looks poised to go local in Europe with proposed plans to join a regional syndication network in Italy. Modeled on the U.S. syndicated networks, the planned Associated TV Network would link Italian regional stations Odeon TV and Cinquestelle Nete with Time Warner as a programming partner. The service could cover the majority of the country and could rival leading national network RAI and Berlusconi's RTI channels.

HBO Asia adds Philippines

HBO has marked its first year in Asia with the extension of its service to the Philippines. Launched last

year as part of Singapore CableVision and delivering 18 hours of feature entertainment daily, HBO Asia also is available in Thailand via IBC 5, Bangkok. Distribution agreements in the Philippines have been reached with Home Channel Network, Your Entertainment Systems and Country Communication Network (CCN Cable TV), Sky Cable and Home Cable in metropolitan Manila. Recently, HBO Asia, ESPN and CNNI confirmed their interest in expanding regional satellite coverage on Palapa and Apstar. Rupert Murdoch's alignment with rival Star TV is sure to make HBO's strategic moves all the more pressing in an increasingly competitive Asian marketplace.

Fremantle producing in Latin America

Fremantle will produce two more of its game shows in Latin America. *Let's Make a Deal* and *Swap Meet* will be produced in Ecuador with Ecuavisa, operator of Channel 2 and Channel 8. The sales follow the earlier success of Fremantle's Brazilian version of *The \$25,000 Pyramid* for TV Globo; the game airs as part of its popular children's series *Xuxa*.

For the Record

Compiled by BROADCASTING & CABLE for the period of July 24-28 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KOLD-TV Tucson** (BALCT930716KL; ch. 13; 107 kw-V; ant. 3,610 ft.)—Seeks assignment of license from NPG of Arizona Inc. to New Vision Television I Inc. for an eight-station sale totaling \$100 million. (See WECT-TV, Wilmington, NC, below.)

■ **WSAV-TV Savannah, GA** (BALCT930716KK; ch. 3; 100 kw-V; ant. 1,476 ft.)—Seeks assignment of license from News-Press & Gazette Co. to New Vision Television I Inc. as part of eight-station sale totaling \$110 million. (See WECT-TV Wilmington, NC, below.)

■ **WMIB(AM) Marco Island, FL** (BAL930714EC; 1480 khz; 1 kw-U, DA-2)—Seeks assignment of license from Marco Island Broadcasting Inc. to Cos-Star Broadcasting Corp. for \$47,500. **Seller** is headed by Terry Trunzo and has no other broadcast interests. **Buyer** is headed by Patrick J. Costa and has interests in WNNW(AM) Salem, NH. Filed July 14.

■ **WAKT-FM Panama City Beach, FL** (BALH930715GG; 105.1 mhz)—Seeks assignment of license from Ladies III Broadcasting Inc. to Styles Communications Inc. for \$232,000. **Seller** is headed by Barbara Dill Hoy and has no other broadcast interests. **Buyer** is headed by Thomas A. DiBacco and has interests in WRBA(AM) Springfield, FL. Filed July 15.

■ **KJJG-FM Spencer, IA** (BALH930713GF; 104.9 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Garamella Broadcasting Co. to Iowa Great Lakes Broadcasting Co. Inc. for \$250,000. **Seller** is headed by Todd J. Garamella and has interests in WLOL(FM) Cambridge, MN. **Buyer** is headed by William R. Sanders and has interests in KICD-AM-FM Spencer, IA. Filed July 13.

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

■ **WAJC-FM Indianapolis** (BALH930714GG; 104.5 mhz; 40 kw; ant. 492 ft.)—Seeks assignment of license from Butler University to Indianapolis Radio License Co. for \$7,150,000. **Seller** is headed by Geoffrey Bannister and has interests in WTBU(TV) Indianapolis. **Buyer** is headed by Craig W. Bremer and has interests in WARM-FM York, PA; WNNX(FM) Atlanta, GA, and WGH-AM-FM Newport News, VA. Filed July 14.

■ **KJJB-FM Eunice, LA** (BALH930712GE; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Eunice Broadcasting Inc. to Tri-Parish Broadcasting Co. Inc. for \$220,750. **Seller** is headed by Thomas Voinche and has no other broadcast interests. **Buyer** is headed by Karl R. De Rouen and has interests in KEUN(AM) Eunice, LA. Filed July 12.

■ **KQLD-FM Port Sulphur, LA** (BALH930712GI; 106.7 mhz; 100 kw; ant. 981 ft.)—Seeks assignment of license from Beasley Broadcasting of Louisiana Inc. to NewMarket Media Corp. for \$3,350,000. **Seller** is headed by George G. Beasley and J. Peter Bardwick and has interests in 5 AM's, 10 FM's and 1 TV. **Buyer** is headed by Stephen L. Robertson and has interests in WSJS(AM)-WTQR-FM Winston-Salem, NC; KXXY-AM-FM Oklahoma City, OK; WREC(AM)-WEGR-FM Memphis, TN, and WNOE-AM-FM New Orleans, LA. Filed July 12.

■ **KRAQ-FM Jackson, MN** (BAPH930716GH; 105.3 mhz; 3 kw; ant. 308 ft.)—Seeks assignment of CP from Jackson Broadcasting Co. to Kleven Broadcasting Co. of Minnesota for consolidation of stock. Both parties desire to merge Jackson Broadcasting Co. and Kleven Broadcasting Co. of Minnesota; surviving will be Kleven Broadcasting Co. **Seller** is headed by Douglas V. Johnson and has no other broadcast interests. **Buyer** is headed by Leslie J. Kleven and has interests in KKOJ(AM) Jackson, MN. Filed July 16.

■ **WCWL-FM Stockbridge, MA** (BALD930630GG; 91.3 mhz; 250 w; ant. 40 ft.)—Seeks assignment of license from Berkshire Christian Communications to Christian Theatre of the Air for no cash consideration. **Seller** is headed by James Bisgrove and has no other broadcast interests. **Buyer** is headed by Brian A. Larson and has interests in WNGN-FM Hoosick Falls, New York. Filed June 30.

■ **WZON-AM-FM Bangor, ME** (AM: BAL930709EA; 620 khz; 5 kw-U, DA-N; FM: BAL930709EA; 620 khz; 5 kw-U, DA-N)—Seeks assignment of license from NEB Communications Inc. to The Zone Corp. for \$236,200. **Seller** is headed by Gary M. Grove and has no other broadcast interests. **Buyer** is headed by Arthur B. Greene and has no other broadcast interests. Filed July 9.

■ **WHLT-TV Hattiesburg, MS** (BALCT930716KP; ch. 22; 1,200 kw-V; ant. 1,800 ft.)—Seeks assignment of license from Broadcasters of Mississippi Inc. to New Vision Television I Inc. as part of eight-station sale totaling \$110 million. See (WECT-TV, Wilmington, NC, below.)

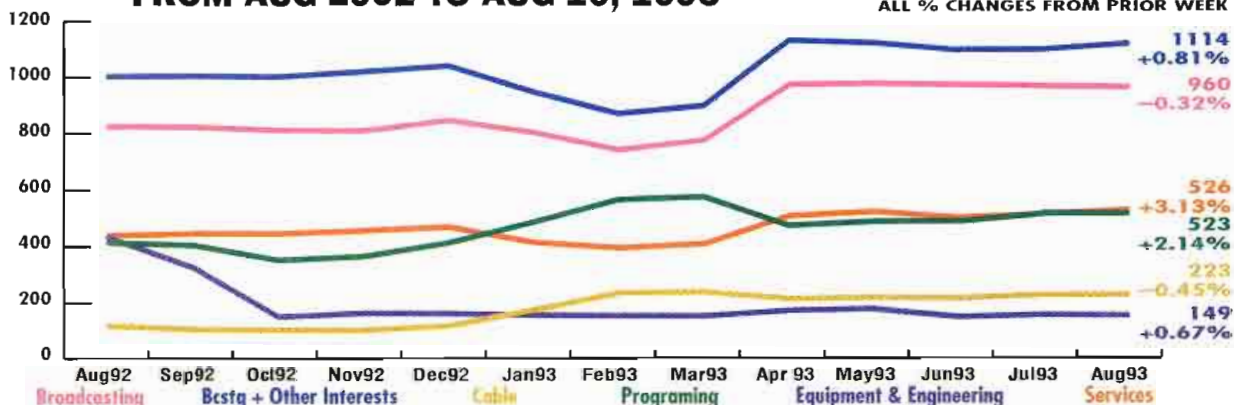
■ **WJTV-TV Jackson, MS** (BALCT930716KO; ch. 12; 316 kw-V; ant. 1,630 ft.)—Seeks assignment of license from Broadcasters of Mississippi Inc. to New Vision Television I Inc. as part of eight-station sale totaling \$110 million. (See WECT-TV, Wilmington, NC, below.)

■ **WYYA-FM Olive Branch, MS** (BTCH930716GI; 95.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from Olive Branch Broadcasting Corp. to NewMarket Media Corp. for \$750,000. **Seller** is headed by Jerry L. Phillips and S. Knox Phillips and has interests in WLVS(AM) Lake Worth, FL, and WSBM(AM)-WQLT(FM) Florence, AL. **Buyer** is headed by Pete Schulte and Steve Robertson and has interests in WSJS(AM)-WTQR-FM Winston-

STOCK MARKET PERFORMANCE AVERAGES FROM AUG 1992 TO AUG 10, 1993

NASDAQ: 717.08 (+1.13%)
S&P Ind.: 507.22 (-0.27%)

ALL % CHANGES FROM PRIOR WEEK



Salem, NC; KXXY-AM-FM Oklahoma City, OK; WREC(AM)-WEGR-FM Memphis, TN, and WNOE-AM-FM and, pending FCC approval, KQLD-FM, both New Orleans, LA. Filed July 16.

■ **KBSR(AM) Laurel, MT** (BAL930713EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Regency Communications Ltd. to Big Sky Radio Inc. for \$99,000. **Seller** is headed by George Beaudet and has interests in KUUL-AM-FM Billings, MT. **Buyer** is headed by Jean A. Solberg and has no other broadcast interests. Filed July 13.

■ **KHAT(AM) Lincoln, NE** (BAL930714EB; 1530 khz; 5 kw-D, DA)—Seeks assignment of license from Tate Communications Inc. to Rock Steady Inc. for \$500. **Seller** is headed by Harvey J. Tate and has KVJY(AM) Pharr and KTEX(FM) Brownsville, both Texas; KMCK-FM Siloam Springs, AR, and KIBZ(FM) Lincoln, NE. **Buyer** is headed by Kimberly J. Krueger and has interests in KIBZ(FM) Lincoln and KKNB(FM) Crete, both Nebraska. Filed July 14.

■ **WZZU-FM Burlington, NC** (BALH930716GG; 93.9 mhz; 100 kw; ant. 1,269 ft.)—Seeks assignment of license from Villcom Broadcasting Inc. to Prism Radio Partners LP for \$3,400,000. **Seller** is headed by Robert E. Woodruff and has WCHL(AM) Chapel Hill, NC. **Buyer** is headed by William Phalen and has interests in WOKV(AM)-WKQL-FM Jacksonville, FL; KWFM-AM-FM and KNST-AM-KRQQ-FM, both Tucson, Arizona, and WWKY(AM)-WVEZ-FM/WTFX-FM, all Louisville, Kentucky. Filed July 16.

■ **WECT-TV Wilmington, NC** (BALCT930716KJ; ch. 6; 100 kw-V; ant. 2,054 ft.)—Seeks assignment of license from Atlantic Telecasting Corp. to New Vision Television I Inc. for \$110,000,000. **Seller** is headed by David R. Bradley and has no other

broadcast interests. **Buyer** is headed by Bennett S. Smith and has interests in WNFL(AM) Green Bay and WKFX-FM Kaukauna, both Wisconsin, and WHFB-AM-FM Benton Harbor, MI. Filed July 16 ("Changing Hands," July 12).

■ **WBRW(AM) Bridgewater, NJ** (BAL930708ED; 1170 khz; 500 w-D, DA)—Seeks assignment of license from Somerset Valley Broadcasting Co. Inc. to Bridgewater Broadcasting Company Inc. for \$7,500. **Seller** is headed by Lewis Pepperman, trustee, and has no other broadcast interests. **Buyer** is headed by John D. Lohse and has no other broadcast interests. Filed July 8.

■ **WASE-FM Fort Knox, NY** (BALH930714GH; 105.5 mhz; 3.0 kw; ant. 299 ft.)—Seeks assignment of license from W & B Broadcasting Inc. to WLVK Inc. for distribution of all stock in WLVK. **Seller** is headed by William Walters and has interests in WEKY(AM) Richmond, KY. **Buyer** is headed by Patricia Ann Walters and is permittee of WLVK(FM) Radcliff, KY. Filed July 14.

■ **WUPW-TV Toledo, OH** (BALCT930714KG; ch. 36; 1,950 kw-V; ant. 1,220 ft.)—Seeks assignment of license from Toledo Television LP to Elcom of Ohio Inc. for \$24,000,000. **Seller** is headed by Judith A. Embrescia and has no other broadcast interests. **Buyer** is headed by U. Bertram Ellis Jr. and has interests in KING-TV Seattle and KREM-TV Spokane, both Washington; KGW-TV Portland, OR; KTVB-TV Boise, ID, and KHNL-TV Honolulu, KOGG-TV Wailuku and KHBC-TV Hilo, all Hawaii. Filed July 14.

■ **KMMY-FM Muskogee, OK** (BALH930719GF; 97.1 mhz; 100 kw; ant. 1,274 ft.)—Seeks assignment of license from Green Country Radio Inc. to KMMY Inc. for \$500,000. **Seller** is headed by Ollen

Wheeler and has interests in KMUS(AM) Muskogee, OK. **Buyer** is headed by Michael P. Stephens and has interests in KXQJ-AM-FM Sapulpa and KEMX-FM Locust Grove, both Oklahoma, and KEOJ-FM Caney, KS. Filed July 19.

■ **WZZO-FM Bethlehem, PA** (BALH930712GF; 95.1 mhz; 30 kw; ant. 631 ft.)—Seeks assignment of license from The Holt Corporation of Pennsylvania Inc. to CRB Broadcasting of Pennsylvania Inc. for \$9,375,000. **Seller** is headed by Arthur Holt and has interests in WUSQ-AM-FM Winchester, VA; WKAP(AM) Allentown and WBNE(FM) Benton, both Pennsylvania; WTKX-AM-FM Pensacola, FL; WOAD(AM)-WJMI(FM) Jackson, MS, and KMXQ(FM) Socorro, NM. **Buyer** is headed by Henry Stein and has interests in WAEB-AM-FM Allentown, PA; WNLK(AM)-WEFX-FM Norwalk, CT; WJBR-AM-FM Wilmington, DE; WFAS-AM-FM White Plains, NY; WZZR-FM Stuart, FL, and WTCR(AM) Kenova and WTCR-FM Huntington, both West Virginia. Filed July 12.

■ **WVPO(AM)-WSBG-FM Stroudsburg, PA** (AM:BTC930715GL; 840 khz; 250 w-D; FM: BTCH930715GM; 93.5 mhz; 550 w; ant. 764 ft.)—Seeks transfer of control within Commonwealth Broadcasting Company Inc. from stockholders Greta K. Cerny, majority stockholder and administrator of Estate of William S. Cerny, Larissa Chopivsky, Bernard G. Barczak, and George Y. Wheeler to Susan T. LaRose for stock transfer estimated at \$11,600. Commonwealth Broadcasting Company Inc. has no other broadcast interests. Filed July 15.

■ **WMFX-FM St. Andrews, SC** (BALH930719GE; 102.3 mhz; 3 kw; ant. 322 ft.)—Seeks assignment of license from BTM Inc., receiver, to Clyde G. Haehnle & Co., as trustee for ORR 1 Inc. for \$4,600,000 (or less). **Seller** is headed by Paul W. Robinson Jr. and has no other broadcast interests. **Buyer** is headed by Clyde G. Haehnle and has interests in WBYR-FM Van Wert, OH. Filed July 19.

■ **KABY-TV Aberdeen, KPRY-TV Pierre, KSFY-TV Sioux Falls, all South Dakota** (KABY: BALCT930716KQ; ch. 9; 316 kw-V; ant. 1,401 ft.; KPRY: BALCT930716KR; ch. 4; 100 kw-V; ant. 1,240 ft.; KSFY: BALCT930716KS; ch. 13; 316 kw-V; ant. 2000 ft.)—Seeks assignment of license from SDTV Inc. to New Vision Television I Inc. as part of eight-station sale totaling \$110 million. See WECT-TV.

■ **KHOS-AM-FM Sonora and KYXX-FM Ozona, both Texas** (AM: BAL930715GH; 980 khz; 1 kw-D, 260 w-N; FM: BALH930715GI; 92.1 mhz; 3 kw; ant. 300 ft.; KYXX: BALH930715GJ; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Fort Stockton Radio Co. Inc. to Sonora-Ozona Broadcasting Co. for \$145,156.95. **Seller** is headed by Kenneth Ripley and has interests in KFST-AM-FM Fort Stockton and KIKZ(AM)-KSEM-FM Seminole, both Texas. **Buyer** is headed by William Gail Garlitz and has interests in KFST-AM-FM Fort Stockton and KIKZ(AM)-KSEM-FM Seminole, both Texas. Filed July 15.

■ **WZXA-FM Sturtevant, WI** (BTCH930720GE; 104.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control within Pride Communications of Wisconsin Inc. from Norris F. Richardson to James H. Hooker, Don C. Johnston, and Arthur W. McClain for option agreement to acquire shares in company. **Seller** has interests WAIT(AM)-WZSR-FM Crystal Lake Woodstock, IL. Filed July 20.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,954	181	5,135
Commercial FM	4,853	906	5,759
Educational FM	1,613	308	1,921
Total Radio	11,420	1,395	12,815
Commercial VHF TV	558	12	570
Commercial UHF TV	594	142	736
Educational VHF TV	124	4	128
Educational UHF TV	241	7	248
Total TV	1,517	165	1,682
VHF LPTV	474	136	610
UHF LPTV	859	972	1,831
Total LPTV	1,333	1,108	2,467
FM translators	1,993	390	2,383
VHF translators	2,421	81	2,502
UHF translators	2,416	386	2,802

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.

NEW STATIONS

Actions

■ **Fagaitua, AS** (BPH921110MB)—Granted app. of Aleki Sene for 103.1 mhz; 30.0 kw; ant. 62 ft. Address: P.O. Box 4929 Pago Pago, AS 96799. Applicant has no other broadcast interests. Action July 22.

■ **Columbia, CA** (BPH921214MF)—Granted app. for CP of Gold Country Radio for 98.9 mhz; 0.30 kw; ant. 440 ft. Address: P.O. Box 1001, Columbia, CA 95310. Applicant is headed by Mike Neill and has no other broadcast interests.

Action: July 23.

■ **Lebanon, OR** (BP930603AA)—Returned app. of Eads Broadcasting Corp. for 1570 khz; 1 kw-N, 1 kw-D. Address: 36991 K GAL Dr., Lebanon, OR 97355. Applicant is headed by Richard B. Eads and has no other broadcast interests. Action July 23.

■ **Ladson, SC** (BPH920928ML)—Granted app. for CP of Thomas B. Daniels for 106.3 mhz; 3 kw; ant. 100 ft. Address: 5081 Rivers Ave., North Charleston, SC 29418. Applicant has no other broadcast interests. Action July 27.

■ **Biramwood, WI** (BPH920512MB)—Granted app. of Pacer Radio of Mid-Wisconsin for 92.9 mhz; 6 kw; ant. 100 ft. Address: 1296 Marian Lane, Green Bay, WI 54304. Applicant is headed by Lyle Evans and is permittee of WEZR(FM) Brillion, WI. Action July 15.

FACILITIES CHANGES

Applications

■ **Anchorage, AK** KATB(AM) 89.3 mhz—July 26 app. of Christian Broadcasting Inc. for CP to make changes: ERP: 4.9 kw; ant. 202 m.; TL: 3.3 km NE of Seward Hwy as it crosses Potter Creek. (Class changed from A to C3).

■ **Cave Creek, AZ** KCCF(AM) 1100 khz—July 16 app. of Cave Creek Broadcasting Co. Inc. for MP(BP870929AP) to increase day power to 50 kw.

■ **Dunsmuir, CA** KRKD(FM) 100.1 mhz—July 16 app. of Fatima Response Inc. for mod. of CP (BPED-910408MA) to make changes; ERP: 25.0 kw; ant. 100.0 m.; class changes to C3 (per docket #92-124).

■ **Dunsmuir, CA** KRKD(FM) 100.1 mhz—July 21 app. of Fatima Response Inc. for mod. of CP (BPED-910408MA) to make changes; ERP: 25.0 kw; ant. 100.0 m.; class changes: class C3 (per MM docket 92-124).

■ **Oroville, CA** KEWE(FM) 97.7 mhz—July 21 app. of Oroville Radio Inc. for CP to make changes; change: ERP: 1.500 kw; ant. 389.1 m.; TL: Mt. Walley, approx. 1.5 mi. SSW of Sunset Hill; change class to B1 per MM docket 88-192.

■ **San Bernardino, CA** KCKC(AM) 1350 khz—July 16 app. of AP Broadcasting of California Inc. for CP to increase nighttime power to 600 w; make changes in antenna system.

■ **Sonora, CA** KVML(AM) 1450 khz—July 15 app. of Clarke Broadcasting Corp. for CP to change TL to Bald Mountain, on Bald Mountain Rd. N 2.5 km NE of Sonora in Tuolumne Co., CA, and make changes in ant. system 38 00 30 - 120 21 45.

■ **St. Helena, CA** KVYN(FM) 99.3 mhz—July 22 app. of Young Radio Inc. for CP to make changes; ERP: 6 kw; ant. 100 m.

■ **Greeley, CO** KZDG(FM) 92.5 mhz—July 15 app. of Premiere Radio Networks Inc. for CP to make changes; change DA pattern.

■ **Trinidad, CO** KCRT-FM 92.5 mhz—July 16 app. of Phillips Broadcasting Inc. for mod. of CP (BPH-850726ID) to make changes: ERP: 15 kw; ant. 311 m.; TL: 0.6 km E of Hwy 25 at Raton Pass Summit. Class changed from C to C1 (per MM docket 83-594).

■ **Davie, FL** WAVS(AM) 1170 khz—July 15 app. of Radio WAVS Inc. for CP to make changes in antenna system.

■ **Fort Walton Beach, FL** WJUS(FM) 96.5 mhz—July 21 app. of Janina Inc. for mod. of CP (BPH-791114AD as ext) to make changes; change: ant. 203 m.

■ **Fort Walton Beach, FL** WAWD(TV) ch.58—July 23 app. of Rainbow 58 Broadcasting Inc. for MP (BPCT-8703317L) to change. TL: 118 N.W. Wright Pkwy, Ft. Walton Beach, Okaloosa, FL, change ant. 61 m; change ERP (VIS): 42.353 kw; ant. swr mod-

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■ **Sebring, FL** WCAC(FM) 105.5 mhz—July 20 app. of Roper Broadcasting Inc. for mod. of license to increase ERP to 5 kw H&V pursuant to MM docket 88-375.

■ **Milledgeville, GA** WLRR(FM) 100.7 mhz—July 22 app. of Preston W. Small for CP to make changes; ERP: 9.8 kw; ant. 159 m.; TL: 6.2 km NE of Friendship, Hancock Co., GA; Class change to 264C3 (per MM docket 89-547).

■ **Asbury, IA** KIKR(FM) 103.3 mhz—July 15 app. of Tri-State Broadcasting for mod. of CP (BPH-901214MB as mod.) for changes: ant. 112 m. ERP: 6.6 kw, TL.

■ **Eagle, ID** KIDH(AM) 1000 khz—July 15 app. of Radio Representatives Inc. for MP(BP861229AH) to change TL to 25620 Blessinger Rd, Star, ID. 43 44 38 - 116 31 50.

■ **Springfield, IL** WDBR(FM) 103.7 mhz—July 16 app. of Lake Shore Communications Corp. for CP to make changes: ERP: 20 kw; ant. 234 m.; TL: 3.8 km SE of Mechanicsburg, IL. 0.24 km NE of intersection of Sangamon Co. Rds. 11.5 mi. E and 1 mi. S.

■ **Austin, IN** WJLR(FM) 92.7 mhz—July 15 app. of Austin Radio for mod. of CP (BMPH-920827IF as mod.) for changes: ERP: 3.87 kw, ant. 134.4 m.

■ **Connersville, IN** WCNB-FM 100.3 mhz—July 20 app. of Rodgers Broadcasting Corp. for CP to change TL: 100 Summit Ave., Connersville, Fayette Co., IN.

■ **Terre Haute, IN** WCRT(FM) 88.5 mhz—July 16 app. of Illinois Bible Institute for CP to make changes; ERP: 1.05 kw.

■ **Lawton, OK** (BPED930625IC) KVRS(FM) 90.3 mhz—July 15 app. of Lawton Educ. B.Ting Services for CP to make changes; change: TL: within 152 m. of 11 Winding Creek Rd., Lawton, OK.

■ **Thibodaux, LA** KXOR-FM 106.3 mhz—July 26 app. of KXOR Inc. for CP to make changes., ant. 100 m. H&V, TL: 1/4 mi. N of junct. of hwy 90 and 316, Houma, LA, ERP: 25 kw (H&V) and to change class to C3.

■ **Boston, WBCS(FM)** 96.9 mhz—July 16 app. of Greater Boston Radio II Inc. for CP to make changes: ERP: 21.5+ + kw; ant. 235 m.; TL: Prudential Tower Building; 800 Boylston St; Boston City; Suffolk Co.; MA. Employ existing type 1084-6CP-SP master FM antenna on prudential building.

■ **Dedham, MA** WBMA(AM) 890 khz—July 15 app. of Family Stations Inc. for CP to change city of lic. to Wellesley, MA; increase power to 3.5 kw25 kw make changes in ant. sys; chng TL to: end of Sewell St., Ashland, MA 42 14 49 - 71 25 30.

■ **Trenton, MO** KTTN-FM 92.1 mhz—July 22 app. of Luehrs Broadcasting Co. for CP to make changes; ERP: 5.8 kw; ant. 116.3 m.; freq. & class

change: CH-221A to CH-222C3 (per docket #92-150).

■ **Columbus, MS** WJWF(AM) 1400 khz—July 16 app. of Radio Columbus Inc. for CP to make changes in antenna system.

■ **Los Lunas, NM** KZPY(FM) 106.3 mhz—July 15 app. of Patricia Bennis Komorowski for mod. of CP (BPH-890119MB) to make changes; ant. 261 m.; TL: 1.5 km W of summit of El Cerro de Los Lunas.

■ **Socorro, NM** KMXO(FM) 92.7 mhz—July 21 app. of H & HSB Corp. for mod. of CP (BPH-890406IF) to make changes; change ant. 263 m.; TL: 5 mi., 83 degrees to Los Lunas; change main studio location; change class to C1 per MM docket 90-333 change frequency to 104.7.

■ **Pittsburgh** WPGH-TV ch. 53—July 16 app. of WPGH Licensee Inc. for CP to change antenna location to 750 Ivory Ave., Pittsburgh, Allegheny Co., PA.

■ **Russell, PA** WRLP(FM) 103.1 mhz—July 22 app. of Magnum Broadcasting Inc. for CP to make changes; ERP: 2.50 kw.

■ **Mayaguez, PR** WNJX-TV ch. 22—July 15 app. of WNJX-TV Inc. for MP (BPCT-910409KJ) to change. ERP vis: 35.5 kw; ant. 618 m.; TL: Monte del Estado, 15.1 km from Maricao on PR road 120, Maricao Co., PR (18-09-07 66-59-15).

■ **Providence, RI** WBRU(FM) 95.5 mhz—July 15 app. of Brown Broadcasting Service Inc. for mod. of CP (BPH-871106IU as mod.) for changes.

■ **Beaufort, SC** WAGP(FM) 88.7 mhz—July 16 app. of Community Broadcasting Corp. of Beaufort Inc. for mod. of CP (BPED-900813IA) to make changes; ERP: 6 kw; TL: 5.6 km SW of Beaufort, SC of RPR 280, 2.1 km S of Broad River Rd.

■ **Dickson, TN** WQZQ-FM 97.3 mhz—July 22 app. of Montgomery Broadcasting Co. for CP to make changes: ERP: 100 kw, ant. 248 m. (H&V), antenna location, upgrade to 273 C1 (per docket # 88-613).

■ **Smyrna, TN** WRLG(FM) 94.1 mhz—July 15 app. of Tuned In Broadcasting Inc. for mod. of CP (BPH 880511MB) for changes.

■ **Beaumont, TX** KAYD(FM) 97.5 mhz—July 22 app. of Petracom Inc. for mod. of CP (BPH-870302OP) to make changes; ant. 335 m.; TL: 15.6 km NE of Beaumont, TX, at 69 degree true.

■ **Beaumont, TX** KQXY-FM 94.1 mhz—July 26 app. of Better Broadcasting Corp. for mod. of CP (BPH-870302NB) to make changes, ant. 335 m. (H&V), and TL: 15.6 km NE of Beaumont, TX, at 69 degrees true.

■ **Brownwood, TX** KPSM(FM) 99.3 mhz—July 21 app. of Group R Broadcasting Inc. for CP to make changes: upgrading to A C-2 status.

■ **Odem, TX** KKHQ(FM) 98.3 mhz—July 21 app. of Gary J. Knotsman, trustee, for CP to make changes: change: ERP: 11.2 kw; ant. 98 m.; class changed from A to C3 (per MM docket 89-210).

■ **Orange, TX** KKMY(FM) 104.5 mhz—July 15 app. of Uno Broadcasting Corp. for MP (BPH970302NV) for changes.

■ **Chester, VA** WDYL(FM) 93.1 mhz—July 16 app. of Hoffman Communications Inc. for CP to make changes: TL: 4.3 km S. of Chesterfield, VA.

■ **Leesburg, VA** WAGE(AM) 1200 khz—July 26 app. of Radio Wage Inc. for MP (BP881202AC) to decrease day power to 5 kw and change from DA-D to non-day.

■ **Petersburg, VA** WPLZ-FM 99.3 mhz—July 21 app. of Sinclair Telecab Inc. for mod. of CP (BPH-921211IG) to make changes: ERP: 6 kw; ant. 100 m.; amend BPH-921211IG to specify use of directional antenna. Replaces amendment filed 4-28-93.

Actions

■ **Bayside, CA** KZPN(FM) 91.5 mhz—Dismissed app. of Com. of Humboldt Ed. Enhanc. Rad. SV for mod. of CP (BPED-880708MC as mod.) for changes; change TL: 3 mi. up Greenwood Hts Dr. 4 mi. 85 ft. from Eureka. Action June 30.

■ **Bentonville, AR** KOLZ(FM) 98.3 mhz—Granted app. of Demaree Media Inc. for CP to make changes: ERP: 10.55 kw.; ant. 152 m. H&V, TL: on Fitzgerald Mtn. 3.4 km NE of Springdale, AR. Class: C3 (per MM docket 91-124). Action July 1.

■ **Rosamond, CA** KPXD(FM) 93.5 mhz—Granted app. of Waremar Communications Inc. for mod. of CP (BPH-910225MG as mod.) to make changes; ant. 63 m.; TL: 2.14 km (1.33 mi.) at 103 degree true from Willow Springs, CA, near Intersection of 80th St. W and Truman Rd. Action July 1.

■ **Cameron, MO** KDEE(FM) 92.3 mhz—Granted app. of Cameron Radio Inc. for mod. of CP (BPH-880421MG as mod.) to make changes; change ERP: 50 kw; ant. 150 m.; TL: approx. 1.4 km N of intersection of US Rte 69 & interstate Rte 35, Daviees Co., MS. Change freq from 92.3 to 100.1 change to class C2 (per MM docket 89-558). Action July 1.

■ **Yakima, WA** KZTA-FM 99.3 mhz—Granted app. of KZTA Broadcasting Inc. for CP to make changes; change ERP: 3, 5 kw; ant. 269 m.; TL: 16.3 km from of Fical Center of city of Yakima on a bearing of 123.150 true, atop Elephant Mtn; change frequency to 99.7 and change class to C3 per MM docket 92-240. Action July 2.

■ **Santa Fe, TX** KFTG(FM) 90.5 mhz—Granted app. of Community Radio Inc. for mod. of CP (BPH-890405MA) to make changes: change ERP: 6 kw H&V; ant. 185 m. (H&V); TL: near Stringtown & Nolen Rds, 12.9 km S. of Alvin, TX, Brazoria, CO. Action June 10.

■ **Colorado Springs, CO** KKFM(FM) 96.5 mhz—Granted app. of Citadel Communications Corp. for CP to make changes; change: antenna supporting-structure height. Action July 6.

■ **Mankato, MN** KYSM-FM 103.5 mhz—Granted app. of F.B.Clements & Co., LP, for CP to make changes ERP: 100 kw H&V, ant. 165 m. H&V. Action July 6.

■ **Thomasville, AL** WJDB-FM 95.5 mhz—Granted app. of Griffin Broadcasting Corp. for CP to make changes: ERP: 9.6 kw; ant. 160 m.; TL: 0.25 km E of U.S. Hwy 43, 1.5 km N of Grove Hill city limits.

Class changed to 238C3 (per MM docket 90-563). Action July 7.

■ **Blue Ridge, GA** WPPL(FM) 103.9 mhz—Granted app. of Fannin County Broadcasting Co. Inc. for CP to make changes, ERP: 6 kw (H&V), ant. 78 m. H&V and to correct coordinates. Action July 7.

■ **Calhoun, TN** WCLE-FM 104.1 mhz—Granted app. of Carroll, Carroll and Rowland for CP to make changes: ERP: 6 kw; ant. 100 m. TL: atop Candies Creek Ridge; 6 1/2 km N of Cleveland, TN. Action July 7.

■ **Turlock, CA** *KCSS(FM) 91.9 mhz—Granted app. of California State Univ., mod. of (BPE-791211AA, as replaced) to change tower height to 34 m. Action July 8.

■ **Copperopolis, CA** KREL(FM) 105.5 mhz—Granted app. of Threshold Communications for mod. of CP (BPH-890501ME) to make changes to new station. ERP: 1.010 kw (H&V); ant. 238 m. H&V; TL: Gopher Ridge, 6.5 km SW at 247 degrees true, from intersection of state Hwy 4 and O'Byrnes Ferry Rd, Copperopolis, CA. Action July 8.

■ **Caguas, PR** WLII(TV) ch. 11—Granted app. of Estrella Brillante Ltd. for CP to change ant. 346 m.; ERP vis: 316 kw; Harris TAC-14HLP, (BT). Action July 9.

■ **Vidalia, LA** KPXS(FM) 104.7 mhz—Granted app. of Vision Broadcasting Inc. for mod. of CP (BPH-890720MG) to make changes: TL: 28 Cemetery Rd., Natchez, Adams Co., MS. Action July 8.

■ **Amherst, MA** WRNX(FM) 100.9 mhz—Hampshire County Broadcasting LP for CP to make changes; ERP: 1.34 kw; ant. 211 m.; TL: atop Bare Mountain, 0.4 km W of State Rte 116. Action July 16.

■ **Indian Rock Beach, FL** WXYB(AM) 1520 khz—Granted app. of Moody Bible Institute of Chicago for CP to reduce power to 600 w; make changes in ant. system and chng TL to 9700 82nd Ave. H, Pinellas Park, FL 27 50 45 - 82 46 21. Action July 12.

■ **Scotland Neck, NC** WWRT(FM) 95.5 mhz—Returned app. of WYAL Radio inc. for mod. of CP (BPH-870331MP as mod.) to make changes: ERP:

12 kw, ant. 143 m. (H&V), TL: 1.4 km NNW of intersection of County Rd. 1252 and US Rte 64, near Hartsease, Edgecombe Co., NC, change to ch. 238C3, change community of license to Pine-tops, NC, (per dkt. # 92-7) motion to dismiss fld 32493 returned per fee section. Action July 20.

■ **Idyllwild, CA** KATY-FM 101.3 mhz—Granted app. of Kay Sadler-Gill for mod. of CP (BPH-870514MC as mod.) to make changes; change ERP: 1.15 kw H&V, ant. 223.0 m. (H&V), TL: Inspi-rion Point, at west end of Double View Drive, 3.41 km SW of center of Idyllwild. Action July 20.

■ **Midland, TX** KQRX(FM) 95.1 mhz—Granted app. of Three Card Enterprises for mod. of CP (BPH-880421ND) to make changes; change: ERP: 10.35 kw; ant. 154 kw; TL: 750 ft S of bend in Hwy 158, 1.2 mi. WNW of junction of Hwy 158 & Hwy-1788, Ector City, TX; change class to C3 (per MM docket 91-312). Action July 21.

■ **Rapid City, SD** *KBHE-TV ch. 9—Granted app. of South Dakota Board of Dir. for Ed. TE for mod. of CP to change main studio location to Vermillion, SD. Action July 22.

■ **Eagle Butte, SD** *KPSD-TV ch. 13—Granted app. of South Dakota Brd. of Dir. for Ed. TE for CP to change main studio location to Vermillion, SD. Action July 22.

■ **Martin, SD** *KZSD-TV ch. 8—Granted app. of South Dakota Brd. of Dir. for Ed. TE for CP to change main studio location to Vermillion, SD. Action July 22.

■ **Leland, MI** WTRV(FM) 94.3 mhz—Granted app. of Grand Traverse Broadcasting Co. for CP to make changes; change ERP: 14.88 kw; ant. 130 m.; change to class C3 (per MM docket 89-374). Action July 22.

■ **Pierre, SD** *KTSD-TV ch. 10—Granted app. of South Dakota Brd. of Dir. for Ed. TE for CP to change main studio location to Vermillion, SD. Action July 22.

■ **Abeerdean, SD** *KDSD-TV ch. 16—Granted app. of SD Brd. of Dir. for Ed. TE for CP to change main studio location to Vermillion, SD. Action July 22.

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Monday Memo

"The relationship between watching violent programming and acting in a socially destructive manner is dubious at best."

The debate over violence on television has resurfaced, and this time broadcast television officials have come up with a creative solution—nod, smile and put warning labels on potentially threatening programming. Great solution. Everybody's happy.

Congress is happy and might vote more favorably on media deregulation bills in the near future. And that makes the media companies happy. It will allow them to get in on the information superhighway.

Senator Paul Simon of Illinois must be overjoyed. He can go back to his home state as the shining knight who slayed the evil dragon of television violence. And broadcasters, like cigarette manufacturers who place disclaimers on the millions of packs sold every day, are off the hook now—another reason for them to be pleased.

NRA lobbyists are happy. The spotlight on American violence has been focused like a laser beam on someone else for a while. Parents should be pleased because they will be better able to monitor their children's television viewing (unless they leave the kids "Home Alone"). And of course, violence connoisseurs young and old are thrilled. Labeling will help them better plan their TV viewing day.

But are the labels really going to do any good? Can they?

The fact is that the cause-and-effect relationship between watching violent programming and acting in a socially destructive manner is dubious at best. In fact, some research suggests that watching violent programming provides a cathartic effect—alleviating our need for aggression. Many of the statements bandied about by politicians, and even some researchers, are simply not accurate.

Violent people have been found to

watch more violent programming than does the average individual, but this does not suggest that watching television violence causes people to be more violent.

I'm not suggesting that television does not affect people. If it didn't, the advertising industry would pack up and go home. It is true that TV programming can affect opinions and behavior—but on a sliding scale. We, the viewers, know what is real and what is not. We also know what is a big decision and what is a small one.

If I see a TV character with a snappy outfit or an interesting haircut, I might try it. But if he solves his problems with violent behavior—I may enjoy the story and the action, but let's just say the method's not me.

So, yes, I agree that TV viewing has an effect on people. But what is that compared to the number of people who are triggered by access to handguns or drugs?

I agree that labeling violent programs could help parents protect particularly sensitive children from violent programming. But I don't think this is really going to solve any of our problems with violence in the streets.

Congress should stop trying to pander to voters by resurrecting the straw man of violent TV and issuing veiled threats to broadcasters. Instead, it should consider doing something really constructive to solve the problem of violence in our communities—like ignoring the pressure of the NRA and proposing a serious gun-control bill.

The solution to our problem with violence is not as simple as jumping on the backs of the TV industry again. It may, however, provide the knee-jerk public response that will distract voters from the many solid issues that Congress would rather ignore. ■



By Philip J. Auter, professor, University of Evansville, Ind.

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Fifth Estater

Royce Yudkoff and Andrew Banks

A colleague recalls ABRY Communications Managing Director Royce Yudkoff (left) negotiating with a syndicator for a show. "The syndicator asked for \$16,000 per episode. Royce countered with \$1,000. Twenty minutes later the guy is down to \$10,000 and Royce is only at \$2,000. The programmer finally asked why he keeps lowering his asking price dramatically while Yudkoff barely raised his.

"'Because,' Yudkoff replied in his usual formal tone, 'you are capable of commencing bidding at any number up to and including infinity. I am constrained to commence bidding at zero.' After another couple of rounds, ABRY paid \$3,000 for the show."

"A fair price," adds ABRY's other managing director, Andrew Banks.

It is that sort of analytical approach to the TV business that has made ABRY Communications—which owns five TV stations—one of the faster-growing and more creative group owners in the business.

Examples of Boston-based ABRY's innovations have been evident in the last several months. Most recently, it reached an agreement with Hearst Broadcasting and Buena Vista Television in which Hearst's ABC affiliate WISN-TV Milwaukee will air reruns of *Home Improvement* in late fringe for 1995, and either ABRY-owned WCGV-TV or ABRY-managed WTVV(TV), there, will carry it starting in 1996.

Also in Milwaukee, WCGV has cornered the late-night-talk market by slating Fox's *Chevy Chase*, the Letterman show—which could not be cleared by the CBS affiliate—and Arsenio Hall in succession. ABRY also will carry Letterman on its Baltimore station, WNUV-TV.

The unique programing deals sum up ABRY's viewpoint on where television is headed.

Says Yudkoff: "Within the over-the-air business, there will be less differentiation between affiliates and independents as these distribution



channels increasingly blend together."

Adds Banks: "We sell Letterman. People don't ask where that is. Each show stands on its own, and UHF stations are favored by these trends."

ABRY's approach is not limited to programing: the group owner is looking to buy equity stakes in its local advertisers. The ideal prospects, Banks says, are growing companies that need to advertise but can't afford to. By offering ad time and money, ABRY gets rid of underpriced or unsold inventory in exchange for a second revenue stream.

Unusual? Not for Banks and Yudkoff, former consultants with a knack for turning around underperforming stations through a combination of power, promotion and programing.

ABRY acquired its first station, WNUV Baltimore, in 1989, which has since more than doubled audience share. It's a similar story for ABRY stations WSTR-TV Cin-

cinnati, KSMO(TV) Kansas City, WTOO(TV) Birmingham and WCGV Milwaukee.

The revival of WNUV sums up ABRY's methodology. The station was a former subscription TV station with weak power and no audience. ABRY upgraded the signal, revamped the station's on-air look and promoted it heavily. It used viewer surveys to determine what the audience wanted.

"You have to constantly stay one step ahead of the pack," says Banks.

It worked. In the first year under ABRY, WNUV's revenue grew some 35%, to \$16 million. In Cincinnati, where ABRY employed a similar approach, the station's ad revenue doubled. This year, ABRY expects revenues of \$90 million at its five stations, and estimates their worth at \$200 million, a 1,200% return on initial equity.

"Neither are operators, so they look outside the television box a lot. The people who get things done are the

people who don't know you're not supposed to be able to do it," says Clear Channel TV President Dan Sullivan.

At first glance (or even second), Banks and Yudkoff don't seem like typical broadcasters. Both went to Harvard—Yudkoff to business school and Banks to law school—and first met 12 years ago. Their years spent at Bain & Co. consulting broadcasters and other industries taught them to look at the television business like any other business.

"We often think of ourselves as manufacturing audiences for advertisers.... This is not show business," Banks once said. ■

ROYCE YUDKOFF, managing director, ABRY Communications, Boston; b. Sept. 6, 1955, Norwalk, Conn.; BA, English, Dartmouth College, Hanover, N.H., 1976; founder, New England Broadcasting Co., 1976-79; MBA, Harvard Business School, Boston, 1980; vice president, partner, Bain & Co., Boston, 1985-88; present position since 1989; m. Jody Krupp, Nov. 2, 1986; children: Alexandra, 5; Lindsey, 3.

ANDREW BANKS, managing director, ABRY Communications, Boston; b. Aug. 9, 1954, Florida; BA, government, University of Florida, Gainesville, 1976; MA, economics, Oxford University, Rhodes scholar, 1979; JD, Harvard Law School, 1982; consulting/venture capital, Bain & Co., Boston, 1982-88; present position since 1989; m. Yukie Hoshino, June 4, 1983; children: Audrey, 8; Emily, 6.

Fates & Fortunes

TELEVISION

Olivia Cohen-Cutler, director, labor relations, Capital Cities/ABC Inc., New York, named VP, labor relations, West Coast, Capital Cities/ABC Inc., Los Angeles.

Michael Hanel, VP, current pro-



Olivia Cohen-Cutler
Capital Cities/ABC



Don Loughery
CPT



Nancy McLeod Perkins
Universal TV



Clarence Page
WGN-TV



Dave Clark
KCAL-TV

grams, Columbia Pictures Television, Los Angeles, named VP, comedy development.

Don Loughery, senior VP, Group W Productions, Los Angeles, joins Columbia Pictures Television there as executive VP, business affairs.

Nancy McLeod Perkins, director, talent, casting, Columbia Pictures Television, Los Angeles, joins Universal Television, Universal City, Calif., as VP, casting.

Michael Hausman, manager, technical operations, Hearst Entertainment, New York, named director.

James Ackerman, director, original programming, The Family Channel, Virginia Beach, Va., joins Hearst Entertainment Distribution, New York, as VP, development.

Day Krolnik, VP, labor relations, NBC, New York, assumes additional responsibilities for talent negotiations, NBC News, NBC Television Stations division, there.

James Mills, labor relations attorney, NBC, New York, named attorney, talent negotiations.

Clarence Page, syndicated colum-

nist, *Chicago Tribune*, panelist, Black Entertainment Television, Washington, joins WGN-TV Chicago as Washington political commentator/news analyst.

Appointments at WGN-TV Chicago: **Tonina Grisanti**, traffic manager, named director; **Randy Salerno**, reporter/weekend anchor, WYNT-TV

Albany, N. Y., joins as general assignment reporter.

Kevin Burns, director, special productions, network, domestic television divisions, Twentieth Television, Beverly Hills, Calif., named VP, production, Foxstar Productions, there.

Rikki Leopold, director, creative services, Tribune Entertainment Company, New York, joins Twentieth Television, Domestic Television Division, Beverly Hills, Calif., as director, advertising, promotion.

Alyson Stover, coordinator, scheduling, Fox Broadcasting Company, Beverly Hills, Calif., named manager.

Anne Marie Riccitelli, manager, magazine publicity, ABC Television Network, New York, named director, public relations, East Coast, there.

Joe Voci, director, comedy development, CBS Entertainment, New York, named VP, current comedy/director, comedy development, CBS Entertainment, there.

Michael Stack, group account

manager, Nielsen Media Research, Chicago, named southeast regional manager, Nielsen Media Research, Atlanta.

Leonard Gruenberg, chairman/president, Great Owl Corporation, New York, joins Animagic Entertainment, New York, as special adviser.

Edward O'Donnell, manager, affiliate relations, WWF Television Network, New York, joins King World, news magazine division, there, in same capacity.

Appointments at King World's *Inside Edition*, New York: **Brian Walls**, coordinating producer, named supervising producer; **Larry Israel**, promotion producer, named coordinating producer.

Brad Lachman, principal, Brad Lachman Productions, Hollywood, joins Paramount Domestic Television there as senior executive producer, *John & Leeza from Hollywood*.

Maureen Doherty, business affairs negotiator, CBS Entertainment, Los Angeles, joins MJJ Enterprises there as VP/general counsel.

Appointments at KCAL-TV Hollywood: **Martin Quiroz**, public/community relations, public affairs manager, KVEA, joins as public affairs director; **Dave Clark**, general assignment reporter/substitute anchor, WPXI-TV Pittsburgh, joins as weekend anchor/reporter.

Bruce Kallner, New York sales

manager, Katz American Television, New York, named national sales manager.

Jim Robertson, internal auditor, Gannett Company Inc., Rosslyn, Va., named manager, accounting services, WUSA-TV Washington.

Appointments at WDIV-TV Detroit:

Ruth Spencer, co-anchor/reporter, assumes additional responsibilities as consumer reporter; **Orlander Brand-Williams**, assignment desk editor, named producer, consumer unit; **Kevin Dietz**, reporter, WOOD-TV Grand Rapids, Mich., joins as general assignment reporter.

KHSL-TV Chico, Calif., elected president, California Broadcasters Association.

RADIO

Jim Robinson, GSM, WRQX-FM Washington, named GM.

Michael Cutchall, GM, KNSS(AM)-KRZZ-FM-KKRD-FM Wichita, named executive VP/COO, Prism Radio Partners, LP, there.

Tissie Hauan, national sales manager, KLTU-FM Dallas, joins Katz & Powell Radio there as manager,

CABLE

Les Haber, executive producer, Haber Production Group, Los Angeles, joins ITC Entertainment Group there as executive VP, ITC Distribution Inc.

Thomas Morrow, VP, US West Cable Communications, Denver, joins Time Warner Communications, Stamford, Conn., as president.

Candice Carpenter, president, Time-Life Television and Video, Alexandria, Va., joins QVC, New York, as president, Q2.



Les Haber
ITC Distribution



Candice Carpenter
QVC



David Kohl
Comedy Central



Michael Roche
BSB West



John Noble
BSB West

Appointments at WTTV-TV Indianapolis: **Michael Granados**, director, sales, KABB-TV San Antonio, Tex., joins as VP/station manager; **Michael Evans**, manager, financial services, WUSA-TV Washington, joins as business manager.

Michael Grant, director, broadcast operations, KHOU-TV Houston, named VP/GM, Belo Productions, Dallas.

Appointments at Blair Television, Los Angeles: **Alan DeFlorio**, account executive, named manager; **Michael Dempsey**, regional sales manager, assumes additional responsibilities as manager, paid programming; **Teresa Davenport**, sales representative, Cable Media Corporation, Los Angeles, joins as account executive.

Appointments at WBFF-TV Baltimore: **Jennifer Gilbert**, reporter/fill-in anchor, WGAL-TV Lancaster, Pa., joins as reporter; **Steven Teeling**, weekend weathercaster, WVIT-TV Hartford, Conn., joins as weathercaster; **Lori Pinson**, weekend weathercaster/producer/overnight news anchor, KDSK-TV St. Louis, joins as weathercaster.

William (Dino) Corbin, GM,

southwest region.

Matthew Hanlon, account executive, CMBS, New York, joins Katz & Powell Radio there as senior account executive.

Bob Hamilton, program director, KFRC(AM)-FM San Francisco, joins KSFO(AM)-KYA-FM there as operations manager/program director.

Eric Bench, account executive intern, D&R Radio, New York, named account executive, Caballero/MG Spanish Media, there.

Jennifer Warner, local sales manager, WINE(AM) Brookfield, Conn., joins WZBG-FM Litchfield, Mass., as GM.

Carol Robbie Tate, national sales manager, WIP(AM) Philadelphia, re-joins Banner Radio there as account executive.

Andrew Shaw, account executive, Time Warner Cable, Boston, joins Banner Radio, Detroit, in same capacity.

Mike Berlak, program director/operations manager, WTKI Milwaukee, joins WEZC-FM Charlotte, N.C., as program director.

Joshua Katz, VP, marketing, Cartoon Network, Atlanta, named senior VP.

Tom Hagel, director, advertising sales, ESPN, New York, named VP, advertising sales, there.

Cindy Schmidt Feinberg, district manager, Encore, Los Angeles, named VP, southeast region, Encore, Atlanta.

Robert Levi, executive VP, program administration, Turner Entertainment Networks, Atlanta, appointed to College of Communication Foundation advisory counsel, University of Texas, Austin, Tex.

David Kohl, account executive, Comedy Central, New York, named director, advertising sales, East Coast, there.

Gary Merrifield, account manager, CNN, Detroit, joins Comedy Central there as director, advertising sales.

Appointments at Turner Broadcasting Sales Inc., Atlanta: **Susan Kalishman**, assistant product manager, Ralston Purina Company, St. Louis, joins as promotions manager, enter-

tainment networks; **Wendy Eley**, executive VP assistant/manager, movies, miniseries, TriStar Television, Los Angeles, joins as promotions coordinator.

Appointments at Reiss Media Enterprises, Denver: **Jonathan Cook**, staff attorney, The Resolution Trust Corporation, there, and **Glen Grunwald**, Of Counsel, Fairfield and Woods, there, join as counsel.

Paula Rothschild, immediate past president, Women in Cable, Atlanta, forms The Rothschild Group, Roswell, Ga.

Appointments at Request Television, Denver: **Dorothy Kelly**, sales manager, Direct Hit Marketing, Boulder, Colo., joins as manager, research; **Jennifer Moffie**, public relations administrator, satellite services department, Home Box Office, New York, joins as manager, public relations; **Michael Jagoe**, marketing projects manager, Hauser Communications, Cable TV Arlington (Va.), joins as manager, scheduling; **Bonna Carlson**, marketing assistant, Adelphia Communications, Coudersport, Pa., and **Russ Young**, intern, Warner Bros. Pay-TV, New York, join as marketing coordinators.

Antoinette Colarte Zel, senior counsel, law, business affairs, Nickelodeon, New York, joins MTV Latino, Miami, in same capacity.

Irv Cross, former co-host, CBS Sports' *NFL Today*, New York, joins Home Team Sports, Bethesda, Md., as announcer/co-host.

Appointments at Cable Networks Inc., New York, Chicago: **Mark Braunstein**, GSM, Christal Radio, New York, joins as account executive, national sales, there; **Donna Stripp**, research analyst, Katz Continental Television, New York, joins as account executive, national sales, there; **Marc Favaro**, account executive, Jones Intercable, Libertyville, Ill., joins in same capacity, Chicago office.

ADVERTISING

Michael Roche, executive VP/western region director, Backer Spielvogel Bates, Irvine, Calif., named chairman, BSB West, there.

John Noble, executive VP/creative

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director, western region, Backer Spielvogel Bates, Irvine, Calif., named president/executive creative director, BSB West, there.

William Halladay, VP, associate creative director, BSB West, Irvine, Calif., named senior VP/associate creative director.

Len Lieboff, executive VP, Vitt Media International Inc., New York, named senior executive VP/corporate media director.

Donna McIntosh, research manager, Seltel, New York, named associate research director.

Lee Winikoff, account executive, Seltel, Los Angeles, named sales manager.

Jeff Haigney, senior research analyst, Seltel, New York, named research manager.

Emily Vanides, research analyst, Seltel, New York, named manager.

Carrie Weiss, research analyst, Seltel, New York, named manager.

Essie Dalton, manager, Seltel, Los Angeles, named GM, Seltel, Minneapolis.

TECHNOLOGY

Dan Akerson, president/COO, MCI Communications Corporation, Washington, joins General Instrument Corporation, Chicago, as chairman/CEO.

Ellen Weinstein, director, sales, marketing, Advanced Media Systems, New York, named VP.

Frank Brooks, director, entertainment marketing, entertainment division, Hill & Knowlton, Los Angeles, joins EON Corporation, Reston, Va., as director, advertising.

Appointments at Nynex Mobile

Communications, Orangeburg, N.Y.: **Terry Walzman**, executive director, wireless communications laboratory, Nynex Science and Technology, there, named VP/GM, technical services; **Michelle Green**, director, work/family initiatives, Nynex Corporation, there, named VP, resource planning, analysis, control.

WASHINGTON

Glenn Thomas Dixon, lecturer, School of Communications, Howard University, Washington, named director, programing, productions, WHMM-TV, there.

Maurice (Morrie) Goodman, former director, news operations, WGGB-TV Springfield, Mo., and WSJV-TV South Bend, Ind.; director, network television coverage, President Clinton inauguration, joins the Federal Emergency Management Agency as director, public affairs.

Elizabeth Reinhardt, broadcast media manager, Digital Equipment Corporation, Maynard, Mass., joins Rowan & Blewitt as director, media services.

Donald Jacques, chief, Morocco Project Team, projects management directorate, Voice of America, named deputy, projects management, office of engineering, technical operations.

John Schneidawind, former technology writer, *USA Today*, joins BellSouth Corporation as manager, media relations.

DEATHS

John (Jack) Peters, 62, former head, J. Walter Thompson Company advertising agency, New York, was fatally shot Aug. 5 at his home in Greenwich, Conn. Police have charged Andrew Wilson, 32, a family friend, in the shooting. Peters's advertising career started in J. Walter Thompson's Chicago office as an account representative in 1956 where he rose through the ranks, becoming a VP in 1966, senior VP in 1975, executive VP in 1978, vice chairman in 1980. He became president/COO of the company's U.S. division in 1984 and president of Thompson worldwide in 1986. He retired in 1987. Survivors include his wife, Katrina, two sons and two daughters.

Closed Circuit

WASHINGTON

Picking the right tie

Although NCTA has yet to choose an executive search firm to help find a new president, Boston-based Isaacson, Miller is said to be a leading contender. The firm's partners, John Isaacson and Arnie Miller, worked for the Clinton transition team handling personnel appointments. Miller was head of the White House office of personnel in the Carter administration. Isaacson is a former Massachusetts state official. It's been suggested that NCTA should pick a new president with ties to the Clinton administration.

Unexpected guest

Eyebrows were raised at the broadcaster roast for Acting FCC Chairman James Quello Aug. 6 in Harbor Springs, Mich. It seems broadcasters at the event, held by the Michigan Association of Broadcasters, were wondering what TV violence activist Terry Rakolta was doing sitting at the head table with Quello and other VIP guests. Rakolta, who has tirelessly lobbied for broadcast content regulation, was invited, MAB said, because she is a friend of the chairman's.

HOLLYWOOD

Yet another generation?

With *Star Trek: The Next Generation* going into its seventh and perhaps final season in syndication, and Paramount informing major station reps that a third spin-off (after *Deep Space Nine*) is in the works (BROADCASTING & CABLE, June 28), several story concepts are being considered by executive producer Rick Ber- man.

One of the leading candidates, according to a source close to Paramount Domestic Television, is a series premise revolving around the Star Fleet Academy (based in a futuristic San Francisco), where actor

NFL explores ancillary PPV

National Football League officials confirmed last week that they are exploring implementation of pay-per-view telecasts, perhaps in time for the 1994 season. (See related football rights stories starting on page 24.) Confirming the league's PPV explorations, a league spokesman said the focus was twofold. The league wants to provide supplemental coverage that would not come at the expense of the existing broadcast and cable network coverage. The spokesman likened the strategy to what ABC and ESPN are doing on the college side—giving fans outside the broadcast coverage areas the chance to see the games. But the league also wants to scramble the game feeds so that satellite users, particularly sports bars, would have to pay the league for access. Unclear at this point is how that strategy would affect backyard dish owners. "We haven't gotten into it that far," the spokesman said. One team owner, and a member of the league's broadcast committee, believes that a PPV schedule serving the displaced fan could be a "very substantial business." Whether it would make up for the anticipated drop in broadcast and cable rights "is the \$64 million question," the owner said. —SM

Wil Wheaton's young cadet character (Wesley Crusher) would provide a transitional link from *TNG*. Another has Jonathan Frakes's William Riker being promoted to captain of the *Enterprise* or another starship.

The October 1993 issue of *Cinefantastique* magazine will apparently report that both Frakes and Marina Sirtis, who plays Counselor Troi on *TNG*, have expressed a desire to continue their characters in the new series.

Duck and cover

Don't look for Fox affiliates to air any anti-cable ads during the retransmission-consent skirmish currently enveloping the industry. Affiliates received a memo from corporate telling them to keep their heads down and leave the fighting to others. Fox is—of course—currently holding talks with all system operators for its cable network and is seeking carriage of its affiliates to go along with carriage of the cable network at a price of 25 cents per subscriber.

On their own time

Although the networks have declared their intention to use violence

advisories on specific episodes of programs that warrant it, affiliates will also be able to add their own advisories on network series if they deem it necessary, according to executives at each of the four networks. However, because the affiliation agreements prohibit local stations from superimposing any messages over network-fed programming, affiliates would need to use their station break time for advisories.

NEW YORK

Talking to a wall

Nickelodeon is quietly entering production this week on an ambitious new game show for kids, *Legends of the Hidden Temple*, scheduled to air on the network every Saturday and Sunday at 6:30 p.m. ET/PT, beginning Sept. 11.

VH-1 enlists Visa, Camelot

VH-1 this week will announce it has joined forces with Visa and Camelot Music Stores in a \$1 million on- and off-channel promotion of the network's *Center Stage* performances series program.

The campaign will be supported nationally on VH-1 through Sept. 9.

In Brief

Mid-size cable MSO Intermedia Partners has asked a U.S. Court of Appeals in Washington for a stay of cable rate regulations, which are to be implemented Sept. 1. The FCC last week rejected requests for a stay of the rules, except for small systems (those with 1,000 or fewer subscribers).

In a surprise move, MCI President Daniel Akerson resigned last week to take the helm of General Instrument as CEO and become a partner in Forstmann Little & Co., the majority owner of GI. Speculation is that Akerson was lured away by the promise of an ownership stake in GI and a salary of close to \$1 million per year. Akerson replaces Donald Rumsfeld, who will retire as CEO but remain on the board. MCI Chairman Bert Roberts temporarily takes over Akerson's position, and the company is searching for a permanent replacement.

In his first address to broadcast executives since succeeding Tom Bradley as mayor of Los Angeles, **Richard Riordan promised "the city will no longer be the enemy of the entertainment industry"** at a Hollywood Radio & Television Society luncheon last Thursday. Riordan has named former Columbia Pictures

Annual Interface and Hall of Fame set

On Nov. 9, BROADCASTING & CABLE magazine and the Federal Communications Bar Association will sponsor the seventh annual "Broadcasting/Cable Interface" seminar and the third annual BROADCASTING & CABLE "Hall of Fame" dinner and awards ceremony at Washington's Omni Shoreham Hotel. For more information contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 1. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.1/224/99
2. Jeopardy!	11.3/215/99
3. TV Net Movie	9.5/159/97
4. Oprah Winfrey Show	9.4/236/99
5. Star Trek	9.0/243/99
6. Married...With Children	7.4/193/95
7. Star Trek: DS 9	7.1/235/99
8. Wheel Of Fortune-wknd	7.0/186/85
9. Entertainment Tonight	6.9/187/96
10. Inside Edition	6.8/175/95
10. Portfolio XV	6.6/194/96
12. Baywatch	6.1/178/95
12. Current Affair	6.1/184/96
14. Sally Jessy Raphael	6.0/214/99
15. Designing Women	5.7/208/96

Chief Dawn Steele to head a newly created commission to serve as liaison with the entertainment community and "streamline" the permit process for location shooting.

Courtroom Television Network and CBS Radio Networks are collaborating to provide regular audio feeds of select courtroom trials to CBS Radio's 600 affiliates beginning Sept. 13. Programing will be fed over two channels.

Paula Zahn and Harry Smith will co-anchor the Sunday edition of the CBS Evening News. The pair replaces Connie Chung, who now teams with Dan Rather on the weekday version of *Evening News*. Zahn and Smith will continue as co-anchors of *CBS This Morning*.

The Television Food Network will serve cable operators a taste of their proposed basic cable service Aug. 30. It will put up two hours of programing, which will be repeated 24 hours a day. On Sept. 27, it will add another four hours of programing as an "appetizer." TVFN plans a full-time launch on Nov. 23.

Home Box Office is renewing Garry Shandling's *The Larry Sanders Show* for two years, bringing the total number of episodes over four seasons to 65.

Testing on the Grand Alliance's combined high-definition television prototype should begin in June of 1994 and be wrapped up by Oct. 21 of that year, according to a schedule laid out by the alliance and the FCC's HDTV advisory committee. Committee Chairman Dick Wiley says he hopes to have a recommendation to the FCC for a nationwide HDTV broadcast standard by the end of 1994.

The new Major League Baseball-ABC-NBC joint venture has named Mike Trager executive vice president, sales and marketing. Trager is co-owner and chairman of Sports Marketing and Television International, a marketing firm he founded in 1984 with Michael Letis, who is president. Trager will continue his interest in the firm while tending to his new duties.

As expected (BROADCASTING & CABLE, Aug. 9), NBC affiliate KCRA-TV Sacramento is ending its two-year test of a 7-10 p.m. prime time effective Sept. 13. KCRA owner Jon Kelly acknowledged that NBC had pressed the station to drop the test and that he would "like to have continued [the earlier prime time shift], and so would the viewers that had been accustomed to getting the news at 10 p.m."

"NBC has their agenda and that is to maintain an 8-11 p.m. schedule, and if any of these stations get out of sync it is considered detrimental to the network," Kelly said. "My agenda is to provide the best news service to Sacramento. We have been affiliated with NBC for 46 years, but like any marriage, we have to stay together despite some occasional disagreements."

Kelly has developed a reputation as a maverick by producing more than 40 hours of local news programing per week. He also confirmed that KCRA signed a new three-year affiliation agreement with NBC last week. Kelly hinted he may seek retransmission-consent agreements with

several cable systems that allow the station to produce news programming—particularly a 10 p.m. newscast—for a regional cable channel.

David Lane, 52, former chairman of the ABC Television Affiliates Association and an executive of A.H. Belo Corp., died in Dallas last Thursday, Aug. 12, of cancer. He was Belo's group president, television stations, and had been with the company since 1967. He is survived by his wife, Jeannie, and a daughter and son.

The new weekly quiz show for kids, *Pick Your Brain*, has been cleared in 82% of the country. Stations include WWOR(TV) New York, KCOP-TV Los Angeles and WFLD-TV Chicago.

Charlie Rose, the PBS talk show, has a new executive producer—former *New York Times* television reporter Peter Kaplan. Kaplan wrote for the *Times* in 1984 and '85, and left to become founding editor of *Manhattan Inc.* Most recently he was special projects editor at *Conde Nast Traveler*.

Rysher TPE has captured certain territorial rights to *Highlander* from Gaumont Television. Although Gaumont will continue to produce the sophomore hour syndicated series in association with Rysher TPE and Reitalia, Rysher TPE will have sales rights in the UK, Far East (in-



United States Satellite Broadcasting's new 20,500-square-foot control center, shown above in an artist's rendering, is now under construction in Oakdale, Minn. The project will be completed in October, in time for the planned launch of USSB's direct-broadcast satellite—a joint venture with Hughes's DirecTV—in December. The center will employ 50 people by the time USSB goes on the air next March.

cluding Japan, Germany, Australia and Africa) and other select territories.

Multimedia Entertainment reports that freshman *Jerry Springer* talk show has been renewed with 142 stations representing 85% U.S. coverage for its second season premiere Sept. 13. The strip debuted last fall in 90 markets representing 85% of the country.

Harmony Gold has acquired the European distribution rights to the CBS prime time series *Walker*,

***Texas Ranger*, the Chuck Norris vehicle produced by CBS Entertainment Productions.** Earlier this year, Harmony allocated \$35 million toward the deficit-financing of the outside-produced series, in exchange for receiving partial rights participation and territorial distribution rights to sell the series internationally.

***Nightly Business Report*, seen on PBS, will be distributed worldwide by the U.S. Information Agency's Worldnet** satellite television network starting Sept. 7. The program, which began in 1979, is a co-production of WPBT(TV) Miami and Reuters.

The word from NAB to radio stations last week: Even if you've already sent in your Marconi Award ballot, send in another one. NAB inadvertently mailed ballots to some TV stations as well as radio stations. Because voting is limited to radio stations, the NAB decided to mail a new set of ballots to radio stations, to make sure no TV votes are counted. The new deadline for voting is Aug. 30.

Scripps exits radio ownership

With the sale of Portland, Ore.'s KUPL-AM-FM to BayCom Partners for \$23 million and Baltimore's WVRT-FM to Capitol Broadcasting Co. Inc. for \$9.75 million, the E.W. Scripps Co. is out of the radio business. Scripps announced its plan to pull out of radio in March, citing total revenues of 1% last year, compared to 20% from broadcast and cable TV and 59% from publishing. "It was either get bigger or get out," says E.W. Scripps Spokesman Rich Boehne, adding that the company felt its "future was in television." The sales follow close on the heels of Ellis Communication's acquisition of Scripps's WMC-AM-FM-TV Memphis. The newly formed company paid \$65 million for the combo (BROADCASTING & CABLE, July 26).

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Incorporating The Fifth Estate TELEVISION Broadcasting ■

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Editorials

Cut to the chase

What the FCC ought to do, of course, is order Howard Stern off the air. Then we could deal with this issue on its basics: the blatant censorship of program content in contravention of the First Amendment (a rule that has authority, in the memorable instruction of Ervin Duggan, whether or not foolish mortals choose to obey). Not to mention the Eighth Amendment's prohibition against cruel and unusual punishment.

Can you imagine what it must be like to be the head of Infinity Broadcasting and to keep getting letters from the secretary of the FCC beginning "Dear Mr. Karmazin: This letter constitutes a NOTICE OF APPARENT LIABILITY FOR A FORFEITURE" because Howard Stern has again played off the fairway into the rough of scatological humor. Those notices to Infinity and other broadcasters associated with Stern now amount to \$1,284,000, and one wonders how high a price they're prepared to pay for the freedom of all broadcasters' speech.

The FCC is betting it won't be much higher.

Your turn

As readers of this page are aware, the editors view with alarm the initiatives being taken by the federal government to control program content on television and radio. Ours is a historic concern, going back to the beginnings of the medium, but a nevertheless constant one, the pressure having never let up. Thus you'll read more than usual on this subject in this space in coming weeks, including this excerpt from a letter sent by one broadcaster to Senator Paul Simon (who has made violence on television his cause) and other lawmakers.

Dear Sir,

Bonanza, Gunsmoke, Combat, Popeye, Road Runner, Bugs Bunny, Miami Vice, Hill Street Blues... Sound familiar? I'm betting the vast majority of our Senators and Congressmen grew up watching these shows. *Starsky and Hutch, Kojak, Hawaii 5-0*. I can't imagine how anyone over the age of 40 could be trusted knowing that they grew up watching the above-mentioned.

Television, in fact, has never been less violent. So why all the excitement? Would Congress like a 24-hour *Love Boat* cruise to *Fantasy Island*, with a stopover at *Gilligan's Island*? The fact of the matter is action-adventure shows are not cost-efficient. Hollywood, or in this case the three major networks and Fox, are not willing to spend the money on producing these shows anymore.

In recent years, the emphasis has been on putting on sitcoms and magazine formatted shows: *20/20, 60 Minutes, Day One, Front Page, Street Stories, 48 Hours, Prime Time Live, Dateline NBC*.

I must be missing something here. Every show listed here deals with real life and certainly doesn't accentuate violence.

There are no *Combats, Bonanzas, Miami Vices* or *Hill Street*

Blues on anyone's lineup. If you don't watch the movies, you could go through the entire week thinking you live in *Mayberry RFD*.

In watching Larry King (with Senator Paul Simon) Monday night, a caller from Canada mentioned that in the city of Toronto there were 17 murders last year. The caller mentioned that viewers in Canada are able to receive all of our network fare. In Chicago last year there were over 900 murders. How can this be?

Are we, as broadcasters, responsible for all the violence that permeates our country? Of course not. Do we have a responsibility to serve the public's best interest? Of course we do. And, in fact, we have never done a better job; the lineups shown here illustrate our departure from violent programs.

Stations are broadcasting more local news than ever before, more real life stories. Television through the years has entertained, informed and enlightened us. It seems that we are beating up on one of our most valuable resources.

Let's focus our energies where we can make a significant difference for the betterment of society. If Congress sincerely believes that television is the root of violence in our society, this country is indeed in desperate straits.

By the way, anyone remember the First Amendment?

Steve Marks
General Manager
WBFF-TV Baltimore

THE WAY IT IS IN PRIME TIME

NBC	Mon	Tue	Wed	Thu	Fri	Sat	Sun
8 pm	Fr Prince/Blossom	Orioles	Unsolved Mysteries	Mad About You	Mancuso, FBI	Bloopers	Movie
9 pm	Movie	Orioles	Brokaw Report	Cheers/Scinfeld	Movie	Empty Nest	Movie
10 pm	Movie	Dateline NBC	Law & Order	Dateline NBC	Movie	Bob Hope	Movie
CBS	Mon	Tue	Wed	Thu	Fri	Sat	Sun
8 pm	Evening Shade	Rescue 911	Family Dog	Top Cops	Golden Palace	Dr. Quinn	Murder She Wrote
8:30	Major Dad	Rescue 911	Family Dog	Top Cops	Brooklyn Bridge	Dr. Quinn	Murder She Wrote
9 pm	Murphy Br/Love & War	Movie	Heat of the Night	Connie Chung	Street Stories	Movie	Movie
10 pm	Northern Exposure	Movie	48 Hours	Picket Fences	Johnny Bago	Movie	Movie
ABC	Mon	Tue	Wed	Thu	Fri	Sat	Sun
8 pm	Day One	Full House	Home Improvmt	Matlock	Family Matters	Indiana Jones	Funniest Videos
8:30	Day One	Hangin' w/Mr. C	Street Match	Matlock	Step By Step	Indiana Jones	Funniest Videos
9 pm	Movie	Roseanne	Home Improvmt	Battle of Bands	Dinosaurs	Movie	Movie
9:30	Movie	Coach	Delta	Battle of Bands	Perfect Strangers	Movie	Movie
10 pm	Movie	News	Sirens	Prime Time Live	20/20	Movie	Movie
Fox	Mon	Tue	Wed	Thu	Fri	Sat	Sun
8 pm	Movie	Martin	Martin	Simpsons	Movie	Cops	In Living Color
8:30	Movie	Martin	Martin	Martin	Movie	Cops	Martin
9 pm	Movie	America's Most Wtd	Bev Hills 90210	In Living Color	Movie	Front Page	Married w/Childm
9:30	Movie	America's Most Wtd	Bev Hills 90210	Down the Shore	Movie	Front Page	Herman's Head

The Flood Victims and the American Red Cross Thank You.



National Headquarters
Washington, DC 20006

Elizabeth Dole
President

August 2, 1993

Dear Friends in the Broadcast Media:

On behalf of the American Red Cross and thousands of families affected by the historic floods of 1993, please accept my deepest, heartfelt thanks for your roles in the relief efforts. We are truly fortunate to have so many television and radio stations spontaneously come forward as members of our disaster relief team.

More than 300 TV and radio stations, representing virtually every major market nationwide, gave their valuable airtime to raise funds for the Red Cross relief efforts. Our special thanks go to the stations in Iowa, Illinois, and Missouri who organized "Flood Aid: Broadcast Across America," and to the entertainers and producers of the "Branson USA Flood Relief Campaign." These and similar telethons raised more than \$7.5 million for the Red Cross relief efforts.

When disasters strike, the American people look to the media for information and to the Red Cross for help. Your role is critical in providing news about the disasters and the availability of food, clothing, shelter, and ongoing assistance from the Red Cross. We thank you for performing this vital public service role while helping raise the funds necessary to assist those in dire need.

With warmest best wishes,

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Dole". The signature is fluid and cursive, with the first name "Elizabeth" and the last name "Dole" clearly legible.

Elizabeth Dole



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