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Broadcasting
The Newsweekly of Television and Radio
& Cable

PROGRAMING



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**ACTION
HOURS**

next generation



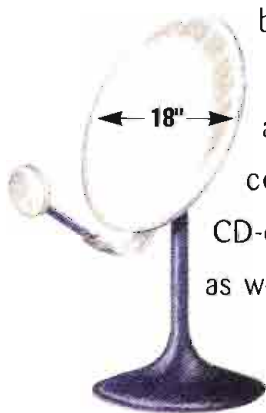
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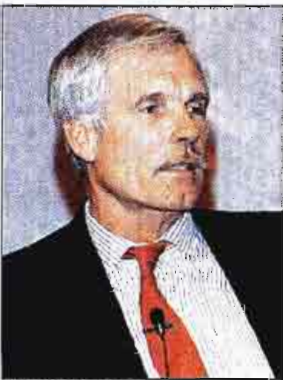
MUST READING FROM BROADCASTING & CABLE

MALONE ISSUES ULTIMATUM ON AMC

TCI's John Malone made his partners in American Movie Classics an offer they can't refuse: Buy me out or I'll buy you out. Malone's Liberty Media owns 50%, and NBC and Cablevision split the rest. No matter who ends up at the AMC helm, industry observers say, the deal may end up being worth roughly \$200 million. / 6

NETWORKS AREN'T SEEING CASH FROM RETRANSMISSION

The recent flood of high-profile non-cash retransmission-consent deals suggest that broadcasters' early hopes of significant new revenue streams have been dashed. Last week NBC struck a major non-cash retransmission-consent deal with Time Warner, exchanging consent for a promise of carriage for CNBC and a new NBC-produced news-talk channel, known as America's Talking. / 10



Judgment on Turner's Hollywood play: wise move. / 17

Fox is dumping its Paramount affiliate in Philadelphia, WTXF(TV), and buying its own station, WGBS-TV. ABRY Communications is selling its Baltimore station, WNUV-TV. / 12

NYPD BLUE STRUGGLES FOR CLEARANCE

Several major ABC affiliates are still undecided about running the network's controversial cop drama "NYPD Blue." The network, recognizing the public relations problems the show may pose, says it won't strong-arm stations. / 16

Hoping to cash in on an estimated \$80 million in ad revenue, competing stations in

Boston are teaming to produce joint newscasts, set to run at 10 p.m. rather than in the traditional 11 p.m. slot. / 16

FCC FINE-TUNES RATE REGULATION

With only days remaining before regulation of cable rates, the FCC is preparing to issue rules to clean up some of the unanticipated rough spots. Changes may include removing some provisions that might discourage creation of new program services. / 17

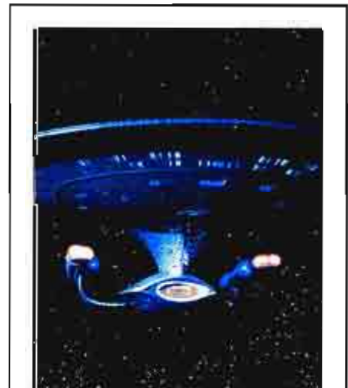


'American Journal' producers Tomlin and Young. / 18

Ted Turner's \$670 million purchase of New Line Cinema and Castle Rock Entertainment received high marks from industry production and financial observers. / 17

ON THE ROAD AND UNDER COVER

King World says its new TV magazine "American Journal," set to debut this fall, will concentrate on breaking news with an emphasis on field reporting and undercover work. To deliver on its promise, King World is adding 80 staffers and is spending \$45 million, much of it on new technology. / 18



On the Cover:

SPECIAL REPORT

The success of "Star Trek" spin-off "The Next Generation" has spawned legions of action entries in syndication and network TV. Now, the battle for space begins. / 31

Photo courtesy Paramount

"The controversy will go away when people watch it and see that it isn't an R-rated show as it has been described."—Deborah Leoni, ABC vice president for drama series development, on 'NYPD Blue.' / 22

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AUGUST 23, 1993



Syndicators of action shows such as 'TimeTrax' (above) aren't jumping on the violence-labeling bandwagon. / 39

Tribune Broadcasting and seven cable companies last week signed on as general partners, with the Providence Journal Company, in the Television Food Network. / 19

WHITNEY AND LIMBAUGH MAKE LATE-NIGHT WAVES

As traditional late-night hosts Jay Leno, David Letterman and Arsenio Hall prepare to face off, syndicated talkers Jane Whitney and Rush Limbaugh are beginning to make their own nighttime marks, beating the bigger names in some markets. / 28

SPECIAL REPORT: ACTION HOURS

Led by Paramount's family of "Star Trek" shows, action hours are pushing networks and independents alike to take a new look at the genre, and are pushing the "thirtysomething" style of reflective dramas onto the back burner. The supply is growing so fast, though, that there may be more action right now than airtime. / 31

RADIO GOES TO SCHOOL

Venturing into the territory pioneered by controversial TV network Channel One, Star Broadcasting is preparing to launch a radio network broadcasting to schools. The company plans to raise as much as \$40 million selling ads for the closed-circuit radio service, which will reach a projected 1.2 million students. Schools stand to receive a percentage of the revenue, but teachers' organizations oppose commercial ventures aimed at this captive audience. / 50

Arbitron will measure the audience for children's broadcaster Radio AAHS, targeting kids 2-11. / 52

QUELLO BLASTS STORIES OF RATE HIKES

FCC Acting Chairman James Quello says that, despite widespread reports to the contrary, the vast majority of cable subscribers will not see any rate hikes from new rate regulations, set to begin Sept. 1. Quello blasted a report in the Washington Post saying that subscribers could see as much as a 50% boost, and he accused some cable operators of spreading disinformation. / 53

FCC EYES CABLE'S VOLUME DISCOUNTING

A little-noted provision of the 1992 Cable Act will allow the FCC to regulate cable's competition for the lucrative apartment-house market. The rule will prevent cable from trying unfairly to undercut wireless cable in the battle to serve apartment buildings and other MDU's. / 56

Syndicated ad revenue shot up this year on the strength of some highly rated shows. Analysts say the boost is coming at the expense of the networks. / 61

EDITING VIOLENCE IN YOUR OWN HOME

Amid all the talk of allowing parents to restrict how much violence their children see on TV, VideoFreedom of San Diego is demonstrating a system that allows parents to edit programs in their own homes. The technology permits parents to choose how much violence, nudity and coarse language is shown on TV. Material a parent deems offensive is obscured. / 63



Parental editing advised: technology from San Diego firm would let viewers blur offensive material. / 63

combining their operations as he did with QVC and HSN. If Liberty does gain complete control of AMC, Malone could merge it with 90%-owned Encore or the incipient Turner Classic Movies, in which Malone's Tele-Communications Inc. holds a sizable stake.

By combining more than one movie service under the same management, Liberty would rein in costly competitive bidding for film product among the vintage-movie services. TCM just signed a \$30 million deal for exclusive rights to 300 Paramount titles and expects in two weeks to announce deals with two more major studios for about

1,500 additional titles, says Turner's Bradley Siegel. (Turner hired Siegel away from AMC last December to run TNT. Shortly thereafter, he took over planning for TCM as well.)

Speculation as to why AMC's partnership is breaking up includes talk that Cablevision and NBC saw Malone's holdings in Encore and TMC as a conflict of interest.

AMC features movies from the 1930's, '40s and '50s. Encore, which features hits from the 1960's through the 1980's, next year will divide into eight thematic channels, including a romance service that will compete with Romance Classics, an AMC

spin-off, scheduled to launch in February. TCM plans to show films of every genre from every decade.

Operating executives at the three programmers downplay the competition. Siegel insists there is room for all to thrive, but others are not so sure. "Personally, I don't think there's room in the short run for two generic classic movie channels," says Rob Stengel, senior vice president of programming at Continental Cablevision, one of the nation's largest cable operators.

Getting money out of the partnership does not appear to have been a problem. All the partners have recouped their initial investment. In 1991 the three paid themselves a combined total of \$27 million, and last year boosted the distribution to \$78 million, \$50 million of which AMC financed by taking on bank debt.

And at least near term the company's prospects look strong. Cash flow for 1993 will be up "substantially," says Tom Rogers, who oversees NBC's AMC investment as president of NBC cable and development.

For 1992 the network's cash flow (defined here as earnings before interest, depreciation and amortization) was \$19 million, on revenue of \$70 million. Rogers notes AMC could further boost business by selling program sponsorships. Currently it has no advertiser support.

But long term, the going will likely be tougher. AMC, already at 45 million subscribers, will run out of the double-digit-percentage subscriber growth it has had since launch. Meanwhile, competitor TCM, with access to a minimum of 3,000 Turner titles, will be less dependent on outside studios and will have more freedom to pursue overseas opportunities and structure subscriber fees.

TCM's access to many of its titles is without limitation, whereas competing movie channels might have access to as few as 30-50 titles of some packages at any given time. "AMC doesn't own any product," Siegel says.

Encore Chairman and part owner John Sie says about 40% of Encore's titles are exclusive, generally with a window of 12-18 months.

The real challenge to AMC won't come from Turner or Encore, says Rogers, but from alternative delivery systems such as satellite broadcasting and near-video-on-demand. ■



The lasting appeal of old movies: 'An American in Paris' (1951)

Classic film arsenals

Network	Movie Packages	No. Titles	Years of Deal
American Movie Classics	RKO	684	1993-2004
Launch: October 1984	Universal	360	1994-1999
Subscribers: 45 million	Fox	240	1994-2004
Owners: Liberty Media 50%, Cablevision Systems 25%, NBC 25%	Paramount	194	1993-1996
	Goldwyn	59	1989-1993
Encore	Company says it has deals with every major studio except Disney and every independent studio. Has more than 2,500 theatrical titles, many to year 2000.		
Launch: April 1991			
Subscribers: 3.9 million			
Owners: Liberty Media 90%, John Sie 10%			
Turner Classic Movies	MGM (pre-1948)		
Launch: early 1994	and Warner Bros.	2,800	Unlimited
Owners: TCI 22.3%, Ted Turner 28%, Time Warner 18.8%	RKO	800	Unlimited
	Paramount	300	1994-2002

Numbers are estimates based on variety of sources. In most cases, networks do not have access to all titles in packages at all times during course of contract.

**"A GIRL, KIDNAPPED AND SHOT, WHO
ATTENDS HER ASSAILANT'S PAROLE
HEARING TO KEEP HIM IN PRISON."**

A P R I L 2 9, 1 9 9 3

**"A WOMAN CLAIMING SHE WAS RAPED
AT A CLUB MED RESORT
ON MARTINIQUE."**

M A Y 3, 1 9 9 3

**"FEMALE SINGERS AND DANCERS IN
THE FAR EAST POSSIBLY FORCED
INTO PROSTITUTION."**

M A Y 1 7, 1 9 9 3

INSIDE EDITION

For broadcasters, it's retrans free

Negotiations have pushed stations, groups further onto cable's turf

By Joe Flint

Broadcasters' long-held dream of a second revenue stream of retransmission fees appears to be just that—a dream.

Although the deadline for retransmission-consent negotiations is still six weeks away, NBC and Tribune Broadcasting's recent deals to get carriage on cable systems could be a wake-up call that broadcasters with nothing other than their signal to offer will get nothing in return.

When Congress gave broadcasters the right to charge for cable carriage, they were hoping to inject new revenue and life into over-the-air television. Instead, broadcasters are being drawn deeper into the cable business, with subscriber fees for existing or newly created cable channels emerging as the new retrans currency.

The tone of the market was set early, when Fox announced last May it

would create a cable network and give affiliates a cut of the subscriber fees in lieu of a direct retransmission-consent payment from cable operators.

ABC and Hearst Broadcasting followed suit with their own new cable channel (ESPN2), and made deals for their owned stations but not for ABC affiliates, which left many feeling their legs had been cut out from under them.

Now NBC, Tribune and the Providence Journal Co., unable to negotiate a straight cash payment, have also gone the cable network route. As recently as last month, NBC President Bob Wright said the possibility existed that its stations would not be on systems if it could not negotiate retransmission-consent agreements. But rather than risk losing audience, NBC is offering a new cable network, America's Talking, to systems along with carriage of its owned-stations (see box

this page).

Tribune and the Providence Journal Co. are partners in the new Television Food Network and are offering operators their stations for free as incentive for carriage of the new channel (see story, page 19).

That leaves CBS and the scores of broadcasters without a cable business out in the cold.

CBS, whose senior vice president, Jay Kriegel, was instrumental in developing the concept of retransmission consent, now faces the distinct possibility of having to either invest in a cable network or create one if it hopes to get any money from cable systems, much less get carriage on them.

Kriegel was not returning calls last week.

That Tribune, which owns seven stations in major markets—six carrying the local baseball team—could not get cash out of operators has sent a signal to many in the Fifth Estate that the concept of a second revenue stream via straight retransmission consent is dead in the water.

Other large group owners are, according to several cable operators, now taking a hard look at Tribune's venture and considering going that route. Top candidates to either create or invest in a cable network, according to sources, include Gannett Broadcasting and Group W. Executives at both companies were unavailable for comment.

"There will be a stampede from broadcasters to find value for their signal," promises one top cable executive.

"Tribune realized it had something of value it could not get money for, so it found a way to get on."

Those not interested in getting into cable will hang tough. "If we are not on a system, the consumer should receive a significant rate reduction," says Gary Chapman, president, LIN Broadcasting.

Chapman says he can't understand "why an operator would replace us with a cable channel that has less viewer interest and pay for it. Why replace us with the Sci-Fi Channel, the subscribers will ask. Why not keep us

NBC, Time Warner sign no-cash, cable carriage deal

Taking the ABC approach to retransmission negotiations, NBC last week signed a deal with Time Warner that will allow the operator to continue carrying the NBC-owned stations on its systems for no charge.

In return, Time Warner will extend its contract to carry NBC-owned cable channel CNBC and the network's new news-talk channel, America's Talking.

Under the terms of the seven-year deal, Time Warner will pay a fee of 10 cents to 15 cents per subscriber for the new channel, according to industry sources who speculate that the fee may increase as household coverage increases. Executives at NBC and Time Warner declined to comment on specifics.

Unlike ABC's deal, which lets systems carry ABC- and Hearst-owned stations for free in return for carrying ESPN2, NBC is offering all its affiliates a chance to get in on the deal.

How, though, remains unclear. NBC has said only that NBC affiliates will be able to negotiate agreements for providing local inserts into America's Talking, thus "creating a basis on which they can reach their own retransmission-consent agreements with Time Warner."

NBC affiliate board members, while not critical of the deal, were not excited at the prospect of providing local inserts for the channel.

"Programming time is not worth much—it's a dog biscuit," said one member. "I'm not furious about it, but there is nothing here for us."

Adds a small-market affiliate: "The systems I'm talking to are not talking about adding any new channels."

However, according to some cable executives, NBC is considering letting its affiliates help broker deals for carriage of America's Talking on their local cable systems.

—JF

**"A RHODE ISLAND MAN WHO
KILLED AN ENTIRE FAMILY."**

M A Y 1 1, 1 9 9 3

**"A TRAP SET BY POLICE TO SNARE A
MAN WHO PLACED ADS TO LURE
TEENS INTO SEXUAL SITUATIONS."**

M A Y 1 3, 1 9 9 3

**"A MAN WHO KIDNAPPED A GIRL AND
GUNNED DOWN HER FAMILY AFTER
SEEING A SIMILAR CRIME ON TV."**

M A Y 1 4, 1 9 9 3

A C U R R E N T A F F A I R

and pay the money for the channel with the World Series and the Super Bowl?"

Is the idea of a second revenue stream dead, period? Privately, top cable operators think so (and certainly hope so). Many saw a hint of desperation in the letter sent to top operators from Senator Daniel Inouye (D-Hawaii) asking why they were refusing to pay cash and threatening an antitrust probe by the Justice Department as a last-ditch effort to force operators into paying.

Even network and broadcast executives who have completed deals with operators privately concede that a straight-cash deal is not a reality.

"It would be a very tough thing to accomplish," according to one network executive.

"It's tough negotiating with a monopoly. Especially monopolies who talk," adds one broadcaster.

Several cash deals have been done, but those have all been with very small systems who don't have the muscle that top operators have or the channel capacity to consider other options besides cash. ■

Fox pulls switch in Philly; ABRY sells TV

Network buys WGBS-TV, will yank affiliation of Paramount's WTXF-TV; ABRY sells WNUV-TV Baltimore

By Geoffrey Foisie

Fox last week bought WGBS-TV Philadelphia from Combined Broadcasting and immediately gave notice it would pull the Fox network affiliation from Paramount's crosstown WTXF-TV.

The price was undisclosed. But industry sources estimate the station is going for \$50 million-\$70 million. The station has a running-rate cash flow of roughly \$4 million, said one source.

Meanwhile, down Interstate 95, ABRY Communications, which bought WNUV-TV Baltimore in 1989 for \$20 million, said it would sell the station to Eddie Edwards, owner of WPTT-TV Pittsburgh. The deal also in-

cludes ABRY's option to acquire WVTM-TV Milwaukee, which is owned by Gaylord and managed under a time brokerage agreement by ABRY's co-located station, WCGV-TV.

ABRY had purchased the eight-year option for \$5 million. ABRY managing director Andrew Banks said that Edwards has already begun talking to Gaylord about acquiring WVTM.

The final price for the Baltimore and Milwaukee stations is subject to both appraisal and timing, said Banks, but is certain to top \$100 million. Although Edwards is black, ABRY is not seeking a minority tax certificate.

Paramount Communications, which beat out Fox to purchase WKBD-TV Detroit last month, was clearly stung by Fox's planned Philadelphia switch.

"Apparently Fox's loyalty only recognizes the partnership nature of a network affiliate's relationship when it is convenient to Fox's own economic interest," it said.

WTXF recently gave up broadcast rights to the Philadelphia Phillies baseball team to accommodate Fox's expanding prime time schedule.

In addition to losing the network's prime time schedule, WTXF will lose the afternoon two-hour children's block. The loss of the Fox affiliation could devalue the station by as much as \$100 million, according to market sources.

The affiliation switch will likely take place in April of next year, 60 days after the station sale is expected to take place.

Seller Combined Broadcasting is currently controlled by creditors, roughly half of whom are the major studios. Combined was in the process late last week of making deals on its two other stations, WBFS-TV Miami and WGBO-TV Chicago.

Chris-Craft was rumored to be the leading contender to buy WGBO, which would give the group an outlet in all three top markets. Chris-Craft was also said to possibly be interested in WBFS. ■



Letterman's 'really big shew'

Will Dave stand his ground and bring his popular top-10 lists and stupid pet tricks to CBS? One week will tell the story, when Letterman's *Late Show* premieres at 11:35 p.m., Aug. 30. One thing is certain: his first show will feature actor/comedian Bill Murray and singer/songwriter Billy Joel. NBC President Bob Wright has issued veiled threats about a possible copyright infringement suit if Letterman persists, contending the pet tricks and lists remain the "intellectual property" of NBC. Letterman watchers believe he'll force the issue. "He likes tweaking NBC," said one media executive. "Maybe he'll do a top-11 list, where somehow number 11 doesn't get mentioned." Pictured is the refurbished Ed Sullivan Theater in New York, where the new Letterman show will originate.

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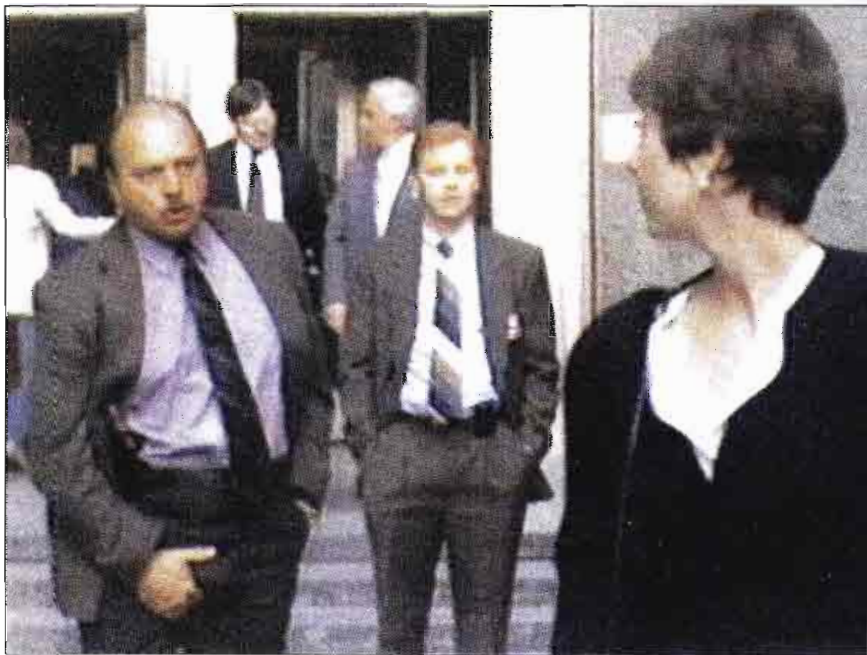
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Series co-star Dennis Franz, in an atypical pose for prime time TV

'NYPD': clearance blues

By Joe Flint

ABC's controversial police drama, *NYPD Blue*, continues to be a tough sell for advertisers, key affiliates in top markets and at least two dozen small-market Southern stations.

The show, from producer Steven Bochco, has received much publicity for its harsh language and nudity. Bochco is redoing the pilot and cutting 15 seconds from a sex scene, but that may not be enough. Bochco did not return calls last week.

"The sex scenes are not the only issue," says Cathy Creany, vice president/general manager, WFAA-TV Dallas. With dialogue that includes "pissy little bitch," "tits," "asshole" and "crap," language is also a problem, she says, and cutting 15 seconds of sex from the show may not be enough to clear it in the seventh-largest market.

"Dallas is a conservative market and we are in the central time zone [where the show airs at 9 p.m.]. There is lower cable penetration here; half the people are not used to seeing this on HBO," Creany says.

ABC's Cleveland affiliate is also on the fence and is waiting to see the new version before deciding whether to carry the show. "We rejected the first

version; it sounds like they have made improvements. I'm not on a crusade to see that the average four-year-old can watch TV at 10 p.m.," says WEWS(TV) Cleveland General Manager Gary Robinson.

Other undecided affiliates include San Antonio, Jacksonville and at least 20 Southern affiliates, many of which are also in the central time zone.

George Newi, ABC affiliate chief, said the network will have an exact number of clearances within a week or so when the network sends out its prime time orders schedule to affiliates.

"[ABC President Bob] Iger has said the 15-second cut probably won't change anybody's mind. If you found it objectionable, you will still find it objectionable," Newi says. The network, he adds, recognizes the pressure on stations. "It's their call; we are not putting pressure on." Newi says ABC will not offer the show to other stations in the markets where its affiliates refuse to air it. "We're not in this to get even."

ABC sales executives are also apparently having a tough time. "Obviously the show is far from sold out," says a network spokesperson. But the show is a hit among movie advertisers that have bought several spots. ■

News war in Bean Town

Two indies, in joint ventures, challenge WLVI

By Steve McClellan

With roughly \$80 million at stake in television news revenue there, two new competitors are preparing to shake up the Boston market this fall.

NBC affiliate WBZ-TV Boston will produce a newscast for independent WSBK-TV starting in October. And starting Sept. 7, as previously announced, New England News Channel, the Continental-Hearst cable news service, will produce a newscast for Fox affiliate WFXT(TV).

Both new programs will air from 10 p.m. to 10:30 p.m. For the past 10 years, independent WLVI-TV has had the prime time commercial TV news market to itself with its hour-long 10 p.m. program.

The partners behind the latest efforts say they are addressing what research indicates is a local population that is going to bed earlier and many who turn off the set before 11 p.m.

The two Boston news ventures follow similar successful ventures in other markets. Two years ago, stations in the West Palm Beach market—CBS affiliate WPEC(TV) and Fox affiliate WFLX(TV)—partnered in a news venture to address the trend of early-to-bed viewers. In that case, WPEC produces a one-hour newscast at 10 p.m. for the Fox outlet, and managers at both stations say the venture is successful. According to Murray Green, general manager of WFLX, the station's newscast has more viewers in the 18-49 and 25-54 age groups than any of the three affiliate newscasts at 11 p.m.

In Indianapolis, ABC affiliate WRTV(TV) produces a half-hour newscast for independent WTTV(TV). WRTV buys the time on WTTV and then sells advertisers that newscast in combination with its own 11 p.m. program. The arrangement has worked so well that the stations renewed their deal for several years and extended it to seven nights starting last fall.

In Boston, WBZ will produce a separate newscast for WSBK-TV, but it will

be identified throughout as a WBZ production. WSBK will sell the ad revenue in the broadcast. Revenues and expenses will be shared in the joint venture.

According to WBZ's general manager, Debra Zeyen, one motive for the venture is to expose the station's news product to WSBK's sports-driven male-dominated audience. WSBK wants to go for a share of the market's news advertising with the backing of a solid news organization, says station general manager Dan Berkery. He estimates that no more than 20% of the newscasts will be delayed due to sports overruns. The station airs both the Red Sox and hockey's Bruins.

With the Fox affiliate venture, New England News Channel will produce a separate newscast identified as Fox news product for the station. The cable channel will get a fee and WFXT will sell the time.

At WLVI-TV, news director Ron Becker says the station is ready: "We're surprised we've gone as long as we have without competition.... We think they'll help us grow the audience at 10 p.m." ■

FCC to revamp cable rate regs

Agency is expected to overhaul rate rules on eve of Sept. 1 effective date

By Kim McAvoy

The FCC plans to make some changes in cable rate regulation this week, just days before the regulations are to go into effect.

"We're calling this our first-phase reconsideration," says an FCC official. "We're going to try to focus on some of the pressing questions now."

The FCC will deal with the more controversial issues raised by cable operators at a later date, he says. The rules, which are expected to slash operators' basic cable revenues by 10%, go into effect Sept. 1.

Further clarification of the FCC's benchmarks for calculating rate roll-backs is expected. For example, FCC officials say, the order will attempt to eliminate the disincentives to add new channels.

According to one official, the FCC

will clarify its "effective competition" test to exempt more systems with less than 30% penetration.

It is anticipated that the FCC will provide further guidance on the issue of equipment. Cable operators have asked whether all equipment used for basic service is subject to regulation. "We've got to know if new boxes are regulated," says one cable lawyer.

The advertising of rates is another area the FCC is likely to address. Cable operators want to know if they must advertise rates without including taxes and franchise fees, or advertise just one rate. "They want us [the FCC] to tell them they can advertise the rate plus franchise fees," says one FCC source. The FCC may grant a request to grandfather the existing contracts cable operators have with multiple dwelling units. ■

Kudos for Turner's Hollywood deals

In two quick strokes Ted Turner has beefed up the movie library for his cable empire and has become a player in Hollywood.

Last week's \$670 million acquisition of Castle Rock Entertainment and New Line Cinema by Turner Broadcasting was praised by industry analysts as a great deal for the cable entrepreneur.

"These acquisitions bring to Turner the ability to be a major player in the general entertainment category in the exploding foreign markets and, possibly, a player in multimedia," says First Boston analyst Mary Kukowski.

With Turner planning to launch his TNT Network in Europe, Asia and Latin America, new material is a must. "The long-term potential is enormous," Kukowski says.

In the separate deals, Turner paid \$100 million in cash for Castle Rock, whose movie credits include "A Few Good Men" and whose television division produces the NBC hit *Seinfeld*.

With Turner at the helm, Castle Rock hopes to boost its film production slate from the four or five films a year it produced under current parent Sony Corp. to 10-12 films per year.

Sony Pictures Entertainment will retain distribution rights for Castle Rock product for at least four years.

The New Line deal was a tax-free stock swap. Each outstanding share of New Line common stock will be converted into 0.96386 share of TBS

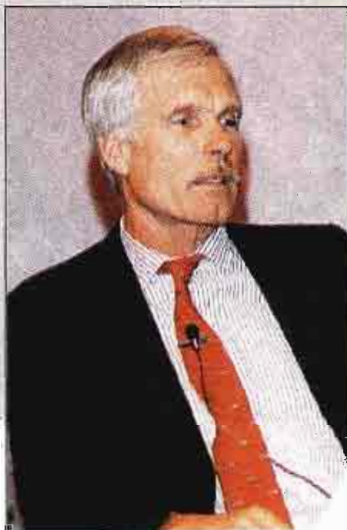
Class B common stock at the deal's closing, expected in February. At Turner's current stock price, the deal is worth about \$570 million, including debt assumption.

New Line gives Turner a distribution arm for its movies and movie packages, and Turner provides New Line with the backing it needs to avoid having to sell off ancillary rights on its products. Turner will also be able to distribute its own home-video product instead of going through Time Warner, a move that will give Turner more cash flow, Kukowski says.

New Line Television has produced movies for both broadcast and cable networks and is in the syndication business with Court TV, whose program is being offered to stations on a weekly basis.

Much of Turner's already large film library predates 1950. "A lot of old product won't sell the same as new product. Turner wants foreign markets, and to really do that and be a player he needs this," Kukowski says.

The next question facing Turner is what Time Warner wants. That company, which has three seats on the Turner board and 18.6% ownership interest in TBS Inc., opposed Turner's acquisition of New Line primarily because it is a rival distributor. Turner carried out the deal, but many industry observers believe that Time Warner could end up with Turner's CNN or Cartoon Network. —JF



Programming

'Journal': on the road, undercover

King World is spending \$45 million and adding 80 staffers for new show

By Steve McClellan

Does America really want more television magazines? If much of the research is to be believed, the answer is yes, the viewer appetite for such shows continues unabated.

That's why King World is about to launch its second syndicated news magazine, *American Journal*, which premieres Sept. 6. KWP will spend about \$45 million this year to produce *Inside Edition*, entering its sixth season, and *American Journal*. The two shows will have coordinated production under the management team of John Tomlin and Bob Young, who have been at the helm of *Inside* since its January 1989 launch.

The company has added 80 or so staffers to its New York-based news magazine unit, which now totals about 215, to produce the second strip.

By launching this year, King World is getting a season head start on several others who plan to join the magazine fray next year, including Warner Bros. and Viacom. A *Current Affair* distributor Twentieth Television is also planning its second entry in the field next season with a show called *Sparks*.

According to Tomlin and Young, *American Journal* will have several distinctive elements. Stories will focus more on breaking news, "that is, on the news stories that people are talking about at the office water cooler, the big story of the day," says Tomlin.

The show's anchor, Nancy Glass, will be in hot pursuit of many of those stories, reporting them on location about 100 days out of the year.

Tomlin and Young also say the new show will offer a regular diet of consumer investigations, focusing on such areas as the auto repair industry and easy-credit lending scams. And they are spending millions on new technology to deliver the kind of quality



Co-executive producers John Tomlin (l) and Bob Young on the set of new magazine show, 'American Journal'

broadcast KWP has been promising to station clients.

Some of the cameras used for undercover stories seem like gadgets out of a spy novel. One camera fits on a shirt button. Another, developed by a NASA engineer and based on fiber optic technology, is even smaller. "The bad guys will look right into our reporter's face and be telling their lies

and scams to America," says Young.

Another technological advance, the producers say, is a cellular phone system that allows script rewrites in New York to be beamed instantly to Glass on location and on deadline. A back projection system will replace the chroma key screen for remote interviews. The latter often produces a distracting halo around the interview subject.

Technology aside, Young says the show will live or die by the stories it tells and how it tells them. And he and Tomlin insist the show will not wallow in the sleaze pits.

Of course, that doesn't mean *Journal* will go out of its way to avoid a good tale of illicit sex from time to time. "It's a way of telling a story," says Young, that dictates the sleaze factor. "If we don't have a story, we won't invent it with old footage." Both agree, for example, that alleged Hollywood madam Heidi Fleiss became fair game about two weeks ago with her court arraignment. "The media circus made it an event," says Tomlin. "Everyone was talking about it."

Journal will launch with about 85%

'American Journal' top clearances

Market	Station	Time Period	Lead-in
New York	WCBS-TV	1:30 a.m.	Post-Letterman show
Los Angeles	KCAL-TV	7:30 p.m.	<i>Inside Edition</i>
Chicago	WBBM-TV	3:30 p.m.	<i>Rescue</i>
Philadelphia	WCAU-TV	7:30 p.m.	<i>Cops</i>
San Francisco	KPIX-TV	4:00 p.m.	<i>Bertice Berry</i>
Boston	WBZ-TV	5:00 p.m.	<i>Maury Povich</i>
Washington	WJLA-TV	12:00 p.m.	<i>Geraldo</i>
Dallas	WFAA-TV	3:30 p.m.	<i>Jeopardy!</i>
Detroit	WXYZ-TV	1:30 a.m.	<i>Inside Edition</i>
Atlanta	WXIA-TV	7:30 p.m.	<i>News</i>

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of the country cleared and respectable time periods in most of the top markets (see chart). Few doubt that a good deal of that success comes from KWP's leverage in the syndication market. But station executives also say the company's track record with *Inside* is impressive.

"I'm a fan of *Inside Edition*," says Marion Meginnis, program director at WBBM-TV Chicago. She scheduled *Journal* at 3:30 p.m., hoping to draw audience from first-ranked *Inside*, which airs on competing WLS-TV at 3 p.m.

Of the three general interest news magazines in syndication, KWP has positioned *Inside* as the least tabloid with its "clean-air act" promotion

Tabloid wars—last two seasons

Show	Rating		% Change
	1992-93	1991-92	
<i>Current Affair</i>	7.5	8.1	-7.5%
<i>Inside Edition</i>	7.5	6.5	+15%
<i>Hard Copy</i>	5.6	5.8	-3.5%

Notes: Ratings source is Nielsen Television Index; 1992-93 ratings are for program averages from Sept. 21 to April 18; 1991-92 ratings are for program averages from Sept. 16 to April 12.

campaign. "We don't consider *Inside Edition* or *American Journal* tabloid shows," says KWP Chairman Roger King, who convinced WBZ-TV Boston

and several other markets to replace *A Current Affair* with *Journal*. "They're as good as or better than the network prime time magazines." ■

Guess who else is coming to dinner?

New partners come aboard for Providence's Television Food Network

By Rich Brown

Providence Journal Company has enlisted some help in whipping up its Television Food Network.

As expected, Tribune Broadcasting has become one of the general partners in the planned food network and is expected to use the channel as a chip in its retransmission-consent negotiations. Cable operators interested in carrying Tribune's powerful broadcast stations will be asked to carry the new 24-hour channel.

Also coming aboard as general partners in TVFN are Continental Cablevision, Landmark Communications and Scripps Howard Cable. Other new, smaller partners are Adelphia Communications Corp., CableVision Industries, C-Tec Cable Systems and Times Mirror Cable TV. Each partner will have one vote in channel decisions. Precise terms of the deals were not disclosed.

One additional small partner might be named in upcoming weeks, according to Reese Schonfeld, CEO of the management company for TVFN.

The agreements push TVFN's subscriber count to more than 5 million homes at launch, says Schonfeld. TVFN is being offered free for 10 years to cable system operators who agree, by Dec. 31, 1993, to make it available to more than 80% of their audience. The network debuts part



Television Food Network program host Robin Leach

time on Aug. 30 and launches 24-hour service on Nov. 23.

The channel will initially supply eight hours of programing, repeated twice daily. Seven of the eight hours will be original programing produced by TVFN in New York, while the remaining hour will feature classic cooking shows.

Programing will include a celebrity interview show hosted by Robin Leach; call-in shows about food, family and lifestyle; an hour of food news with chefs and gourmets, and various features on shopping and travel. Regu-

lar series will include *How to Feed Your Family on \$75 a Week* and *Food in a Flash*.

Schonfeld says he is not yet prepared to name advertisers for the ad-supported channel. The channel will have no advertising during its initial part-time run, he adds.

Also not ready in time for the network's debut will be a planned add-on set-top device enabling TVFN viewers to receive merchandise coupons at home, says Schonfeld. But TVFN still plans to introduce the apparatus into subscribers' homes eventually. ■



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THE SERIES

Trek: DS9	+27%
Baywatch	+14%
Renegade	+13%
Catwalk	+11%
Trek:TNG	+ 9%
Street Justice	=
Time Trax	-10%
Kung Fu	-20%
Untouchables	-45%

Women 25-54

HIGHLANDER +43%
THE SERIES

Baywatch	+27%
Street Justice	+25%
Trek:DS9	+21%
Time Trax	+13%
Kung Fu	+13%
Renegade	+13%
Trek:TNG	+10%
Untouchables	-20%
Catwalk	-25%

For men, *Highlander* ranks higher than almost any other action hour in outdelivering last year's levels:

Men 18-34

Trek: DS9 +50%

HIGHLANDER +43%
THE SERIES

Renegade	+38%
Trek: TNG	+15%
Baywatch	+ 9%
Kung Fu	-10%
Time Trax	-11%
Street Justice	-11%
Catwalk	-37%
Untouchables	-40%

Men 25-54

Trek: DS9 +47%

Renegade +43%

HIGHLANDER +29%
THE SERIES

Kung Fu	+25%
Baywatch	+22%
Trek: TNG	+13%
Time Trax	+13%
Untouchables	-11%
Street Justice	-12%
Catwalk	-33%

Source: NIS/NAP May '93 Program vs. May '92 Time Period Share

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Cable finds program inspiration in local TV

Stations serve as 'farm clubs' for national networks; syndicators market product

By Rich Brown

Cable networks in need of programming might take a look at local TV.

Riverside, Conn.-based Cable Ready, which sells syndicated product exclusively to cable, is currently shopping around two shows that were incubated at local TV stations. KGO-TV San Francisco's *HomeSense* and KXTV(TV) Sacramento's *Scratch* are both being pitched by the company as local shows with national potential.

The introduction of the two shows to the marketplace marks the latest move by Cable Ready to sell locally produced shows to cable networks. The company sold WTAE-TV Pittsburgh's *Capelli & Company* to Nickelodeon last fall and has just sold a WFAA-TV Dallas-produced special on nuclear-powered airplanes to A&E.

Not all television stations see national potential in their shows, according to Cable Ready's Gary Lico, but he says that at least two group owners with which his company works closely—A.H. Belo Corp. and Hearst Broadcasting Group—see the revenue possibilities.

Scratch, from Belo's KXTV, is already seen each week on stations across the country through a deal with syndicator Muller Media, but Cable Ready is looking to take the distribution a step further by stripping the show on cable. The half-hour teen magazine stars Mark S. Allen, host of Comedy Central's *Short Attention Span Theatre*. The other series, *HomeSense*, has been running on KGO since 1990 as *The House Doctor*. The



The cast of 'Scratch'

home improvement show is hosted by *Good Morning America* contributor Ron Hazleton.

In addition to the two new offerings, Lico says he is talking with cable

networks about possible output deals for *American Portrait*, a quarterly series of specials produced by WFAA-TV.

A number of national cable networks are learning there might be other ways to tap into locally produced TV shows than by simply buying them outright. The Discovery Channel last spring partnered with KUSA-TV Denver to produce a six-part miniseries, *How the West Was Lost*, and co-produces an ongoing series with KRON-TV San Francisco called *Next Step*.

Similarly, The Nashville Network has teamed to produce such shows as *Miller & Company*, a talk show from WSMV-TV Nashville, and *The Texas Connection*, produced at non-commercial KLRU-TV Austin, Tex. VH-1 co-produces a music performance series, *Center Stage*, with public TV station WTTW-TV Chicago.

"Local stations are an underexploited production base in this country," says Greg Moyer, Discovery's senior vice president of programming. ■



Dooley



Meyers



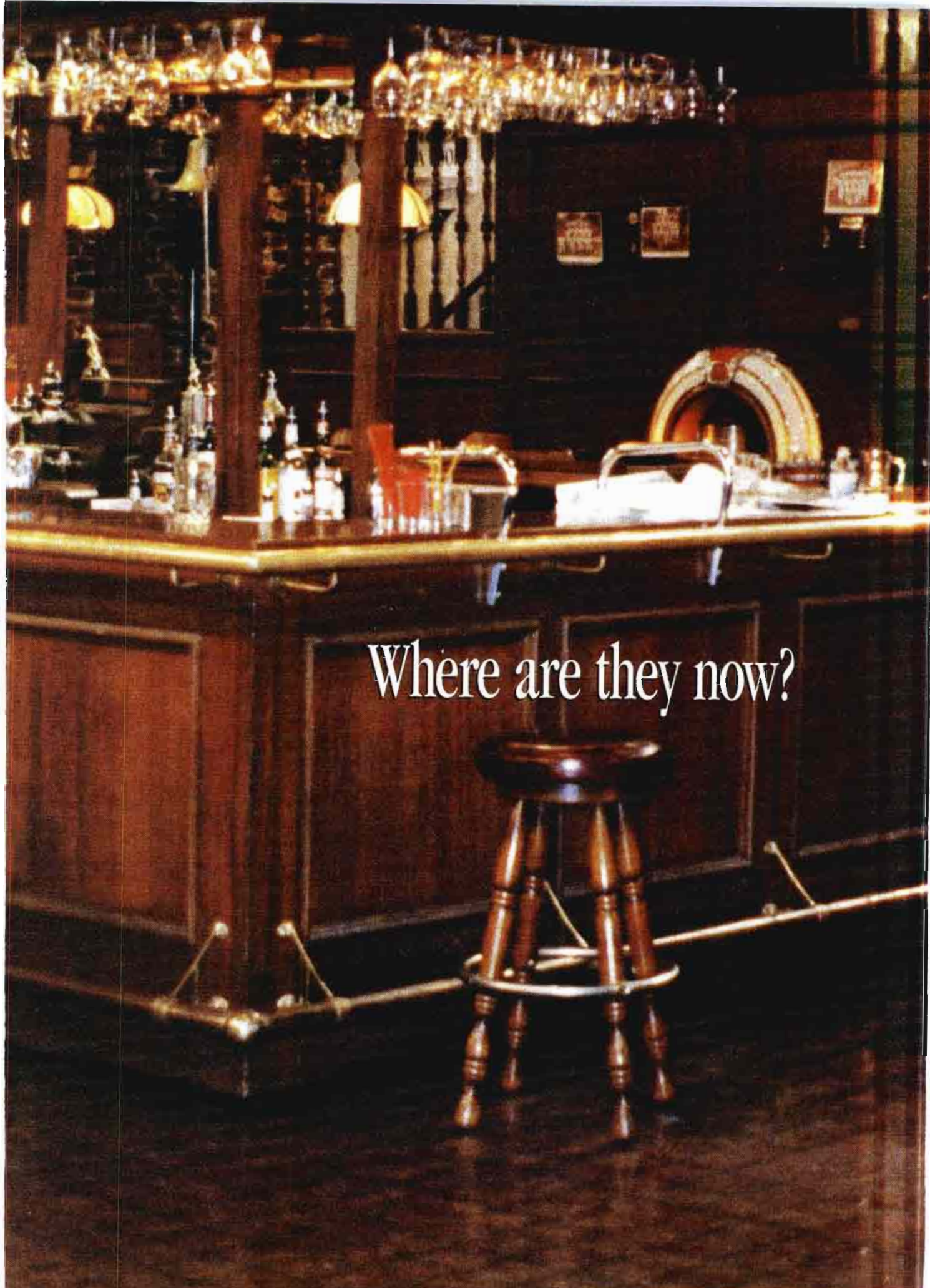
Miller

Dooley heads Viacom interactive

Viacom International has tapped company veteran Thomas Dooley to head its growing interactive business as president, interactive media. Dooley, most recently senior vice president of corporate development for the company, joined Viacom in 1980. In other shifts, Robert Meyers, formerly vice president for planning and development of Viacom Networks Group Operations, is now vice president of corporate development of interactive television. Former multimedia technology consultant Peter Miller has been named vice president of corporate development, interactive television applications. Much of the interactive development from Viacom's divisions—including innovative programming from MTV Networks and Showtime Networks—will be tested next year on the company's state-of-the-art, two-way cable system in Castro Valley, Calif.

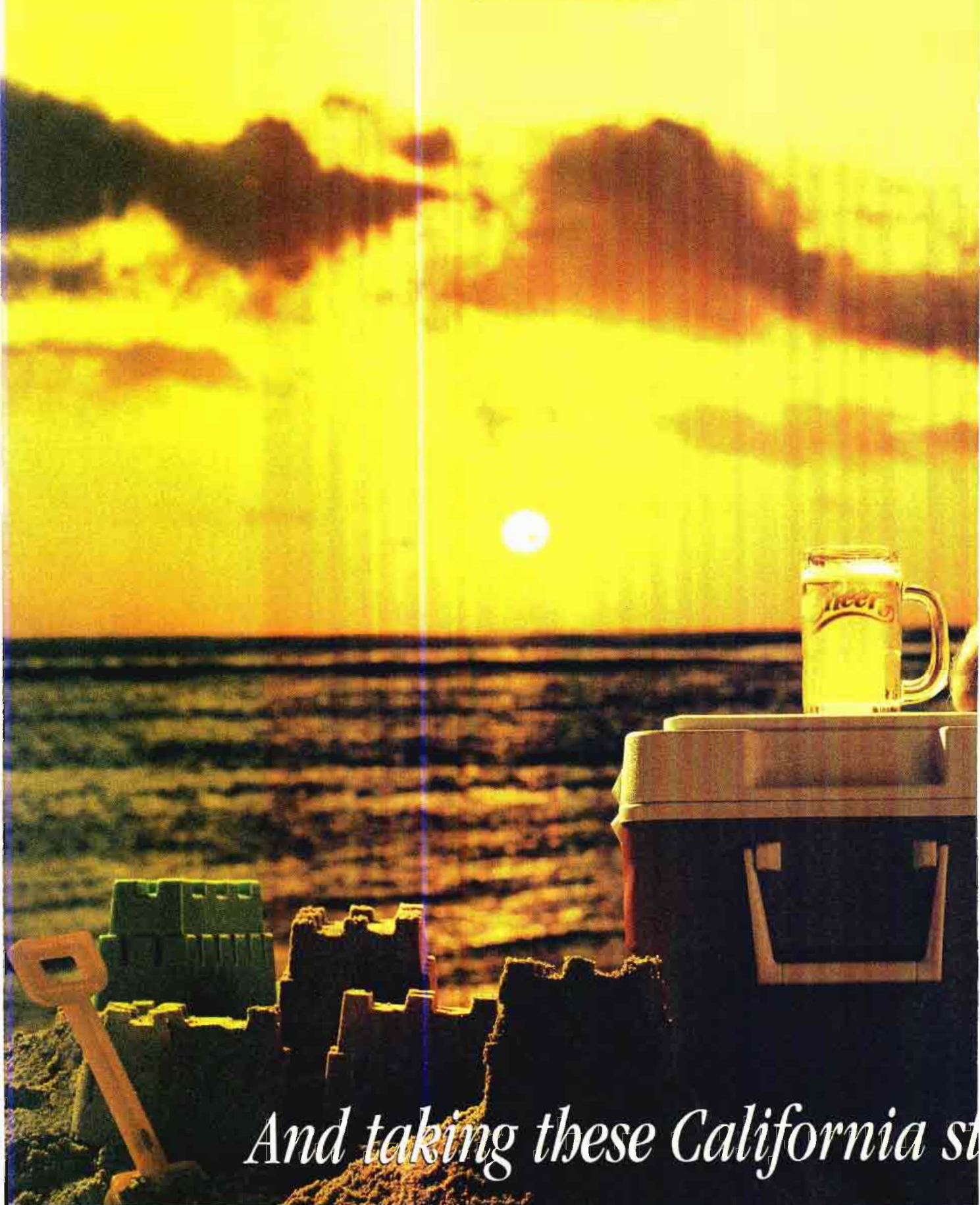
Teacher for the Apple

Paragon Cable Manhattan and Time Warner Cable of New York City plan to launch The Learning Channel on their Manhattan systems on Aug. 31, representing about 470,000 additional subscribers. The network, owned by Discovery Communications, reaches more than 21 million subscribers nationally.



Where are they now?

Woody's working on



And taking these California st

ertime in California.



CHICO KHSL/C
M 25-54, A 24-54

LOS ANGELES KTLA/I
W 18-34, M 18-34, A 18-34

EUREKA KIEM/N
W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

FRESNO KMPH/F
W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

SACRAMENTO KTXL/F
W 18-34
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

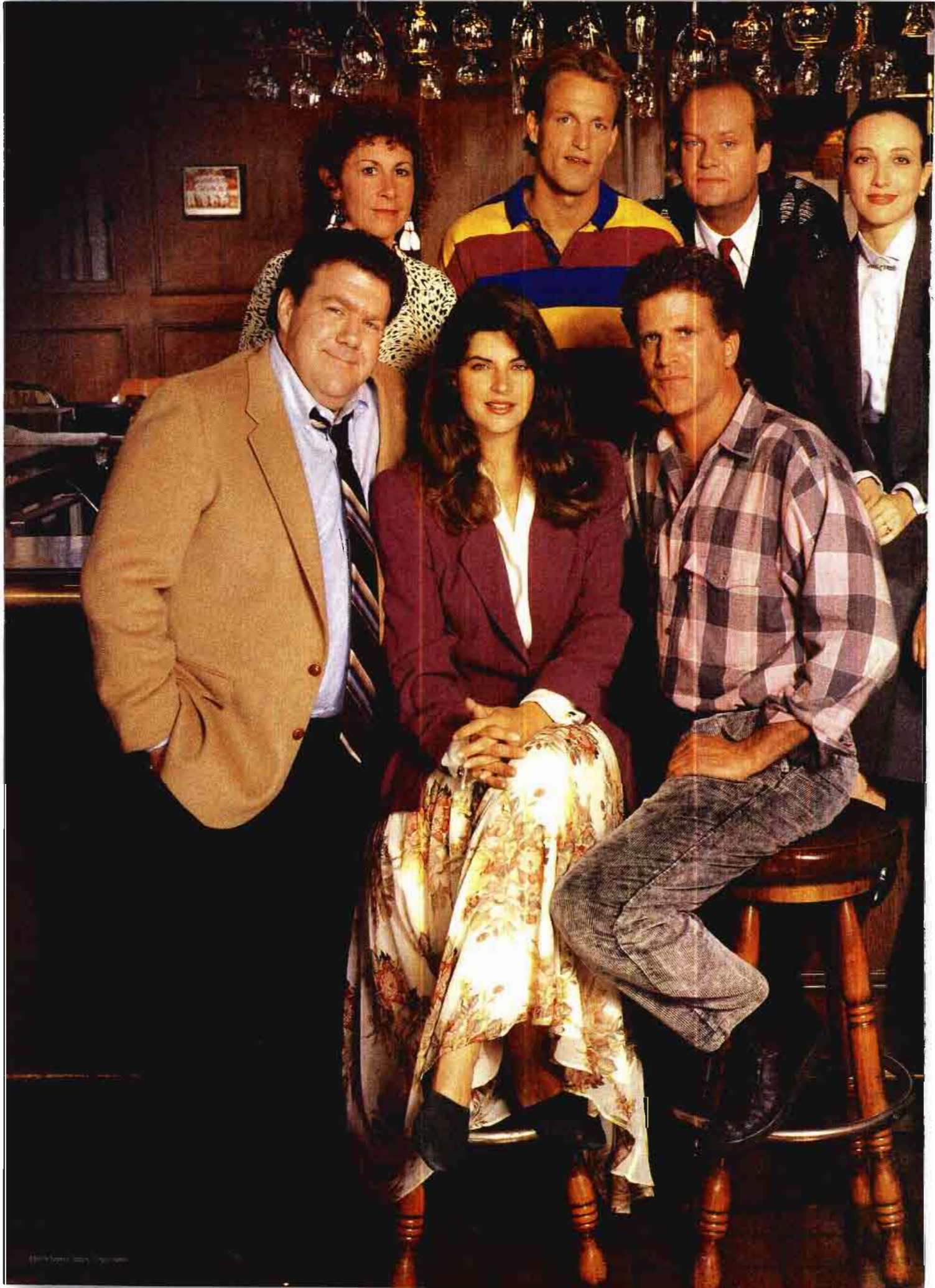
SAN DIEGO XETV/F
W 18-34, 18-49
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

SAN FRANCISCO KTVU/F
W 18-34, 18-49, 25-54
M 18-34, 18-49
A 18-34, 18-49, 25-54

SANTA BARBARA KEYT/A
W 18-34
M 18-34, 18-49, 25-54
A 18-34, 18-49

Source: NSI, May 1993. Based on ratings.

ons to #1 in key adult demos.





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Whitney, Limbaugh make late-night moves

By Mike Freeman

Leno, Letterman, Hall and Chase have dominated reports of the late-night battle. Meanwhile, Whitney and Limbaugh have been moving up on the flank.

Warner Bros. Domestic Television Distribution's *The Jane Whitney Show*, with a self-styled mandate to take on the "boys-club mentality that permeates late night," has increased national ratings by more than 100% in the six months since the show's debut.

In the most recently available Nielsen Syndication Service report, *Whitney* averaged a 2.5 rating domestically (NSS, gross aggregate average, week of July 26) compared with her debut 1.2 national rating average (NSS, week of Jan. 18).

As *Whitney* built local rating success stories, Warner Bros. added 35 markets, pushing her clearance figure to 80% in 96 markets. More than



Jane Whitney

three-quarters of those clearances are in late night, where *Whitney* has scored some of her strongest numbers.

In Los Angeles, on Disney-owned independent KCAL(TV) at 11 p.m.-midnight, *Whitney's* 4.5 rating (NSI, July 1993) in the sweeps period manhandled *Arsenio's* 2.6 rating average on



Rush Limbaugh

KCOP(TV). KNBC-TV's *The Tonight Show* finished only three-tenths of a rating point higher than *Whitney*. She also improved KCAL's 11 p.m. time period by 181% compared with the station's year-ago 1.6 rating average.

On WCVB-TV Boston at 12-1 a.m., *Whitney's* 3.2 rating outscored WBZ-TV's 2.7 rating average with *Letterman* (12:30-1:30 a.m.) as well as WLVI-TV Boston's 1.4 rating with *Arsenio* (11 p.m.-midnight). In Miami, WPLG-TV's 12-1 a.m. airing of *Whitney* averaged a healthy 5.6 rating, beating out WSVN-TV's 5.1 rating with *Arsenio* in the higher HUT level 11 p.m.-midnight time period.

Overall, during the July sweeps, *Whitney* won her time periods outright in eight metered markets (Portland, Orlando, Milwaukee, Cincinnati, Miami, Sacramento, Dallas and Atlanta).

Meanwhile, *Rush Limbaugh* has seen his national ratings grow 38% since his September 1992 debut to a 3.6 rating average (NSS) through the May 1993 sweeps. In the season-to-date national ratings, *Limbaugh's* 3.4 rating (NSS, week ending Aug. 1) is third-ranked behind ABC's *Nightline* (5.2 rating) and NBC's *Tonight Show* (4.6), while significantly ahead of *Letterman* (2.6) and *Arsenio* (2.7).

In the 36 markets where *Limbaugh* goes head-to-head with *The Tonight Show*, the former posted a 3.6 rating/20 average (NSI, May 1993) versus the latter's 3.4/19 average. Against *Letterman* (1.9/15) in 60 markets, *Limbaugh* owned a sizable 42% rating advantage with a 2.7/21. Up against *Arsenio* (1.4/13) in 16 markets, *Limbaugh's* 1.9/17 had a 36% rating advantage. ■

Top 15 cable shows, Aug. 9-15

The following are the top 15 basic cable programs, ranked by total number of households tuning in, for the week of Aug. 9-15. Cable ratings are based on each network's total coverage households at the time of the program; U.S. ratings are based on 93.1 million TV homes.

Sports programming accounted for many of the top spots, and helped TNT take the No. 1 slot with a Thursday night preseason Bills-Chiefs football game. ESPN grabbed the No. 2 and 4 spots with Raiders-Cowboy football and Braves-Reds baseball.

USA had the greatest number of top shows for the week—15 of the top 40—with its programming mix of movies, professional boxing and the consistently high-rated off-network series *Murder, She Wrote*. Among other top-rated cable shows of the week, MTV's marathon run of *The Real World* gave the network two of the top 40 cable shows of the week. Each episode averaged 1.4 million households.

	HHs. (000)	Cable Rtg.	U.S. Rtg.	Program	Time (ET)	Network
1.	3,349	5.7	3.6	NFL (Buffalo-Kansas City)	Thu. 8p	TNT
2.	2,911	4.8	3.1	NFL (Los Angeles-Dallas)	Sat. 7:58p	ESPN
3.	2,582	4.3	2.8	Praying Mantis (movie)	Wed. 9p	USA
4.	2,444	4.0	2.6	MLB (Atlanta-Cincinnati)	Sun. 8p	ESPN
5.	2,227	3.7	2.4	Saved by the Bell	Tue. 5:30p	TBS
6.	2,183	3.6	2.3	Saved by the Bell	Wed. 5:30p	TBS
7.	2,108	3.5	2.3	Movie Short	Fri. 11:45p	USA
8.	2,088	3.5	2.2	Friday the 13th Pt. 8 (movie)	Fri. 10p	USA
9.	2,062	3.4	2.2	NASCAR Winston Cup	Sun. 12:30p	ESPN
10.	2,052	3.4	2.2	WWF Monday Night Raw	Mon. 9p	USA
11.	1,971	3.3	2.1	Murder, She Wrote	Mon. 8p	USA
12.	1,851	3.1	2.0	Saved by the Bell	Wed. 5p	TBS
13.	1,798	3.1	1.9	Ren & Stimpy	Sun. 11a	NICK
14.	1,793	3.1	1.9	Ren & Stimpy	Sat. 9p	NICK
15.	1,785	3.0	1.9	Friday the 13th Pt. 2 (movie)	Thu. 10p	USA

Source: Nielsen Media Research.

Lifetime goes after Sundays

Cable network will slot ABC News-produced show

By Rich Brown

ABC News is preparing a new Sunday night news magazine for Lifetime, part of the cable network's first serious attempt to capture Sunday night viewers.

Lifetime Magazine and other plans were announced last week by the network's new programming team. The ABC-produced show will air in a slot previously occupied by *Obstetrician-Gynecology Update*.

Lifetime traditionally targeted a small group of professionals with weekend medical programming, while most other networks competed for the broader Sunday night audience. But the medical programming is gone now, and newly named programming chief Judy Girard is looking to make Lifetime a contender on Sunday nights.

ABC News is setting up a separate unit at Lifetime's headquarters in Astoria, N.Y., to work on the news magazine, which will air Sundays at 10 p.m. ET/PT beginning Jan. 3, 1994. The series is being produced under the supervision of Alan Wurtzel, senior vice president of magazine programs for ABC News. *Lifetime Magazine*, anchored by Lisa McRee, will focus on women's issues and will run exclusively on Lifetime.

Leading into the series at 8 p.m. will be high-profile weekly specials and premieres of original Lifetime movies, also beginning in January.

In the four weeks since Lifetime quietly dropped its weekend lineup of medical programming, the network has averaged a total day rating of 1.0.

Sundays are just part of a planned Lifetime programming revamp. Girard is overseeing a push into original programming that in the next year will include a daily talk show, a weekly current affairs series, a documentary series, a year-long public service and programming campaign and informational and entertainment specials.

Helping Girard will be Hearst Broadcasting Productions veteran Peggy Allen, new vice president of produced programming and production. ■

Broadcasting & Cable

Aug 9-15

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,570

2.6/4.6



ESPN 1,352

2.2/4.0



TBS 1,222

2.0/3.7



TNT 1,195

2.0/3.7



NICK 787 1.3/2.4



All prime time 8-11 p.m. data supplied by outside sources based on Nielsen

Media Research. Ratings and shares based on coverage households of each network.

Family plans health channel

With no warning, the creators of The Family Channel last week previewed a new health channel that will feature 15-minute segments with fitness guru Jake Steinfeld (*Body by Jake*) every hour.

Family Channel parent company International Family Entertainment quietly launched a continuous preview of *The Cable Health Club* last Friday (Aug. 20) and plans to make the channel available to cable systems in a half-hour continuous programming format beginning Aug. 31. IFE executives say the channel will be free to cable system operators and will be available prior to the effective date of reregulations.

The ad-supported network, which will switch to a 24-hour schedule on Oct. 4, will feature a 60-minute programming wheel consisting of: a 20-minute aerobic workout; a 10-minute lifestyle segment; a 15-minute *Body by Jake* workout, and a 15-minute segment featuring the latest in fitness products. Steinfeld stars in *The Family Channel* series *Big Brother Jake* and will serve as anchor of the new network. IFE's new network has been in development since a company planning meeting last December. According to Ron Harris, senior vice president, marketing and corporate communications and new business, another new service in development, *The Game Channel*, is on course to launch sometime next year. An interactive *Game Channel* test block on *The Family Channel* has generated more than 300,000 calls in eight weeks.

IFE's announcement of the new health channel came just a week after Washington-based *The Novus Group* unveiled plans to debut *The Health Channel*, a 24-hour network scheduled to launch next summer. Other health and fitness channels in the works include *The Health & Fitness Channel*, now testing on UHF station WFIT-TV Providence, R.I., scheduled to launch as a national cable network in mid-1994; *Recovery Net/The Wellness Channel*, a network to help viewers overcome various addictions, also set to debut in mid-1994, and *FXTV: Fitness & Exercise TV*, currently in development.

—RB

	abc ABC	CBS	NBC	FOX
MONDAY	9.0/17	10.2/18	9.8/17	8.4/15
8:00		33. Evening Shade 8.9/17	23. Fresh Prince 10.0/19	40. Fox Night at the Movies—Working Girl 8.4/15
8:30	32. NFL Pre-Season Football Special—Cleveland Browns vs. Washington Redskins 9.0/17	26. Major Dad 9.8/18	31. Blossom 9.3/17	
9:00		10. Murphy Brown 11.3/20	25. NBC Monday Night Movies—Cruel Doubt, Part 2 9.9/17	
9:30		13. Big Wave Dave* 11.0/19		
10:00		23. Northern Exposure 10.0/18		
10:30				
TUESDAY	9.6/17	11.0/19	9.6/17	4.8/9
8:00	21. Full House 10.4/20	15. Rescue: 911 10.9/20	36. NBC Movie of the Week—Chance of a Lifetime 8.6/15	84. Beverly Hills 90210 3.7/7
8:30	42. Where I Live 8.2/15			
9:00	3. Roseanne 13.6/23	13. Miss Teen USA 11.0/19	8. Dateline NBC 11.7/20	
9:30	9. Coach 11.4/19			
10:00	56. Civil Wars 6.9/12			
10:30				
WEDNESDAY	8.7/16	9.1/17	9.0/17	4.9/9
8:00	60. Wonder Years 6.7/13	46. How'd They Do That? 7.9/15	15. Unsolved Mysteries 10.9/21	69. Beverly Hills 90210 5.4/10
8:30	64. Street Match 6.2/12	43. In the Heat of the Night 8.1/14	43. NBC Movie of the Week—The Return of Eliot Ness 8.1/15	79. Melrose Place 4.4/8
9:00	2. Home Improvmt 15.2/27			
9:30	22. Delta 10.1/18	10. 48 Hours 11.3/21		
10:00	56. Sirens 6.9/13			
10:30				
THURSDAY	9.4/17	9.4/17	8.5/15	7.2/13
8:00	54. ABC's World of Discovery 7.0/13	36. Top Cops 8.6/16	49. Mad About You 7.6/15	36. The Simpsons 8.6/16
8:30		17. Eye to Eye with Connie Chung 10.7/18	40. Wings 8.4/15	47. Martin 7.8/14
9:00	43. Matlock 8.1/14			17. Cheers 10.7/19
9:30		33. Picket Fences 8.9/16	7. Seinfeld 12.1/20	69. Herman's Head 5.4/9
10:00	5. Primetime Live 13.0/24		65. South Beach 6.0/11	
10:30				
FRIDAY	10.8/22	6.0/13	6.2/13	3.8/8
8:00	30. Family Matters 9.4/21	79. League/Thr Own 4.4/10	66. Mancuso, FBI 5.9/13	83. Fox Friday Movie—Frankenstein: The College Years 3.8/8
8:30	27. Hangin w/Mr. C 9.7/21	78. League/Thr Own 4.5/10		
9:00	19. Step By Step 10.6/22	58. CBS Special Movie—Internal Affairs, Part 1 6.8/14	63. NBC Movie of the Week—Jackie Collins' "Lucky"/"Chances", Part 2 6.3/13	
9:30	35. Dinosaurs 8.8/17			
10:00	4. 20/20 13.2/26			
10:30				
SATURDAY	6.0/13	6.8/14	5.6/12	6.3/13
8:00	71. ABC Saturday Night Movie—Rio Shannon 5.2/11	67. Dr. Quinn, Medicine Woman 5.8/13	77. Super Bloopers 4.9/11	53. Cops 7.1/16
8:30			61. Empty Nest 6.6/14	50. Cops 7.5/16
9:00		51. CBS Saturday Movie—Internal Affairs, Part 2 7.3/15	54. Nurses 7.0/14	71. Front Page 5.2/11
9:30				71. Sisters 5.2/11
10:00	48. The Commish 7.7/16			
10:30				
SUNDAY	9.0/17	12.5/24	7.5/14	4.3/8
7:00	81. Life Goes On 4.3/9	1. 60 Minutes 16.1/34	82. Quantum Leap 4.1/9	85. Parker Lewis 3.1/7
7:30		6. Murder She Wrote 12.7/24	62. I Witness Video 6.5/12	86. Danger Theater 3.0/6
8:00	28. Am Fun Hm Vid 9.6/19			
8:30	36. Am Fun People 8.6/15	20. CBS Sunday Movie—Poisoned by Love 10.5/19	28. NBC Sunday Night Movie—Till Death Do Us Part 9.6/17	74. Roc 5.1/9
9:00				
9:30	10. ABC Sunday Night Movie—Bull Durham 11.3/20			75. Roc 5.0/9
10:00				87. Tribeca 2.8/5
10:30				
WEEK'S AVGS	8.6/16	9.9/19	9.0/17	7.4/14
ISSN TO DATE	11.5/20	12.1/21	10.5/18	7.0/12

*RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Action Hours

A SPECIAL REPORT

Beginning to feel the squeeze

Syndicators vie for station clearances, viewers

By Mike Freeman

Guns drawn, phasers set, midribs bared, the syndicated action hours are taking aim at the new season. But there may be more action than airtime.

With an all-time high of 13 action-adventure shows in first-run syndication, some industry insiders think the genre could start cannibalizing itself rather than its intended target—broadcast network programming.

Paramount Domestic Television's two *Star Trek* franchises—a third spin-off is rumored to be in the works for 1994-95 (see story, page 44)—are expected to continue to thrive.

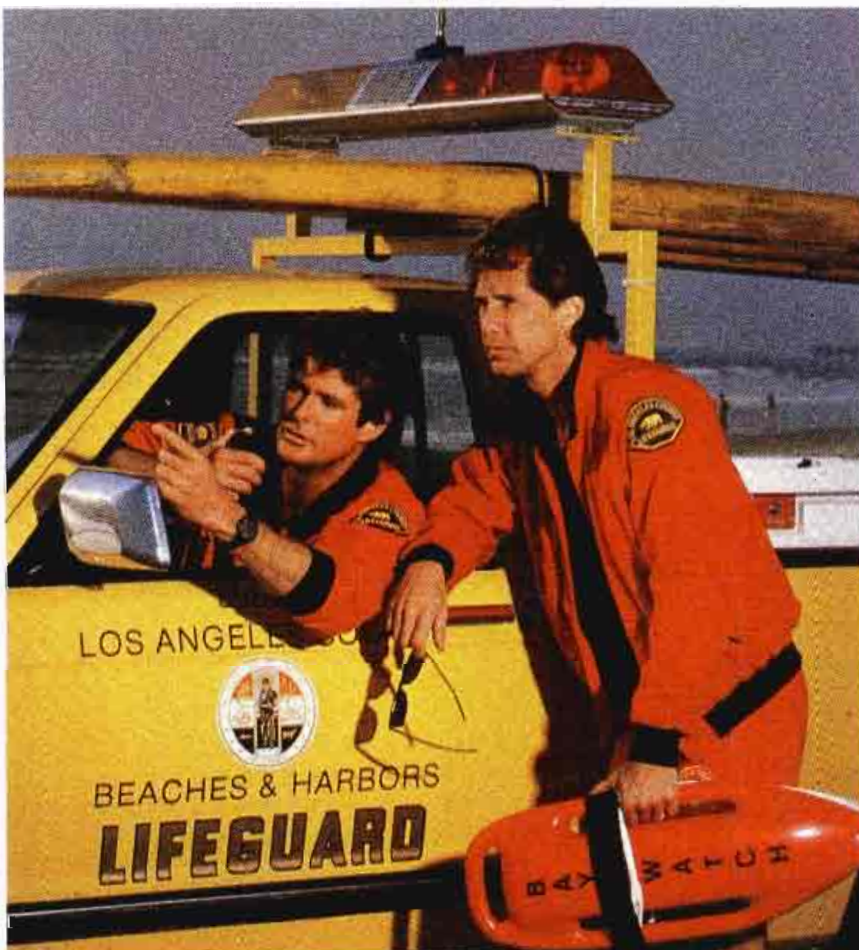
But other shows must hustle for clearances or risk extinction.

"There's going to be a huge fallout with some of the other [syndicated] shows," predicts Cannell Distribution President Pat Kenney, whose division returns *Renegade* for a second season and introduces *Cobra*.

Two of last season's 10 action hours, Cannell's *Street Justice* and Claster Television's *Catwalk*, won't be back, both victims of shrinking audiences among males 18-34 years old. Another show with falling numbers in that key demographic, *The Untouchables*, is returning, but with some fine-tuning that Paramount hopes will turn its fortunes around.

It's a shakeout, but the action-hour distributors point out that a 20% failure rate in the action genre is markedly better than the typical 60%-80% rate of cancellations for network dramas.

The big problem for the genre is shelf space. Prime time on independents is becoming increasingly rare. Fox affiliates have had to make room for seven days of prime time network programming and are generally committed to incumbent syndicated programming at 7-8 p.m. and 10-11 p.m.



The beach is where the action is for All American's 'Baywatch.'

"It really has tightened up a lot to where the smaller guys have to be feeling the impact," says Warner Bros. Domestic TV Distribution President Dick Robertson.

The unknown, and possibly most critical, marketplace variables are when and how many affiliates will be willing to breach their traditionally

strong allegiances to the big three networks to carry first-run syndicated drama.

Even though it's not quite a prime time clearance, Cannell's *Renegade* has received a major Saturday 7-8 p.m. (PT) pick-up from network O&O KCBS-TV Los Angeles for next season, says Kenney.

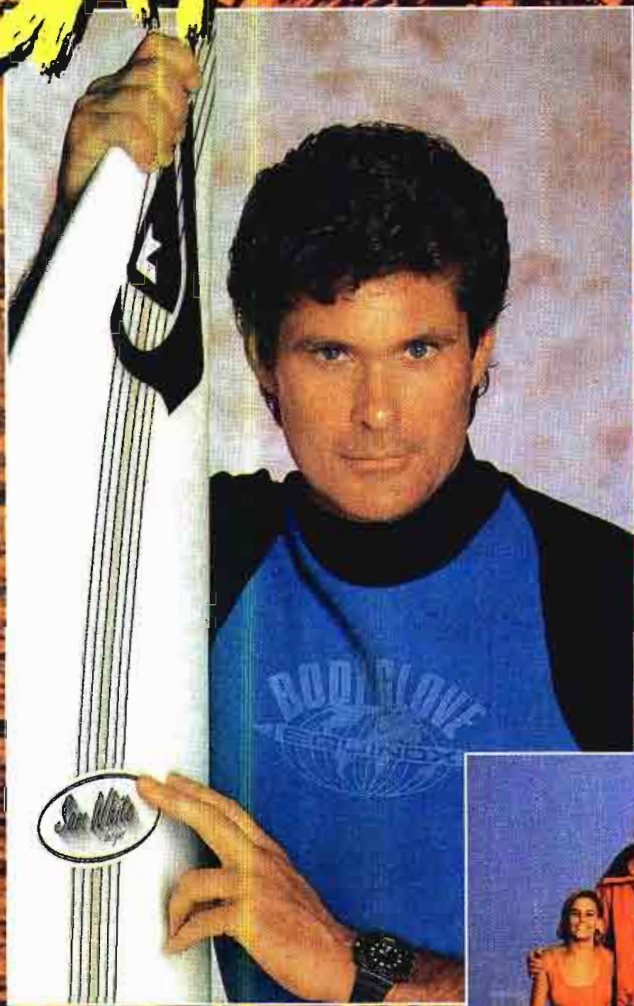
The CBS-owned station recognized *Renegade's* strong performance among male viewers who tuned in to

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- Up 48% Adults 18-34
- Up 45% Persons 12-34



NTI GAA Rating: premiere to date averages (PTD 3/28/93 vs. PTD 3/29/92)

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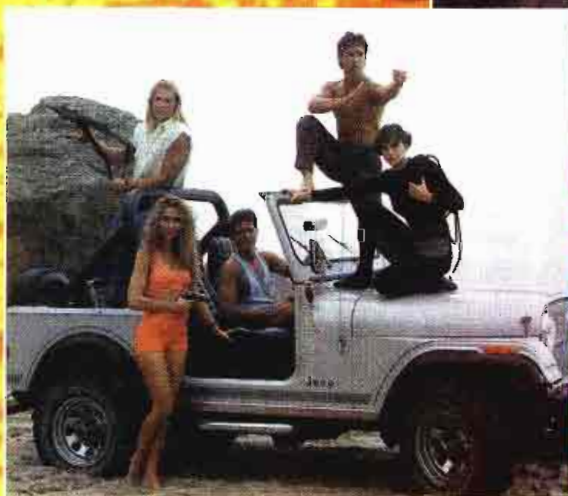
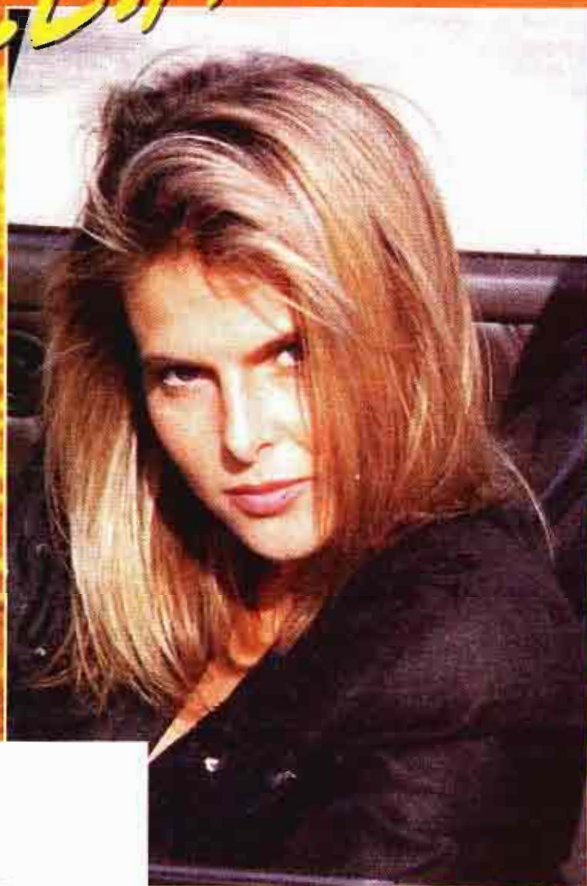
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the series on KTLA(TV), where it averaged a healthy 5 rating/7 share (NSI, May 1993) on Sundays at 8-9 p.m.

In another unusual case, Kelly Broadcasting-owned KCRA-TV Sacramento has *Renegade* pre-empting NBC's network programming on Fridays from 8-9 p.m. The upstart drama has averaged a 9/16.

According to Kenney, 30% of the clearances for Cannell's newest hour, *Cobra*, are on network affiliates, most of whom, he says, have committed weekend early fringe or prime access. The show has cleared 110 markets (85% coverage).

Kenney says that one of the keys to obtaining the affiliate clearances was *Cobra*'s "internationally recognizable star," Michael Dudikoff, best known for his work in the "American Ninja" theatrical series.

Big names are a big help, agrees Rysher TPE President Keith Samples. Although it was a late entry into the 1993-94 sales campaign with *Robocop*, the well-known box office title immediately caught the attention of major independent station groups.

Looking to capitalize on the momentum of the June acquisition of *Robocop* (from Canadian producer Skyvision Entertainment), Rysher TPE bought the rights to *Thunder in Paradise*, starring wrestler Hulk Hogan and model Carol Alt, as a companion piece for similar rollout in early 1994.

By early July, Rysher TPE was able to clear both new action series in 37 markets, including all six of the Chris-Craft/United Television independents (led by WWOR-TV New York,



Warner Bros.' sci-fi action-adventure 'Babylon 5'

KCOP(TV) Los Angeles and KBHK(TV) San Francisco), WPWR(TV) Chicago, WXON-TV Detroit and three Gaylord Broadcasting stations. Every one of the stations is committing prime time clearances, Samples says.

"We're proof, as relatively new players in the [action] market, that if you have good shows, you don't need leverage," says Samples, whose prior hour entry, *Highlander: The Series*, is renewed for year two in 130 markets representing more than 90% U.S. coverage.

"It's a tough, competitive marketplace, but it really comes down to breaking through the clutter and getting people to sample these shows. The networks don't really program action hours anymore, and they don't

have the name stars like they used to, so the viewers have continued to migrate to syndication instead," he says.

One other critical element has been some syndicators' ability to get stations to commit to double-run airings of a series. In a number of instances, it allows the distributor to sell the national barter advertising time on a boosted combined, or cume, demerating basis.

All American Television's Paul Siegel, president of international and ancillary enterprises, estimates that 75% of the 130 stations (85% coverage) signing up for *Acapulco H.E.A.T.* have committed to double-running the freshman series starring Catherine Oxenberg (*Dynasty*). Siegel says the first exposures will largely come in prime time or access, with second runs coming in early fringe or access on the largely independent station lineup.

Selling the double-run concept was made easier by the success of All American's three-year-old *Baywatch*, a series that has traditionally ranked second or third among the dramas after the *Star Trek* franchises.

Siegel, who, along with his brother Henry, spearheaded the market's first made-for-syndication series launch with *Fame* back in 1982 (when both operated LBS Communications), is also offering *Baywatch* into off-first-run syndication.

The rerun market is potentially lucrative, since the syndicator has already recovered front-end production costs and sells the series for a cash license fee. ■

Where the action is

Sweeps performances for first-run syndicated action-adventure shows, May 1993 vs. May 1992

Program	Men 18-49 share avg.	% share chg. year-ago time period	Women 18-49 share avg.	% share chg. year-ago time period
<i>Star Trek: The Next Generation</i>	29	+ 16%	24	+ 14%
<i>Star Trek: Deep Space Nine</i> *	23	+ 53%	18	+ 18%
<i>Baywatch</i>	11	+ 10%	15	+ 15%
<i>Renegade</i> *	11	+ 57%	9	+ 13%
<i>Kung Fu</i> *	10	+ 11%	9	even
<i>Highlander</i> *	9	+ 29%	11	+ 57%
<i>Time Trax</i> *	9	+ 13%	9	+ 13%
<i>The Untouchables</i> *	8	- 11%	8	- 20%
<i>Street Justice</i>	7	- 22%	10	- 11%
<i>Catwalk</i> *	4	- 43%	8	even

Source: NSISNAP Reports

* first-season entry

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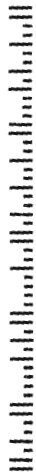
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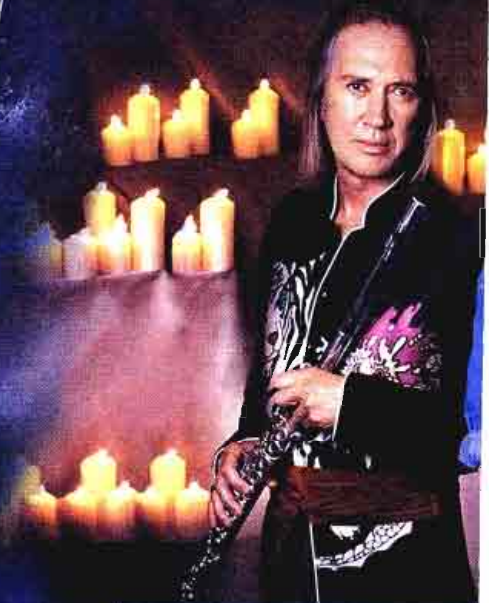
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5
BABYLON

Now, PTEN is growing. With the new weekly action hour, "Babylon 5," debuting in January '94, along with "Island City," a two-hour television premiere event. And, in December '94, PTEN will bring another major event to its blue-chip high-performing stations, the 10-hour documentary mini-series, Time Life Presents The History of Rock 'n' Roll.
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Warner Bros.' 'Kung Fu' remake has put some more kick in its hour drama lineup.

Independents take to PTEN monogram

Action-hour lineup is big boost to image, if not necessarily to bottom line

By Joe Flint

Stations may not be getting a big financial spike from the Prime Time Entertainment Network, but many feel the PTEN monogram gives them a valuable identity.

A number of stations carrying Warner Bros.' *Kung Fu* and *Time Trax* last year say they made about as much off the shows as they would have made running movies. And they don't expect a dramatic change with this year's lineup, despite the addition of sci-fi hour *Babylon 5*.

Yet, no one is complaining. Tired of their second-class independent image, PTEN stations say they like airing network-quality original programming without having to give up all their ad time to do so.

"As a general rule, this is a plus even if we make a little less money than we make with movies," says Clear Channel Television President Dan Sullivan. "It's a positive because it's fresh product—network-quality product that gives us distance from the look of an independent."

Adds Act III Broadcasting President Richard Ballinger: "We entered into PTEN looking long term, not as a

moneymaker straight out of the box. We will get better at this."

"Like the [early] Fox affiliates, these stations are building an asset in prime time," explains Scott Carlin, senior vice president, Warner Bros. Domestic TV Distribution.

To take the PTEN shows, stations

*"It's fresh product—
network-quality
product that gives us
distance from the look
of an independent."*

gave up significant advertising inventory in lieu of a cash license fee. But less ad inventory is often a blessing in disguise. With less to sell, stations increase the price on the remaining spots.

"Yes, we had more inventory with movies, but that inventory sometimes did not have much romance attached to it," says Ballinger. "We can get the same amount of money with less inventory."

Although stations are happy with the shows, they were able to negotiate some concessions from Warner Bros. for renewals. Stations were able to get a mandatory clause in the PTEN contracts to purchase the back-end rights to both series. They also no longer have to double-run shows.

Stations will have the flexibility to schedule *Time Trax* in any of the six nights they are not airing the two-hour block of *Kung Fu* and *Babylon 5*.

In return, Warner gets even more advertising time, taking nine minutes per hour show. Stations will still get five minutes per show, since the shows are now being cut for 14 minutes of spots instead of 12 minutes, which means a savings on production costs.

The new contracts allow Warner Bros. to recoup some of its investments initially, while stations don't have to commit to a back-end deal and stake their future on the shows again three years down the road.

But what about Warner Bros.' national ad sales? Isn't there a glut of inventory on the market? The network upfront was down slightly from a year ago, but that may be more a reflection of sagging network shares. Clark

Morehouse, head of advertising sales for Warner's domestic TV division, says upfront ad sales for the new season have been very strong. A 30-second spot, he says, goes for about \$45,000. While that is not quite in the *Star Trek* league (\$100,000-\$115,000) Warner's production costs also don't approach Paramount's.

As for the onslaught of first-run product from Rysher and Cannell, Morehouse is not sure there is room for all the new shows. "We will find out," he says, adding that Warner Bros. has "a safety net of a consortium of stations financially tied to PTEN."

That consortium, though, may not be as strong for a second night as it is for a first. For starters, almost half of PTEN's 160 stations are Fox affiliates that are losing programing space as the network expands. Where PTEN could potentially feel its biggest hit is from Fox affiliates in the central time zone, who will now be carrying Fox's Chevy Chase show at 10 p.m.

Fox affiliates are said to be able to run the programing on the weekend if there is no room during the weekday schedule. If that's the case, Warner has the right to clear the show(s) on another station in the market.

"We're just going to be creative in marketing and finding alternative stations," says Carlin.

Does Warner Bros., or anyone else for that matter, have the makings of a fifth network? If network means 15-20 hours of programing, 99% clearance and uniform schedules across the country, then the answer is no. If it means clearances in the 90%-95% range and another outlet for national advertisers, then there already is a fifth network. In fact there are several.

The real question is how far Warners and other syndicators can go. Movie packages are already migrating to cable. Fox is expanding. The number of stations on the air is not going to go up. While the Warner shows, according to Carlin, "have sold very well overseas," that alone is probably not enough to justify new product here when the outlets and time slots are dwindling.

Of course, all that can change at the drop of a hat. Network shares could fall to such a level that affiliates will look seriously toward syndication. And as those shares fall, the ad value for the Warner products continues to rise. ■



Syndicators eschew labels

Don't look for the sellers of first-run action hours to follow the networks' lead and put TV violence warnings on their programs.

Top syndication executives say they will leave it to the stations to tag such programs with advisories.

But Warner Bros. Domestic Television Distribution (*Kung Fu: The Legend Continues*, *Time Trax*) may be the big exception.

Warner Bros. and top stations in its Prime Time Entertainment Network are still discussing labeling, says WBDTD Senior Vice President Scott Carlin. "How [a violence warning policy] will manifest itself remains to be seen."

Despite the unwillingness to label, syndicators and rep firms harbor deep concerns about the drive in Washington to pacify the airwaves. Several bills aimed at stemming TV violence are pending in Congress.

Some say that Paramount's *Untouchables* and Rysher TPE's *Robocop* could be unfairly targeted by activist groups.

"*The Untouchables* has a lot of gunfire, but it is far from graphic in nature and fits in with being a period piece," says Tom Bumbera, associate program director of New York-based rep firm Seltel. "The fact is that a good number of stations air *The Untouchables* in post-9 p.m. time periods, and it is significantly lower-rated than the two *Star Treks* and most other syndicated dramas."

Paramount Television Group Chairman Kerry McCluggage is quick to emphasize that the studio has "never received a letter of complaint" about graphic violence on *The Untouchables*.

McCluggage also notes that the anti-violence guidelines adopted by the broadcast networks and the Motion Picture Association of America "exclude historical period pieces and science fiction series" from advisory labeling.

Bumbera is one of several executives who believe violence warnings will attract children. He cited "Death Warrant," which had a viewer advisory in many markets but turned in a season-high 10.6 household rating (NSS, May 1993) and a substantial 5.5 rating for the kids 2-11 demographic.

If it is left to the stations to do something about violent programing, the Association of Independent Television Stations is ready to help. Indeed, says INTV President Jim Hedlund, the Washington-based association has already developed warning labels as part of a comprehensive set of violence guidelines for its 120 member stations.

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KSTW	Seattle-Tacoma	Prime Time
WFTS	Tampa-St. Petersburg	Prime Time
KMSP	Minneapolis-St. Paul	Prime Time
KPLR	St. Louis	Prime Time
KRBK	Sacramento-Stockton	Prime Time
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Source: A.C. Nielsen Station Coverage, 8/15/93

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'Star Trek' lives long ...and prospers

Although 'The Next Generation' is bowing out, a new generation is sure to follow

By Mike Freeman

Paramount executives are not about to give up the starship, or the franchise.

Paramount Television Group Chairman Kerry McCluggage confirmed to BROADCASTING & CABLE that this season will mark the last first-run voyages of *Star Trek: The Next Generation* (it moves to the big screen in December 1994). But Paramount executives are hard at work on yet another spin-off for early 1995.

Ever mindful of protecting the billion-dollar *Star Trek* franchises, Paramount Domestic Television sales executives have apparently given notice that the studio plans on keeping *Next Generation*'s lucrative prime time and prime access time periods.

Given the success of *TNG* and this year's spin-off, *Star Trek: Deep Space Nine*, Paramount would have little difficulty convincing client stations to supplant *TNG* with the next generation.

"Clearly, through the last 30 years, the *Star Trek* franchise has proven to be the crown jewel for the studio," McCluggage says. "We are going to do whatever it takes to protect and constantly improve upon the asset value of the franchise, being very careful not to overexploit it.

"The fun thing about the *Star Trek* franchise is all the people around the country who get together at conventions to speculate if there will be a new series and what tack it may take."

Several different proposed series formats have, in fact, begun to surface. One has actor Wil Wheaton, who played Wesley Crusher in *Next Generation*, returning as a young cadet in a series based out of the Starfleet Academy.

Another concept would have Jonathan Frakes transition into the new series, but as a slightly different character from his current William Riker role on *TNG*, according to a source close to Paramount.

In a *TNG* episode titled "Second Chances," which aired earlier this season, Frakes was introduced in two roles, Commander Riker and Lieutenant Riker, a duplicate created in a freak transporter accident eight years earlier. Instead of being killed off at the end of the episode, the somewhat more "brash" Lieutenant Riker is posted to helm the starship *U.S.S. Gandhi*, leaving the storyline open for possible development as a series.

"It's all pretty much speculation, but I do know that Frakes and Marina Sirtis [romantic interest Counselor Troi] have expressed strong interest in continuing with the new series," said the source.

Who can blame them for wanting to stay, considering the continued ratings and financial success of *The Next Generation*?

TNG continues to have among the strongest across-the-board demographic ratings in first-run syndication after six seasons, ranking atop the male 18-34, 18-49 and 25-54 demo groups (with respective 10.5, 11.2 and 11.4 ratings nationally [NTI, Jan. 4-May 26, 1993]).

For those same female demos, the numbers are also strong (8.4, 8.9 and 9.2 ratings, respectively). Meanwhile, year-old sibling *Deep Space Nine* is generally no more than .2 of a rating point behind *TNG* in each of those male and female demos.

(In terms of household ratings, *Next Generation* generally ranks second or third to King World's *Wheel of Fortune* and *Jeopardy!* game show strips, while *Deep Space Nine* is a perennial top 10 among syndicated shows nationally.)

Even with the advertising economy flat over the last couple of seasons, 30-second national commercial unit prices for *Next Generation* are among the highest in syndication at \$110,000-\$130,000 per spot in the up-front market, according to New York media buyers.

Counting double-runs, *TNG*'s gross



The crew of Paramount's 'Star Trek: TNG' poses for a family portrait.

revenues will likely top \$100 million annually from the barter front-end domestically. That doesn't count back-end (rerun) cash license fees from stations and sales to international broadcasters.

Since *Deep Space Nine* was an untried rookie entry, media buyers estimated its first-run gross barter revenues were perhaps 15% lower than *TNG*, which would put it in the \$85 million range. At a \$1.5 million per-episode production budget comparable to that of *TNG* (\$30 million-\$35 million annually for 22-episode orders with each series), *DSN* may have tucked away \$40 million-\$45 million in front-end net revenues domestically. Now that *Deep Space Nine* has rating stories closely pacing those of *The Next Generation*, it is widely expected that the former's advertising revenues will be on par with—or could surpass—*TNG*'s.

On the local front, Chris-Craft/United Television independent KCOP(TV) Los Angeles is rumored to be getting some of the highest spot prices among stations nationally, with *TNG* and *DSN* each estimated to be fetching approximately \$20,000 per 30-second unit in the national and local spot markets. ■

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Networks: looking for action

Success of first-run action hours has networks revisiting, reinventing genre

By Steve Coe

Akinder, gentler action hour could be making a network comeback.

Although the number of hour dramas has thinned in recent years, the success of such shows in first-run syndication has networks taking a second look.

And for reasons of politics and economics they are insisting on programs with more personal drama than such action classics as *Starsky and Hutch* or *Hawaii Five-O*.

Many of ABC's new hour shows stress the relationship of the lead characters over the action element, says Deborah Leoni, vice president, drama series development, ABC Entertainment.

"*Moon Over Miami* mixes the relationship with the private-eye action," she says. "With *Lois & Clark*, the relationship is the big part of the show, with the action being icing on the cake. If we had gotten a script for the show without the relationship, we probably wouldn't have ordered it," she says.

The network's *Missing Persons* "is a cop show without guns that deals with the process of finding people," Leoni says.



Fox's action western, 'Brisco County'

Kerry McCluggage, chairman, Paramount TV Group, is not surprised network action is making a comeback. "Everything tends to go in cycles," he says. "But I don't think the action form was ever rejected by audiences."

"It had to do more with what the networks were willing to pay in license fees," McCluggage says. "Now that shows like *Star Trek: The Next Generation* and *Deep Space Nine* have pulled in ratings, the networks are starting to notice."

NBC is debuting the big-budget ac-

"People aren't as hungry now for the self-consciously important dramas that were popular in the 1980's."

Bob Greenblatt
Fox

tion series *SeaQuest DSV* this season.

"We're going to try to make a resurgence [of action hours]," says Kevin Reilly, vice president, drama development, NBC. "There was a conspicuous absence of them on the air. It was an overadjustment by the networks and the studios, who decided we can't compete with the kind of action being seen in motion pictures, so let's get out of it. But then we saw some syndicated shows doing it successfully, and we decided we should try to do it again."

Another possible explanation for the return of the action series on the networks is a change in the mood of the country, says Bob Greenblatt, senior vice president, drama development, Fox.

"People aren't as hungry now for the self-consciously important dramas that were popular in the 1980's," Greenblatt says. "The mood in the country now is escapist, which is why you're seeing movies like 'Jurassic Park' and 'The Fugitive' do so well."

"Because everyone is so concerned



For ABC's 'relationship' drama 'Lois & Clark,' action is 'icing on the cake'

about violence, you're seeing the action form being taken in a new direction. You can do action-adventure of science fiction like *SeaQuest*," Greenblatt says. "We're doing *The Adventures of Brisco County Jr.*, which is an action western with a Fox twist. The show has a fair amount of humor with a contemporary sensibility."

ABC may be bucking the trend with Steven Bochco's *NYPD Blue*. Leoni defends the content of the show, calling it an adult drama of the type that many people "sit down to watch on cable."

"The hoopla on Capitol Hill has put a spotlight on the show because from the start Steven hasn't made any bones about pushing the boundaries," Leoni says. "The controversy will go away when people watch it and see that it isn't an R-rated show as it has been described."

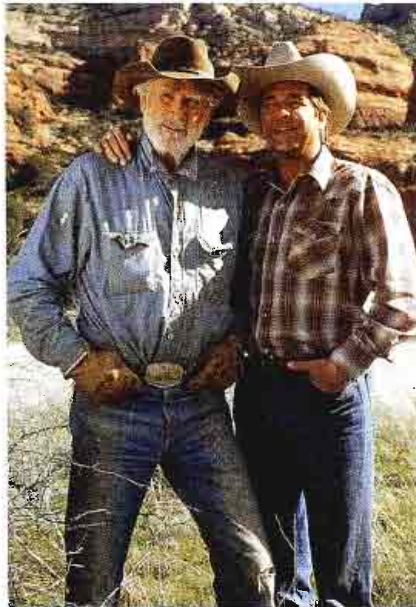
One reason for the blending of action and relationships with the new breed of action shows is production costs, according to Leslie Moonves, president, Warner Bros. Television. "We can't do 'The Terminator' every week," he says. "It's very tough in this day and age, when viewers are used to seeing effects and stunts like the train wreck in 'The Fugitive.' In television you have to do other things

like strong storytelling and just some of the stunts. I'd like to be able to do a stunt at every commercial break in *Lois & Clark*. But instead, we'll do one every show."

Although action series typically incur higher production deficits, their back-end potential is also higher. "We're basically doing two types of hour shows: the softer hours like *Sisters*, on which we can contain costs, and others like *Lois & Clark* and *Brisco County Jr.* Certainly if the *Superman* or *Brisco County* hits on the network you'll have a big foreign return," says Moonves.

"We're interested in action hours; that's why we brought back *Walker, Texas Ranger*," says Jonathan Levin, vice president, dramatic development, CBS Entertainment. "But we're still developing hours that appeal to a broad audience. We don't want to find ourselves getting lost among a lot of action shows, so we're also looking to develop shows with strong female appeal, including serials."

Not everyone sees a resurgence of



'Hearts of the West'

action shows, however. "I don't think there's a trend toward more action," says Paul Schulman, president, Paul Schulman Co. "There's probably less

than we've had in a long time. The problem is that some people equate action with violence, and that's a problem with advertisers."

In the past, he says, network staples at 10 p.m. were action series "like *Mannix* and many others, but now they're being replaced by news magazines." Indeed, news magazine shows now occupy four 10 p.m. weekday time slots, with ABC airing two (*Primetime Live* and *20/20*), CBS airing one (*48 Hours*) and NBC airing one (*Dateline NBC*).

Regardless of the number of so-called action series on this fall, the amount of violence will likely decrease. For example, CBS's *Walker, Texas Ranger*, starring Chuck Norris, will be toned down compared with the four episodes that aired last season. And Levin says the network is not interested in projects that rely heavily on mayhem or pyrotechnics.

Still, Schulman adds a word of caution: "At a 25 share or higher, violence becomes action and sex becomes love." ■

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BEVERLY HILLS, CALIFORNIA**

8:30-9:00 a.m. **REGISTRATION**

9:00-9:15 a.m. **WELCOME / INTRODUCTIONS**

9:15-10:30 a.m. **SYNDICATION BUSINESS & PROGRAMMING TRENDS** — A look at successful program formats and trends. A look at the latest syndication strategies.

Panelists: Dick Robertson
Warner Brothers Television
Barry Thurston
Columbia Pictures Television
Greg Meidel
Twentieth Television
Shelly Schwab
MCA Television

10:15-10:30 a.m. **COFFEE BREAK**

10:30-12:00 noon **PROGRAMMING POLICIES** — A debate on the future impact of financial interest and syndication, prime time access rules, regulation of violence, etc.

Panelists: Jay Kreigel
CBS
Rick Cotton
NBC
Sherrie Marshall,
The Marshall Co.

12:00-2:00 p.m. **NETWORK ENTERTAINMENT PRESIDENTS LUNCHEON**

Sandy Grushow, *Fox* Jeff Sagansky, *CBS*
Ted Harbert, *ABC* Warren Littlefield, *NBC*

2:00 - 3:15 p.m. **MULTIMEDIA FOR PROGRAM PRODUCERS** — Demonstrations of the latest in interactive television software. How the newest computer technology is being used in program production.

Panelists: Brian Hammerstein
Microsoft Multimedia
Michelle DiLorenzo
Viacom Multimedia
Bob Able
Synapse Technologies

3:15 - 3:30 p.m. **COFFEE BREAK**

3:30 - 4:45 p.m. **MARKETING IN A MULTI-CHANNEL UNIVERSE** — What are the consequences of the technology that delivers 500+ channels? How will program providers survive? What will be the major opportunities?

Panelists: Howard Stringer
CBS
John Hendricks
Discovery
Eddie Hartenstein
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4:45 - 5:00 p.m. **CLOSING REMARKS**

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Radio

Commercial radio goes to school

Audience: 1.2 million students; opponent: powerful teachers' union

By Peter Viles

A new commercial radio network will begin broadcasting next month to a projected captive audience of 1.2 million students in cafeterias, lounges and study halls at 800 high schools.

The venture, Star Broadcasting, will likely prove as controversial as Channel One, the commercial, in-school TV network. The National Education Association, which represents 2.1 million teachers, opposes such commercial ventures in schools.

Executives at Star Broadcasting, a privately held company in St. Paul, Minn., said they expect to sell between \$20 million and \$40 million worth of advertising during this school year. That would make the network roughly the size of the nation's largest radio stations.

To attract schools, Star plans to turn

over nearly 60% of the revenue to them, up to \$20,000 per school per year. Schools will also have the option of selling up to two minutes per hour of time locally—if they want to get into the advertising sales business. In trade advertisements, Star bills the network as a new source of revenue for schools, a tactic that is already drawing criticism from the NEA.

Bill Martin, an NEA spokesman, said the union is considering launching an investigation of the growing commercialization of schools, with the possibility of filing legal challenges to stop such ventures. "Exploiting students who are a captive audience is unacceptable and repugnant to our organization," he said.

"A school should be funded by tax revenue," Martin said. "Now we have broadcast companies saying this is the way for schools to buy addition-

al equipment. That in itself is a sad commentary on the way corporations think they can help the schools. The profit-at-any-price kind of thinking seems to be alive and well here."

Scott Plum, director of sales and marketing for Star Broadcasting, took issue with the NEA's criticism. "We've talked to people in that industry, and we think the main concern is competing against classroom and instructional time," he said. "We are not doing that. We are not taking away from any instructional time.

"Our main target is before school, after school and during lunch. Lunch is prime time for us. We feel that the music played during those times is going to quiet the hallways, quiet the cafeteria. We've read research that comes to that conclusion."

Plum said Star has not yet sold any national ads or sponsorships but is talking seriously with several advertisers, including Coca-Cola and Pepsi. He said Star will not accept ads for personal hygiene products, R-rated movies, beer, cigarettes or condoms.

Programing, to be distributed to schools using 3M's direct-broadcast satellite system, will consist of two formats: "Best of the Charts," upbeat rock, and "Hot Country."

Star will program a 12-hour broadcast day, with 50 minutes of music and 10 minutes per hour of public service announcements, national advertising and local advertising.

By 1995, Star projects it will reach 10 million students—or nearly 90% of the nation's public high school population. "Star is the ultimate target marketing tool for this \$80 billion teen market," Plum said. "Unlike radio advertising, students can't turn off the music and advertising filling their social, recreational and dining areas. And best of all, they don't want to." ■

D.C. businessman Lewis to head NPR

National Public Radio named Delano E. Lewis, president/chief executive officer of Chesapeake & Potomac Telephone Co., Washington, to replace Douglas J. Bennet as NPR president.

"Del has exhibited the leadership qualities that we need to keep NPR the top public radio producer and distributor of news and cultural programming," NPR Board Chairman Carl Matthusen said.

Lewis began his career with C&P Telephone in 1973 as public affairs manager. He was named president in 1988 and president/CEO in 1990.

"The offer to lead NPR was too good to pass up," Lewis said. He also said he looks forward to taking NPR "to new heights of excellence."

Former NPR president Bennet left the network in May to become assistant secretary of state for international organizations.

NPR has 480 member stations in the United States, and will begin sending programming to Europe by satellite in September.



Delano E. Lewis

—JAZ

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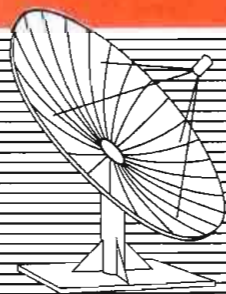
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Arbitron to measure children's radio

Study of Radio AAHS audience will provide prototype for future surveys of kids listening

By Jim Cooper

The Arbitron Company last week signed an agreement with Children's Satellite Network, also known as Radio AAHS, to conduct the ratings company's first survey targeted at households with children ages 2-11.

Bill Barnett, president of Children's Satellite Network, says Arbitron contacted the network after advertising agencies requested ratings of Radio AAHS. Barnett says the network will pay a "very reasonable" subscription fee for the study.

The four-week pilot study also is geared toward examining the dynamics of the children's radio audience and developing methods of measuring it. It will report on two age breaks, 2-5 and 6-11.

Radio AAHS will use the results to determine whether to roll out in other markets.

"We believe that radio is an effective medium for reaching kids," says Jay Guyther, vice president, sales and marketing, radio station services, Arbitron. "If we can give radio broadcasters information that demonstrates the medium's power to reach kids, we'll be one step closer to unlocking a lucrative new advertising market for

"This is the first step to enable radio to attract a large portion of the \$750 million spent each year in children's television."

**Marla Pirner
Interep Radio Store**

the radio industry."

Gary Fries, president and CEO of the Radio Advertising Bureau, says he has seen a growing interest in children's radio during national sales calls to toy manufacturers and others involved in child-oriented product lines.

"This is an underdeveloped market," says Fries, who adds that gauging the kids audience for radio will not be as difficult as it is for television because it is a small niche market with one outlet.

The study will be conducted in the Minneapolis market and will rely on the standard radio diary. Arbitron will modify its procedures to account for the presence of children in a household. The company also will instruct adults in completing the diary for

young children and helping older children keep track of their listening. Arbitron also will conduct a debriefing with a portion of the sample to gather both adults' and children's impressions of the diary-keeping process. Details concerning survey dates, sample size and report scope have yet to be finalized.

"This is the first step to enable radio to attract a large portion of the \$750 million spent each year in children's television," says Marla Pirner, executive vice president, director of research division, Interep Radio Store.

The network's format consists of 60%-70% child-oriented music as well as games, educational segments, self-esteem messages, contests, local news and a show hosted by children, *Just Kids*.

Children's Satellite Network is the only 24-hour children's network in the U.S. A subsidiary of Children's Broadcasting Corp., the network can be heard on AM stations in 12 cities.

The first station to air the network's programming was WWTC(AM) Minneapolis in May 1990. It has since rolled out in Los Angeles; Washington; Manassas, Va.; Baltimore; Dallas and Abilene, Tex.; Salt Lake City; Ventura County, Calif.; Denver; Phoenix, and Wilkes-Barre, Pa. The network reaches about 15% of the country and owns and operates two of the stations, KNRB(AM) Dallas and WWTC. It hopes to reach 25%-30% of the country by the end of this year. ■

Children's Broadcasting Corp. acquires Los Angeles station

Children's Broadcasting Corp. last week announced it had reached a preliminary agreement to acquire Orange County Broadcasting Corp., which operates radio station KPLS(AM) Los Angeles.

KPLS is currently operating as a network affiliate of Children's Satellite Network, which is in turn a subsidiary of Children's Broadcasting.

Christopher T. Dahl, president and chief executive officer of Children's Broadcasting, says the acquisition of KPLS allows his group to capture the entire revenue stream of the station, rather than just the revenue from the programming the company supplies. The Los Angeles market comprises 11.5 million people.

Children's Broadcasting Corporation also recently purchased the secured debt of Marsh Broadcasting Corporation, a Los Angeles-based radio-station holding company currently in bankruptcy. Marsh operated six AM radio stations located in Dallas-Fort Worth, Houston, Washington, D.C., Kansas City, Mo., Milwaukee and Minneapolis. CBC's bid for the Marsh Broadcasting stations in exchange for the purchase of its secured debt is pending before a federal bankruptcy court in Los Angeles. —JC

Major Networks acquires NSE

Chicago-based Major Networks Inc. announced last week it has purchased NSE Radio Network, New York.

A spokesman for Major Networks refused to discuss the purchase price.

NSE, with more than 40 affiliates nationwide, distributes mainstream adult contemporary programming via satellite.

Major's purchase will make it a 105-station affiliate network. —JC

Washington

Quello blasts rate hike stories

Chairman says vast majority of cable subscribers will save money

By Kim McAvoy

FCC Acting Chairman James Quello says most consumers will not see an increase in their cable bills this fall.

Quello last week took issue with press reports indicating many cable bills could rise as a result of the FCC's new rate regulations.

In a letter to the Hill Quello defended the FCC's new rules and challenged a *Washington Post* story contending that, in some places, as many as 50% of cable customers will see their rates go up. Quello says the article is "misleading" and believes the *Post* story and other press reports are part of a "campaign" by the cable industry to discredit the cable law. "This looks like an industry spin," he says. He also says cable should be



"This looks like an industry spin... They [cable] could tick off Congress and the FCC."

James Quello
acting FCC chairman

careful. "They could tick off Congress and the FCC."

According to Quello's letter, "the *Post* has fallen prey to some factions of the cable industry who are mounting a campaign against the Cable Act." In the letter (which was origi-

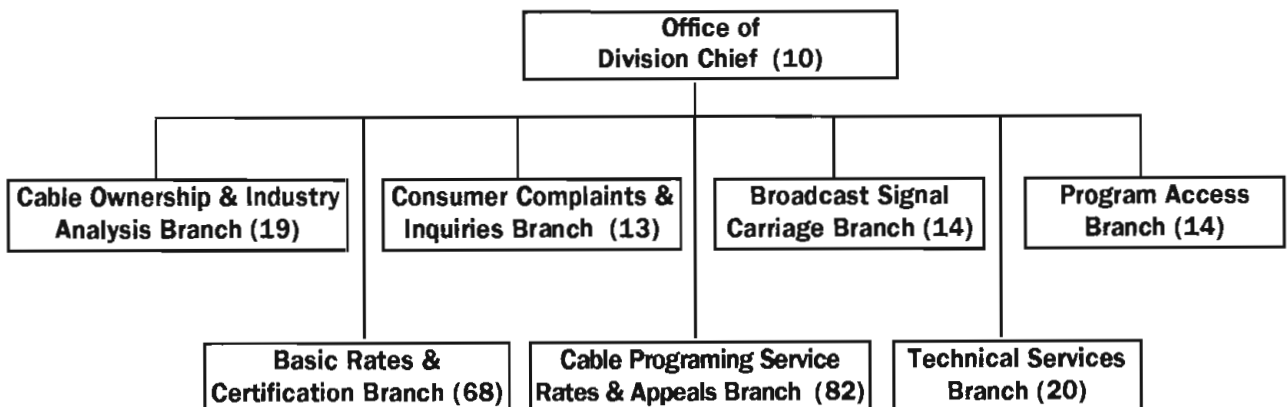
nally sent to the *Post*), the acting chairman maintains that the "vast majority of subscribers will save money." He says that even if basic cable rates go up, subscribers will benefit from reduced equipment prices.

But cable denied any disinformation

FCC's new cable services division

The FCC unveiled its plans for a new Cable Services Division last week. The division and its 240 employees will oversee implementation of the 1992 Cable Act. Sandy Wilson, Bruce Romano and Jay Atkinson, who have led the FCC's cable reeregulation

efforts, are expected to head the new division. The agency began advertising last week to fill the branch's 18 supervisory positions. Applicants must file by Sept. 10; salaries range between \$56,627 and \$86,589.



NOTE: Parentheses indicate number of employees

campaign. "What we're simply trying to do is to alert our subscribers that as cable companies comply with the new law there will be many changes in their bills. Every company in the industry is very focused on doing their best to comply with the rules," says a spokeswoman for the National Cable Television Association.

Those left working on Capitol Hill over the August recess also defended the cable law. "This is an issue of spin and misinformation," says one House Telecommunications Subcommittee aide. "The reality remains. The 1992 Cable Act will be effective in lowering rates immediately and holding down rate increases in the future."

The FCC's new rate regulations take effect Sept. 1. In the meantime, some cable operators continue to maintain that many of their customers will actually see increases (BROADCASTING & CABLE, Aug. 9). Some subscribers will be charged for the first time for remotes, converters and other equipment. Others will see basic rates rise as operators decrease equipment prices in accordance with the regulations and offset cuts with revenue-neutral rate hikes.

Still, some of these rate hikes have already been brought to the FCC's attention. The city of Austin, Tex., for example, complained to the FCC last month that Time Warner's revenue-neutral rate hike is a violation of the 1992 Cable Act.

Austin claims that Austin CableVision's new rate restructuring scheme results in a 68 cent increase of the average monthly subscriber bill. "The rate restructuring proposed by Austin CableVision is in direct opposition to Congress's directives," says Jerold C. Lambert, Austin's cable and regulatory affairs officer.

The agency is looking into the matter but has rendered no decision. Time Warner says it is in compliance with the law and is preparing a response to the commission.

Lambert says Time Warner's new rate structure "bundles programming services and selected equipment charges, by shifting revenues between these charges." The net result of the rate change will be: one, to increase rates for programming services for a significant number of Austin subscribers without any increase in service or cost-based justification; and two, to stifle competition in the provision of equipment. ■

NAB to fight user fees

National Association of Broadcasters President Eddie Fritts is threatening to challenge the FCC's new spectrum user fees in court unless broadcasters can convince Congress to remove or reduce the fees, or persuade the FCC to go lightly in implementing the fees. He refused to discuss the possible basis of such a challenge, but said NAB attorneys have come up with some convincing arguments. The NAB has been fighting such user fees for four years, Fritts said, and Congress finally resorted to "sleight-of-hand tactics" to insert the provision in last month's deficit-reduction package. The fees were slipped in at the last minute by House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Fritts complained that other spectrum-using industries were not willing to fight this. "There were no allies on this." The new fee schedule sets annual payments for broadcasters, ranging from \$200 for the smallest AM radio stations to \$18,000 for the largest VHF TV stations. Congress also slapped fees on cable, telephone and satellite spectrum users. Fritts noted that those services can pass the cost on to subscribers. "We don't have that freedom," he said. The FCC expects to collect nearly \$82 million a year; broadcasters would contribute up to \$18 million, cable, \$20 million, telephone, satellite and other common carriers, \$25 million, and private radio operators, \$19 million. The FCC also collects application fees, which are projected to total \$45 million this year. Together, the application fees and user fees should come close to covering the FCC's annual budget, \$130 million for upcoming fiscal 1994. —SS

Form-idable

Consumers wishing to complain to the FCC about cable rate hikes may have their work cut out for them. First they'll have to plow through the fine print to fill the page-long instructions for the agency's new "cable programming service rate complaint forms." The forms themselves could prove challenging. Consumers are asked, among other things, to provide current and previous cable bills and the cable company's FCC community unit identifier (if known). The agency warns consumers not to forget to mail a copy of the form and attachments to the cable company. Otherwise, the company is not required to respond and the complaint may be dismissed. The FCC will accept complaints beginning Sept. 1. —KM

The decision on whether to lift the fin-syn consent decrees that bar the networks from the syndication business is now in the hands of Los Angeles U.S. District Court Chief Judge Manuel Real. Robert Kelleher, the judge who entered the decrees more than a decade ago, has transferred the case to Real without explanation. The networks and Hollywood lawyers were at a loss to explain Kelleher's action or what Real's handling of the case would mean to their cause. The networks want to get rid of the fin-syn restrictions; Hollywood is determined to preserve them.

Real has a reputation for moving fast on cases, the lawyers say, but is so unpredictable as to make handicapping nearly impossible. One lawyer suggests that Real, as chief judge, may not hear the case but simply pass it along to another.

The uncertainty amounts to another setback for the networks, which are eager to reap some of the bounty from network reruns. They are also worried about the Justice Department. During the Bush administration, Justice recommended lifting the decrees, but the new Clinton regime is taking a second look. Antitrust chief Anne Bingaman is personally reviewing the decrees. The networks fear she'll decide that the decrees should remain in place.

FCC Commissioner Andrew Barrett contributed an article on radio regulation to an anthology prepared by the Freedom Forum's Media Studies Journal called "Radio—The Forgotten Medium." Typically, Barrett reveals little about where he would like to go in radio regulation, although he does advocate policies to increase minority ownership. That less than 4% of AM's and just 2% of FM's are owned by minorities is "clear indication of the continuing need for significant improvement in this area," he says.

Broadcasting of indecency is forbidden, and given the climate in Washington these days, TV violence may soon be. Racial slurs, though, are still OK, according to the FCC. Last week the commission dismissed a complaint against Infinity Broadcasting's WFAN(AM) New York for references to "drunken Indians" during the *Imus* for the *Morning* show. The dismissal is good news for Infinity. It is already facing more than a million dollars in indecency fines stemming from the *Howard Stern Show*.

Former NCTA President Jim Mooney announced last week that he had opened a consultancy office in Washington, just a couple of blocks from the White House. But he's not yet in it. Following his resignation from the trade association last month, Mooney wrapped up business and left with his family for an extended vacation in Maine. He's not due back until Sept. 1.

Thanks to television, the average person sees 33,000 murders and 200,000 acts of violence by the start of high school, according to the latest mailing from Americans for Responsible Television. The average 16-year-old female TV watcher sees 15,000 sexual acts or references to sexual acts in a year, it says. If true, a person, on average, witnesses 1.5 violent acts on TV every hour, and one murder every four hours, every day from the moment he or she is born. The average 16-year-old girl, according to

ART, sees 41.1 sexual acts or references every day, or 1.7 such references per hour, for the entire year. Also in the mailing is a "Television Viewer's Poll." Respondents are asked to give their reactions to a number of possible TV situations: "total nudity," "lurid murder scenes," "interviews with Satan worshippers" and so on. There are only two possible responses listed on the poll: "Objectionable during children's viewing time" and "Objectionable at any time."



The National Association of Broadcasters is taking advantage of the August congressional recess to do some grassroots lobbying on performance rights legislation. NAB's radio members are calling on their congressmen and registering

their vehement opposition to any such legislation. Just prior to the August recess, Senators Dianne Feinstein (D-Calif.) and Orrin Hatch (R-Utah) introduced a performance rights bill similar to one pending in the House.

The measure would require radio and TV stations to pay a performance rights fee for any digital transmission of sound recordings. The Senate bill, however, includes language aimed at addressing concerns expressed by songwriter and publisher organizations, most notably ASCAP, BMI, SESAC and others. Those groups objected to the measure because it gives record companies final say over what happens to their product. But the Senate bill, says the Recording Industry Association of America, "would not diminish the public performance income earned by songwriters and music publishers for the licensing of their musical works." RIAA is the driving force behind the performance rights bills.

Gary McBee is the latest name to surface in discussions about who will be the next president of the United States Telephone Association. McBee, who retired from Pacific Bell in April, is currently serving as USTA's first vice chairman. He had been executive vice president for external affairs at Pacific Bell and testified before the Senate Communications Subcommittee at a hearing on proposed telecommunications infrastructure legislation. Also mentioned is Washington lawyer Henry Rivera of Ginsburg, Feldman & Bress. Rivera, a former FCC commissioner who does some work for the MFJ task force, says the idea that he is a candidate for the job "is news to me." USTA President John Sodolski is slated to retire in October.

Lisa Smith, former senior associate with Smith, Don, Alampi & D'Argenio, Englewood Cliffs, N.J., was appointed last week by FCC Commissioner Andrew Barrett to serve as mass media adviser. Smith, with the law firm for four years, specialized in cable television and regulated industries law. Before that, she was manager of corporate communications for Paragon Cable Manhattan, where she was responsible for government and public and community relations. A graduate of Wesleyan University and Rutgers University School of Law, Smith is a member of the New York and New Jersey Bars.

Washington Watch

Edited By Harry A. Jessell

FCC to watch cable's volume discounting

Prices too low are not permitted

By Geoffrey Foisie

A cable subscriber is not simply a cable subscriber. The cable act, in fact, differentiates between those living in single-family homes and those living in "multiple dwelling units" (MDU's).

Although the MDU market is smaller than the single-family home market (see chart), it is in some ways more lucrative. Installation costs are less and administrative costs can be less as well. For some co-op buildings, for instance, a single monthly bill is sent and paid for the entire building.

As a result, MDU's have been special targets for cable's competitors, SMATV and wireless cable. In the battle for buildings, some cable operators have countered wireless discounts with discounts of their own.

Now, a little-noted provision of the cable act will govern cable's competition for MDU business. Buried several hundred pages into the regulations, the

Battling over buildings: The MDU market

Apartments*	17.0 million units
Planned communities	5.9 million units
Condominiums	4.8 million units
Hotels and motels	3.1 million rooms
Hospitals	1.2 million beds
Co-ops	0.8 million units

*In structures with more than five units.

two paragraphs lay out the terms under which cable operators can offer any discount rates to apartment buildings and other MDU's.

The rules forbid cable operators from giving discounts only in those buildings where wireless operators are trying to sign a contract. Instead, cable operators will now have to offer a single discount rate for all MDU's.

Since the discount rate will be uni-

versal to the franchise area and can be regulated by local authorities, it is likely the discount will become publicly known. That, in turn, will help wireless operators underprice the MDU rate or offer other incentives to steal contracts. The new regulations seemingly prohibit cable from following up with a lower counterbid.

In prohibiting cable from setting "predatory" MDU rates, the rules specifically require that the discount reflect only as much "cost savings" as the operator obtains from selling the service in bulk.

How important are the new provisions? For cable operators, expanding any MDU discounts throughout the franchise area could cost revenue, even if the buildings stay with the cable operator. For wireless cable, MDU's are crucial to most for their survival even as the single-family-home customer base grows. Currently, 100% of wireless cable revenue in Chicago and Manhattan is from MDU's, 60% in Philadelphia.

Cable operators have petitioned the FCC to "grandfather" existing contracts with MDU's, a request that was not strongly contested by most wireless operators. But going forward, the battle for the buildings promises to be intense. ■

Woods's five TV stations to go to banks

Bank of America and Chemical Bank would take over five network-affiliated television stations under a bankruptcy reorganization plan.

The federal bankruptcy court in Montgomery, Ala., approved the bailout for Woods Communications Inc., which had filed for Chapter 11 bankruptcy on July 27 with total debt of approximately \$74 million. The plan is subject to FCC approval.

The broadcast group, which has assets valued at \$30 million-\$60 million, owes Chemical about \$28 million and the Bank of America about \$46 million, according to Charles Denaburg, an attorney for Woods.

Under the plan, Chemical Bank will own WTVY(TV) Dothan, Ala. (CBS). Bank of America will acquire WTVW(TV) Evansville, Ind.; KARD(TV) Monroe, La.; KDEB(TV) Springfield, Mo., and KLBK(TV) Lubbock, Tex. The stations will retain current management, says Denaburg.

Woods founder and president Charles Woods will retain control of the only other station in the group, WTVY-FM Dothan.

—JAZ

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Changing Hands

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

WWBZ-FM Chicago ■ Sold by Major Broadcasting of Chicago Inc. to WWBZ License Corp. for \$28 million. **Seller** is headed by Christopher Devine and has interests in KBER(FM) Ogden and KZHT-FM Provo, both Utah. **Buyer** is headed by Scott K. Ginsburg and has interests in KKBTV-FM Los Angeles, WLUP-FM Chicago and WTOP(AM)-WASH-FM Washington. WWBZ has soft hits format on 103.5 mhz with 4.3 kw and antenna 1,548 ft.

WKCH-TV Knoxville, Tenn. ■ Sold by FCVS Communications to Elcom of Tennessee Inc. for \$15 million. **Seller** is headed by Walter Flynn 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, Ore.; KTVB(TV) Boise, Idaho; KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii; and, pending FCC approval, KAME-TV Reno; WUPW(TV) Toledo, Ohio; WMC-AM-FM-TV Memphis and WKCH-TV Knoxville, both Tennessee; WEVU(TV) Naples, Fla., and WACH(TV) Columbia, S.C. WKCH is Fox affiliate on ch. 43 with 219 kw aural and antenna 1,151 ft.

KSOL(FM) San Mateo, Calif. ■ Sold by Intercontinental Radio Inc. to KSOL LP for \$13.5 million. **Seller** is headed by Gerald Hroblak and has interests in WJZE(FM) Washington;

WERQ-AM-FM Baltimore; WKDM(AM) New York; WJMO-AM-FM Cleveland Heights, Ohio, and KSOL(FM) San Mateo and KALI(AM) San Gabriel, both California. **Buyer** is headed by Arthur R. Velasquez and has interests in WOPA(AM) Chicago. KSOL has contemporary hits format on 107.7 mhz with 8.9 kw and antenna 1,162 ft.

KOCB(TV) Oklahoma City ■ Sold by Oklahoma City Broadcasting Co. to Superior Broadcasting Inc. for \$11 million. **Seller** is headed by Ted F. Baze and has no other broadcast interests. **Buyer** is headed by Albert M. Holtz and has interests in WDKY-TV Danville, Ky. KOCB is on ch. 34 with 117 kw aural and antenna 1,210 ft.

KSSK-AM-FM Honolulu ■ Sold by Coast Broadcasting Co. to NewTex Communications for \$7.5 million. **Seller** is headed by Peter Bedford and has no other broadcast interests after selling KFRC-AM-FM San Francisco to Alliance Broadcasting for \$22 million (BROADCASTING & CABLE, Feb. 1). **Buyer** is headed by Bob Sherman and has interests in KRZR(FM) Fresno, Calif. KSSK(AM) has adult contemporary format on 590 khz with 7.5 kw-U. KSSK-FM has adult contemporary format on 92.3 mhz with 100 kw and antenna 1,630 ft.

WVEM(FM) Springfield, Ill. ■ Sold by Dan Menghini to Saga Communications of Illinois Inc. for \$1,440,000. **Seller** has no other broadcast interests. **Buyer** is headed by Edward K. Christian and has interests in WYMG(FM) Jacksonville and WLRW(FM) and WIXY(FM) Champaign, both Illinois; KRNT(AM)-KSTZ(FM)/KIOA-AM-FM Des Moines, Iowa; WNOR-AM-FM Norfolk, Va.; WVKO(AM)-WSNY(FM) Columbus, Ohio; WKLH(FM) Milwaukee; WAQY(AM) East Longmeadow and WAGQ-FM Springfield, both Massachusetts; WFEA(AM)-WZID(FM) Manchester, N.H.; WGAN(AM)-WMGX(FM) and WYNZ(AM) Portland and WYNZ-FM

July, 1993

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Modest gain for networks in second quarter

A tepid economy and siphoning by Fox and cable contributed to an inflation-level, 2.65% revenue increase in the second quarter for ABC, CBS and NBC. CBS's already-announced gain of 8% and ABC's 1% rise suggest that revenue for NBC, which has not released a network revenue percent change for the quarter, must have been flat or down slightly. A three-network 2.86% increase was reported in second quarter 1992.

In the three-network daypart totals (see chart), children's revenue, up 4%, was actually stronger than it appears, since that daypart lost two hours when NBC decided to carry *Saturday Today* (that revenue is classified in news). Figures for daytime, the only daypart not to show an increase, would have risen if the impact of the half-hour given back to affiliates by ABC were excluded. —GF

Daypart	Net revenue from time sales	% change from 2nd quarter '92
Prime time	\$958,345,000	0.99%
Late night	91,637,000	8.16%
A.M.	66,902,000	7.65%
Daytime	230,521,000	-0.16%
Children's	30,798,000	4.07%
Sports	343,718,000	6.93%
News	205,248,000	2.82%
Total	\$1,927,169,000	2.65%

Source: Data gathered by Ernst & Young on behalf of Broadcast Cable Financial Management Association.

Westbrook, both Maine. WVEM has adult contemporary format on 101.9 mhz with 50 kw.

KJBX(AM)-KRLB-FM Lubbock, Tex. ■
Sold by Algonquian Corp. to Sonance

Lubbock LC for \$760,000. **Seller** is headed by William L. Whitley, receiver, and has interests in KLKL(FM) Benton, La. **Buyer** is headed by William R. Hicks and has interests in KKAM(AM)-KFMX-FM Lubbock, WTAW(AM)-KTSR(FM) College Station, KULF(FM) Brenham and KCHX(FM) Midland, all Texas. KJBX has adult contemporary format on 580 khz with 500 w day and 290 w night. KRLB has adult contemporary format on 99.5 mhz with 100 kw and antenna 817 ft.

KMYX-AM-FM Taft, Calif. ■ Sold by Bakersfield Radio Partners to Adelman Communications Inc. for \$322,000. **Seller** is headed by Edward G. Hoyt Jr. and has interests in KYOS (AM)-KABX(FM) Merced, Calif. **Buyer** is headed by Robert Adelman and has interests in KRAJ(FM) Johannesburg, Calif., and KZTY(AM) Winchester, Nev. KMYX(AM) has oldies format on 1310 khz with 1 kw day and 45 w night. KMYX-FM has AOR format on 103.9 mhz with 3 kw and antenna 300 ft.

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$345,000** □ **3**
 FM's □ **\$43,347,000** □ **10**
 AM-FM's □ **\$1,147,000** □ **3**
 TV's □ **\$26,000,000** □ **7**
 Total □ **\$70,839,000** □ **23**

So far in 1993:

AM's □ **\$38,782,591** □ **143**
 FM's □ **\$498,696,644** □ **241**
 AM-FM's □ **\$457,056,915** □ **130**
 TV's □ **\$1,345,355,866** □ **54**
 Total □ **\$2,339,892,016** □ **568**

For 1992 total see Feb. 1, 1993 BROADCASTING.

CLOSED!

WRGI-FM, Naples, Florida from H&D Broadcasting, Joel Hartstone and Barry Dickstein, Principals to Palmer Communications Incorporated of Fort Myers, William Ryan, President for \$865,311.

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Advertising & Marketing

A la carte launched in Iowa system

Major networks refuse to participate in market tests, frustrating efforts by cable operators to test per-channel pricing

By Christopher Stern

The world of à la carte has arrived in Cox Cable Communications' system in Cedar Rapids, Iowa. It is successfully using a pay-per-channel tier to replace some of the revenue it will lose Sept. 1.

But per-channel pricing will be limited to smaller cable services as the large networks, which rely on broad distribution, continue to ban systems from offering an à la carte option.

The 43,000-subscriber Cedar Rapids system launched an à la carte tier including Flix, Court TV and Country Music Television on Aug. 2. The system sold 2,000 units of the tier through an aggressive telemarketing campaign targeting customers whose reregulated cable bills would decrease Sept. 1. "It has helped shore up some of the revenue streams we have lost, and I think it's the wave of the fu-

ture," said Mike Horan, general manager, Cox Cable Cedar Rapids Inc.

Targeted subscribers included those with additional TV sets who will see their cable bills drop by at least \$4.50 per extra TV. Customers who opt for the entire tier for \$4.25 will still see their bills decrease by at least 25 cents. "Customers love it because they are getting more product for [about] the same price," Horan said.

Only customers with addressable converters can receive the à la carte channels, one of the reasons Horan is pleased with the sales effort. The tier has "driven addressability like crazy for us," he said. The Cedar Rapids system charges an extra \$1.50 for an addressable cable box.

In San Antonio, KBLCOM's Paragon system is planning an à la carte tier that includes The Learning Channel, Cartoon Channel, Flix and CMT. The system is also negotiating with USA Networks to offer the Sci-Fi Channel à la carte, according to Tom Owens, vice president, Paragon Cable San Antonio.

Under the San Antonio plan, the five services would be offered for \$1 each or as a package for \$3. Like other cable operators, Owens said he is pricing the tier to promote the widest distribution for satellite-delivered services.

Owens has joined other systems around the nation that plan to offer superstations WGN-TV and WTBS(TV) on an à la carte basis. WGN will be

offered for 50 cents and WTBS for \$1.25; the stations will be offered as a package for \$1.50.

While the upstart networks are granting cable systems the right to carry them on an à la carte basis, the incumbent basic networks such as Discovery, ESPN, USA and A&E continue to refuse to participate in market tests. The smaller networks, looking for increased distribution, have virtually no choice if a cable system requests à la carte rights.

"We thought this was the future, but we couldn't get past one or two [cable networks]," said Gary E. Casard, vice president and general manager of a Cox system in Gainesville, Fla. He declined to name the networks but said that with few exceptions, they refused to participate, even in a test.

Scripps Howard Cable Co. had to abandon its plan to test à la carte on a 25,000-subscriber system in Atlanta after every major network refused to grant permission for the test, according to Wayne Vowell, vice president for marketing, Scripps Howard.

Vowell, like other cable operators, said he appreciates the concerns of cable networks worried that à la carte could mean a decrease in their subscriber base and a subsequent decrease in advertising revenues.

While the multiple-network programmers have refused to grant à la carte rights for their top services, they are willing to discuss pay-per-channel pricing for young networks such as Discovery's Learning Channel, Group W's Country Music Television and Time Warner's E! Entertainment Television.

USA Networks had been adamant in its opposition to à la carte, but it is becoming flexible with Sci-Fi, according to a spokesman. Discovery Networks also said it will be flexible with The Learning Channel, although its priority is traditional basic distribution, say network executives. ■

The price of late-night talk

Cost per 30-second spot

<i>The Late Show with David Letterman (CBS)</i>	\$30,000
<i>The Tonight Show with Jay Leno (NBC)</i>	29,000
<i>The Chevy Chase Show (Fox)</i>	22,000
<i>The Arsenio Hall Show (syndicated through Paramount)</i>	18,500

Syndication gain, network loss, says ASTA

Association says total syndicated ad revenue will hit \$1.5 billion for '93, up 12%

By Christopher Stern

Advertising revenue for syndication will be up 12% in 1993 and will come out of network pockets, says the Advertiser Syndicated Television Association. The figure will reach \$1.5 billion, ASTA says, surpassing the industry's own projection.

"We are driving the networks out of the business in the morning," said Tim Duncan, ASTA executive director. Syndication now claims 10½ hours of programming between 9 a.m. and noon.

Advertising agencies were upbeat about syndication during the June daytime upfront buying season. Cost per thousand (the price of reaching a thousand viewers) was up an average 8%. At least one advertiser said he increased his spending on syndication by 15% (BROADCASTING & CABLE, July 5).

Children's television, also a strong point for syndication, claimed \$140 million of the \$550 million marketplace.

ASTA says the numbers are based on actual ratings data through July and the recently completed upfront season. ASTA's projection of 12% is 3% more than it originally forecast. The association projects revenue increases of 7% for 1994.

In contrast to ASTA's estimates of a 6% increase in 1992, Paul Kagan Associates has reported syndication revenues declined by 2.8%. Kagan also predicts a 7.6% growth for 1993, with total advertising revenue of \$1.37 billion.

One advertising buyer, however, discounted ASTA's projected revenue growth. "I think the numbers are much closer to flat versus a year ago," said the agency executive. He also cautioned against counting on growth from shows that have not even premiered. "If we didn't overbuy in syndication, we would not get our money spent, so much of it just goes away," he said.

In addition to syndication's growth in daytime during the last three years, Duncan says other elements have been a factor this year. "If there is one fundamental reason for the growth, it

is the fact that the hour-long dramas have done so well," he said.

During the '92-'93 season, seven hour-long syndicated shows premiered, including *Kung Fu*, *Time Trax*, *Star Trek: Deep Space Nine*, *The Untouchables* and *Highlander*. *Renegade* was also new this year but may be canceled.

Even more syndicated inventory will be available next season with the introduction of *Babylon 5*, *Robocop*

and *Acapulco H.E.A.T.*

Duncan believes that action-adventure shows will be a formidable weapon for raiding prime time. But at least one buyer is skeptical, saying network prime time remains more attractive because it has fewer commercials and is easier to monitor for agencies. "We have been doing business with the networks for decades; we have it down to a science. Syndication is not that clean," the buyer said. ■



VH-1 teams with Visa, Camelot Music Stores

VH-1 has joined forces with Visa and Camelot Music Stores in an on- and off-channel promotion of the cable network's *Center Stage* performance series.

The total promotion, which will cost at least \$1 million, aims to boost consumer awareness of *Center Stage* and to increase Visa card usage and traffic in Camelot Music Stores.

The campaign will be supported nationally on VH-1 through Sept. 9 with a specially created spot that mentions both Visa and Camelot. "This promotion has been created to allow all the partners to reach out nationally and locally, and to benefit consumers," says Bo Overlock, director, marketing and promotion, VH-1.

The off-channel promotion features point-of-purchase displays and will offer video samplers of *Center Stage* with charges of more than \$50 on Visa cards at Camelot stores. Thirty thousand tapes will be distributed exclusively through the promotion.

—JC

Retailers expect to buy more spot TV

TVB survey finds stores moving away from print; category ranks first in media strategies

By Jim Cooper

Local spot TV buys by retailers this year could rise 18% over 1992's total of \$2.5 billion, according to a Television Bureau of Advertising study to be released in late September.

The study finds retailers planning to spend more on spot TV and less on newspaper placements in the next 12-

18 months. The survey points to a 20% drop over that time in print advertising budgets.

The study also projects rising ad dollars for cable TV.

Initial results of the yearlong study of 200 retailers nationwide were released during TVB's conference with retailers in Telluride, Colo., in early August.

The predictions of increasing TV budgets coincide with a slightly brighter retail market in general.

Retail sales at large shopping centers across the nation have grown slowly in 1993, according to the consumer shopping index, a measurement produced by DRI/McGraw-Hill and the International Council of Shopping Centers. The index shows sales per square foot up 1.2% in the first quarter of 1993; they rose 3% in 1992.

Year-to-date local spot is up 5.6%, national spot is down 0.9% and total spot is up 2.7%

General sales managers say the competition between stores and discounters will be keen, and that TV will become an important marketing weapon.

"[Retailers] haven't made as effective a use of our medium as they should," says Rick Keilty, director of sales and marketing for KHOU-TV, the CBS affiliate in Houston.

Keilty says retailers are starting to see that consumers are increasingly "time poor" and are spending more time with television.

Tom Conway, senior vice president, director of retail, TVB, says the TVB study shows that TV spot is growing in popularity because of retailers' need to convey quality of service in an increasingly competitive market.

Consumers are choosing brands and stores that they trust, and price is not going to be as strong a factor as in the past when it comes to building relationships with customers, Conway says.

The participants were also asked to rank media in order of importance to their marketing strategies. Out of nine media categories, respondents selected spot TV as most important and considered it twice as important as cable advertising.

Conway also notes that large retailers are increasingly looking to form alliances with brand names in order to become more exclusive carriers. TV, he says, will be "the driving force" behind many of those relationships and the ad campaigns in support of them. ■

Cable system creates network

TCI Cablevision of Florida Inc. announced last week that it will link its 11 Florida-based local origination cable channels, creating a statewide affiliate network.

Called Hometown TV, the affiliate network system will allow TCI to simultaneously cablecast programs on all its channels. The network will create a subscription base of about 495,000 subscribers that TCI hopes will appeal to larger regional/national advertisers that local systems cannot reach. The network will serve St. Petersburg, Tampa, Orlando, Daytona and Miami/south Florida.

The new network will initially be an umbrella for a variety of programming, including single-sponsor programs, tourist information programming, infomercials and statewide programs.

Much of Hometown TV programming will focus on production of original, single-sponsor programs. These shows will allow national and regional clients to underwrite programs that will air across Florida while, ideally, maintaining a community feeling in each affiliate system. —JC

Advertiser, consumer interface

If The Family Channel has its way, it will give marketers a direct line to viewers who play its new interactive *Trivial Pursuit* game show.

Viewers who call in on their touch-tone phone to play the game will have the added option of participating in a market survey or even setting up an appointment for the proverbial test drive, according to John Maloney, director of sales, The Game Channel. The Family Channel is currently pitching the idea to potential advertisers.

Trivial Pursuit was launched in June as a test for the 24-hour Game Channel, which will appear sometime next year. The Family Channel originally announced a fourth-quarter launch for the new network.

Currently, viewers pay \$4.98 to answer multiple-choice questions in game breaks hosted by Wink Martindale. There are 10 four-minute game breaks during The Family Channel's Game Central block, which airs from 11:30 a.m. to 2 p.m. weekdays.

If all goes as planned, game participants will be told they can stay on the phone for more information about a product being advertised on The Family Channel, according to Maloney. The interactive marketing questionnaire can be answered by pushing buttons on the phone, the same way viewers answer questions during the game. —CSS

Technology

TV self-editing system offered

Stations, viewers would have discretion of blocking out sex, violence

By Sean Scully

One day, you may be able to decide exactly how much violence or explicit material comes into your home through the TV set.

VideoFreedom of San Diego says its new technology will allow the viewer to simply and directly control the content of any program. The system blurs out potentially offensive material in each of four categories: sex and nudity, violence, language and adult situations. The viewer has the power to remove the blur in any of these categories.

The program distributor blurs only that section of the screen that includes "offensive" material, as determined by whoever employs the technology; a scene with full frontal nudity, for example, would be blurred only enough to obscure the private parts of the actors, leaving their faces and the rest of the scene intact.

"We're trying to keep the plot there," explains VideoFreedom founder David Palmer. Producers now edit programs for television by simply removing scenes that, he says, can affect the continuity or meaning of the original production.

The data for obscuring parts of a scene is included in the vertical blanking interval of the picture, along with the closed captioning and data services. Palmer says that the obscuring data takes up little space, so it will not interfere with any other services on the vertical blanking interval.

The system also distorts audio signals, meaning that offensive language could be obscured if a viewer so chose.

Palmer says the obscuring and audio distortion are relatively slight, so as not to attract too much attention to the removed scene or sound. In practice, according to a company promotional video, the obscuring appears as a blocky gray stripe across the offend-



A prototype of VideoFreedom obscuring technology demonstrates how a TV set can block out a specific portion of the screen. In this case, the man on the screen is holding a gun, but the system can be used to block any or all parts of a scene.

ing section. An audio demonstration was not available.

Using a remote control and a small decoder box, which can be purchased separately or built into a TV set, a viewer can remove the obscuring blur. Each category is further refined to four intensity levels, from 1 (the least possible content) to 4 (the greatest).

A viewer can, for example, select 1 in sex and nudity, keeping all such content obscured, and 4 in violence, removing the blur on all violence and gore. The viewer can select 2 for language, blocking out some of the coarser language, and 3 for adult situations, removing the blur on all but the most serious adult-oriented scenes.

Television stations can broadcast at different intensity levels depending on local community standards. Palmer says intensity level 2 should be about what networks broadcast today, so many stations might choose to broad-

cast at that level. A station in a more conservative area, though, might choose to be more restrictive, broadcasting at level 1. Any TV set in that area equipped with a decoder could set a higher or lower level. Sets not equipped with decoders would show programs at the level set by the station, meaning that children and sensitive viewers would be protected even if they did not have a new decoder-equipped set.

Palmer promises that separate decoders will be affordable, costing perhaps \$60 at first, but falling to about \$20 as production levels increase. The equipment would be even cheaper if built into mass-produced television sets.

Likewise, the equipment to encode the blocking would be within reach of producers and TV stations, he says. It can be built into any digital workstation and the company is discussing deals with various manufacturers. ■

V blocker is easy chip shot away

Set manufacturers aren't happy, but they're ready if TV set technology is mandated

By Sean Scully

Violence blocker technology isn't popular with TV set manufacturers, but it's clearly possible.

"It's not a trivial thing to do, but once it's been technically and politically decided to do [it], it's probably not that much of a big deal," says Paul Christianson, associate director of Columbia University's Telecommunications Research Center.

Christianson says the staff of the center agrees that a relatively cheap, mass-produced computer chip could, as Representative Ed Markey (D-Mass.) wants, allow a parent to block out programs based on a rating, such as a "V" for violent content, or to block out specific programs on specific channels. The chip would only have to include an internal clock. "We have timing devices in almost every other home appliance," Christianson points out.

Television manufacturers seem to agree that blocking programs using a ratings code is not technically difficult. They are more concerned about the requirement to block specific programs and time slots, says Ray Heiser, deputy counsel for Thomson Consumer Electronics' Office of Government Relations. The circuitry to block out programing that way would be large, he says, so smaller TV set bodies might have to be redesigned to accommodate the extra equipment.

Moreover, such a time slot lockout device could be defeated by simply unplugging the set, he says. Without power, the TV set would simply forget its instructions. Sets might, therefore, have to include a memory of some sort, which could add to the cost.

Christianson suggests a simple solution: the computer chip that controls the lockout could be programmed to lock out everything if the set lost power. A parent would have to enter a password before power could be restored. Such a chip, he says, wouldn't be expensive or complicated.

Another major problem for TV manufacturers, Heiser says, is the size and complexity of the remote control. Adding parental-control functions could make remotes too large and too hard to use.

Unlocking the V block bill

The following is an excerpt and summary of the key points in H.R. 2888, the "V block bill," introduced Aug. 5 by Representative Ed Markey (D-Mass.) and co-sponsored by 13 other members of the House Telecommunications Subcommittee, which Markey chairs.

"[This bill will] require that (1) apparatus designed to receive television signals be equipped with circuitry to enable viewers to block the display of channels, programs, and time slots; and (2) such apparatus enable viewers to block display of all programs with a common rating. The requirements of this subsection shall apply when such apparatus is manufactured in the United States or imported for use in the United States, and its television picture size is 13 inches or greater in size, measured diagonally."

The bill further requires that such circuitry receive a ratings signal carried on line 21 of the vertical blanking interval, the space used to carry closed captioning and other broadcast data services. The bill directs the FCC to amend its rules as new technology develops, to insure that blocking remains available to TV viewers.

The bill gives the FCC 180 days after enactment to develop rules on blocking technology.

While the bill requires manufacturers to include circuitry to receive a ratings code, it does not compel broadcasters to include such a rating. The only mention comes in the preamble to the bill, which says "Congress calls upon broadcast networks, independent television stations, cable programers and satellite programers to protect the parental right to guide the television viewing habits of children by sending any adopted rating or warning system electronically with the program signal."

Although the violence blocker idea championed by Markey is not impossible, the TV manufacturing industry is opposed to any legislation that forces them to add new features, says Gary Shapiro, vice president of the Electronic Industries Association's Consumer Electronics Group. The only way for manufacturers to compete in a highly competitive market is to offer additional features. For every feature required by the government, he explains, there is less room for an optional feature.

Plus, Shapiro says, there is no guarantee that networks or cable companies will broadcast a violence rating. Markey's bill calls for them to adopt ratings but does not require them to broadcast the code. Without a broadcast ratings code, the circuitry in the TV set is of little use.

Shapiro points out that TV manufacturers already make lockout systems that allow parents to remove access to an entire channel. Combine

this with the on-off switch, the original "parental lockout" device, and parents already have considerable control over what comes into the home, says Shapiro.

The satellite industry already uses a ratings-based lockout device. Harry Thibedeau, manager of industry and technical affairs for the Satellite Broadcasting & Communications Association, explains that home satellite decoders receive movie rating codes, sent to the home along with the data stream that authorizes a subscriber to receive a particular program or channel.

The system allows a parent to set a ratings ceiling above which programs are blocked out. A parent might decide, for example, to restrict viewing to movies rated PG-13 or under. All movies rated R, NC-17 or X or not rated would be blocked out. The system could be expanded to include other kinds of ratings, such as V for violence or N for nudity. ■

Cutting Edge

Edited by Sean Scully



Dow Jones & Co. is going head-to-head with broadcast and cable all-news channels such as CNN, providing a video news service through personal computers. Starting in September, Dow Jones will notify customers of upcoming events, such as White House or corporate briefings, through a standard computer network. Subscribers could then watch the program, which would appear on a standard PC monitor, known as a Video Graphics Array monitor. VGA's are significantly different from standard TV sets, yet they are capable of displaying full-motion video.

Viacom Cable is planning an experiment

with a new customer service system, giving its San Francisco field agents handheld computers. The computer links directly to the dispatch center, providing instant communication, access to the customer's files and information on the status of the network. The new customer service system will be developed and installed this fall by Ubiquinet Inc. of Danville, Ca.



DirecTv and United States Satellite Broadcasting are asking for a slight change in their direct-broadcast-satellite allocation at the 101 degrees west orbital position. The companies asked the FCC to switch the polarization of the two satellites, one at 100.8 degrees and the other at 101.2 degrees. Switching the polarization, a method of transmitting signals on the same frequency without interference, will result in better reception on the ground, the companies say. The FCC appears likely to grant the request, which doesn't change anything fundamental about the proposed DBS service, according to the companies.

Interactive TV company EON Corp., formerly known as TV

Answer, will use New York-based Messner Vetere Berger McNamee Schmetterer for their promotional campaigns. EON proposes to use the FCC's new individual video and data services frequencies to provide interactive TV. A viewer would interact with the TV station through a radio signal, using IVDS frequency. The signal, such as a product order or information request, would be received and processed by regional receiving centers, along the lines of a cellular telephone system.

Pan Asian Systems will distribute wireless cable products from Emcee Broadcast Products of White Haven, Pa., in Asia and the Middle East. Pan Asian Systems, based in Hong Kong, will also provide installation and service for Emcee products.

IDB is opening the former Soviet Republic of Azerbaijan to the U.S.

and western Europe with a new earth-station in the republic's capital, Baku. The station uses Russian satellite Statsionar 11 to transmit to New York and Statsionar 5 to transmit to London. Azerbaijan is locked in a bloody war with another former Soviet republic, Armenia, and has recently suffered some internal upheavals. Even so, Azerbaijan is of considerable interest to Western businesses, since it sits on large oil deposits and is the historic center of the Soviet and Russian oil industry.



The on-going war in Bosnia has destroyed much of the nation's telecommunications infrastructure, forcing the country to turn more and more to satellite uplinks. In a recent move to keep communications open, Bosnians turned to Columbia Communications, which is using a 2.4 meter dish to link Bosnia with Teledata International's teleport in Atlanta. Columbia is providing more than 500 voice and data links.

WSI Corporation of Billerica, Mass., says it will increase its satellite-based data capacity almost 18 times, to 1 mil-

lion bits per second, to accommodate a probable glut of weather information from the next generation of National Weather Service satellites and ground stations. WSI serves broadcast stations with official weather information.

Harris Allied's Broadcast Division expands

its delta-wing VHF antenna line with the introduction of the TAD-HD, designed for stations up to 60 kW, and the LP model, designed for low-power stations up to 2 kW.

LBA Technology of Greenville, N.C., is

offering the TTU-1A, an AM antenna tuning unit that promises to cost 60% of the price of traditional 1,000-watt tuning units. The company says the TTU-1A is particularly targeted to low-power AM broadcasters, who have been suffering in the soft economy of the past few years.

Sony is offering the new XV-D1000, a digital special-effects generator aimed at semi-professional or low-end graphics users. The unit offers a wide variety of basic video effects, including wipes, fades, zooms and multiple pictures on screen. The unit retails for \$2,600.

Avid Technology's Media Composer family

expanded a bit with the introduction of the 1000 model, an entry-point model targeted at TV stations, production houses and independent producers. Price is reported at less than \$50,000.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

General manager: Leading station in top 30 market in need of new general manager. Send your information to Box N-31. EOE.

General sales manager: WHOM-FM, northern New England's regional superstation has immediate opening for experienced GSM. Minimum three years experience as successful SM or equivalent required. Preference given to New England experience and college degree. Substantial compensation potential commensurate with experience and performance plus excellent group benefits. Offices and studios in Portland, Maine. Send your resume with performance and income history in confidence to Judy Sher, VP/GM, WHOM-FM, 477 Congress St., Portland, ME 04101. WHOM is a Barnstable Broadcasting group station and an equal opportunity employer.

General manager for KMCM/KMTA, Miles City, Montana. Sales experience required. Send resume to 1218 Pioneer Building, St. Paul, MN 55101. EOE.

GSM: Group-owned large market FM with consistently strong adult audience seeks experienced sales manager. Exceptional leadership and planning skills required. Successful background using innovative revenue strategies helpful. You'll receive the resources you need while living in an enjoyable, attractive market. EOE. Write in confidence to Box N-39.

HELP WANTED SALES

Affiliate relations account executive: Major northeast radio based marketing company is looking for an AE in affiliate relations. Candidate will have barter syndication experience in radio, and/or radio sales and know how radio stations think and work. Fax resume and salary requirements (no calls please) to 203-230-4202. Director of Affiliate Relations, CRN International, Inc. One Circular Avenue, Hamden, CT 06514. EOE.

Radio sales: 103.9 WABT seeks experienced, aggressive, proven successful account executives. If you enjoy selling local/direct and you're ready for the challenge of suburban Chicago, send your resume to Tony Brinati, GSM, WABT-FM, Box 249, Dundee, IL 60118. EOE.

HELP WANTED ANNOUNCERS

Central Pennsylvania's fastest growing radio station is looking for top notch air talent to serve a market of 1.3 million. Strong presence required both on and off air. Outstanding production skills. Good personal qualities. Familiar with Soft AC format. T&R with salary requirements by 8/31/93 to: VP/GM, WROZ, PO Box 4368, Lancaster, PA 17603. EOE/women and minorities encouraged to apply.

Free-lance basketball play-by-play opportunity for a major state-wide university radio network... major market or network experience preferred. No tapes. only resumes by September 15 to Box N-32. EOE.

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.

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.

SITUATIONS WANTED MANAGEMENT

GM, turn-around specialist! If you own an under-performing facility in a medium size market I can increase your profit. I specialize sales training that gets results "now"! Plus programming that will set your station apart from the competition. If you're looking for a hands-on GM; a person that will guarantee you results, then we should talk! Call me today at 503-683-4619. Ask for Jon Bellizzi.

SITUATIONS WANTED ANNOUNCERS

Classical announcer with good sense of humor. Looking for station that values personality. Rachel Lee 10255 Riverside Dr. #102 Toluca Lake, CA 91602.

Rushbusting talk host available: In just-released ARB's, I beat Limbaugh 15-4, increased 12+ by 548%. 25-54 by 315% and pulled a 22 share in 35+, all in less than one year. 20 year major market media background. Seeks permanent top 60 home. John: 1-800-238-2165.

SITUATIONS WANTED NEWS

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

Big time play by play announcer. Super Bowls, World Series, Stanley Cups, NBA finals, NCAA championships. I've broadcast them all. Available in the Fall for any major sport. Reply to Box N-33.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Excellent, mature talk show host specializing in a "Travel Talk" program. We can make a host of money, with little cost to you. 313-682-7798.

TELEVISION

HELP WANTED MANAGEMENT

Nonprofit company seeks experienced television station managers & broadcast journalists to work as advisors/instructors in former USSR. All expenses paid+ stipend. Require (managers): 10 yrs+ television station mgmt. + sales, news direction experience. Require (journalists): 8 yrs+ broadcast television news. Expertise video shooting /editing, writing news. Desire: teaching, international, network experience. Ability endure difficult conditions. Russian language. Fax letter, resume w/2 references to Paul Greenberg, Internews 212-966-3193. 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.

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.

GM wanted for medium size station in South. Must be fully versed in all phases of budgeting and financial controls and be able to motivate the sales managers and dept. heads. An excellent opportunity with a solid group. Please send resume to Box N-35. EOE.

Greater Dayton Public Television, a community licensee of two CPB-qualified, PBS member stations (WPTD, Dayton and WPTO Oxford, Ohio) in the 52nd and 28th TV markets respectively, and operator of a multi-channel ITFS system, is seeking qualified applicants for the position of director of broadcasting & telecommunications/WPTD station manager. This senior management position reports to the president and general manager and is responsible for the on-going management of WPTD, Dayton; overall administration of GDPT's programming, production and broadcast promotion efforts; and the development and implementation of extensive non-broadcast and educational initiatives. GDPT, with a new, five-year-old multi-purpose facility, provides broadcast and non-broadcast services to southwestern and west central Ohio, including two major metropolitan areas with a combined population 2.9 million. The successful candidate will offer proven senior managerial skills, an understanding of and commitment to educational telecommunications, and a demonstrated background in programming, production and proposal development. Strong organizational skills, resourcefulness, and dedication required. Public broadcasting experience preferred. Competitive salary DOE. Send applications by September 13, 1993 to: Station Manager Position, Greater Dayton Public Television Telecenter, 110 South Jefferson Street, Dayton, OH 45402-2415. GDPT is an equal opportunity employer. Associate director of development, Greater Dayton Public Television, Dayton, OH. New position created to plan, manage and implement annual giving program and special events. The successful candidate will be experienced in direct marketing (mail and telemarketing), pledge production, as well as donor, relations and customer service. Familiarity with databases and their application for marketing purposes and demonstrated experience with special fund raising events also required. Qualifications: Ability to analyze, plan, organize and communicate in order to achieve goals a must. A minimum of three years experience in public broadcasting or other nonprofit annual fund management; with a college degree. Reply by September 13. Send resume and salary requirements to: Associate Director of Development, Greater Dayton Public Television Telecenter, 110 South Jefferson St., Dayton, OH 45402-2415. GDPT is an equal opportunity employer.

General manager, for Fox affiliate, mid-sized, mid-west market. Requires a hands-on, results driven manager. Will consider successful GSM. Reply in confidence to Box N-34. EOE.

HELP WANTED RESEARCH

Research director: Cannell Communications, WHNS FOX21 has an opening for research director. MiniPak, Arbitron II, Custom Target Aid, Star and Scarborough research experience required. National rep experience a plus. Excellent writing skills and desktop publishing experience required. Send resume to WHNS-TV Personnel-RD, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. E/O/E M/F/H.

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.

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.

Local salesperson: Do you have the fire inside? We're FOX plus... St. Louis/Cincinnati baseball, Indiana/Purdue basketball and local news. If that sounds like a golden opportunity to you, call Andy Dix at 812-464-4444. Be on the cutting edge of television sales - WEVV FOX-TV. EOE.

Do you have sales experience, expertise in negotiating and proven news business success? Are you a creative, resourceful, enthusiastic team player? Commission plus excellent benefits. CBS affiliate with Marshall Marketing. Apply in writing to: Thomas Labuzienski, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

Account executive: WHTM-TV, an ABC affiliate in the 44th market, has an immediate opening for an experienced account executive with strong customer service and negotiating skills along with a track record of new business development. Requires 3 years media sales experience and familiarity with Nielsen/Star. Send resume and cover letter to: Russell Hamilton, General Sales Manager, WHTM-TV, PO Box 5860, Harrisburg, PA 17110. 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 opply & bnfts. Call 215-699-6284 or fax resume to 699-6285. 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.

Engineer assistant for KCSO TV, position requires FCC General Class or SBE certificate. Hands-on knowledge of transmitters, microwaves and studio equipment. Salary range from \$11-\$15. Resumes to: Personnel Assistant, PO Box 4159, Modesto, CA 95352. EOE.

Assistant director of engineering: Midwest ABC affiliate, top 50 market, number one station with a strong commitment to news is looking for someone to lead and direct the department. Strong technical, administrative, and communication skills needed. Also studio, ENG and UHF/VHF transmitter experience required. SBE certification a plus. Send resume to: Human Resources, WHAS-TV, 520 W. Chestnut St., Louisville, KY 40202. 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.

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.

Video editor (Denver area): 4 years on-line & off-line experience (Digital, 1", Betacam SP, 3/4" formats). Experience in SFX production, computer generated information & animation & other specialized systems. 1 year as video & audio engineer & supervising personnel. Camera operator experience. Send resume to Scene Three, Inc., Attn: DAS, 1813 8th Avenue South, Nashville, TN 37203. EOE.

HELP WANTED NEWS

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.

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, KWTW, PO Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE/M-F.

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.

Extraordinary opportunity to join the TV/multi-media venture of a global leader in news. If you're tired of playing by "The Rules," are entrepreneurial, outrageously creative, like teaching and travel, and are busting to finally meld your experiences in producing, directing, shooting and editing, and can pass our journalism sniff-test... we want to talk. Please send cover, CV, salary history to Box N-37. EOE.

TV news director/anchor: WLIG-TV, New York, seeks news leader to put together top-notch staff for expanding news operation. Outstanding growth opportunity for a hands-on person with good people skills. College degree and 5 years experience preferred. Excellent benefits package. Send resume, tape and salary history to Michael Wach, General Manager, WLIG-TV, 270 South Service Road, Melville, NY 11747. EOE.

News producer: Experienced and motivated producer wanted for top-rated Monday-Friday newscast. Must be a creative and flexible, high-energy individual with at least 5 years experience. Send non-returnable tape and 2 resumes to Valerie Feder, Executive Producer, c/o Human Resources, KING 5 TV, 333 Dexter Ave N., Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

Producer: Small market, CBS affiliate, seeks an experienced producer for a computerized newsroom. Must be organized, a skilled writer, able to meet strict deadlines, and possess people skills. Send resume to Box N-38. EOE.

6 & 10 Producer: Experienced producer wanted for high content, fast moving newscasts. We are looking for a take charge person for our award winning newscasts. Please send resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. No phone calls please. EOE.

Senior producer/assignment editor: If you're a line producer or assignment editor who really knows what people care about and what affects their lives, this could be the job for you. We have a medium market network affiliate looking for two good players for their news team. If you're experienced and ready to move up to a key leadership role, send your resume plus a written description of your market, its people, what they're interested in and what it means to you. No tape required. Mail to: Producer/Editor, c/o Media & Marketing Incorporated, 4201 Edmondson Avenue, Dallas, TX 75205. EOE.

Assistant news director: Seeking individual ready for #2 position in southeastern mid-market news operation. Only individuals with strong leadership, producing and writing skills should apply. Station has aggressive, award-winning news department in a tight race in a competitive market. EOE, M/F. Send resume and references to Box N-36.

Assistant news director: WABC-TV New York is seeking candidates with broadcast news experience, major market experience a plus. Candidates must be familiar with all aspects of news production as well as newsroom administration. An ability to communicate effectively is required along with the skill to manage a large and diversified staff under continuous pressure. Send resumes to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

News photographer: Photographer with strong editing skills. Must work well in pressure situations and have microwave truck experience. Send resume and non-returnable tape to WSAV-TV, Dave Winstrom, PO Box 2429, Savannah, GA 31402. EOE.

Looking for a television morning personality who can do weather and light news. Do you have a fun personality? Are you smart enough to read weather forecasts and react to news of the day? If you have at least two years experience in the business and think you have the on-air personality to liven up a morning show send non-returnable tape and resume to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

Television reporter: Excellent storyteller, creative, self-starter and team player. Significant experience, strong writing, production and live skills. No beginners. Send non-returnable tape and resume to: Bob Cashen, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE.

Video archivist: Diamond P Sports, Inc., a leading independent television production company, is seeking a self-motivated individual to fill the newly created position of video archivist. This person will be responsible for implementing a computer database for all existing and incoming field and program footage for the purpose of search and retrieval. The ideal candidate will have experience in video library management, production, and possess outstanding computer skills. A working knowledge of or interest in motorsports is desirable. Send resume and salary history to: Diamond P Sports, Inc., Attn: Video Archivist Position, 9675 4th St. N. St. Petersburg, FL 33702-2529. No phone calls. EOE-M/F.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Photographer/editor: Tired of daily deadlines? Want to shoot more than press conferences and crime scenes? New government production house searching for experienced, creative person to shoot on Beta and edit with Matrox. Work with reporter/producer to create high quality, interesting programming of all kinds. Salary mid 20's, excellent benefits. Send resume and VHS demo reel by 9/1 to Dave Currence, Ramsey/Washington Cable Comm., 7245 Stillwater Blvd. N., Oakdale, MN 55128. EOE.

Outdoor/sports oriented production company seeks staff photographer. Must have 5+ years Betacam experience and good location lighting skills. Audio and post experience a plus. Some travel required. Must be willing to relocate. Fax resume to 501-372-0431. EOE.

Editor, Fine Tuning magazine: Channel 10/36 Friends, Inc. is looking for creative, organized individual with ability to meet deadlines. Excellent editing, writing, proof reading skills essential. Knowledge and belief in public television essential. Knowledge of computers and Microsoft word processing beneficial. An opportunity to join a successful organization and provide creative development for the magazine and promotional support for the organization. Send complete resume and salary requirements by September 17 to: Channel 10/36 Friends, Inc., Personnel Dept. Foundation Hall, 700 W. State St., Milwaukee, WI 53233. Equal opportunity employer.

WSYX-TV seeks highly motivated hands-on production supervisor to assist in management of young and hungry production staff. Candidate will supervise part-time staff, direct newscasts and special projects and assist production manager. Position requires 3+ years experience as producer/director, strong interpersonal skills and a hot resume tape. Supervisory experience and a college degree a plus. Resume and tapes only to WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Production Supervisor. 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.

Producer/director II KRWG-TV, Las Cruces, NM: Develop, research, write, produce, direct live and taped studio and field productions. Teach one undergraduate television production course per semester. Oversee station's field equipment. Master's degree and three years producer/director experience required. News & public affairs experience preferred. Available October 18. Salary: \$22,675-\$28,355. Full benefits. Send letter of application, resume, three references (no video tape) to: J.D. Jarvis, KRWG-TV, Box 30001/TV 22, Las Cruces, NM 88003. Must be received by 5:00 p.m., September 23. KRWG-TV is licensed to New Mexico State University and is an EEO/AA employer. Women and minorities encouraged to apply.

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.

MISCELLANEOUS

Trapped in a "job-hunting jungle"? Frustrated by worn-out leads and form letters-of-rejection? Victimized by downsizing? Tired of broken promises? Perhaps we can help. Straight talk. No gimmicks. We say what we do—and do what we say. Broadcasting's most comprehensive employment-listings service! Media Marketing/THE HOT SHEET, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

Employment counselor needed to open doors, get interviews for Emmy award winning producer. Earn percentage of salary. Send letter, background to PO Box 19068, Baltimore, MD 21284.

SATELLITE

HELP WANTED MANAGEMENT

Satellite uplink system manager: Auburn University is seeking a manager for its state-of-the-art satellite uplink system. The AU uplink system includes interconnections with broadband and fiber optic cable and two-way wide band microwave. The manager provides leadership in the planning and administration of the budget, maintains operating policies and procedures, coordinates schedules with technical specialists, and oversees daily operations. Bachelors degree in Communications, Marketing, or related field with 5 years experience; or Masters degree in Communications, Marketing, or related field with 4 years experience, sales, marketing, or management in cable, broadcast, satellite communications, or other satellite-related industry or institution where such technology was in use by the applicant. To apply: Send a letter of application stating your qualifications, a detailed resume, three letters of reference, and relevant job samples to Richard A. Alekna, Search Committee Chair, Distance Learning/Outreach Technology, 204 Mell Hall, Auburn University, AL 36840-5611. Tel: 205-844-5103; Fax: 205-844-4731; Email: Rick.Alekna@UCE.AUBURN.EDU. Salary range: \$28500-\$37100; commensurate with qualifications. Application deadline: September 15, 1993, or until a successful candidate is identified. Auburn University is an affirmative action/equal opportunity employer. Minorities and women are encouraged to apply.

CABLE

HELP WANTED SALES

New England Cable News, the region's award winning 24 hour news channel seeks a highly motivated advertising sales account executive. Candidate must be aggressive, independent and results oriented. Responsibilities include developing new business, maintaining and expanding existing accounts as well as initiating co-op and vendor programs. Successful candidate must have a college degree and a minimum of two years advertising sales experience. If you have strong organizational and communications skills and have the ability to handle multiple tasks, then come join our fast-growing cable news service where creativity and hard work are top priorities. Send resumes to: New England Cable News, 160 Wells Avenue, Newton, MA 02159, Attn: General Sales Manager. EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Nonprofit student radio/TV trade organization National Association of College Broadcasters seeks new CEO. 2-6 years term fulltime. Handle fundraising, develop co-venture projects w/media industries. 2+ years post-college experience. Call 401-863-2225 ASAP. EOE.

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.

No cold leads, guaranteed. Entry level only. Television and radio. \$5.50 1 week, \$19.95 4 weeks. MCS, Box 502, Santa Ysabel, CA 92070.

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, Betacam 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.

Christian Youth Ministries needs TV cameras, recorders, switchers and ancillary equipment to produce weekly TV series, showcasing teen talent in studio and on location. This 501(c)3 organization can furnish tax exempt receipts for fair market value of all donated items. Contact: George Dooms, President, IMPACT Christian Communications, Inc. 13000 US 41 North, Evansville, IN 47711. 812-867-2418.

Records wanted: 45's, 78's, LP's. Will travel for large quantities. Clyde 708-678-1853 (evenings) Illinois.

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.

For sale: Used UHF TV transmitter. WCET (Cincinnati) has a used Harris BT-110U UHF television transmitter for sale. The channel #48 transmitter was purchased new and placed on-the-air in 1979. The system utilizes (3) integral cavity VA-954H klystrons (tunable to UHF TV channels #30 thru #51). Dual exciters, power supplies, heat exchangers and voltage regulator will be included in the package. The operating transmitter is available for inspection at any time, with availability in February 1994. For information, contact: Jerry Blankenbeker, Director of Technical Services, 513-381-4033.

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

RADIO

SITUATIONS WANTED 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.

HELP WANTED PROGRAMING PROMOTION & OTHERS

Immediate Opening! Creative Audio Engineer

ABC Sound wants your multi-track recording/mixing skills and friendly personality! Your innovative ideas and proficiency with Sonic Solutions or comparable digital editing system are needed for radio/tv commercials and some long-form radio programming. General microphone, outboard equipment, Betacam and U-matic experience needed. Interest in leading-edge technology and software a plus.

Please send resume and demo to:



125 West End Avenue
New York, NY, 10023

Capital Cities/ABC Inc. is an equal opportunity employer M/F/D/V.

MISCELLANEOUS

FM Subcarrier Study Group Formed

The National Radio Systems Committee (NRSC), co-sponsored by the National Association of Broadcasters and the Electronic Industries Association, has formed a study group to investigate high-speed FM subcarrier technologies. The work of the study group could lead to a future NRSC standard-setting activity. The NRSC is inviting individuals or companies that have proven and tested subcarrier technologies, which are compatible with the 57 kHz RBDS subcarrier, to participate in the activities of this study group. Additionally, any individual or company with a business interest in FM subcarrier technology is invited to participate.

Interested parties should confirm their interest, by fax or mail, no later than September 23, 1993 to:
John Marino or Tom Mock
Manager, Technical Regulatory Affairs Director of Engineering
National Association of Broadcasters Electronic Industries Association
1771 N Street, N.W. 2001 Pennsylvania Avenue
Washington, DC 20036 Washington, DC 20006
Tel (202) 429-5391 Tel (202) 457-4976
Fax (202) 775-4981 Fax (202) 457-4985

TELEVISION

HELP WANTED MARKETING

RESEARCH/MARKETING MANAGER

WBAL-TV seeks a multi-talented individual to assist the sales department in all areas of research, marketing and sales promotion. The ideal candidate should have working knowledge of much of the following NSI, ARB, TV Scan, Scarborough, vendor, and other sales services. The successful candidate should also be able to write effective research sales and promotional pieces, while also demonstrating an ability to make client presentations. A minimum of 3-5 years of broadcast research and/or marketing experience and a college degree preferred. Minorities and Women are Encouraged to apply. Please send cover letter, resume, examples of your work and salary requirements to:

Bill Fine General Sales Manager
WBAL-TV
TV Hill
Baltimore, MD 21211
NO PHONE CALLS PLEASE!



HELP WANTED TECHNICAL

DIRECTOR OF ENGINEERING

CBS affiliate seeks Director for technical functions, including broadcast studio and transmitter operations. Requires first class FCC license and understanding of FCC regulations; budget control and administration of labor agreements. Prefer 10 years' engineering/production with 5 years' as chief or assistant chief. Resumes to: Director, Human Resources, WHDH-TV, Inc., 7 Bulfinch Place, Boston, MA 02114. An EEO Employer.



WHDH-TV BOSTON

HELP WANTED TECHNICAL CONTINUED

APPLICATIONS/SYSTEMS DESIGN ENGINEER

A.F. Associates, the nation's leading systems engineering firm, is seeking a versatile and experienced systems engineer.

This highly visible position involves analysis of customer requirements, consultation on current and breaking technology, technical support of sales and marketing and detailed system design for turnkey facilities. You will work closely with our staff and senior executives of many of the nation's most prestigious companies and television facilities in helping to shape the television operations of tomorrow.

The successful candidate will have a minimum of six years in a broadcast-level environment, with both engineering and operations experience. In depth knowledge of state-of-the-art video, audio and communications equipment and thorough familiarity with developing digital, cable and communications technologies is essential. BSEE preferred. Business or financial experience is a strong plus.

This position will be located in AFA's Northvale, New Jersey Headquarters.

Interested candidates should send detailed resume, salary requirements and history to:

Tom Canavan
A.F. Associates, Inc.
100 Stonehurst Court
Northvale,
New Jersey 07647



No telephone calls please.

A.F. Associates is an equal opportunity employer and a Video Services Corporation company.

HELP WANTED SALES

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 SALES CONTINUED

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 PROGRAMING PROMOTION & OTHERS

INTERNATIONAL OPPORTUNITY TELEVISION STATION DEVELOPMENT DIRECTOR OF PROGRAMING & OPERATIONS RUSSIA AND CENTRAL EUROPE

Seasoned professional with experience in all phases of programing, production and station operations. Ability to train personnel in station operations. Willing to relocate to Moscow or Eastern Europe.

Fax or mail resumes to:
 Joyce Baston, Manager, International Administration
 Turner International, Inc.
 One CNN Center, Box 105366
 Atlanta, Georgia 30348-5366
 Fax: 404-827-4930

ACCOUNT EXECUTIVE

WBAL-TV, Baltimore's CBS Affiliate, is seeking a highly motivated, disciplined, self-starter with agency/NSI experience, minimum 2 years in the business with working knowledge of Vendor Programs, Qualitative Research and a proven track record of new business development. Excellent writing and presentation skills should set you apart from others. Women and Minorities are Encouraged to apply.

Send resume to:
 John Keneoly
 WBAL-TV
 TV Hill
 Baltimore, MD 21211



HELP WANTED NEWS

Director, Live News

KDFW in Dallas needs a great Director capable of taking charge of an extremely challenging newscast. Newstar experience a big plus. Excellent pay and benefits for the right person. Send a tape with director P.L. and a resume to:

James G. Withers
 Director of Engineering and Operations
 400 N. Griffin St.
 Dallas, TX 75202
 No phone calls. EOE.

METEOROLOGIST

Be on the cutting edge of local Television News. Successful Gulf Coast FOX affiliate seeking Meteorologist/Communicator to operate state of the art Triton i7 system. We have the "toys" and temperatures... if you have the talent and time. Minimum 3 years experience and college degree. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce/Station Manager, 621 SW Pine Island Road, Cape Coral, Florida 33991. We are an equal opportunity employer.

HELP WANTED NEWS CONTINUED

INVESTIGATIVE REPORTER

Gulf coast FOX affiliate seeks Investigative Reporter to join Emmy award winning consumer oriented half hour program. Strong investigative writing and reporting skills. Minimum 3 years experience and college degree preferred. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce/Station Manager, 621 SW Pine Island Road, Cape Coral, Florida 33991. We are an equal opportunity employer.

Television Producer/Director

Full-time, 12-month professional staff position. Coordinate, produce, edit, direct all studio multiple camera and remote productions. Responsible for studio and remote set-up, lighting, audio, and studio design. Bachelor's in Education, Media, or Instructional Design plus one year TV production experience or associate plus two years TV production experience. Willingness to learn sign language required. Please send letter of application, resume, and three letters of reference by 8/30/93 RIT; National Technical Institute for the Deaf; Geri Curwin; Sr. Employee Relations Administrator; 8 Lomb Memorial Drive, Rochester, NY 14623-5604. AAE/EOE.

Outstanding Television Opportunities BOSTON

Boston University has recently purchased WQTV, Channel 68, in Boston, and is currently awaiting FCC approval. We expect to begin operations on October 1, 1993.

We are currently inviting applications for all positions including the following key positions:

- | | |
|-------------------------------------|----------------------------------|
| Sales Manager | Business Manager |
| Program Director | Director of Engineering |
| Creative Services Manager | Art Director |
| Promotion Manager | Technical and Studio Supervisors |
| Director of News and Public Affairs | Master Control Supervisor |
| News Anchor/Reporter | |
| Producer/Director | |

The University will operate the station as a strong, competitive, commercial independent, including innovative, high-quality, locally produced programming in the nation's sixth largest market. In addition to having solid commercial experience and exceptional operating skills, applicants must demonstrate ability to train and supervise a group of outstandingly qualified student interns. Our management team will operate in an extremely aggressive sales environment and will design and present a strong commercial program schedule that will encourage the development of outstanding local programs utilizing the substantial resources of Boston University and the Boston area. Competitive salary and benefits.

Send résumé and supportive materials to: Office of the President, Boston University, 147 Bay State Road, Boston, Massachusetts 02215. Channel 68 is and will remain an equal opportunity employer. No telephone calls please.

CABLE

HELP WANTED PROGRAMING, PROMOTION & OTHERS

LOCAL SALES AND PROGRAMING MANAGER

If you have strong experience in both media sales and local programming you need to lead our growing L/O department. Help build a sales staff and work with a top Production team to build programming and revenue!

Excellent benefits package and salary bonus/incentive program.

Send your resume to:

Colony Cablevision of Florida
P.O. Box 413018
Naples, Florida 33941
EOE

ALLIED FIELDS

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide

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

1-900-726-JOBS
\$1.99 Per Minute (5 0 2 7)

TV JOBS
Get the best leads in the business without going broke.

Medialine
THE BEST JOBS ARE ON THE LINE
for more about how you can get daily updated job information call
800-237-8073
Since 1986

TV JOBS

• Anchors • Reporters • Producers
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DIRECT VIA SATELLITE

Your Tape Uplinked Nationwide to
News Directors • Agents

Head Hunters • Programmers

ENTRY LEVEL TO MAJOR MARKET

High Impact • High Visibility
Low Cost • Tremendous Value

TALENT/INK

Call Toll Free 1-800-766-3331
Your Link To A Career

**DIRECTOR/MULTIPLEX
ENCORE Media Corporation**

ENCORE is looking for two Directors of Multiplex to manage several new cable services. In July 1994, ENCORE will launch six Thematic Multiplex channels, providing viewers with "Mood On Demand" viewing options. The channels are Love Stories, Westerns, Tweens, Mystery, Action/Adventure and True Stories/Drama. Positions are in ENCORE's Denver, CO, corporate office.

Responsibilities:

- Oversee all aspects of several of the channels, specifically:
- Liase with programming department on acquisitions/scheduling/on-air promotion
- Collaborate with marketing department on channel positioning, creative direction, support materials, etc.

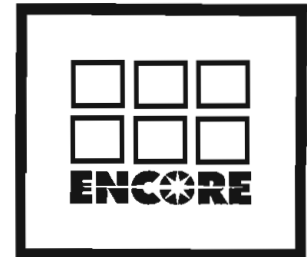
Requirements:

- 5-7 years programing/marketing experience in broadcast or cable
- Superior people/communication skills
- Must be comfortable under pressure in fast-paced environment
- College education desirable
- Experience with various software including Lotus and database

Please send resume with salary history/requirements to:

**Human Resources
ENCORE Media Corp.**
4700 South Syracuse Parkway,
Suite 1000
Denver, CO 80237

No phone calls please



WANTED TO BUY STATIONS

Station Facing Foreclosure?

We're looking to buy a small market property in the Southeast, AM/FM combo or full-time AM, billing \$150,000-\$300,000.

Radio Recovery,
102 Settlers Landing Rd.,
Suffolk, VA 23435.

Creditors Closing IN?

Talk to US First

Young Aggressive Radio Revolutionaries
Looking to acquire FM in "Million + Market"
Quick Deal on the "Right Situation"
WE CAN HELP. No Brokers Please!

Reply to Box N-42

WANT TO BUY

**Commercial and
non-commercial
CP's.**

**Also non-commercial
stations.**

**Fax info to
601/844-9176.**

WANT TO BUY

Radio sales and management pro's (Husband/Wife) seeks to purchase FM in sm/med market. Owner financing with low down required. Prefer 50kw +. We are the most qualified, experienced and stable buyers you will ever find. Reply in confidence to

Box N-40.

**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

Full time AM radio station in fast growing Mid-Ohio market. Only station in county with local programming.

Phone 419-228-0029.

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 25 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, D.C.—(202) 659-3331

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RADIO • TV • LPTV
A Confidential & Personal Service

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SHERWOOD INC.

4171 Dundee Rd., Suite 268, Northbrook, IL 60062

708-272-4970



AM STATION LOCATED IN EASTERN PENNSYLVANIA SERVING ONE OF THE MOST LUCRATIVE MARKETS IN OUR COUNTRY. OWNER REQUIRES DOWN PAYMENT, WILL FINANCE BALANCE. INTERESTED PARTIES PLEASE FURNISH RESUME OF PAST HISTORY AND EXPERIENCE. RESPOND TO: OWNER, BOX N-41.



SEVERAL FM's

**Florida & N. Carolina
TERMS! TERMS! TERMS!
Some Coastal Markets**

Donald K. Clark, Inc.
Media Broker



813.949.9311

P. O. Box 340617, Tampa, FL 33694

**THE BURNING MUST STOP.
NOW!**

96,000 acres of rain forest are burned every day. You can help stop this senseless destruction by joining The National Arbor Day Foundation and supporting Rain Forest Rescue.



Call Rain Forest Rescue.
1-800-255-5500

The National Arbor Day Foundation

**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 Mitzi 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: 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 the 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. 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 Cailton, (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 Hatim 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. 3—"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 Broad-*

casters 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) 378-3420 or Tracy Mitchell, (312) 661-1700.

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

Sept. 20-22—*Telco-Cable V*, fifth annual confer-

ence on business opportunities for telcos and cable companies in the residential video and telecom marketplace. Washington Vista Hotel, Washington. Information: (800) 822-6337 or (202) 842-3022.

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: Jerinifer 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.

OpenMike

CAB takes issue

EDITOR: I take strong issue with the forecasts for broadcast and cable made by Veronis Suhler and its consultant David Wilkofsky in your July 26 article "Television Trends in Transition." Their projections are totally inconsistent with recent marketing and media statistics, which show that cable is far outpacing broadcast TV in both audience and revenue growth.

To Veronis Suhler's vision of only a 4% revenue increase for cable during the next five years, I can only say: "Please, open your eyes."

From 1990 to 1992 alone, total cable advertising revenues climbed approximately 15% annually—from \$2.5 billion to \$3.4 billion. For 1993, Paul Kagan Associates forecasts another healthy double-digit increase—14%—to almost \$3.9 billion and a massive jump to more than \$5 billion by 1995. The growing acceptance of cable by national, regional and local advertisers will sustain this momentum in the decade ahead.

Also inconsistent with current data is Veronis Suhler's projection that broadcast network shares will stabilize and then regain lost ground. Since CAB began tracking viewing trends in the early 1980's, the broadcast figures have been traveling a one-way street: downhill. For the October-June period 1991-92 versus 1992-93, ABC, CBS and NBC affiliates in prime time dropped 2.1 U.S. household share points, while basic ad-supported cable rose 1.2 share points.

Suggesting, as the Veronis report does, that broadcast network shares will regenerate in an environment of rapidly proliferating viewing alternatives is a little hard to swallow. Right now, it's hard enough imagining broadcast audience erosion leveling off.

Finally, Mr. Wilkofsky's assertion that the Fox network's ability to quickly post an 8 rating is an "empirical display that the viewer prefers

network programs" is without merit. The simple truth is: viewers are attracted to the best programming, regardless of their method of delivery. Program quality and diversity, in fact, is why basic cable's share is steadily rising.

The truth is also that, for the '92-'93 season, Fox programs were down in all key (young viewer) demographics versus a year ago, while local (non-network) Fox affiliate programs were up. So much for Mr. Wilkofsky's postulation.

I don't have a problem with someone else's speculation as long as it has some basis in reality. Unfortunately, that isn't the case here.—*Thomas E. McKinney, President/CEO, Cable Advertising Bureau, New York.*

Children's classics

EDITOR: Unfortunately, American Movie Classics was not included in your July 26 special report on children's television. I can only presume this is because (a) AMC has no ad sales revenue, therefore no commercials (sorry, kids), or (b) because we have no cartoons expressly promoted for children.

I guess programming such as *Aladdin and His Wonderful Lamp* (animated, by the way), *Anne of Green Gables*, Jerry Lewis's *Geisha Boy*, Chaplin's *The Gold Rush*, *The House of Seven Gables*, *The Last of the Mohicans*, *The Lost World*, the Marx Brothers' *Room Service*, Preston Sturges's *Sullivan's Travels*, *The Thief of Baghdad* and *The Three Musketeers*—all of which appeared on AMC in July—are not considered ideal for children or family viewing.

We do run a weekly series titled *Family Classics*... We do hold screenings of classic films from literature around the country in conjunction with cable operators (the *Kids Classics* programs)... We do run *Movie Palace Memories* on Saturday mornings, replicating the Saturday matinee experience with a double feature and *Su-*

perman and *Atom vs. Superman* serials... We even air vintage animation such as the Betty Boop and Warner Bros. cartoons that aired during our *Film Preservation Festival*.—*Jayne Wallace, director, public relations, American Movie Classics, Woodbury, N.Y.*

Where's the debate?

EDITOR: In his July 19 "Monday Memo," Michael Hirrel presents a convincing argument for the restoration of the "fairness doctrine." However, his pleading totally ignores the most important issue. During the many years of its existence, did the "fairness doctrine" enhance the robust debate of issues of public importance? That was its avowed purpose.

To the contrary, the doctrine had a chilling effect. Broadcasters were forced into a defensive posture, keeping vast records to anticipate a challenge from any quarter. What was said...? what viewpoint was presented...? what efforts were made to obtain differing opinions? It was much easier to avoid those issues than to submit to the rigor of vague guidelines.

The commission was swamped with complaints and issued a myriad of rulings just on what constituted an issue of public importance. If broadcasters are required to re-channel scarce resources to the resurrection of the fairness doctrine, the public will be the ultimate loser.

I submit to Mr. Hirrel that the demise of the fairness doctrine brought many predictions that broadcasters would no longer let them give their side of the story. That did not happen. If anything, broadcasters are more broad today without the burden or regulation.—*Jim Farr, general manager, KKUB(AM) Brownfield, Tex.*

Out-of-date argument

EDITOR: Michael Hirrel's July 19 "Monday Memo" might have made

more sense if it had been written 30 years ago.

Notwithstanding the constitutional problems inherent in any content regulation scheme, one might have argued back then that the physical scarcity of broadcast spectrum justified more stringent rules for electronic media than the First Amendment would possibly allow for print.

But we live in a far different world today. Most Americans now get their news and information from radio and television. The majority of television viewers receive their signals over wires that make no use of the broadcast spectrum whatsoever.

Yet supporters of censorship continue to trot out the threadbare argument that the electronic media somehow have a special responsibility to something casually referred to as the "public interest."

As FCC Chairman Jim Quello so eloquently points out in his recent comments on the commission's home shopping decision, the public interest standard must adjust to current circumstances. What might have been perfectly reasonable in a time of spectrum scarcity makes no sense at all in an age of media abundance and diversity. Unfortunately, the public interest standard is routinely invoked like a liturgical formula by all sorts of special-interest groups interested only in finding clever ways to subvert the plain meaning of the First Amendment.

In truth, content regulations like the fairness doctrine have nothing at all to do with the public interest. They are really about the political interests of government officials desperate to exercise whatever control they can over the press.

This is no longer an issue of concern only to broadcasters, or even to the wider world of the electronic media in general. Content regulations of any sort are a real and continuing threat to the free-speech rights guaranteed to all Americans by the Bill of Rights.

Unlike Mr. Hirrel, I believe the courts soon will recognize the essential absurdity of a First Amendment double standard and reverse the *Red Lion* decision once and for all. When that happens, it will be a happy day indeed for all Americans, especially broadcasters.

Like it or not, the late 20th century "press" is substantially electron-

ic. While Mr. Hirrel apparently feels that government censorship of the electronic press is somehow in the "public interest," I believe most Americans find it frightening.—

David Bartlett, president, Radio-Television News Directors Association, Washington.

Public defended

EDITOR: I've been a subscriber for nearly 30 years, and this will be my last. I'm that angry about the "Think Again" editorial in the July 19 issue.

I should have known that when you added "& Cable" to your masthead that your perspective of our industry had changed.

I've read misguided attacks on public broadcasting before and dismissed them thinking that the editor just didn't understand the issues involved. But to read this attack in BROADCASTING, where the issues *should* be understood, I find astounding.

The first half of your editorial attacks the commercialization of public broadcasting. Do you think for a minute that public broadcasters like to grovel for money? A disproportionate amount of our time and effort is spent groveling. Time and effort we would rather spend improving our program services. This sad reality is traced to the glorious presidency of Richard Milhous Nixon. In his paranoia, Mr. Nixon felt that this country didn't need a strong public broadcast service. Every other developed country has at least one public system, but Nixon said no. He told us that we could have a little public money, but we would have to raise the balance of our budgets any way we could. So, our federal funding remains at a few pennies per viewer per year. If our funding had been set at a few dollars per viewer per year, then none of our other fund-raising efforts would have been necessary. If the public understood how little federal money is being spent to provide so much public good, the government might then be persuaded to rectify the Nixon error.

The second half of the editorial is equally unbelievable. Public television should be replaced by pay cable services. Broadcasting should stop and cable take over. Why not just change your masthead again and this

time kindly drop the work "Broadcasting"? Do you really believe that only the people who can afford pay cable should have access to quality programming?

In the cutthroat world of cable television, only program services that make money survive. There is no thought to public service. Public television *is* public service. When you compare the two you miss this point.

I know you might not believe that some of us came to broadcasting to be of public service. We see ourselves helping our fellow man with information, education and culture. Public television and commercial broadcasters all try their best to serve the public while earning enough money to keep their program services on the air. Your editorial is an insult to us all.—*Larry Turcott, production manager, Georgia Public Television, Atlanta.*

High on radio

EDITOR: I am somewhat chagrined at the thesis advanced by Professor Robert L. Hilliard in your Monday Memo of July 12.

He claims that "too many radio practitioners have tended to ignore the aesthetics of the medium—the artistic potential that, when applied, has made radio an art form of the highest caliber."

My career in radio has spanned 43 years. I have seen and worked during the days of drama, block programming studio orchestras, etc.

I have proudly participated in pioneering Top Forty with the late Gordon McLendon. I applaud the only way radio could go once television became entrenched, and that was being either music intensive, all news or all talk. The medium is healthy and wonderfully performs its Public Service commitments.

Of course, Professor Hilliard is entitled to his opinion on the State of Radio.

What bothers me is the misguided information he must feed his students. Will they emerge from his class equipped to meet the challenges of today's radio? I'm afraid not.

Robert L. Hilliard and his ilk would better serve the medium by working at the Radio Hall of Fame.—*Harvey J. Tate, president, Tate Communications, Harlingen, Tex.*

For the Record

Compiled by BROADCASTING & CABLE for the period of Aug. 3-7 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KSOL(FM) San Mateo, CA** (BALH930720GG; 107.7 mhz; 8.9 kw; 1162 ft.)—Seeks assignment of license from Intercontinental Radio Inc. to KSOL LP for \$13,500,000. **Seller** is headed by Gerald Hrobak and has interests in WJZE(FM) Washington; WERQ-AM-FM Baltimore; WKDM(AM) New York, NY; WJMO-AM-FM Cleveland Heights, OH, and KSOL(FM) San Mateo and KALI(AM) San Gabriel, both California. **Buyer** is headed by Arthur R. Velasquez and has interests in WOPA(AM) Chicago. Filed July 20.

■ **KKLC(FM) Susanville, CA** (BAPH930722GF; 96.3 mhz; 25 kw; 328 ft.)—Seeks assignment of CP from Dale A. Ganske to Susanville Broadcasting Co. for \$9,000. **Seller** has interests in CP's in Asbury, IA; Laramie, WY, and Cleveland, MS. **Buyer** is headed by Rosario Guerrero-Miller and has no other broadcast interests. Filed July 22.

■ **KMYX-AM-FM Taft, CA** (AM: BAL930719ED; 1310 khz; 1 kw-D, 45 w-N; FM: BALH930719EE; 103.9 mhz; 3 kw; 300 ft.)—Seeks assignment of license from Bakersfield Radio Partners to Adelman Communications Inc. for \$322,000. **Seller** is headed by Edward G. Hoyt Jr. and has interests in KYOS(AM)-KABX(FM) Merced, CA. **Buyer** is headed by Robert Adelman and has interests in KRAJ(FM) Johannesburg, CA, and KZTY(AM) Winchester, NV. Filed July 19.

■ **WROM(AM) Rome, GA** (BAL930719EA; 710 khz; 1 kw-D)—Seeks assignment of license from Inspiration Communications Inc. to Promised Land Communications Inc. for \$120,000. **Seller** is headed by J. Patrick Jennings Sr. and has no other broadcast interests. **Buyer** is headed by Roy Taylor and has no other broadcast interests. Filed July 19.

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.

■ **WWBZ-FM Chicago** (BALH930720GF; 103.5 mhz; 4.3 kw; ant. 1,548 ft.)—Seeks assignment of license from Major Broadcasting of Chicago Inc. to WWBZ License Corp. for \$28,000,000. **Seller** is headed by Christopher Devine and has interests in KBER(FM) Ogden and KZHT-FM Provo, both Utah. **Buyer** is headed by Scott K. Ginsburg and has interests in KKBT-FM Los Angeles; WLUP-FM Chicago, and WTOP(AM)-WASH-FM Washington. Filed July 20.

■ **WVEM(FM) Springfield, IL** (BALH930721GF; 101.9 mhz; 50 kw)—Seeks assignment of license from Dan Menghini to Saga Communications of Illinois Inc. for \$1,440,000. **Seller** has no other broadcast interests. **Buyer** is headed by Edward K. Christian and has interests in WYMG(FM) Jacksonville, WLRW(FM) and WIXY(FM) Champaign, both Illinois; KRNT(AM)-KSTZ(FM) and KIOA-AM-FM Des Moines, IA; WNOR-AM-FM Norfolk, VA; WVKO(AM)-WSNY(FM) Columbus, OH; WKLH(FM) Milwaukee, WI; WAQY(AM) East Longmeadow and WAGQ-FM Springfield, both MA; WFEA(AM)-WZID(FM) Manchester, NH; WGAN(AM)-WVGX(FM) and WYNZ(AM) Portland, and WYNZ-FM Westbrook, all Maine. Filed July 21.

■ **KOCB(TV) Oklahoma City** (BTCCT930723KH; 1170 kw; ant. 1210 ft.)—Seeks transfer of control of corporate licensee from Oklahoma City Broadcasting Co. to Superior Broadcasting Inc. for

\$11,000,000. **Seller** is headed by Ted F. Baze and has no other broadcast interests. **Buyer** is headed by Albert M. Holtzand and has interests in WDKY-TV Danville, KY. Filed July 23.

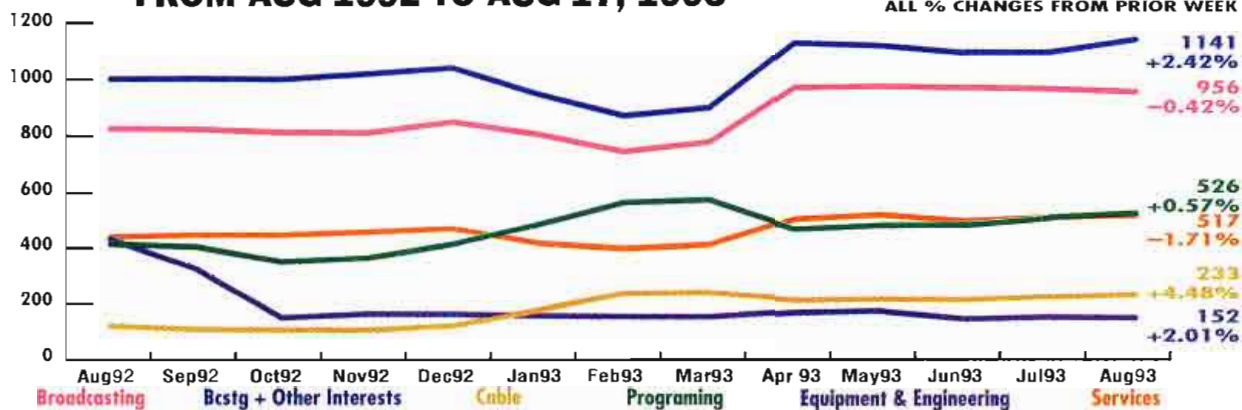
■ **KOAC-AM-TV Corvallis, KTVR-TV La Grande, KEPB-TV Eugene, KOAB-FM-TV Bend, KOPB-FM-TV Portland, KRBM-FM Pendleton, all Oregon** (KOAC-AM: BAL930716EA; 550 khz; 5 kw-U, DA-2; TV: BALCT930716KE; ch. 7; 245 kw-V; KTVR: BALCT930716KF; ch. 13; 7.24 kw-V; Ant. 2,581 ft; KEPB: BALCT930716KI; ch. 28; 389 kw-V; ant. 905 ft; KOAB: BALCT930716KG; ch. 3; 58.9 kw-V; ant. 746 ft; KOPB-TV: BALCT930716KH; ch. 10; 316 kw-V; ant. 1,740 ft; KRBM: BALEP930716GJ; 90.9 mhz; 25 kw; ant. 587 ft; KOAB-FM: BAPLED930716GK; 91.3 mhz; 25 kw; ant. 604 ft; KOPB-FM: BALEP930716GL; 91.5 mhz; 70 kw-H, 21 kw-V; ant. 1,558 ft.)—Seeks assignment of license from the State of Oregon, acting by and through the Oregon Commission on Public Broadcasting, to Oregon Public Broadcasting for no cash consideration. In June 1993, the Oregon Legislative Assembly passed and the governor signed a bill which will abolish the Oregon Commission on Public Broadcasting and transfer all assets, rights, obligations and broadcast interests to a private nonprofit corporation, Oregon Public Broadcasting. **Buyer** is headed by Charles J. Swindells and has no other broadcast interests. Filed July 16.

■ **KCFE(FM) Eden Prairie, MN** (BTCH930720GH; 105.7 mhz; 3 w; 328 ft.)—Seeks transfer of control within Southwest Suburban Broadcasting Inc. from Emily L. Moore to Raymond O. Mithun Jr. for \$50,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed July 20.

■ **WWBD(FM) Bamberg, SC** (BALH930715GK; 92.1; 3 kw; 300 ft.)—Seeks assignment of license from Underwood Communications to Branch Communications Inc. for \$200,000. **Seller** is headed by Faye B. Gresham and has interests in WRIT(AM)-WALD-FM Walterboro, SC. **Buyer** is headed by Steve Branch and John Pitman and has interests in WFMO(AM)-WSTS(FM) Fairmont, NC, and KRBG(FM) Canadian, TX. Filed July 15.

■ **WKCH-TV Knoxville, TN** (BALCT930720KG; ch. 43; 2190 kw; ant. 1151 ft.)—Seeks assignment of license from FCVS Communications to Elcom of

STOCK MARKET PERFORMANCE AVERAGES FROM AUG 1992 TO AUG 17, 1993



Tennessee Inc. for \$15,000,000. **Seller** is headed by Walter Flynn 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; KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii, and, pending FCC approval, KAME-TV Reno, NV; WUPW(TV) Toledo, OH; WMC-AM-FM-TV Memphis and WKCH-TV Knoxville, both Tennessee; WEVU(TV) Naples, FL, and WACH(TV) Columbia, SC. Filed July 20.

■ **KOPY(AM) Georgetown, TX** (BAL930713EB; 1530 khz; 10 kw-D, 900 w-CH)—Seeks assignment of license from KOPY AM Radio Inc. to Lower Colorado River Authority for \$225,000. **Seller** is headed by Daniel J. Kubiak and has no other broadcast interests. **Buyer** is headed by Raymond Barker and has no other broadcast interests. Filed July 13.

■ **KJXB(AM)-KRLB-FM Lubbock, TX** (AM: BAL930715EA; 580 khz; 500 w-D, 290 w-N; FM: BAL930715EB; 99.5 mhz; 100 kw; ant. 817 ft.)—Seeks assignment of license from Algoquian Corp. to Sonance Lubbock LC for \$760,000. **Seller** is headed by William L. Whitley, receiver, and has interests in KLKL Benton, LA. **Buyer** is headed by William R. Hicks and has interests in KKAM(AM)-KFMX-FM Lubbock, WTAW(AM)-KTSR(FM), College Station, KULF(FM) Brenham and KCHX(FM) Midland, all TX. Filed July 15.

■ **KUFA(AM)-KGSC(FM) Tremonton, UT** (KUFA: BAL930719EB; 1470 khz; 5 kw-D; KGSC: BAL930719EC; 104.9 mhz; 3 kw; 112 ft.)—Seeks assignment of license from Northern Utah Broadcasting Company Inc. to Evergreen Media Corp. for \$65,000. **Seller** is headed by Glacus G. Merrill and has no other broadcast interests. **Buyer** is headed by Lavon Randall and has interests in KLG-FM Delta and KFMD-FM St. George, both UT. Filed July 19.

■ **KEEH(FM) Spokane, WA** (BAPH930721GE; 104.7 mhz; 3 kw; 94 m.)—Seeks assignment of CP from Sunbrook Communications Corp. to Upper Columbia Media Association for \$148,000. **Seller** is headed by Larry Roberts and has interests in KBLG(AM)-KRXX(FM) Billings, MT; KGRZ(AM)-KDXT(FM) Missoula, KXTL(AM)-KQUY(FM) Butte and KXGF(AM) Great Falls, all MT. **Buyer** is headed by Max C. Torkelsen and has interests in LPTV station Spokane, WA. Filed July 21.

Actions

■ **WBHP(AM) Huntsville, AL** (BTC911204EA; 1230 khz; 1 kw-U)—Granted transfer of control from Shareholders of Radio WBHP Inc. and Dixie Broadcasting to Mountain Lakes Broadcasting Inc. in merger for unknown purchase price. **Seller** is headed by W. H. Pollard Jr., and Mack Bramlett and has interests in WHOS(AM)-WDRM-FM Decatur, AL. Action July 19.

■ **WYEA(AM)-WAWV-FM Sylacauga, AL** (AM: BAL930514GE; 1290 khz; 1 kw-D, 50 w-N; FM: BAL930514GF; 98.3 mhz; 2.7 kw; ant. 502 ft.)—Granted assignment of license from Action Communications Enterprises of Alabama Inc. to W.O. Powers for capital loans exceeding \$200,000 ("For the Record," June 14). Action July 30.

■ **KCLB-AM-FM Coachella, CA** (AM: BAL930607EA; 970 khz; 5 kw-D, 1 kw-N, DA-2; FM: BAL930607EB; 93.7 mhz; 26.5 kw; ant. 640 ft.)—Granted assignment of license from the estate of Edward W. Gorges to his wife and daughter, Grace and Susan (Coachella Valley Broadcasting Co.) for \$1,000 ("For the Record," June 28). Action August 2.

■ **KHOV-FM Mariposa, CA** (BALH930430EF; 103.9 mhz; 71 w; ant. 2,047 ft.)—Granted assignment of license from Fuller-Jeffrey Broadcasting Companies Inc. to Citadel Communications Corp. for \$6,000,000 ("Changing Hands," May 24). Action July 30.

■ **KTOB(AM) Petaluma, CA** (BAL930615EC; 1490 khz; 1 kw-U)—Granted assignment of license from the estate of North Bay Broadcasting Inc. to Petaluma Broadcasting Corp. for \$20,000 ("For the Record," March 29).

■ **KKGD(AM) Rifle, CO** (BAL930419EC; 810 khz; 1 kw-D)—Granted assignment of license from Western Media Inc. to Canterbury Broadcasting Inc. for an unknown purchase price ("For the Record," May 10). Action July 20.

■ **WENG(AM) Englewood, FL** (BAL930618EA; 1530 khz; 1 kw-D)—Granted assignment of license from Sarasota-Charlotte Broadcasting Corp. to Murray Broadcasting Co. for \$165,000 ("For the Record," July 19). Action August 4.

■ **WKWF(AM)-WAL-FM Key West, FL** (WKWF: BAL930127GX; 1600 khz; 500 w-U; WAL: BALH930127HD; 99.5 mhz; 100 kw; ant. 991 ft.)—Granted assignment of license from Key West Radio Inc. to the Spottswood Family Trust for an unknown purchase price ("For the Record," March 8). Action July 23.

■ **WNOG-FM Naples, FL** (BALH930526GG; 93.5 mhz; 3 kw; ant. 299 ft.)—Granted assignment of license from H&D Communications LP to Palmer Communications Inc. for \$865,311 ("Changing Hands," July 5). Action July 23.

■ **WYAY-FM Gainesville, GA** (BALH930603GE; 106.7 mhz; 99 kw; ant. 1,400 ft.)—Granted assignment of license from NewCity Communications of Atlanta Inc. to Capital Cities/ABC Inc. for \$19,000,000 ("Changing Hands," March 22). Action July 30.

■ **WYXX(AM) Smyrna, GA** (BAL930604EA; 1550 khz; 50 kw-D, 500 w-N, DA-2)—Granted assignment of license from Hoffman Media Inc. to G-MEX Broadcasting Inc. for \$1,100,000 ("Changing Hands," June 28). Action July 29.

■ **KDSN-AM-FM Denison, IA** (AM: BAL930607ED; 1530 khz; 500 w-D; FM: BALH930607EE; 107.1

mhz; 3.3 kw; ant. 300 ft.)—Granted assignment of license from Ridgeway Broadcasting Company Inc. to M & J Radio Corp. for \$450,000. **Seller** is headed by Wayne Specht and has no other broadcast interests. **Buyer** is headed by Jeff Fuller and has no other broadcast interests. Action August 3.

■ **WVZA-FM Herrin, IL** (BAPH930609GE; 92.7 mhz; 6 kw; ant. 325 ft.)—Granted assignment of license from Herrin Broadcasting Inc. to Wayne E. Tate for \$135,000 ("For the Record," July 5). Action August 3.

■ **WVEM-FM Springfield, IL** (BALH920925GV; 101.9 mhz; 50 kw; ant. 300 ft.)—Dismissed assignment of license from Dan Menghini to Saga Communications of Illinois Inc. for \$1,440,000. **Seller** has no other broadcast interests. **Buyer** is headed by Edward K. Christian and has interests in KRNT(AM)-KRNQ-FM Des Moines, IA; WYMG-FM Jacksonville and WLRW-FM Champaign, both Illinois; WNOR-AM-FM Norfolk, VA; WVKO(AM)-WSNY-FM Columbus, OH; WKLH-FM Milwaukee; WAQY(AM) Springfield and WAQY-FM East Longmeadow, both MA; WFEA(AM)-WZID-FM Manchester, NY, and WGAN(AM)-WMGZ-FM Portland, ME. Action August 3.

■ **WAKK(AM) McComb, KS** (BAL930402EA; 1140 khz; 1 kw-D)—Granted assignment of license from Fortune Media Inc. to San-Dow Broadcasting Inc. for \$600,000 ("Changing Hands," April 26). Action August 5.

■ **KFRM(AM) Salina, KS** (BAL930503ED; 550 khz; 5 kw-D, 110w-N, DA-2)—Granted assignment of license from Proud Country Inc. to H.R.H. Broadcasting Corp. for \$25,000 ("For the Record," May 31). Action July 30.

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.

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

‡ Construction permit.

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

■ **WCEM-FM Cambridge, MD** (BALH930604EC; 106.3 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from M. Belmont VerStandig Inc. to MTS Broadcasting for \$1,800,001 ("Changing Hands," July 20). Action July 20.

■ ***WCMW-FM, formerly WLTO, Harbor Springs, MI** (BALED930528GH; 103.9 mhz; 28 kw; ant. 663 ft.)—Granted assignment of license from Running Rhodes Inc. to Central Michigan University for \$325,000. **Seller** is headed by Howard Binkow and has no other broadcast interests. **Buyer** is headed by Thomas Hunt and has interests in WCMU-TV, WCMU-FM and WMHW-FM Mt. Pleasant; WCML-TV and WCML-FM Alpena; WCMW-TV Manistee; WCMV-TV Cadillac; WCMZ-FM Sault Ste. Marie, and WUCX-FM Bay City, all MI. Action July 21.

■ **KAHR-FM Poplar Bluff, MO** (BALH930611GM; 96.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Gerald W. Hunt to Eagle Bluff Enterprises for \$350,000 ("Changing Hands," July 26). Action August 3.

■ **WQST-AM-FM Forest, MS** (AM: BAL930326GG; 850 khz; 10 kw-D, DA; FM: BALH930326GH; 92.5 mhz; 100 kw; ant. 1,040 ft.)—Seeks assignment of license from Scott County Broadcasting Company Inc. to American Family Association Inc. for \$700,000 ("Changing Hands," April 26). Action July 20.

■ **WCTI-TV New Bern, NC** (BALCT930517KF; ch. 12; 316 kw-V; ant. 1,923 ft.)—Granted assignment of license from Diversified Communications to Lamco Communications Inc. for \$12,300,000. **Seller** is headed by Horace Hildreth Jr. and has interests in WYOU(TV) Scranton, Pa; WABI(AM), WYOU-FM and WABI-TV, all Bangor, ME; WPDE-TV Florence, SC, and WCJB-TV Gainesville, FL. **Buyer** is headed by Marshall R. Noecker and has interests in WLYC(AM)-WILQ(FM) Williamsport, PA; WCYB-TV Bristol, VA, and KTXS-TV Sweetwater, TX. Action August 2.

■ **KOIL(AM) Omaha, NE** (BAL930525EA; 1290 khz; 5 kw-U, DA-N)—Granted assignment of license from Valley Broadcasting Inc. to Aegeus Inc. for \$470,000 ("Changing Hands," May 31). Action August 4.

■ **WKER(AM) Pompton Lakes, NJ** (BAL930426EC; 1500 khz; 1 kw-D, DA)—Granted assignment of CP from WKER Radio Inc. to Mariana Broadcasting Inc. for \$475,000 ("Changing Hands," May 24). Action June 8.

■ **KIVA(AM) Corrales and KZRQ-FM Santa Fe, both NM** (BAL930615EA; 1310 khz; 5 kw-D, 500 w-N, DA-N; FM: BALH930615EB; 105.1 mhz; 100 kw; ant. 1,937 ft.)—Granted assignment of license from Star Management of New Mexico Inc. to Broadcast Media Enterprises Inc. for \$850,000 cash or \$900,000 terms ("Changing Hands," July 12). Action August 3.

■ **KJUL-FM North Las Vegas, NV** (BALH930216GF; 104.3 mhz; 100 kw; ant. 1,181 ft.)—Granted assignment of license from Carrigan Communications Inc. to Eight Chiefs Inc. for \$1,700,199 ("Changing Hands," March 22). Action July 20.

■ **KEYV-FM Las Vegas** (BALH930521GE; 93.1 mhz; 24.5 w; ant. 3,724 ft.)—Granted assignment of license from Unicom Broadcasting Inc. to Broadcast Associates Inc. for \$2,250,000 ("Changing Hands," June 21). Action August 3.

■ **WMHE-FM Delta, OH** (BAPH921224HZ; 106.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Dickey Broadcasting Company Inc. to Toledo Radio Inc. for \$149,920.86 ("For the Record," January 25). Action August 3.

■ **WAZL(AM) Hazleton, PA** (BAL930409GF; 1490 khz; 1 kw-U)—Granted assignment of license from The Luzerne Company to 4 M Broadcasting Inc. for \$750,000 ("For the Record," May 17). Action August 2.

■ **WCCZ-FM Spangler, PA** (BALH930526GF; 97.3 mhz; 2.15 kw; ant. 393 ft.)—Granted assignment of license from Raymark Broadcasting Co. Inc. to WKYN Inc. for \$167,500 ("For the Record," July 5). Action July 26.

■ **WFIL-TV Florence, SC** (BAPCT930521KE; ch. 21; 5,000 kw-V; ant. 1,989 ft.)—Granted assignment of CP from Coastal Television Inc. to Atlantic Media Group for no cash consideration. **Seller** is headed by Ed Young and has no other broadcast

interests. **Buyer** is headed by C. Lenoir Sturkie and has no other broadcast interests. Action July 30.

■ **WSTK(AM) Colonial Heights, VA** (BAL930621EA; 1290 khz; 5 kw-D, 41 w-N)—Granted assignment of license from Central Virginia Radio Inc. to Fletcher Communications Inc. for \$395,000 ("Changing Hands," July 26). Action August 5.

■ **KWQL(FM) Dishman, WA** (BAPH920204HI; 106.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Great Scott Broadcasting to Vera Broadcasting for \$20,000. **Seller** is headed by Faye Scott and has interests in WSSR(AM)-WZBH(FM) Georgetown, DE, and WPAZ(AM) Pottstown and WTTM(AM)-WCHR(FM) Trenton, both New Jersey. **Buyer** is headed by John D. Toms and has interests in an FM translator in Spokane, WA. Action July 27.

■ **WKMM-FM Kingwood, WV** (BALH930607GE; 96.7 mhz; 3 kw; ant. 797 ft.)—Granted assignment of license from Buckwheat Broadcasting Inc. to MarPat Corp. for \$190,000 ("For the Record," July 5). Action July 26.

■ **KRAL(AM)-KIQZ-FM Rawlins, WY** (AM: BAL930615ED; 1240 khz; 1 kw-U; FM: BALH930615EE; 92.7 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from Elk Mountain Broadcasting Inc. to Mt. Rushmore Broadcasting Inc. for \$80,000 ("For the Record," July 26). Action August 6.

NEW STATIONS

Applications

■ **Bisbee, AZ** (BPED930712MB)—Stanley Swanson seeks 90.9 mhz; .058 kw; ant. 676 m. Address: Box 2425, Laredo, TX 78044. Applicant has interests in KBNR(FM) Brownsville, KBNJ(FM) Corpus Christi, KBNL(FM) Laredo and KVER(FM) El Paso, all Texas.

■ **Kennett, MO** (BPH930729ME)—Eagle Bluff Enterprises seeks 104.3 mhz; 6 kw; ant. 100 m. Address: HC 1 Box 14, Williamsville, MO 63967. Applicant is the proposed assignee of KAHR(FM) Poplar

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Bluffs, MO.

■ **Stillwater, OK** (BPH930713MA)—Ralph Meister, c/o Richard J. Hayes Jr. Esq., seeks 98.1 mhz; 6 kw; ant. 100 m. Address: 13809 Black Meadow Road, Spotsylvania, VA 22553. Applicant has no other broadcast interests.

■ **Littlefield, TX** (BPH930726MB)—21st Century Radio Ventures Inc. seeks 95.5 mhz; 25 kw; ant. 35 m. Address: 1801 N. Quinn Street #204, Arlington, VA 22209. Applicant is headed by James L. Primm and has interests in KBMK Bismarck, N.D.

■ **Ephrata, WA** (BPH930721MC)—TRMR Inc. seeks 93.9 mhz; 50 kw; ant. -62.7 m. Address: PO Box 31,000, Spokane, WA 99223. Applicant is headed by Thomas W. Read and has interests in KTBI(AM) Ephrata, WA.

■ **Allouez, WI** (BPH930707MF)—Bayside Broadcasting Corp. seeks 106.7 mhz; 25 kw; ant. 100 m. Address: 4460 N. Oakland Ave. Apt. 31, Shorewood, WI 53211. Applicant is headed by John Davis and is the permittee of WWGT(FM), Vergennes, VT.

■ **Sheboygan Falls, WI** (BPH930707MO)—Michael R. Walton Jr. seeks 106.5 mhz; 6.0 kw; ant. 72.5 m. Address: 3318 Pine Meadow Drive SE #304, Kentwood, MI 49512. Applicant has interests in WHBL(AM)-WWJR(FM) Sheboygan, WI, and WHTC(AM) and WKEZ(FM) Holland, MI.

Actions

■ **Danville, AR** (BPH920210MC)—Granted app. of Susan Lynn Adair for 105.5 mhz; 1.9 kw; ant. 177 m. Address: 6726 South Peoria, Apt. 425, Tulsa, OK 74136. Applicant has no other broadcast interests. Action July 27.

■ **Ottawa, FL** (BPED920814MB)—Granted app. of Cornerstone Community Radio, Inc. for 88.9 mhz; 3.0 kw; ant. 140 m. Address: 2596 State Road 44, New Smyrna Beach, FL 32168. Applicant is headed by Richard Van Zandt and has interests in WJLU-FM New Smyrna Beach and WMFJ(AM) Daytona Beach, FL, and WLUI-FM Petersburg, IL. Action August 3.

FACILITIES CHANGES

Applications

AM'S

■ **Nenana, AK** KIAM(AM) 630 khz—August 10 app. of Voice of Christ Ministries Inc. for CP to increase power to 3.2 kw/10 kw.

■ **Soquel, CA** KOQI(AM) 1200 khz—August 9 app. of Soquel Broadcasting Co. for MP (BP-830502A1) to reduce power to 10 kw-DA nighttime; 25 kw-NON-DA daytime and make changes in antenna system.

■ **Sweet Home, OR** KFIR(AM) 1370 khz—August 10 app. of Galaxy Broadcasting Corp. for CP to change freq to 720 khz; add night service with .250 kw & make changes in ant. system.

FM'S

■ **Jackson, AL** WHOD-FM 94.5 mhz—August 11

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app. of Radio Station WHOD Inc. for CP to change 7.85 kw H&V and ant. 176 m. H&V.

■ **Valley, AL** WUAF(FM) 98.1 mhz—August 11 app. of Pearce Broadcasting Partnership for CP to change ant. 88 m. H&V and antenna supporting-structure height

■ **Baker, CA** KIXF(FM) 101.5 mhz—August 10 app. of Turquoise Broadcasting Inc. for mod. of CP (BPH-900607MA) to make changes; change: main studio location outside principal community contours.

■ **Santa Barbara, CA** KHTY(FM) 97.5 mhz—August 10 app. of Pinnacle Communications Inc. for voluntary assignment of license from Pinnacle Communications inc. to Atmor Properties Inc. form 314

■ **Homosassa Springs, FL** WXCXV(FM) 95.3 mhz—August 9 app. of West Wind Broadcasting Inc. for CP to make changes: 6.0 kw (H&V), ant. 100.0 m. H&V Informal OBJ filed 72293.

■ **Tuscola, IL** WITT(FM) 93.5 mhz—August 10 app. of Illini Broadcasting, Inc. for CP to make changes: 6.0 kw (H&V); ant. 86.7 m. (H&V); TL: .5 mi. E of Interstate 57 and .5 mi. N of Rte 36 near Tuscola, Douglas Co., IL.

■ **Bastop, LA** KTRY-FM 94.3 mhz—August 11 app. of Jamie Patrick Broadcasting Ltd. for CP to make changes, 50 kw (H) only; frequency to 93.9 mhz class: C2 (per docket 87-242).

■ **Thibodaux, LA** KXOR-FM 106.3 mhz—August 9 app. of KXOR Inc. for CP to make changes, ant. 100 m. H&V, TL: 1/4 mi. N of junction of Hwys 90 and 316, Houma, LA, 25 kw H&V and to change, Class to C3.

■ **Searsport, ME** WZYA(FM) 101.5 mhz—August 10 app. of Searsport Broadcasting Partnership for mod. of CP (BPH-910501ME) to make changes; change: 1.35 kw (H&V); ant. 213 m. (H&V); TL: atop Mt. Ephraim (peak) .35 km E of Mt. Ephraim Rd.

■ **Carlisle, KY** WWLW(FM) 100.7 mhz—August 11 app. of TAMI Inc. for mod. of CP (BPH-901204MM) to change TL: S corner of intersection of Maple Grove Rd. and Dixie Hwy; 1 km E of Sprout, Nicholas Co., KY.

■ **Oswego, NY** WGRG(FM) 101.7 mhz—August 9 app. of WEBO Radio Inc. for CP to make changes; change: ant. 558 ft. 170 m. (H&V); install directional antenna.

■ **Byesville, OH** WUFA(FM) 97.7 mhz—August 11 app. of Coshoccon Broadcasting Co. for mod. of CP (BPH-880714MK) to make changes, 1.8 kw H&V, ant. 126 m. H&V and TL: Township Rd. 417, Cambridge, OH.

■ **Milton-Freewater, OR** KLKY(FM) 97.9 mhz—August 10 app. of Alexandra Communications for CP to make changes; change: 8.0 kw (H&V); ant. 339 m.(H&V); TL: on Pikes Peak 15.6 km SE of Post

Office in Walla Walla, WA; change class to C2 per MM docket 92-292.

■ **Andrews, SC** WGTN-FM 100.9 mhz—August 10 app. of Georgetown Broadcasting Co. for CP to make changes: 6 kw (H&V); frequency changed from 100.9 mhz to 100.7 mhz. (per MM docket 90-32).

■ **Jamestown, TN** WCLC-FM 105.1 mhz—August 15 app. of Jamestown Broadcasting Co. Inc. for CP to make changes: 3 kw (H&V); ant. 141 m. (H&V).

■ **Littlefield, TX** New FM 95.5 mhz—August 10 app. of 21st Century Radio Ventures Inc. for CP for new FM on 95.5 mhz; 25 kw H&V, ant. 35 m. H&V 33 52 02 102 24 12.

■ **Spokane, WA** KNJY(FM) 103.9 mhz—August 9 app. of Lance International Inc. for CP to make changes: 2.5 kw (H&V); ant. 564 m. (H&V); TL: 6.5 km S of Post Falls, ID atop Blossom Mountain. Frequency changed to 103.9 mhz. Class changed to C2 (per MM docket 90-372).

ALLOCATIONS

Houston, AK Proposed amending FM Table to allot ch. 221A to Houston; comments due September 24, replies October 12. (MM Docket 93-220, by NPRM [DA 93-922] adopted July 16 by Chief, Allocations Branch, Policy and Rules Division, Common Carrier Bureau.)

Indian River Shores, FL Proposed amending FM Table to allot Channel 246A to Indian River Shores; comments September 27, replies October 12, (MM Docket 93-223, by NPRM [DA 93-945] adopted July 22 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

Norway, MI Effective September 17, amended FM Table to substitute ch. 232C3 for ch. 232A; modified license of WZNL(FM) accordingly. (MM Docket 93-97, by R&O [DA 93-933] adopted July 19 by Chief, Allocations Branch.)

Tawas City, MI Proposed amending FM Table to substitute Channel 291A for Channel 297A; modification of license for WDBI-FM accordingly; comments due September 27, replies October 12. (MM Docket 93-228, by NPRM [DA 93-956] adopted July 22 by the Chief, Allocations Branch.)

Staples, MN Proposed amending FM Table by substituting ch. 234C3 for ch. 234A; proposed modification of CP for KSKK accordingly; comments September 24, replies October 12. (MM Docket 93-219, by NPRM [DA 93-923] adopted July 16 by Chief, Allocations Branch.)

Farmington, MO Proposed amending FM Table to allot ch. 258C3 to Farmington; comments due September 24, replies October 12. (MM Docket 93-224, by NPRM [DA 93-921] adopted July 16 by Chief, Allocations Branch.)

Moberly, MO Proposed amending FM Table to allot ch. 247C3 to Moberly; comments September 27, replies October 12. (MM Docket 93-222, by NPRM [DA 93-946] adopted July 21 by Chief, Allocations Branch.)

Los Lunas, Espanola and Pojoaque, all New Mexico. Effective September 20, amended FM Table to substitute ch. 273C for ch. 273C2 Los Lunas; modified license of KOYT(FM) accordingly; substituted ch. 225C3 for ch. 272C3 Espanola; modified license of KIOT(FM) accordingly. (MM Docket 93-49, by R&O [DA 93-948] adopted July 21 by Chief Allocations Branch.)

East Wenatchee, Ephrata and Chelan, all Washington Proposed amending FM Table to allot ch. 229C2 East Wenatchee, to delete ch. 230C2 from Ephrata and to substitute ch. 238A for ch. 228A at Chelan; ordered KOZI-FM Chelan, to show cause why its license should not be modified to specify operation on ch. 238A instead of 228A; comments due September 24, replies October 12. (MM Docket 93-221, by NPRM and OSC [DA 93-947] adopted July 21 by Chief, Allocations Branch.)

ERRATA

KSNN-FM Arlington, TX, was incorrectly listed as assignment of CP in August 2 issue; it was assignment of license. Buyer, John P. Hayes Jr., is president and CEO of Alliance Broadcasting and has other broadcast interests in KYNG-FM Dallas; WYCD(AM) Detroit, and KFRC-AM-FM San Francisco. KSNN has a country format.

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Monday Memo

"Understanding and applying new technology is increasingly essential to success in today's television industry."

In the hustle of the day-to-day activity of our industry, it is difficult to pause and consider furthering our education on issues. However, it has become paramount to reflect on the continuing education of industry executives and the better preparation of young people seeking opportunities in the communications business.

With economic uncertainty and accelerating technological advances, the challenge to keep current is increasingly difficult. Executives are finding themselves wearing several hats, and competition for entry-level broadcast and cable management jobs is keener than ever. Thus, understanding and applying new technology is increasingly essential to success in today's television industry.

The mandate of the NATPE International Educational Foundation is to be of service to those already working in the field and those aspiring to enter it. Our mission includes providing both industry veterans and newcomers with the resources to keep abreast of our ever-changing business through foundation activities. We believe the only way television veterans and newcomers alike can survive and prosper is to have a complete understanding of the regulatory, technological and economic changes affecting the entire industry and individual job categories within the business.

One of the most popular activities provided by the Educational Foundation is the live/interactive bimonthly Tele-Workshops. These satellite broadcast sessions keep television veterans up to date on such subjects as audience measurement, cable reregulation and TV violence. A panel of peers is led by a moderator in these discussions, which also feature questions called in by the TV community. The Tele-Workshops have grown so

popular that there have been numerous requests for a second feed for taping purposes.

As the television landscape increasingly becomes global, the need for knowledge about our counterparts in other regions of the world also grows. To meet the need, international workshops have been scheduled in Munich and Paris in November. Subjects will include comparisons of the way the business is conducted here and abroad, program marketing and promotion and the art of negotiating a program sale.

In a similar vein, we have supported the efforts of the U.S. Telecommunications Training Institute (USTTI) program, which offers industry professionals from Third World and former Iron Curtain nations the chance to enter professional work-study situations at stations and cable systems in the U.S.

Preparation of our industry's next generation is a priority for the Educational Foundation. This is accomplished through funding of the National Association of College Broadcasters (NACB), supplying resources such as ratings books, industry studies and "Living Curriculum," a series of programs aimed at broadcast communications students at universities and colleges throughout the country.

Every summer at least four professors gain hands-on experience through the foundation's Faculty Development Grant Program. This unusual eight-week program places educators at broadcast stations around the country.

By complementing the education process, such programs prepare today's students for tomorrow's jobs. With more knowledge, industry veterans can also better serve themselves and their companies and be better prepared for the next challenge. ■



By **Lew Klein**, president,
NATPE Educational
Foundation

Founder and Editor
Sol Talshoff (1904-1982)

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Lawrence B. Talshoff, chairman,
Peggy Conlon, publisher.

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Donald V. West, senior vice president and editor.
Harry A. Jessell, executive editor.
Mark K. Miller, managing editor.
Kira Greene (special projects), **John S. Eggerton**,
assistant managing editors.
David R. Borucki, art director.

Washington

Kim McAvoy, bureau chief.
Patrick Watson, assistant editor.
Sean Scully (technology), staff writer.
Marsha L. Bell, **Julie A. Zier**, editorial assistants.
Winslow Tuttle, **Catharine Garber**, proofreaders.
Denise P. Smith, **Kenneth Ray**, production.

New York

475 Park Ave. South 10016: 212-340-9860.
Editorial Fax: 212-340-9874.
Advertising Fax: 212-340-9869.
Geoffrey Foisie, bureau chief.
Stephen McClellan, chief correspondent.
Rich Brown, **Peter Viles** (radio), assistant editors.
Christopher Stern, **Jim Cooper**, staff writers.

Hollywood

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

Steve Coe, bureau chief.
Mike Freeman (syndication), **Joe Flint**,
assistant editors.

London

76 Brewer St., W1R 3HP: 44-71-287-2462.
Fax: 44-71-287-2085

Meredith Amdur, international editor.

Advertising

New York

212-340-9860
Lawrence W. Oliver, advertising director.
Randi T. Schatz, international sales director.
William C. Schenck, account executive.
Antoinette Fasulo, executive assistant.
Joan Miller, executive secretary.

Hollywood

213-463-3148
Gary Rublin, national marketing director,
director of syndication advertising.
Nancy Logan, West Coast sales manager.
Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340
Doris Kelly, sales service manager.
Miltz Miller, classified advertising manager.
Advertising Representatives
Lewis Edge & Associates (Southwest regional
and equipment advertising):
609-683-7900; Fax: 609-497-0412

Ayer Communications (West Coast equipment
advertising): 714-366-9089; Fax: 714-366-9289
Yukari Media Inc. (Japan) (06) 925-4452.
Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager.

Circulation

800-554-5729
Michael Borchetta, subscription promotion director.

Production

Harry Stevens, production manager.
Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

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Cahners Consumer/Entertainment
Publishing Division

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Fifth Estater

Verlyn Keith Samples

Al Masini, a pioneer in day-and-date syndication with such shows as *Entertainment Tonight*, was a hard act to follow, but Keith Samples has been more than up to the challenge.

Since last March, when he took the helm of Cox Enterprises' syndication division (re-created out of a merger of Sample's Rysher Entertainment and Cox's Television Program Enterprises), Samples has reshaped Masini's old job at TPE in a way that gives him a level of creative freedom and financial backing that few independent-studio executives can claim.

Furthermore, he has uprooted TPE's program development, station sales and marketing departments from their traditional New York base and largely integrated them into the Hollywood production community.

The person whom Samples credits most in helping chart this course has been Tim Helfet, a financier who had invested in another syndication company, Genesis Entertainment. Shortly after Samples left Warner Bros. to form Rysher, he was introduced to Helfet by a mutual friend.

Both quickly realized that each had business skills that could complement the other's: Helfet, the acumen for negotiating lines of credit and program acquisitions; Samples, the sales background and station contacts. Helfet also proved to be an important adviser in helping Samples negotiate Rysher's merger terms with Cox Enterprises, a family-owned communications company (\$2.5 billion in gross revenues last year) that also owns seven TV stations, 24 cable systems and more than two dozen newspapers.

"Tim did such a good job—he was able to negotiate his first full-time salaried position within a company [as chief operating officer of Rysher TPE]," jokes Samples, who is president. "While Tim concentrates on day-to-day operations and the major financial matters, I can concentrate almost solely on marketing, station sales



and, to my personal satisfaction, the creative process of developing and acquiring television programming."

Less than two months after assuming the leadership of Rysher TPE, Samples acquired the distribution rights to *Robocop* and *Thunder in Paradise*, both of which have been sold in more than 60% of the country for launch early next year. The combination of the Rysher and TPE production slates also led to the launch of on-the-road teen magazine *Wavelength*; second-season distribution of action weekly *Highlander: The Series*, and the return of TPE staples *Star Search*, *Lifestyles of the Rich & Famous* and *Runaway with the Rich & Famous*.

When Samples and Helfet first hung Rysher Entertainment's shingle two years ago, they jumpstarted into syndication by convincing NBC to let them serve as the off-network distribu-

tor of then-little-known Saturday morning series *Saved by the Bell*. There was no precedent of a network-produced sitcom pulling strong ratings in syndication, and there was some skepticism about *Bell's* ability to attract the core teen and female viewers that watch sitcoms on independents.

"If it had done a 1 rating, I probably would have had to close shop on Rysher and go back to work with one of the studios," says Samples, who adds that he paid a "sizable" upfront guaranteed fee for the show. Instead, *Saved by the Bell* averaged a 5-6 household rating, and its teen demographics reached 9. "Stations, like the Tribune Broadcasting group, who had the foresight to pick up the sitcom really came out well, because there was no risk in taking it on first-year, all-barter terms."

Samples received his early education in the sitcom business at Warner Bros. Domestic Television Distribution, where he held the off-network sales post until 1991. The studio put together an impressive string of well-sold and highly rated hits, including *Perfect Strangers*, *Night Court*, *ALF*, *Growing Pains* and *Full House*.

"After I left I couldn't help but think, in trying to put things in perspective, about what was the most important thing in life, which was obviously my children," says Samples, who created the Rysher title from their names, Ryan and Sheridan.

"They've done so much work around the office, I figured I'd have to make both of them partners sooner or later." ■

President, Rysher TPE, Burbank, Calif.; b. Dec. 22, 1955, Enid, Okla.; BA, journalism, Texas Tech, Lubbock, 1977; assistant sports information director, Texas Tech, 1976-78; sports information director, 1978-80; assistant athletic director, 1980-81; executive vice president, Sports Productions Inc., Dallas, 1982-84; executive producer, Lorimar Sports Network, 1984-86; vice president, West Coast sales, Lorimar Perennial Syndication, Los Angeles, 1986-87; senior vice president/general sales manager, 1987-88; senior vice president, off-network division, Warner Bros. Domestic Television Distribution, Burbank, 1988-91; president and founder, Rysher Entertainment, Burbank, 1991-93; present position (through merger with Television Program Enterprises) since March 1993; children: Ryan, 13; Sheridan, 7.

Fates & Fortunes

TELEVISION

Richard Frank, president, Walt Disney Studios, Burbank, Calif., elected president, Academy of Television Arts & Sciences, North Hollywood.

John Von Soosten, VP/director,



Richard Frank
ATAS

programming, Katz Television Group, New York, named senior VP/director, programming, Katz National Television, there.

Henry Leingang, VP/chief information officer, Viacom International, New York, named senior VP/chief information officer.

Appointments at ABC Sports, New York: **Lydia Stephens**, director, programming, named VP, programming; **Robert Apter**, VP, finance/administration, named senior VP, finance/administration.

Peter Jankowski, VP, current programming, Universal Television, Universal City, Calif., named head, current programming.

Phil Clement, president/CEO, Rank Video Services Worldwide, Northbrook, Ill., assumes additional responsibilities as president/CEO, Rank Film Labs Worldwide, Los Angeles.

Patricia Rose Kluge, partner, Kluge Carden Jennings Publishing Company Ltd., Charlottesville, Va., and Merlin Publishing International, UK, elected to board of di-

rectors, WETA-TV Washington.

David Cuyler, executive VP/GM, marketing, Rank Video Services America, Los Angeles, named president/CEO, Rank Video Services America, Northbrook, Ill.

Appointments at WLNE-TV Providence, R.I.: **Paul Kilcullen**, assistant GM, named VP/GM; **Doreen Daw-**



Henry Leingang
Viacom Int'l



Lydia Stephens
ABC Sports

son-Wade, local sales manager, named GSM.

Rebecca Marks, junior publicist, NBC Media Relations, Burbank, Calif., named press manager, movies, miniseries, specials, media relations, NBC West Coast, there.

David Kennedy, senior VP, Taft Entertainment Company, Los Angeles, joins Reg Grundy Productions Inc., New York, as VP, programming.

Adam Wolf, Eastern sales manager, Goodman Entertainment Group, Los Angeles, joins Fries Distribution Company there in same capacity.

Concepción Lara, VP, Fox Latin American Channel, Beverly Hills, Calif., honored with Corporate Achiever Award by Hispanic Academy of Media Arts and Sciences.

Lawrence Garrett, head, Republic Pictures International Home Video division, Los Angeles, assumes additional responsibilities of Republic Pictures International Television there.

Susan Hoblock, assistant to the eastern region manager, Western International Syndication, Los Angeles, joins MTM Worldwide Distribu-

tion, Studio City, Calif., as sales assistant.

Monica Chang, media supervisor, Font & Vaamonde Inc., Los Angeles, joins Western International Media, Multicultural Group, there, as planner.

Patricia Dean, associate professor, journalism, Northwestern University,



Robert Apter
ABC Sports

Evanston, Ill., named director, broadcast news, Medill School of Journalism, there.

Peter Kaplan, special projects editor, *Conde Nast Traveler*, New York, joins Rose Communications Inc./WNET-TV's *Charlie Rose* there as executive producer.

Monica Gayle, co-anchor, CBS News's *Up to the Minute*, New York, named co-anchor, *CBS Morning News*.

Bill Burns, director, Magic Kingdom, Orlando, Fla., joins Blockbuster Entertainment, Entertainment Center Division, Fort Lauderdale, Fla., as president.

Esther Greif, director, production, Group W Productions, Los Angeles, named VP.

Barry Maxwell, account executive, Blair Television, San Francisco, named manager, Blair Television, Houston.

William Acker, national sales manager, WFXT-TV Boston, joins Blair Television, New York, as sales manager.

Scott Carni, president/owner, Carni Productions Inc., Los Angeles,



Peter Jankowski
Universal TV

joins AV Entertainment there as coordinating producer, *Teen Seen*.

Appointments at WGN-TV Chicago: **Todd Woolman**, producer, news, KING-TV Seattle, joins as executive producer, news; **Sonja Gantt**, general assignment reporter, WBTV-TV Charlotte, N.C., joins as weekend morning news anchor/general assignment reporter.

Appointments at WMAR-TV Baltimore: **Mitchell Schmale**, writer, CNN Headline News, Atlanta, joins as news segment producer; **Marc Roberts**, news promotion producer, WBAL-TV Baltimore, joins as director, creative services; **Julie Akins**,

TV Milwaukee, joins WRTV-TV Indianapolis in same capacity.

John Hook, weeknight anchor, KVOA-TV Tucson, Ariz., joins KTSP-TV Phoenix as weekend anchor/general assignment reporter.

RADIO

Jasmine Alexander, senior director, Management Information Systems, ABC Radio Networks, New York, named VP, MIS.

Appointments at American Public Radio, Minneapolis: **William Miller**, chairman, Irwin Financial Corp., Columbus, Ind., elected to board of

David Lebow, VP/GM, WCDJ-FM Boston, joins WNCN-FM New York as GSM.

Vincent Harris, industry liaison director, Armed Forces Radio and Television, Sun Valley, Calif., retires.

Brian Kelly, former program director, WYSY-FM Aurora, Ill., joins Major Networks, Chicago, as operations manager.

Sheila Canovan, West Coast regional manager, radio licensing, ASCAP, Los Angeles, joins SESAC, Nashville, as director, broadcast licensing.



Ellen Hamilton
NBC



Jasmine Alexander
ABC Radio Ntwks



Brian Knox
Major Mkt Radio Sales



Rob Neville
D&R Radio



Abby Terkuhle
MTV: Music Television

executive producer, WDTN-TV Dayton, Ohio, joins in same capacity.

Ken Knox, station manager, KRBC-TV Abilene, Tex., named GM.

Appointments at WTVT-TV Tampa-St. Petersburg: **Mark Demopoulos**, marketing/research manager, named director, marketing; **Daniel Webster**, managing editor, named news director; **John Hoffman**, producer, news, named senior producer, news; **Mike House**, executive producer, news, assumes additional responsibilities of supervision of promotion writers/producers.

David Waterman, news director, WMMB(AM)-WGGD-FM Melbourne, Fla., joins WIRB-TV Palm Bay, Fla., as news director.

Ellen Hamilton, independent public relations consultant/writer, Los Angeles, joins NBC, Burbank, Calif., as director, corporate information, media relations, NBC West Coast.

Andy Pearson, anchor, KATV-TV Little Rock, Ark., joins WSMV-TV Nashville as reporter/anchor.

Deanne Haviland, GSM, WVTV-

directors; **Elinor Gould Zimmerman**, director, institutional support, Guthrie Theatre, Minneapolis, joins as director of foundation and government support.

Julian Breen, VP, radio programming, Greater Media Inc., New Brunswick, N.J., assumes additional responsibilities as director, operations, WPEN(AM)-WMGK-FM Philadelphia.

Brian Knox, VP/director, sales, Major Market Radio Sales, Los Angeles, named VP/director, sales, Major Market Radio Sales, New York.

Rob Neville, regional manager, Durpetti & Associates, St. Louis, joins D&R Radio, Chicago, as director, sales.

Lila Prezioso, account executive, WDVE-FM Pittsburgh, named local sales manager.

Thomas Howe, director, human resources/general counsel, Silver's Detroit, joins D&R Radio there as account executive.

Don Schwartz, VP/GM, WONE-AM-FM Dayton, Ohio, joins Atlantic Morris Broadcasting Inc., Middletown, N.Y., as group VP.

Rick (Doc) Walker, former Washington Redskin and host, *Doc Walker's Inside the Locker Room*, joins WTEM(AM) Rockville, Md., as on-air personality.

Bill Luzmoor, former GM, KKPS-FM Brownsville, Tex., joins KRKK(AM)-KQSW-FM Rock Springs, Wyo., as COO.

CABLE

Abby Terkuhle, VP, creative, MTV: Music Television, New York, named senior VP, on-air creative, animation.

Robert (Bob) Berger, senior VP, brokerage, Cable Investments Inc., Englewood, Colo., joins Communications Equity Associates, Denver, as VP, western operations.

Margaret Sofio, VP/counsel, New England region, Continental Cablevision, Portsmouth, N.H., named VP/counsel, Continental Cablevision, Boston.

Anthony Monteverdi, senior media systems analyst, Group W Satellite Communications, New York,

named research group manager.

Appointments at Encore, Denver:

Timothy Ryerson, director, program planning, scheduling, Showtime Networks, Los Angeles, joins as VP, planning, scheduling; **Richard Buchanan**, GM, Telemation, there, joins as director, production services.

Kevin Crum, director, public relations, First Hospital Corporation, Virginia Beach and Norfolk, Va., joins The Family Channel, Virginia Beach, Va., as national promotions manager.

Jerome Ramsey, president/CEO, Time Warner Cable, New England Division, Portland, Me., elected chairman of the board, New England Cable Television Association.

Robert Ragusa, director, legal, business affairs, Graff Pay Per View, New York, named VP/general counsel.

Bonnie Hathaway, director, affiliate relations, Home Box Office, New York, joins Time Warner Cable, Stamford, Conn., as director, community relations.

Dan DeSmet, New York sales manager, The Family Channel, New York, joins USA Network there as account executive, new business development.

Appointments at Discovery Home Entertainment, Bethesda, Md.: **Catherine Billon**, senior marketing manager, Time Inc., London, joins as director, home entertainment;

Steve Nurme, video sales manager, national accounts, western territory, Warner/Elektra/Atlantic Corporation, San Francisco, joins as national sales manager.

Stephen Baker, account executive, SportsChannel New England, Boston, named sales manager.

Dominick Comella, national sales

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manager, WDIV-TV Detroit, joins SportsChannel Florida, Boca Raton, Fla., as southeastern sales manager.

ADVERTISING

Stu Kader, sales manager, Harrington, Righter & Parsons Inc., New York, named VP/group manager.

Appointments at Hal Riney & Partners Inc., New York, San Francisco:

Mary Jack, broadcast account executive, New York office, named VP/broadcast account executive; **Rick Boyce**, media planner, San Francisco office, named VP/associate media director.

Appointments at Temerlin McClain, Dallas-Fort Worth: **Caryn Khouidi**, senior account executive, named account supervisor; **Pete Lempert**, account executive, named account supervisor; **Molly Martin**, account executive, Foote, Cone & Belding, San Francisco, joins in same capacity; **Melvin Stobbe**, copywriter, Tracy-Locke/DDB Needham, Dallas, joins in same capacity; **Amy Gavin**, graduate, University of Oklahoma (Norman), joins as regional buying office coordinator.

Appointments at Bradford Licensing Associates, New York: **Noelle Farmer**, assistant to the president, named account executive; **Paige Dusché**, contract administrator, named director, contract/art department.

Jennifer Max, account executive, Griffin Bacal, New York, named account supervisor.

TECHNOLOGY

Erik (Rick) Moe, director, sales, marketing, HBO Direct Broadcast, New York, joins DirecTv, Los Angeles, as director, sales, special markets.

Ray Gomez, director, public affairs, Geon division, B.F. Goodrich Company, Cleveland, joins Ameritech, Chicago, as director, corporate communications, network services unit.

J. David Eck, legislative director, Congressman Dan Schaefer (R-Colo.), joins Rifkin & Associates, Denver, as director, communications.

Greg Stuart, associate director,

communications strategies, Wells, Rich, Greene BDDP, New York, joins Wunderman Cato Johnson there as manager, new media, technology.

WASHINGTON

Alexander Belida, Nairobi correspondent, Voice of America, named chief, Nairobi news bureau.

Tatia Lynne Williams, special counsel to the president in Office of Presidential Personnel, joins National Telecommunications and Information Administration as special assistant to the assistant secretary.

DEATHS



Brakefield

Charles Brakefield, 73, veteran broadcast executive, died Aug. 13 of cancer in a Memphis hospital. Brakefield began his broadcasting career in 1951 as

a salesman for WREC(AM) Memphis. He succeeded his father-in-law, Hoyt Wooten, founder of the station, as GM in 1963, and joined The New York Times Company in 1972 after it bought WREC-TV from Cowles Communications and changed the call letters to WREG-TV. Upon his retirement in 1985, Brakefield was president of The New York Times Broadcasting Group and VP of its parent, The New York Times Company. He also served as president of the broadcast division of Cowles and as a member of its board from 1968 to 1971, as board chairman of CBS-TV affiliates board for four terms and as chairman of the Television Bureau of Advertising. Survivors include his wife, Arabia, a son and a daughter.

Bob Blair, 88, newsreel photographer, died Aug. 10 of heart failure at Henry General Hospital, McDonough, Ga. Blair worked for Fox Movietone News during World War II, and afterwards was hired by NBC, where he filmed news events for *Today* and *The Huntley-Brinkley Report*. He retired from NBC in 1962. Survivors include his wife, Anna, a son and a daughter.

Closed Circuit

BOSTON

Retrans row

Cablevision Systems Corp. announced late Friday it had reached a retransmission-consent agreement with CBS affiliate WHDH-TV Boston. That was news to the station's new owner, Sunbeam Television Corp. took over the station July 29 and recently sent out a letter that it says granted a 90-day carriage extension to all Boston area cable operators.

The Boston Cablevision system release stated: "Cablevision will not be required to make any cash payments in exchange for their consent." The press release also said the consent was granted "for an indefinite period, but can be rescinded at any time upon 90-days notice."

A Sunbeam official said the press release was "written in a way that [indicates] we granted them free retransmission. That is not the case."

"If they purport that their letter represents a 90-day extension, then the letter is misleading," said a Cablevision spokesman.

Shop talk

Fox's aggressive station shopping has been a favorite industry topic since at least early spring. While the company has declined to comment on its activities, one set of conversations has been documented at the SEC. The Boston Celtics Communications Limited Partnership, owners of Fox affiliate WFXT(TV), said Fox executives in March expressed a desire to expand its "ownership interest in television stations in the major television markets, including Boston." The Fox executives reportedly reminded the WFXT owners that if Fox acted upon discussions it had about buying another station in the market, it could terminate its affiliation agreement with WFXT. In other remarks, Fox hinted it might wish to expand its ownership interest in WFXT, in which it already has a 25% convertible option.

MasterCard kicks in for Cup

MasterCard has added its name to a growing list of sponsors of Univision's World Cup soccer tournament coverage, sources close to the Spanish-language network say. MasterCard's total ad spending for the tournament will likely be in the neighborhood of \$75 million dollars. Struck last week, the \$1 million-plus sponsorship deal follows a recent \$2 million-\$3 million deal with Reebok. Other sponsors include AT&T, Coca-Cola, Honda, McDonald's and United Airlines.

WASHINGTON

Tough talk

NAB President Eddie Fritts may just have been engaging in some breast-beating last week when he threatened court action to block the spectrum user fees imposed on broadcasters by Congress. Although NAB executive committee members were somewhat surprised that Fritts mentioned legal action at all, it is clear the committee and the NAB's members don't like the fees. Radio Board Chairman Bob Fox and Joint Board Chairman Wayne Vriesman both said small radio operators, who are under tremendous financial pressure anyway, are particularly upset about the new charges. Fox points out that broadcasters already devote time and money to serving the public interest, as required by the licenses, and pay other existing costs of dealing with the FCC, so the fees amount to double charging for the right to broadcast. Vriesman says that it seems unlikely NAB can get fees overturned completely, but it hopes to "fine-tune" the fee schedule to soften the blow for broadcasters.

HOLLYWOOD

Headed to cable?

Warner Bros. Prime Time Entertainment Network stations have opted not to pick up the back end on *Kung Fu* and *Time Trax*, with Warner Bros. fattening its barter split to nine minutes to compensate for that

decision. As a result, the back-end shows may be headed to cable. WBTD Senior Vice President Scott Carlin confirmed that a cable run is being "explored," but declined to identify which, if any, cable networks have opened discussions.

SYRACUSE

Split decision

While some ABC affiliates will choose not to air *NYPD Blue* and others will let the viewers decide after the show premieres Sept. 21, WIXT(TV) Syracuse is taking a theatrical release approach, previewing the show for focus groups. Those viewing the show include two church groups, a group of educators, a union group and a group from an underprivileged community. The results: the poor and the educators say let the show air, while the unions and the church groups are against airing it.

NEW YORK

The newest Philbin

By filling in as a substitute host for Kathie Lee Gifford, Joy Philbin's recent on-air prodding of her husband, Regis Philbin, about wanting to host her own talk show has apparently caught the attention of WABC-TV New York. The station, which serves as a production base for Buena Vista Television's *Live with Regis & Kathie Lee*, is said to be developing a local talk show strip with Mrs. Philbin.

In Brief

A federal judge in Chicago last Friday dismissed Evergreen Media's claim that broadcast indecency statute was unconstitutional, but said he would proceed to trial on whether FCC enforcement of statute is "narrowly tailored" and whether 1989 broadcast over Evergreen's WLUP(AM) Chicago was, as FCC charges, indecent. District Court Judge John A. Norberg also rejected Evergreen's motion for dismissal under statute of limitations. Government brought suit, trying to collect \$6,000 fine imposed in 1991.

There were management shake-ups at NBC last week. Terry O'Neil was replaced by Tom Roy as executive producer of NBC Sports, and NBC News executive vice president Don Browne resigned that post. O'Neil had held the sports job for four years. Roy has been with the division since 1981, most recently as coordinating producer of NBC's coverage of the National Basketball Association. In a statement, O'Neil said he was putting together an investment group to "pursue a major sports franchise." Browne is taking a leave of absence as he negotiates for another position within the company, perhaps at network-owned WTVJ-TV Miami, where he resides. Browne's news duties will be split among several executives, including NBC veterans Cheryl Gould and Bill Wheatley.

Multimedia Entertainment confirmed earlier reports last week that it is developing a new half-hour motivational talk show for fall 1994 hosted by Susan Powter.

Powter has gained fame through a series of infomercials and a self-help book on health and fitness. The show is a joint production of Woody Fraser Productions and Katz Rush Entertainment. Multimedia will distribute.

NBC has named national correspondent Brian Williams to replace Garrick Utley as anchor of the Saturday edition of NBC Nightly

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 8. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.6/224/96
2. Jeopardy!	10.9/215/99
3. Star Trek	9.1/244/99
4. Oprah Winfrey Show	9.0/235/99
5. Buena Vista I.	8.8/153/96
6. Star Trek: DS 9	7.3/236/99
7. Entertainment Tonight	7.1/186/96
8. Married... With Children	6.8/193/95
9. Wheel Of Fortune-wknd	7.0/188/86
10. Nat'l Geo.-Assign	6.7/198/97
11. Inside Edition	6.3/175/95
12. Designing Women	5.8/208/96
13. Current Affair	5.5/184/96
14. Kung Fu	5.3/174/93
14. Sally Jessy Raphael	5.3/213/99

News. Utley, a 30-year NBC veteran, is leaving to do a new weekly magazine program for MacNeil-Lehrer Productions. Williams has been with NBC since March and before that was a reporter-anchor for WCBS-TV New York.

As determined by the flip of a coin, ABC will cover the World Series in 1994, the first year of the new joint venture among Major League Baseball, ABC and NBC. ABC will also cover the proposed new round of divisional playoff games that year, subject to MLB player approval. NBC gets the All-Star

Game and the League Championship Series in 1994. Coverage of events will rotate between the two networks for six years.

Turner Program Services said last week that it was renewing its interview series *Marv Albert One-on-One*. Upcoming interview subjects include Reggie Jackson, Joe Montana and Barry Bonds.

Broadcast Marketing Corp., New York, will sell the barter time in Grove Television Enterprises' *Edison Twins* next season. The show was sold for cash last season and is being offered for barter this season.

Cox Cable's San Diego system has agreed to carry *Encore* on an a la carte basis beginning Oct. 1, priced at \$2.80. The service will be available to 250,000 subscribers in the 322,000-sub system.

Discovery Channel Chairman and CEO John Hendricks wrote a letter to Congressman Ed Markey last week (with copies to the FCC) defending the FCC's cable rules. He said a *Washington Post* story saying some cable rates might go up as a result of the rules "should have been but a minor footnote to a report more appropriately headlined: 'More

Cable rates will drop, says FCC

Most consumers will see a 10% reduction in their overall cable bills, insists the FCC. The commission issued a "fact sheet" late last week hoping to set the record straight. The FCC says recent press accounts have created a "misimpression" by suggesting that many consumers will see their cable rates go up (see story, page 53). In addition to that decrease, the FCC says, consumers can expect fees for equipment (remote controls and converter boxes) to drop, in some cases by as much as \$6. The FCC says it found that "for the average subscriber the per-channel rate for basic service was approximately higher than the per-channel rate for expanded basic. Thus, many of the rate adjustments now being made should result in basic rates going down, not up." The commission's fact sheet also makes it clear that cable operators are not required under FCC rules to raise rates. "The commission's goal is to make sure that rates are reasonable for every service tier and every piece of equipment offered to consumers by regulated cable systems."

—KM

than 70% of American Cable Subscribers to Enjoy Rate Reduction on September 1; Well over \$1 Billion to Be Saved.' The new rules, he said, "accomplish without a doubt the broad public policy objectives set forth by Congress." He also praised the FCC for a "remarkable job" in implementing the law.

Twentieth Television, which is producing *The Chevy Chase Show* for Fox Broadcasting Co., has named Carole Propp executive in charge of talent. Propp previously worked as producer/talent executive for now-defunct *The Dennis Miller Show*.

ITC Entertainment Group has named Michael Russo executive vice president of the company's domestic syndication sales division. He has been domestic sales manager since January 1993. Russo, who joined ITC as vice president of Northeastern sales in August 1989, fills the vacancy created by Ritch Colbert's departure from the independent studio under management restructuring initiated by recently installed president and CEO Jules Haimovitz.

The National Cable Television Association has chosen Korn/Ferry International to help it find a new president. Ronald Walker, managing director of the firm's Washington office is heading the search. Walker, who joined Korn/Ferry in 1979, is a former special assistant to President Nixon and was director of the National Park Service from 1972-75.

US West is not using its proposed video dialtone test in Omaha as a smokescreen to hide a commercial enterprise, the company told the FCC last week. Responding to strong criticism by the National Cable Television Association and other groups, the company defended its plan, saying it is trying to determine whether such a system makes

On point

As of Aug. 30, a Nielsen national rating point will be worth 942,000 homes, up from the current 931,000. The new TV household universe is 94.2 million.

any business sense. "US West does not deny that it plans to deploy a video dialtone service offering if the Omaha trial is successful...[but] US West is unwilling to introduce a general VDT service offering until it has tested both the technology and the market for VDT services," it told the commission.

Now claiming 26.9 million homes worldwide, Country Music Television Europe continues to expand internationally, with launches in Scandinavia, the Netherlands, Moscow, Latvia and Poland Sept. 1. In addition to its Astra satellite berth and cable deals Europe-wide, CMT Europe is available via microwave MMDS systems in Moscow and Latvia and by broadcast retransmission elsewhere in Eastern Europe. Slovenia, Slovakia and Georgia are scheduled to have the service by the end of the year.

Pan-European regulatory watchdogs are planning to issue a Green Paper appraising portions of the EC's far-reaching but marginally enforced media industry policies. The European Commission's audiovisual commissioner Joao de Deus Pinheiro requested the policy review, which is expected to critique the EC's infamous Television Without Frontiers Directive, which imposed statutory limitations on programming and advertising, as well as the MEDIA 95 production subsidy scheme and the cable and satellite copyright issues. The document will be published in January.

wjz-TV Baltimore will produce news updates for a radio station in

the market, WMNX(FM), starting Aug. 30. The updates will air in morning and afternoon drive times. Parties said it was first time a TV station would do news spots for an unaffiliated radio station.

NBC's new magazine show *Now with Tom Brokaw and Katie Couric* premiered last week, winning its Wednesday 9 p.m.-10 p.m. time period with a Nielsen 12.3/21 rating/share. Both CBS (*Ned Blessing*) and ABC (*Home Improvement* and *Delta*) averaged an 11.7/20 for the hour.

Interactive Marketing Inc. has organized the first-ever conference to discuss the importance of interactive marketing. The conference is scheduled for Sept. 21-23 in Scottsdale, Ariz. For more information, call 310-798-0433.

Communications Equity Associates and LenFest reportedly are set to acquire stakes in UK cable jukebox service *The Box*. The two companies are expected to pay \$3.5 million for a majority stake in parent company V.J.N. Currently available in 300,000 cable homes in the UK, the Box plans to launch on satellite in the U.S.

BBC Enterprises will supply more than 400 hours of programming to the cable satellite channel UK Living. Backed by Cox, TCI and Thames Television, the service—targeted to women—will launch Sept. 1 with \$37.5 million in funding. UK Living will have access to BBC daytime programming as well as cooking and talk show specials. The bulk of the remaining programming will come from Thames TV's vast library. American soaps and dramas also are likely to figure prominently in the channel's program lineup.

National Association of Broadcasters is holding its European Radio Operations Seminars at the Euro Disney Resort near Paris Nov. 22-23.

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Editorials

The envelope, please

The reformers have television on the run. Whatever credits it has won as a creative medium are being threatened by a misguided band of vigilantes determined to press their mores and taste on the national television public. "Sex and violence" is their battle cry, Congress and the FCC are their tools, the First Amendment is their target.

Case in point: *NYPD Blue*, an ABC-destined police drama created by David Milch and Steven Bochco. As reported this week, a number of ABC affiliates are on the fence about clearing the show, and almost everyone is nervous. The Donald Wildmons of the world (American Family Association) are bombarding stations with petitions demanding its extinction. Advertisers are going slow in signing on.

And the pressure has worked, at least to an extent. The first episode was recalled for pruning of a love scene that would be tedious in any medium other than network TV. That leaves some problem language; it's approximately what you would hear on any third-grade schoolground in America, if not what you'd recommend around the dining-room table.

Is it quality television? We'd say so. The concept is interesting, the casting and acting are above average, the production values are first rate. Is it so big a deal as to rise above criticism? No, not really. But neither does it offend so grossly that America needs to be protected from it. Television has too few Steve Bochcos, who are forever pushing the envelope (remember *Hill Street Blues*? remember *Cop Rock*?). And it needs room to maneuver, creatively. This isn't the time to set back the clock.

Where the action is

To their credit, syndicators have so far refused to give into the reigning political pressure on the violence issue. Let the stations or the viewers decide what programming to watch, or on which to issue warnings, they have concluded, choosing not to put advisories on their syndicated shows or to collude to bowdlerize their action fare. After theatricals and made-fors, action hours are among the most visible targets for the censorship patrols (no matter that they are also some of the most popular first-run programs). Many of those action hours are not targeted to youngsters, but we doubt labels would be an effective substitute for responsible parenting.

There is one school of thought that holds that violence warnings have an effect exactly opposite of their intent—that they draw children to adult programming. ("Why do the kids put beans in their ears?" asks the song. "Simply 'cause we say no.") No one should be surprised when

children are drawn to fruit with a big "Forbidden" stamped on the outside of the box. An example cited by one Tom Bumbera of Seltel last week was the movie "Death Watch," which had a viewer advisory in a number of markets and wound up with an impressive 10.6 overall household rating (Nielsen Syndication Service) and a somewhat surprising (at least to this page) 5.5 among kids 2-11. "Either the parents are not supervising their kids or they were watching 'Death Watch' with them," he says. In the first instance, the warnings would be a draw. In the second they would be of no use.

Syndicators may, in fact, be serving the young audience by refusing to wave the red flag being pressed on them.

Between the lines

Broadcasters continue to search for that elusive second revenue stream, which many feel will be key to their survival, much less competitiveness, in a multichannel, multimedia future that is already here. The most recent foray comes in a call from the National Association of Broadcasters and the Electronic Industries Association for ideas on how to get more buck for the bang represented by the broadcast signal: specifically, how to offer more ancillary data services, what those services might be and how they can be made profitable.

Broadcasters must already carry closed captioning information on part of the vertical blanking interval, but there is room for more information to be delivered. And now that new TV sets, by law, must be equipped to receive and display that information, there is a growing universe to be targeted (by some estimates, 5 million to 7 million sets with decoders will have been sold by the end of the year [the law took effect July 1]).

At the very least, a station's call letters and channel number can be billboarded. But broadcasters want to think large, and profitable. It is a wise move.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"They're arguing over whether the show should get a violence warning."



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