

APR 19



Broadcasting & Cable

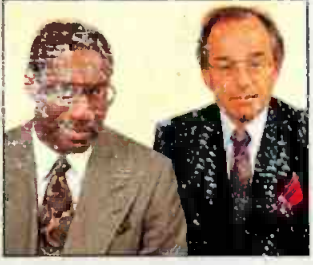
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PROGRAMMING



Children's TV:
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Saturdays **10**

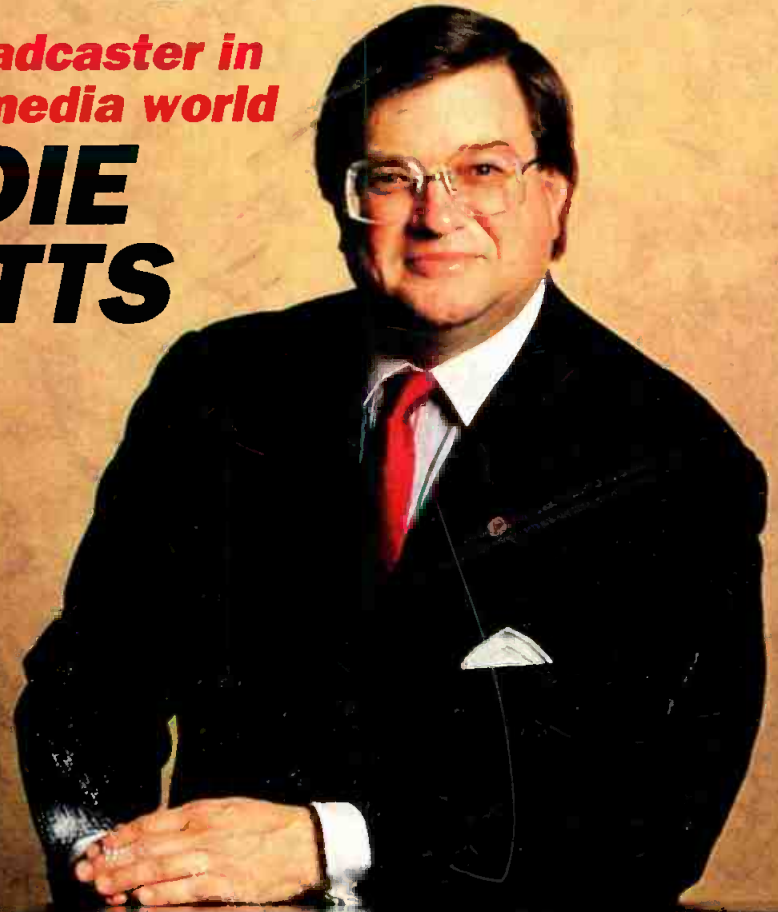
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questions **78**

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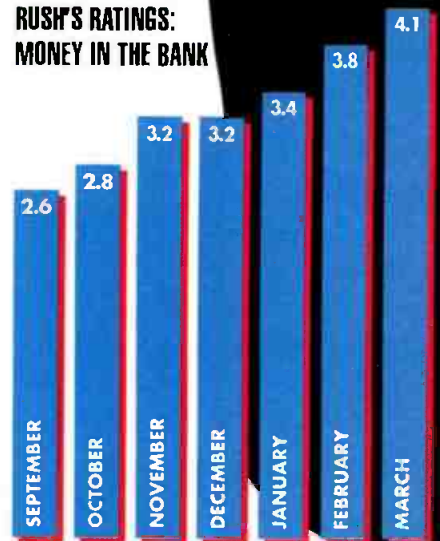
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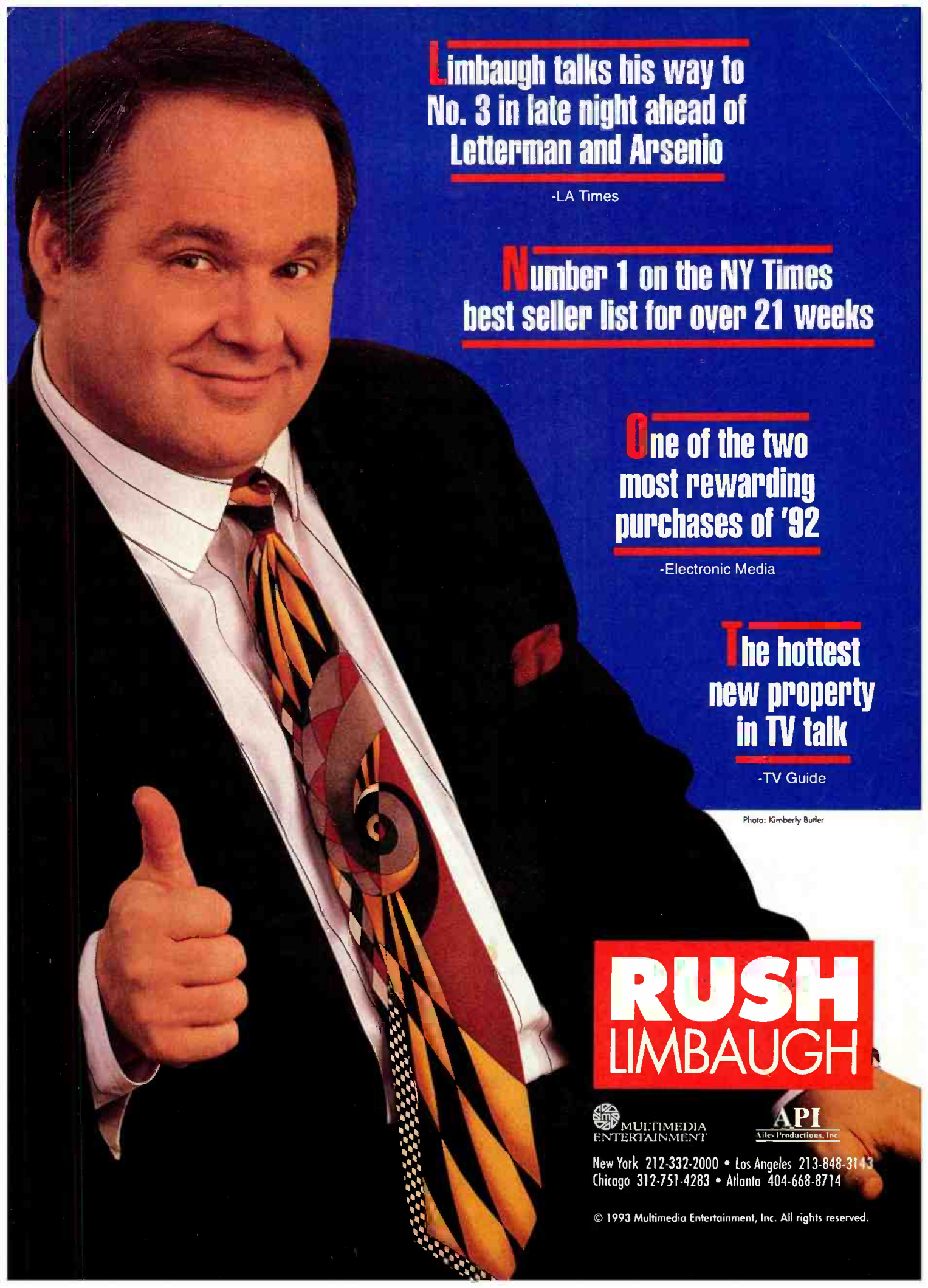
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RUSH'S RATINGS:
MONEY IN THE BANK



*NTI/NSS Persons 18+ Cume, W/E 2/28/93

Source: NTI weeks 9/20/92 - 3/7/93



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TELCO, CABLE ENTREAT WHITE HOUSE FOR RELIEF

Cable executives and financiers pressed an anti-rereg case to White House Chief of Staff Mack McLarty, while telco representatives, meeting with Vice President Gore, pledged \$125 billion to build an advanced "information superhighway" if they could just have a chance to provide video and other now-prohibited services. / 6

Next year's kids slates are still geared to entertainment, but a few shows will incorporate enough redeeming educational elements to help stations satisfy the requirements of the FCC. / 10

EXPANDED AM OPEN TO APPLICATIONS

The FCC last week opened up the expanded AM band for applications. Top priority, by congressional mandate, will be accorded daytime-only stations in cities with 100,000-plus populations, but most recipients of the new space will be broadcasters who receive or cause interference. AM stereo broadcasters will get preference; minorities won't. / 14

DUOPOLY: NO RUSH

The few radio group owners who have plunged headlong into duopoly say the arrangement yields big cost cuts and some revenue gains. But the industry overall, including giants CBS and Group W, is maintaining its one-per-market approach so far. / 17

The FCC is re-evaluating the stiff fine hikes it put in place in 1991. Reductions may range from 20% to 40%. / 17

A U.S. District Court in Las Vegas ruled last week that the FCC's ban on gambling ads on two Nevada stations whose signals extend into neighboring, non-gambling states is unconstitutional. / 18



Charlie Maday, vice president of historical programming for the Arts & Entertainment cable network, alongside the logo for History TV, A&E's planned 24-hour service offering historical documentaries, dramas and movies. / 27

UNITED VIDEO BRINGS INTERACTIVE HOME

United Video Satellite Group last week unveiled an interactive TV system that will let viewers receive services like catalogues, games, distance learning, news and business services. / 18

GE last week denied rumors that it plans to sell NBC. / 30

Columbia Pictures says that despite some claims otherwise in promotions by stations, the Ricki Lake talk show is not targeted exclusively at teens. / 34



The "hot switch," or commercial-free transition, from "Roseanne" to "Jackie Thomas" didn't do much to hold audience for the latter, but the networks are turning to the technique more and more as a way to pull viewers into new product. / 16



On the Cover

NAB President Eddie Fritts is bullish on broadcasting's prospects in a multichannel, multimedia world often considered the exclusive domain of cable and telcos. / 22

Photo: Stephen R. Brown

"Wouldn't it be a tragedy if we got [into digital broadcasting] and all we got out of it was prettier pictures?"— John Abel, NAB / 44

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FOX LINES UP MONDAY NIGHTS

In an effort to secure programing for its upcoming "Fox Night at the Movies" on Monday nights, Fox has signed a number of deals for rights to theatrical movies that will appeal to the network's young adult audience and perhaps pull in some slightly older adults it hopes to attract. Among the titles: "Beethoven," "The Babe" and "Mr. Baseball." / 40

NAB JOINS BROADCASTING AND COMPUTERS

The rise of digital technology has linked the futures of the two formerly remote worlds of broadcasting and computers. Multimedia World at this year's NAB convention is an effort to bring the industries closer together and teach broadcasters what the computer revolution means to them. / 44, 46

There are too many technical questions about satellite digital audio radio service to act on any of the five pending applications, according to comments filed with the FCC last week. The five companies competing to go into the DARS business disagree. / 54

ARBITRON CRACKS DOWN ON PURLOINED DIARIES

Arbitron has sued California radio station KWAC for allegedly obtaining and falsifying two Arbitron diaries in the winter 1993 survey. Station management acknowledged that an on-air personality, without management's knowledge, obtained the diaries, but it called the investigative effort a "sting" operation and avers that Arbitron would have let the station off with a warning if it hadn't just dropped the ratings service. / 58

ABC Radio is making a move into the European market with the purchase of an interest in London-based Satellite Media Services Ltd. / 60

The Association for Maximum Service Television has sharply criticized a proposal from Commerce Secretary Ron Brown that TV and radio stations be made to bid for new spectrum rights. / 64

FCC'S MARSHALL STEPS DOWN

FCC Commissioner Sherrie Marshall has announced she will step down April 30 to establish an entertainment consulting firm in Los Angeles. Her firm will maintain a Washington office, but she will be barred by ethics rules from lobbying the FCC within the next year. The restrictions don't apply to Congress or the Commerce Department. / 64

Network revenue growth at CBS spelled higher operating earnings during the first quarter. / 74

LIBERTY DROPS HSN BID

TCI spinoff Liberty Media has dropped a \$640 million plan to acquire 100% of Home Shopping Network, following a report that a Florida grand jury is investigating allegations of wrongdoing by top company officials. / 76

Television Bureau of Advertising's Ave Butensky and Cabletelevision Advertising Bureau's Thom McKinney assess the advertising climate for 1993 and compare the relative health of their two industries as they vie for the same ad dollars. / 78



John Malone, CEO of top MSO TCI, announced his company will pump up to \$2 billion into a major fiber optic network. TCI bills it as the first step on the digital "information superhighway." / 50



Among the initiatives to move print news into the video age, Knight-Ridder is testing an online newspaper that could be downloaded to a computer or TV set. / 72

Top of the Week

Cable, telcos push agendas at White House

Phone companies tell Gore they will spend \$125 billion on information highway if allowed into video business; cable executives are seeking relief from FCC

By Harry A. Jessell

Stung by the severity of the FCC's new cable regulations, top cable executives and financiers called on White House Chief of Staff Mack McLarty last Wednesday seeking relief.

A day later, a larger contingent of telephone company executives, in a meeting with Vice President Al Gore, promised to spend \$125 billion over the next seven years to build an advanced "information highway," if they are allowed to provide video and other now-prohibited services.

If nothing else, the meetings may jump start administration thinking on cable and telecommunications policy. Right now those issues are on the White House's back burner.

The cable group included Gerald Levin, Time Warner; Amos Hostetter, Continental Cablevision; Brian Roberts, Comcast; Tim Hartman, Nations-Bank West, and Steven Rattner, Lazard Freres.

"The purpose was to make sure the White House understood what the impact of the cable rules has been," said one of the cable advocates. The hope is for administration help in moderating the regulations, he added.

McLarty and the other administration officials on hand—economic adviser Robert Rubin and Gore Chief of Staff Roy Neel—were "open and conciliatory," he said, but made no promises other than to meet again with cable representatives.

Although Congress mandated the new cable regulations in the 1992 Cable Act, the FCC has considerable latitude in determining how tough they will be. It has thus far chosen to be extremely tough. The hardest hit came on April 1, when the agency ordered a cable rate rollback that could cost the industry \$1.5 billion a year.

Cable will likely ask for reconsideration of the rules, and the right signals from the White House could cause the FCC to moderate them.

Playing on the administration's oft-stated interest in bringing broadband telecommunications services to every home and business, the telco executives, led by Bell Atlantic's Raymond Smith and Bell South's John Clendenin, told Gore they would build such a network, but only if they could count on additional revenue from video and information services and long-distance telephone. ■



Meeting of the multimedia minds

United Video Satellite Group, a partnership of several large broadcasting and computer concerns, is developing a standard box to receive interactive games, services, educational material, news and entertainment. **Page 18.** □ NAB is sponsoring Multimedia World to allow broadcasting and the computer industry to get to know one another as their futures intertwine. **Page 44.** □ NAB's Multimedia World will let broadcasters and cable operators get a firsthand look at where technology is going. **Page 46.** □ TCI, Sega and Time Warner have announced a plan to develop a fully interactive video-game channel. **Page 46.** □ TCI is planning to pump \$2 billion into building a fiber optic network that could be the foundation of the information superhighway of the future. **Page 50.** □ AP and other wire services are considering ways to make video a part of the traditional newspaper. **Page 72.**



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Mapping out kids schedules

By Steve McClellan

The Clinton administration and the FCC have made it clear that broadcast stations must offer programs with some redeeming educational value for children and teens, and the broadcast networks have responded, to one degree or another, in their 1993-94 Saturday morning schedules.

Make no mistake about it: most of the Saturday morning programs continue to be developed as pure entertainment fare. Network officials are

pretty upfront about that. As Jenny Trias, vice president, children's programming at ABC, puts it, Saturday morning is sort of like "Miller Time" for kids—they want to be entertained and not necessarily informed.

The trick, as network programmers see it, is to come up with at least a couple of shows that educate while they entertain. "We can only educate if we continue to entertain them," said Karen Barnes, a vice president at the Fox Children's Network, which ascended to the top of the kids ratings

race (children 2-11) on both Saturday mornings and weekday afternoons.

ABC points to two shows that qualify as educational on the new schedule, including *Cro*, the first commercial network series effort for *Sesame Street* producer Children's Television Workshop. The show explains various scientific principles through the eyes of an animated Cro-Magnon boy.

CBS is also intent on explaining science to children, through a show it plucked from syndication, *Beakman's World*, from Columbia Pictures Television. It's a live-action program hosted by a kind of nutty professor, Paul Zaloom. Fox has decided to make history and geography the focus of its educational efforts, through an animated version of the popular video game *Where in the World Is Carmen Sandiego?*, about a globetrotting ex-spy with a fondness for stealing world-famous landmarks.

NBC points to a live-action show it has on its "tween" schedule, renewed for next season—*Name Your Adventure*—that qualifies as educational. Network officials also refer to an FCC document written several years ago referring to *Saved by the Bell* as "pro-social" programming.

Trias tries to make the case that at least ABC and CBS have been seriously addressing educational issues all along, with returning shows including the *ABC Weekend Specials* and *CBS Storybreak*. ABC News will do another live kids-ask-the-President special from the White House and several more Peter Jennings-hosted news specials for kids.

Syndication is weighing in with a slew of so-called FCC-friendly shows as well, including *Nick News* from Viacom, *Wavelength* from Rysher, *Mental Soup* from MG Perin, and the off-network *Edison Twins* from Grove Television. Claster has just launched a show called *Courage for Kids*, and Disney is launching an educational weekend morning program block.

Meanwhile, the kids upfront market is expected to break this week. Estimates are total television spending on children's advertising may climb 10%-15% this year to \$800 million. National spending is expected to account for \$550 million, with the balance going to spot. Last year, Fox earned about \$105 for its Saturday and weekday lineups, and is positioned to earn healthy increases in the upfront based on ratings gains this season. ■



The answer to this now familiar question: Saturday on Fox at 11:30 a.m.

ABC

8:00 <i>Cro</i> *
8:30 <i>C.O.W.-Boys of Moo Mesa</i>
9:00 <i>Sonic the Hedgehog</i> *
9:30 <i>The Addams Family</i>
10:00 <i>Tales from the Cryptkeeper</i> *
10:30 <i>Bugs & Tweety Show</i>
11:30 <i>CityKids</i> *
12:00 <i>Land of the Lost</i>
12:30 <i>ABC Weekend Specials</i>

NBC

10:00 <i>Name Your Adventure</i>
10:30 <i>California Dreams</i>
11:00 <i>Saved by the Bell</i>
11:30 <i>Homer Reed Academy</i> *
12:00 <i>NBA Inside Stuff</i>

CBS

8:00 <i>Marsupilami</i> *
8:30 <i>The Little Mermaid</i>
9:00 <i>Garfield and Friends</i>
10:00 <i>Dennis the Menace</i> *

10:30 <i>Mutant Ninja Turtles</i>
11:30 <i>Cadillacs and Dinosaurs</i> *
12:00 <i>Beakman's World</i> *
12:30 <i>CBS Storybreak</i>

Fox

Saturday

8:00 <i>Dog City</i>
8:30 <i>Bobby's World</i>
9:00 <i>Droopy, Master Detective</i> *
9:30 <i>Eek!/Terrible Thunderlizards</i> *
10:00 <i>Tiny Toon Adventures</i>
10:30 <i>Taz-Mania</i>
11:00 <i>X-Men</i>
11:30 <i>Carmen Sandiego</i> *

Monday-Friday

7:30 <i>Power Rangers</i> *
8:00 <i>Merrie Melodies</i>
3:00 <i>Tom & Jerry Kids Show</i>
3:30 <i>Tiny Toon Adventures</i>
4:00 <i>Animaniacs</i> *
4:30 <i>Batman: Animated Series</i>

*indicates new show



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Those stations that premiered The Montel Williams Show this past Fall experienced immediate growth among women 18-49 in just one sweep, from November 1992 to February 1993.



**THE POWER FRANCHISE
OF THE '90s.**

Source: NSI. November 1992 vs. February 1993 unweighted average women 18-49 ratings and shares of all stations with first full sweep in November 1992 which aired The Montel Williams Show in the same time period in February 1993.

FCC opens up expanded AM band

New channels intended for broadcasters who receive or cause interference, although Congress gives preference to some daytimers; no allowances made for minorities

By Sean Scully

As part of its plan to improve AM service, the FCC last week opened the door to 10 new AM channels between 1605 khz, the present upper limit of the AM band, and 1705 khz.

The new channels will be offered to existing broadcast stations that either receive or cause interference with other stations, said Assistant Mass Media Bureau Chief Bill Hassinger. Allowing stations to migrate to the new channels will ease congestion on the existing band, particularly among stations with frequencies above 1000 khz.

"The lower frequencies are possibly better because [they] filled up early on and there's less interference.... We expect a lot of our applicants [for the new channels] to be from the higher end of the AM band," he said.

However, due to congressional action, first priority for the new frequencies will go to AM daytimers in cities of more than 100,000 people with no full-time AM or FM station.

"The few stations that fall into this special category will not impede the commission's main policy objective of interference and congestion reduction in the existing AM band," the commission said in a news release.

Although he voted for the new AM

rules, Commissioner Andrew Barrett expressed some concern about singling out these small stations for special favors. "If you're going to give special priority to any, you should give special priority to all," he said.

In the past 18 months, several groups, including the NAB and the NAACP, have asked the commission to grant priority to smaller daytimers and minority broadcasters. The FCC rejected those requests.

Under the new rules, third priority will go to smaller daytimers, licensed to operate only between sunrise and sunset to prevent nighttime interference with nearby full-time stations.

Broadcasters have from May 3 until June 30 to express their interest in migrating to the new frequencies. After all the petitions are in, Hassinger said, the FCC will study the stations and create a priority list. The commission will then work down the list, assigning frequencies as best it can to avoid creating new interference problems in the expanded band.

Hassinger warned that being on the priority list does not guarantee a new frequency. If, for example, two stations in the same area want new frequencies, the FCC will have to decide between them. Otherwise, he said, the commission would end up jamming too many stations into the new chan-

nels and defeating the purpose of reducing interference. "We're trying to keep this as an example of how AM can sound if you don't have all that interference," he explained.

Built into the channel selection procedure is a preference for AM stereo, Hassinger said. "All other things being equal, if one guy is proposing to broadcast stereo, the stereo guy is going to get it," he said.

The NAB approves of the way the new expanded band will be allocated. Deputy General Counsel Barry Urmansky said the decision to reserve the new channels exclusively for existing broadcasters will go a long way toward cleaning up the mess that the overpopulation of AM stations has created.

Breaking with tradition, the commission did not set aside the frequencies for new entrants. "The commission made the judgment, though, on this proceeding that the goal of reducing interference is paramount," he said.

The NAB believes that minority broadcasters and smaller daytimers will ultimately benefit from the improved AM service.

David Honig of the Minority Media Ownership Fund disagrees. While he had not seen the specifics of the FCC rules, Honig said last Thursday he is concerned that minorities have again been left out. "I certainly want to take a look at the order and see if we have any need to ask for reconsideration by a new commission that might be more faithful to what Congress has said over and over that it wants to do" in giving minorities a larger stake in broadcasting, he said.

Hassinger said there's no way now to tell how many stations will reside in the expanded band. Until the FCC sees how many stations are interested, and where they are located, there's no basis to make an estimate.

Broadcasters need not be afraid that consumers will be unable to receive the new channels. The FCC has openly planned to make this change for years, Hassinger said, so radio manufacturers have been including the 1605 to 1705 khz frequencies in their new equipment, particularly car radios. ■

Persistence pays off for Quinn

One of the chief beneficiaries of the FCC's expanded AM band scheme is New Jersey broadcaster John Quinn. And that's no accident. "I've been pushing for this for years," he said.

Quinn, a member of the NAB radio board, is among the handful of AM daytimers who will have first crack at one of the 10 new channels in the expanded AM band as a result of a special preference for them quietly slipped into law two years ago.

As a result of the priority treatment, Quinn's 1 kw WJDM, which covers about 2 million people around Elizabeth, N.J., is almost sure to become a 10 kw full-time station covering 17 million people, including New York.

When the FCC announced its plan to use the new channels to decrease interference by encouraging migration out of the existing AM band, Quinn lobbied his then congressman, Matt Rinaldo (R-N.J.), who was a ranking minority member of the House Telecommunications Subcommittee. Rinaldo pushed through a provision requiring the FCC to give first priority to daytimers in cities of more than 100,000 with no full-time FM or AM station. WJDM fell neatly into that category. —SS

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Warming up audiences with hot switches

Networks turn to seamless lead-ins to pull viewers from popular shows into new product

By Steve Coe

With the fingers of many television viewers firmly positioned on their remote controls, the networks have been looking for ways to improve the flow of programming and cut down the amount of grazing. To that end, they are turning to hot switches, that is, seamless, commercial-free transitions from one show to another.

All the networks experimented with some kind of seamless program flow this season, with perhaps the most visible examples airing on ABC and CBS. On Tuesday nights, ABC, hoping to carry a huge established audience into an untried new show, led out of the Carsey-Werner-produced *Roseanne* directly into the Lorimar-produced *Jackie Thomas Show* without a commercial break.

In one of those hot switches, *Roseanne* ends with the Roseanne character watching TV; the program she's tuned to is the beginning of *Jackie Thomas*.

CBS used the same strategy on Monday nights by launching *Love & War* without a break from its lead-in,

Murphy Brown (both are Carsey-Werner shows). Neither network was entirely successful: audience defection from the new shows was as high as 25%.

"It's a useful tool to encourage sampling," said Alan Sternfeld, senior vice president, program planning and scheduling, ABC Entertainment. "Ultimately the show has to stand on its own," he added. ABC first used the strategy in the 1991-92 season by rolling the audience from *Anything but Love* into *Sibs*, which eventually was canceled.

"My position is that it's like chicken soup, in that it can't hurt," said Preston Beckman, vice president, program planning and scheduling, NBC Entertainment. "Even if we weren't doing it, I still think *Seinfeld* would be building. But it can't hurt. If you don't want to watch it, you won't stay." When NBC moved its *Seinfeld* into the 9:30 p.m. Thursday time slot, it fed the *Cheers* audience directly into *Seinfeld*.

"We have used it on several occasions, the first being when we launched *Herman's Head* after *Married...with Children*," said Doug Bin-

zak, vice president, scheduling and planning, Fox Entertainment. "Currently, at the end of *The Simpsons* credits we do a pre-cold opening of *Martin* before an ad break."

One problem associated with the practice is the moving of local advertising spots, which would normally air between shows, into the body of the lead-in series. "The argument with the sales departments is that we can't control product exclusivity in network commercial position," said ABC's Sternfeld. "When you have a network spot running next to a local spot, you can't control what the local spot will be."

Sternfeld said the reaction among affiliates about seamless scheduling is mixed. "If ABC only did it on highly rated shows there probably wouldn't be a problem. But when the adjacency is moved to a lower-rated show, they're not as happy about it."

NBC's Beckman said hot switching is only one way to present an apparently seamless block or night of programming, and possibly not the best way.

"There are a lot of tricks you can use to make a night appear to be seamless," he said. "ABC's 'TGIF' on Friday nights isn't seamless, but it appears to be. If I were going to rank things in terms of effectiveness, I'd say packaging or marketing is more effective than seamless."

Beckman cited NBC's recent Monday night comedy lineup, tagged "A Night of a 1000 Laughs," which beat CBS's strong lineup. ■

Tom notwithstanding, Roseanne still wedded to ABC

ABC has reserved comment on remarks made by Roseanne Arnold during an appearance last week on *The Tonight Show* when she threatened to move *Roseanne* from ABC and take the hit show to another network. Roseanne and Tom Arnold want ABC to give them an immediate decision regarding the fate of Tom Arnold's *Jackie Thomas Show*. A spokesman for Carsey-Werner Productions, which produces *Roseanne*, said the company has contractual obligations to air *Roseanne* on ABC through the 1993-94 season. ABC also has the right to first negotiations with the producers for subsequent years. The spokesman said discussions about moving *Roseanne* to another network probably would not take place for another year. Although it appears the Arnolds have most of the leverage in this situation—with *Roseanne* one of the highest-rated shows on TV and ABC's most watched—the Arnolds and Carsey-Werner may have trouble moving the series to another network. A source in Hollywood remarked on the situation last week: "Collusion is alive and well among the networks today." The source also said it is unlikely another network would pick up *Roseanne* unless ABC passed on the show. It was speculated that during one of Paramount and NBC's battles over the renewal of *Cheers*, CBS backed off from the chance to bring the top-rated comedy to its struggling schedule because of the supposed unspoken agreement.

—SC



FCC may lower some broadcaster fines

Commissioners revisiting 1991 schedule that NAB—and even Quello—considers harsh

By Joe Flint

The price of breaking the rules may be coming down.

The FCC is in the process of re-evaluating and probably lowering some of the fines it levies on broadcasters for violations ranging from inadequate tower lighting and marking to failure to maintain records.

The push to rethink the fine levels—which were raised substantially two years ago—comes from Chairman James Quello, who has long thought that the “new” 1991 fine schedule was excessive at times. The commission raised the base fines in response to a 1989 law that authorized a boost.

“We’re going to have a more reasonable approach,” Quello told BROADCASTING & CABLE. The commission’s Field Office Bureau, which levies most of the fines, told Quello it was concerned about small-market stations being fined too much for “small” infractions. “If we put a \$10,000 fine on a small station losing money, we are not doing much for the public interest,” Quello said.

For example, the base fine for an indecent broadcast went from \$2,000 to \$12,500 in 1991. The new rules also allowed the commission to raise the per-day fine of a station in violation of rules from \$2,000 up to \$20,000-\$25,000, to a maximum of \$250,000.

But the agency is also faced with the perception that it could be bending to broadcasters’ wishes. “We have to be careful not to create the impression that we are going soft on the rules,” one FCC staffer said.

Some of the 1991 fines have already been reduced. Violation of rules regarding broadcast towers were lowered from a \$20,000 base fine to \$8,000.

The commission has not yet decided what fines will be lowered, but they are considering a 20%-40% range. Not all fines will come down, and, according to FCC staffers, some may increase.

One idea that will be proposed is for fines to be determined not only by the violation, but also by the station’s ability to pay. “The idea is to give the

commission more flexibility,” one FCC staffer said.

Quello appears to have the support of Commissioner Ervin Duggan, who has, according to those close to him, “had concerns in the past about tempering justice with mercy.”

Commissioner Andrew Barrett, though, may have concerns about lowering fines for safety, health and equal-employment violations, an aide to Barrett said.

The FCC’s fine levels and the number of fines levied has become an issue

for the industry and the National Association of Broadcasters, which has implied in the past that the “high” fine levels are nothing more than an attempt by the commission to raise revenue.

The NAB challenged the fine schedule in the Court of Appeals, D.C. Circuit, more than a year ago.

“Anything the commission would do to review the numbers would be viewed with favor by broadcasters,” said Jeff Baumann, general counsel for the NAB. ■

Duopoly: cautious approach

Biggest advantages in cost savings, but radio industry resists predicted quick consolidation

By Peter Viles

According to the bolder and more bullish radio operators—those playing the duopoly game—expanded local ownership limits are already making radio a more profitable business for some broadcasters.

Operators involved in duopolies, FM-FM or AM-AM combinations in the same market, say they are cutting costs by up to 20% and posting modest improvements in revenues.

But at the same time, much of the industry has taken a cautious approach to duopoly, and the industry’s recent lukewarm experience with local marketing agreements, or LMA’s, has made it clear that cost-cutting strategies are not necessarily profitable. Some of radio’s largest companies—CBS and Group W, for example—have largely stayed out of the duopoly game so far.

“You can’t be pro-radio as an investment and not be pro-duopoly,” says Paul Fiddick, president of Heritage Media’s radio group, which has no duopolies yet. “I am for duopoly as an investment strategy. But it is not the salvation of the industry, and it isn’t a good idea for its own sake.”

If nothing else, this much is clear about the new ownership rules: radio remains somewhat resistant to the

massive consolidation that some feared would strike the industry. While the number of duopolies approved by the FCC totals 118 and is rising steadily (there are 80 deals pending), the overall number of commercial stations remains relatively constant, with no sign of dropping.

And early experiments in duopoly appear to have reinforced the maxim that radio is a management-intensive business that awards success to stations that stand out rather than fit in. Most group operators involved in duopolies say they are pursuing several different strategies based on market conditions, rather than a single corporate-wide strategy.

“It is completely situational,” says Tim Menowsky, vice president and general manager of Clear Channel’s WRBQ-FM Tampa, assessing duopoly strategies and radio in general.

“What works in one place doesn’t work in another place any more than what works in Paducah works in Chicago. Every situation has its own nuances. The people who try to do a cookie-cutter approach aren’t going to cut it.”

Indeed, there are considerable differences among various operators as to the best way to run duopolies. Perhaps

Continues on page 58

United Video plans interactive platform

Partners with S-A, Zenith, Pioneer, computer firms to create multimedia interface

By Rich Brown

Tulsa, Okla.-based United Video Satellite Group last week unveiled plans for an interactive TV platform involving the participation of Scientific-Atlanta, Zenith Cable Products, Pioneer New Media Technologies and Kaleida Labs, the multimedia consortium composed of IBM and Apple Computer.

Central to the new technology is an add-on module that attaches to a cable set-top converter box and enables viewers to receive interactive services including catalogues, games, distance learning, news, entertainment and business. Cable operators will have the choice of billing customers directly for use of the interactive services or allowing UVSG to serve as a billing and processing center.

Scientific-Atlanta, Zenith Cable Products and Pioneer are helping to move the plan forward by developing hardware that will include set-top converters with a plug-in interface which

connects the add-on module. The additional port is expected to cost manufacturers about \$1 a box, said UVSG President Roy Bliss, adding that plug-compatible set-top boxes should be available by late this year or early next year. Bliss said the UVSG model will work on both analog and digital cable systems.

Kaleida will participate in the interactive platform by supplying its ScriptX software to the service. UVSG, Kaleida and the other companies have so far invested an estimated \$10 million in the project's research and development, said Bliss.

UVSG has already taken the first step toward building its platform with TV Trakker and Sports Trakker, two company-owned, satellite-delivered



United Video's Roy Bliss

services that currently send text-based data to homes through a \$50 device which attaches to the TV. The company also has the ability to send customized information to cable headends through Prevue Networks, an on-screen TV program guide that reaches more than 34 million cable homes nationally.

"The next generation is a platform that will allow us to do more and more exciting programming," said Bliss. "It's up to the creative community to decide what to do with it."

While top multisystem operators such as Tele-Communications Inc. and Time Warner are talking about plans to offer advanced interactive services, Bliss said UVSG's model will give cable operators a chance to jump more immediately into the business.

"No matter what [TCI president and CEO] John Malone says, it's going to take some time to put it into place," said Bliss. "We have these processors at the headend right now." ■

Court overrules FCC; allows gaming ads

A U.S. District Court in Las Vegas ruled last week that the FCC's ban on gambling ads on two Nevada stations is unconstitutional.

Although gaming ads are legal in Nevada, the commission argued the ban was justified because some portion of the signal of the stations in question—KVBC(TV) Las Vegas and KRNVT(Reno)—reached non-gambling states (California and Utah) where such advertising is prohibited.

Representing the FCC in the case was the Justice Department, which will have the final say on whether the decision will be appealed to the Ninth Circuit Court of Appeals in San Francisco.

A commission source said the FCC would likely wait until the Supreme Court's decision in the case of *Edge Broadcasting v. the FCC*, which could come in the next few weeks. After that, the FCC will decide whether to encourage Justice to continue the case. Two lower federal courts have already sided with Edge's argument against the commission's regulations.

In that case, WKOC(FM) Elizabeth City, N.C., which wanted to air spots for the Virginia lottery, challenged the statutory restrictions on advertising lotteries that permit the airing of spots only by stations in states that

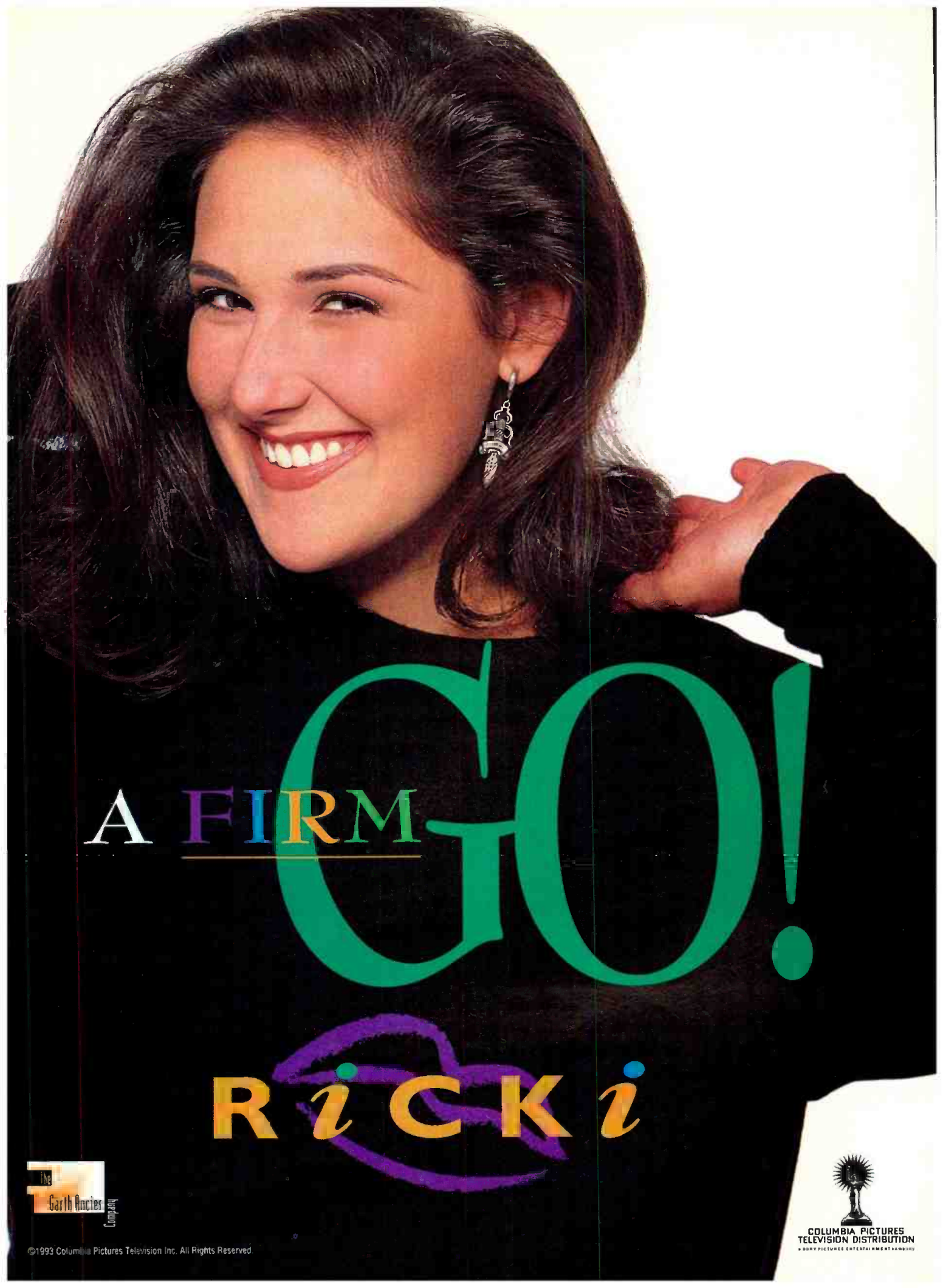
have them. North Carolina is one of 14 states without lotteries that border states with lotteries.

In making its decision in Las Vegas, the District Court applied the Supreme Court's four-part test for regulating commercial speech and found that the ban, as applied to the stations at issue, neither directly advanced the governmental interest asserted nor was it narrowly tailored.

"Although the evidence before the Court suggests that an extremely small percentage of California and Utah residents may turn on their televisions and see KRNVT or KVBC signals," said the court, "[we] find it difficult to accept that commercials about legalized casino gambling located in Nevada pose any real danger to the public policies of California and Utah...."

The American Association of Advertising Agencies praised the Nevada court decision, saying, "If it's legal, you should be able to advertise it." The association also hopes the case will have an impact on the Supreme Court's decision in *Edge v. FCC*.

The two Nevada stations are owned by James and Janet Rogers and Louis Weiner, who do business as Valley Broadcasting for the Las Vegas station and Sierra Broadcasting for the Reno station. —JF, JE



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STEPHEN R. BROWN

Staking a claim on the future

On the eve of NAB's convention in Las Vegas, association president Eddie Fritts talks about the keys to broadcasting's survival and growth in a multimedia world. Among those are a reliance on the localism that is the medium's historic franchise and a regulatory environment that will allow broadcasters to take advantage of the multichannel revolution that will be here in the snap of a digitally compressed digit. In the following interview with BROADCASTING & CABLE Editors Don West and Kim McAvoy, Fritts maps the medium's route to the telecommunications superhighway.

W here do broadcasters fit in the multimedia world?

If you look at a multichannel environment, including cable, DBS, telephone companies, MMDS and all the choices people will have in their homes, you have to say: "Well, if broadcasters are a single-channel provider in a multichannel environment, what sets them apart? What gives them a stake in tomorrow's telecommunications marketplace?" It seems to us that there are several things that allow us to arrive at a competitive environment.

One is the historic commitment to the local community. That continues to be the real anchor of broadcasters' appeal to the consuming public.

The question would then arise, how

do you convert that strong local commitment into a business that can survive with the fragmented marketplace? And there are several areas that present promising possibilities. One is high-definition television, and on the road to high-definition television we discovered digital television and digital transmission and digital broadcasting. Broadcasters can utilize digital transmission and compression techniques similar to those that will be utilized by cable. Broadcasters can provide the super telecommunications highway into the home without the \$400 billion expense of building fiber optics.

The phone companies, and the cable companies to some degree, have done a very good job of selling the

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idea that fiber optic is the only way to provide multichannel and a multiplicity of services to the home. What they lack in that environment is the mobility that over-the-air television can provide. We can provide an almost identical infrastructure over the air, provided that the FCC institutes policies that allow us to do that. This leads us to what policies need to be changed, and how do we effectuate those in the next decade to be positioned as competitors in this multichannel environment?

Broadcasters want to proceed with high-definition television, but just like the phone companies that asked for tax incentives and accelerated depreciation items, and other government subsidies, broadcasters need an incentive. Currently, the phone companies are saying: "If you will allow us to get into entertainment programming, we'll build this infrastructure." In their case, they're going to build it anyway, and we all know it, but they're using that as a

We've been corrected in using the term "scalable TV," but is that essentially what we're talking about? Giving you the ability to tune this extra spectrum to a number of different purposes?

I don't know that I understand all the technology fully, but in our vision of the future we can provide high-definition television, and compression, we can efficiently use the spectrum and be able to offer data broadcasting and other services as well. Obviously, we're also talking about the second-channel policy. But 10 years from now, who is going to oppose that if it's for the benefit of the consumer?

Do you mean to require that the other channel be returned?

To require that the other channel be utilized as opposed to returned. And at the end of the decade, let's say, we may have the plethora of transmission vehicles that I mentioned earlier, and if you have that type of massive capacity, then

"The phone companies, and the cable companies to some degree, have done a very good job of selling the idea that fiber optic is the only way to provide multichannel and a multiplicity of services to the home. What they lack in that environment is the mobility that over-the-air television can provide."

vehicle to convince policymakers to establish an incentive mechanism that will benefit them greatly.

In our case, we are suggesting that we really need an incentive for high-definition television because as we look at the investment time frame, it's very ambitious. In fact, there are those who are leveraged in the business who would say that it's overly ambitious, and we would agree with them. So we need for the commission to take a flexible approach to implementation of high-definition television, to provide the incentive—we need them to say we're going to allow you to utilize the spectrum that is already set aside for broadcasters in a way that provides the incentive.

If you put us in a multichannel environment where you have all of these competing interests and a glut of capacity for transmission, the broadcasters—if these policies can be effectively instituted—can provide new services at a lower cost. Broadcasting provides mobility. Through the broadcast signal and digital transmission, you can provide cellular telephone service. It's sort of a far-out way, and it probably would cause a great deal of heartburn in the phone industry, but what would happen if we came forward with a proposal to provide free cellular telephone service and pay for it with other mechanisms?

What are the mechanisms? If you had a free service, how would you pay for it?

There are dozens of them. Now, whether those are viable businesses, we'll have to let the marketplace decide. The reason that incentive needs to be there is (1) for the investment for high-definition television, and (2) to make sure that the American public has the ability to continue receiving the main channel, which provides free television service with the commitment to community and public service.

But is the incentive in permitting a flexible approach?

Yes.

wouldn't it also be fair to allow the broadcast industry to utilize the spectrum which has already been set aside for it in a productive manner for the American consumer and for the sustenance and continued viability of the main channel which is programmed to serve the public interest.

Let's say the broadcaster gets 10 channels. How does he compete with 10 channels against 500 channels?

Well, the fact of the business is the American consuming public doesn't want 500 channels. A lot of the 500-channel discussion is smoke and mirrors. It is 10 episodes of "Star Wars" or "Star Trek." It is time-shifted movies taking up 10 channels. The research shows that the American consuming public does not want nor care about 500 channels.

Really?

Yes. Take [Washington suburb] Fairfax County, and you've heard this before. The guy said, "Gee, this is great. We're going to get 100 channels of television." Well, they found out 50 of them were preachers.

If you go back to what people are interested in, first and foremost, it's what's going on in their communities. The broadcasters' foundation is built on that. We don't have an exclusive franchise, and that's not to say that the cable industry, or the telephone industry, or somebody else couldn't establish a channel that does that, but we have a unique system, and it has been very successful in terms of garnering audiences, and I predict that they'll continue to do that, with some refinements.

Now, I'm not suggesting that we do 10 channels only, or that we do a total of 10 per station. I'm not sure how we can do it, but let's say a station can provide a news channel, a sports channel, a movie channel, and then provide data broadcasting, which could be the engine that drives the train. Broadcasters have started thinking about the potential

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**CAPTAIN PLANET
AND THE
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*Source: Nielsen, NSS, 5-T-D March 14, 1993.
Households and kids 2-11.

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of being involved in other types of businesses that can help sustain the local broadcast station.

Do you think there's a broadcaster in America who will turn down the extra channels?

Not in his right mind. No.

The investment that they're concerned about now will not seem so large when they weigh it against giving up that much spectrum.

The premise of this is flexibility and a policy that allows stations to be able to convert on a reasonable timetable. The receivers are not going to be on the market in any large numbers for 10 years—certainly not large enough numbers to sustain the system by itself—so you're looking at an evolutionary period of time. No one has proved that consumer demand is driving HDTV.

There are 17 states without a top-50 market, and I don't think the senators from those states are going to look kindly upon their stations being shut down just because they

In the future, if broadcasters go into ancillary businesses that go beyond the public interest standard, then it seems to me it's reasonable to have discussions as to what the value of that spectrum might be.

But doesn't that let the foot in the door?

In the best of all worlds you won't have that precedent. But we make the distinction—and it's a very hard core distinction—about the public interest obligations surrounding broadcasters' use of the spectrum. If, however, we're using spectrum for additional services that do not have public interest obligations—services wherein we're charging consumers for the use of the property—and if in fact it happens to be the law of the land that other spectrum users who charge the end users are paying spectrum fees, then I would think that we would know what the competitive environment would be.

What's the downside of your not getting that kind of flexible approach in regard to the spectrum? Let's say you don't and

"There are 17 states without a top-50 market, and I don't think the senators from those states are going to look kindly upon their stations being shut down just because they couldn't afford to buy \$10 million worth of equipment to upgrade to HDTV on a government-imposed time frame."

couldn't afford to buy \$10 million worth of equipment to upgrade to HDTV on a government-imposed time frame. So flexibility is the key.

NAB is doing some things to educate our members. We're taking our group executive forum to the MIT Media Labs next fall for a full day on the possibilities and opportunities created by digital broadcasting.

So broadcasting is going to become technology-driven again?

Technology and broadcasting have always been one and the same. We've utilized new technology for satellite newsgathering and a lot of different things that broadcasting has improved through the years. We're now talking about how do you improve the transmission technology and our ability to reach consumers through the spectrum that has been allocated to us?

Who is going to take the lead? Will it be the NAB?

Yes. Up until recently, no one has had confidence that the proper policies could be put in place that would allow this to take place. I'm the eternal optimist. I see there is a way to do that—to put the policies in place for the future and give us a place at the table 10 years from now.

How do you get around the issue of spectrum fees, considering that the government has so much pressure on its budget to come up with revenues?

It's a separate issue. I mean, we're talking about today and tomorrow. Let's talk about today first. Today, we continue to believe and advocate—with full realization of the government's endeavors to generate new revenues—that the contract between the government and broadcasters for use of the spectrum is valid and that the return the government gets far exceeds the value of the spectrum.

that you remain a single-channel provider with 6 mhz doing exactly what you're doing—or doing what you're doing plus a second channel for HDTV. Then what happens to broadcast television in a multichannel world?

Well, admittedly, it's a very ambitious program, but we're taking a look at the future and staking out our position. If we're not successful in advancing digital television, broadcasters will be disadvantaged in a competitive environment and will have to rely solely on their local franchise—local news, local sports and local weather. They will, of course, have the opportunity to take advantage of other transmission vehicles, whether on a common carrier or some other basis. But the future is certainly more cloudy if broadcasters are a single-channel provider.

I take it, at least on the television side, that broadcasting is still a good business.

It's an excellent business. That's not to say that it's as good as it used to be.

Can you put a quantitative figure on how good the television business is?

According to NAB financial data, the average affiliate's profit margin was nearly 18% in 1991, which is down from earlier years but pretty good considering the economy in 1991. We expect 1992 results to be higher.

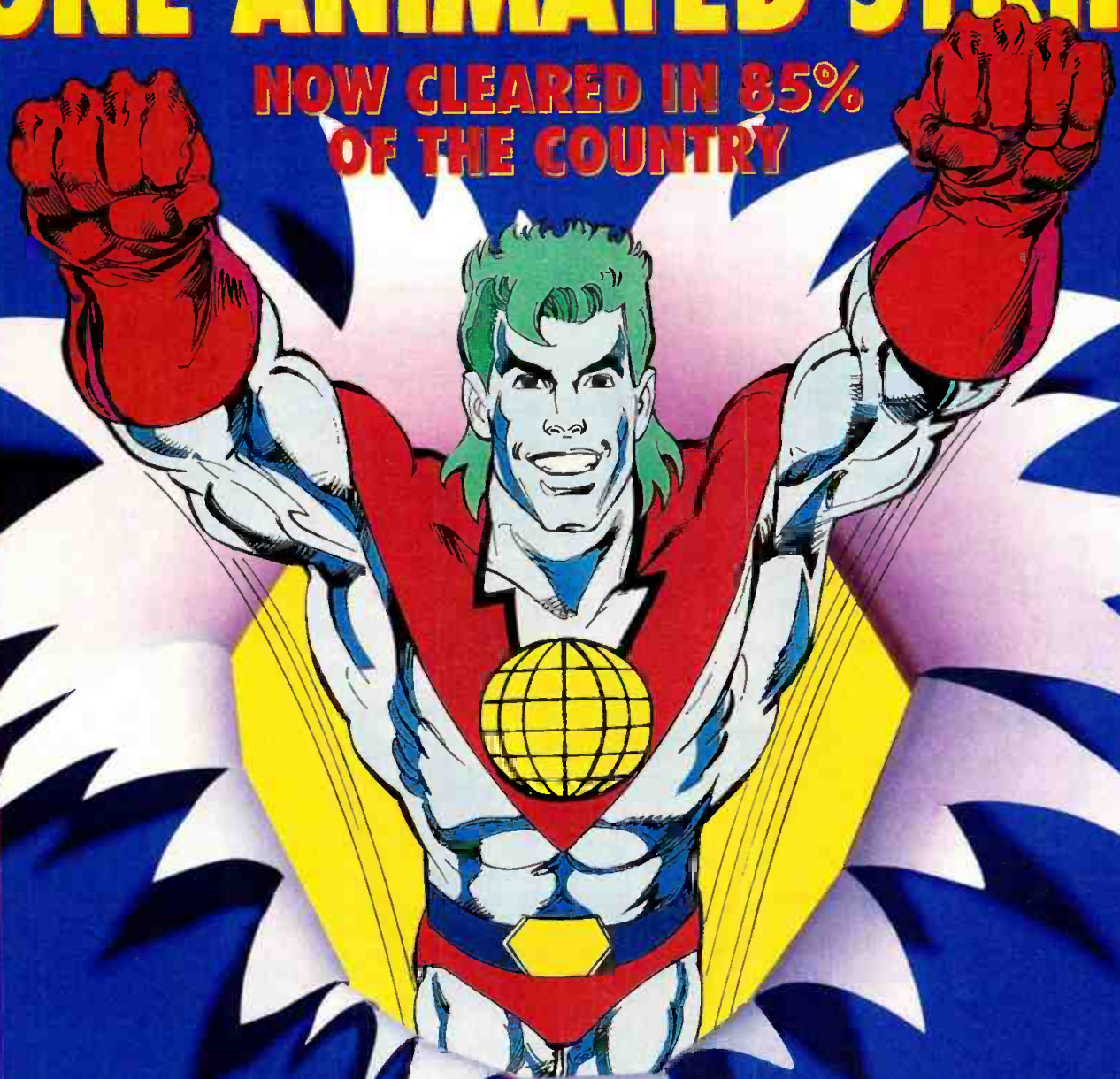
What about the radio side?

You start with the fact that 58% of the stations aren't making money. But I'm optimistic about radio. It has suffered since the '50s, when it was predicted that television would put radio out of business, and it has suffered a lot of pangs through the years. However, the business continues to be vibrant.

Is there a technological solution for radio? Is digital audio broadcasting (DAB) the answer?

TOMORROW'S NUMBER ONE ANIMATED STRIP

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CAPTAIN PLANET AND THE PLANETEERS

There is a glut of radio stations in the marketplace and, consequently, the commission has to begin looking at the economic viability not only of the stations already in the market, but of the potential for new stations that they're authorizing. For example, someone wanted to put a new station on Long Island; some engineer at the FCC was bright enough to figure out they could technically put four new stations on Long Island, so they did. You can't serve the public interest when you diminish service among all stations.

You have to have a reasonable margin of return in any endeavor that you're involved in, and it's true for radio, too. It's unfortunate that previous policies allowed new stations to enter markets that no one at the commission had reviewed for the economics.

Our system of broadcasting has chosen to let competition reign, and I'm not against that, but I'm suggesting that the FCC erred years ago when they decided to discount the economic analysis of the marketplace.

That's why we're opposed to satellite DAB; it would put 30 or 40 new stations in every market, and we don't think the economics of the radio industry can stand it, and a lot of broadcasters could be severely damaged.

In terms of new technology, by the way, we're pleased with the progress of terrestrial DAB; we think that's a bright spot for radio.

How concerned are you about what's going on in the area of program content, particularly with the actions against indecency on the radio side?

We are concerned about intrusions into program content. We believe it would be easier for broadcasters to comply if they knew what the rules are. The rules at best have been vague and overly broad.

If you knew what the rules were, would you oppose them?

It depends on what they are, I guess. I don't know.

It's a tough issue. It has not enhanced the image of broadcasting to have some of the content on the air which has been on the air. I happen to believe that the best arbiter of that, however, is the American public. If they don't like it, they'll turn it off. The indecency-in-programming issue seems to be cyclical. If you go back, we were talking about this five years ago. We have encouraged stations to adhere to a statement of principles voluntarily, and we have to continue to encourage them to do that.

Are you going to stand up for Howard Stern?

We really don't get involved in individual cases. We have, however, been involved in litigation in a similar issue—in support of broadcasters' rights—and will continue to do so. Howard Stern has clearly created a fire storm with policy-makers. He hasn't asked me for advice, but we have encouraged stations to be very careful in the area of indecency because of fines and potential FCC license revocations, just as a matter of good business practice. At the same time, we will continue to offer the appropriate court challenges.

Do you have a sense of what the majority of broadcasters think about Howard Stern?

It's mixed. There are a number of people who are incensed by his approach. There are others who feel that he ought to have a right to say anything he wants to say. I personally have never listened to Howard Stern.

What about the fairness doctrine? Is it hopeless?

It is not hopeless, but it is very difficult. We have advised the relevant members of the House and Senate that we continue to strongly oppose the fairness doctrine. We have advised them of what our position is, and they are well aware of it. Whether we can muster the votes to stop it, it's too early to tell. If it passes over our opposition in Congress, then we'll be a part of the court challenge to it.

What do you think will happen on June 17 [the deadline for broadcasters to choose between must carry and retransmission consent]?

I think June 17 will see a large number of broadcast stations opt for retransmission consent. There's a great deal of analysis taking place right now in the industry; stations almost invariably have dedicated one person to do nothing but to draw the circles, look at the maps, analyze the systems. The relationship between broadcasters and cable I would hope would not be one of hostility, but what we would like to see is cooperation. It's a symbiotic relationship. Cable pays for every other program that they have on the system. I think the retransmission-consent negotiation has the potential to bring broadcasters and cable together for the first time in the local marketplace. There is a great opportunity here for broadcasters and cable to sit down, strike a financial arrangement and talk about business opportunities that they could work on together.

By several of your answers, you suggest a concession that the telephone companies are going to become players in this arena? Are you ready to concede that?

I don't think there is any question the phone companies are going to be players. The question is whether they're content providers or whether they are restricted from being content providers.

Do you think they'll play if they don't have content?

Of course they'll play. There's no doubt in my mind. Today, seven Baby Bells, after operating as common carriers for nearly a decade, are some of the most successful businesses in America. And will they operate as common carriers in the future? They don't want to because they're greedy, but they'll probably settle for it because it's an opportunity to deliver. It means new usage of their capacity, and therein is a great opportunity for them.

Would you agree that this is a time when the medium is not really catching a wave, where the broadcasting industry has probably seen its glory days and is going to be forever battling for a piece of the pie in the future?

If I thought that, I wouldn't be at the NAB making plans for tomorrow. I don't think that at all. Glory is in the eye of the beholder. Compared to a lot of businesses in America, broadcasting is still a very good business, and a lot of people would kill for our margins. Television margins, and to some degree radio margins. While the universe is losing money, a lot of it is because a lot of small markets, and rural areas, have gone from good two-station markets to very lousy eight-station markets. Metropolitan radio is still doing very well.

There is an overabundance of channels coming in on the TV side. But the difference is that none of them have the ability to program locally, and even if they have the ability, there's still the question of whether they have the incentive. DBS is not going to do it. Cable could, telephone companies could, but it takes a long time to build a franchise with a news operation in a market, or a sports operation in a market. It just takes a long time to build a franchise. ■

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Programming

THE BUSINESS BEHIND THE SHOW IN BROADCASTING/CABLE

Arts & Entertainment to make history

Network officially unveils History TV Network, expected to launch by next year

By Rich Brown

Arts & Entertainment Network plans to make its first move into new network territory by next year with the launch of History TV Network (H-TV), a 24-hour service featuring history-related documentaries, dramas, miniseries and movies.

The launch of H-TV will rely in part on the track record of A&E, the 19-year-old network now available in about 56 million homes. Despite a tough environment for launching news services, H-TV is expected to be in the black within 36 months on the air, according to Nickolas Davatzes, president and CEO, A&E Networks.

"Our reputation is going to hold us in good stead," said Davatzes. "One of the things A&E is known for is its ability to meet all its commitments. We've been talking with operators for a year, and the concept of a flexible basic is very attractive to them."

The term "flexible basic" means operators will be given flexibility in packaging the new service, said Davatzes. But he added that operators will not be able to sell the service a la carte or pick up the channel part-time.

As planned, programming for the new channel will be 20% original, 45% acquired and 35% from the A&E library. All programming on the channel will be exclusive and will not include any programming being used by A&E. H-TV is designed to have a different look from A&E, which in recent months has significantly boosted its original drama budget. The targeted age group for the new channel is 25-64.

As for staffing, Dan Davids, A&E senior VP, marketing, has been appointed senior VP and general manager of H-TV; Charlie Maday, A&E VP of historical programming, is chief pro-



Rolling out H-TV are (l-r) Dan Davids, Charlie Maday and Nickolas Davatzes

gram executive. In describing the potential for the new channel, Davids pointed to the success of historical TV shows and movies including *Lonesome Dove*, *JFK*, *Dances with Wolves* and *The Civil War*.

Maday said it will probably be a year before programming for the channel is in place. But he did introduce an eight-minute presentation tape featuring a number of programming concepts: a live call-in format, *Eyewitness*, with personal eyewitness accounts of historical events; *History Sunday*, a three-hour Sunday night block including some of the network's strongest original programming; *History Alive*, profiles in American history; *Landmarks*, reenactments at historic sites; *Year by Year*; *War Chronicles*; *Civil War in Action*; *Those Who Dared*; *Timewatch*, featuring footage from the BBC archives, and *Movies in Time*, featuring classic theatrical titles—such

as "Gandhi"—with a host who talks about the historic events featured in those movies. H-TV executives said the channel will place an emphasis on United States history.

In preparation for H-TV's launch, A&E has already purchased a documentary library from Lou Reda Productions and has bought long-term rights to a substantial archive of documentaries from Hearst Entertainment, one of A&E's parent companies.

Davatzes would not provide start-up costs for H-TV but said he was hopeful the price would not be as high as the estimated \$100 million USA Networks has spent to debut the Sci-Fi Channel. Asked about the potential for H-TV overseas, Davatzes said A&E has some program partners interested in joint-venturing abroad.

H-TV is scheduled to debut in the United States in the fall of 1994 or earlier. ■

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NBC not for sale, says Chairman Welch

At reception for incoming news head, GE chairman reassures network staffers

By Steve McClellan

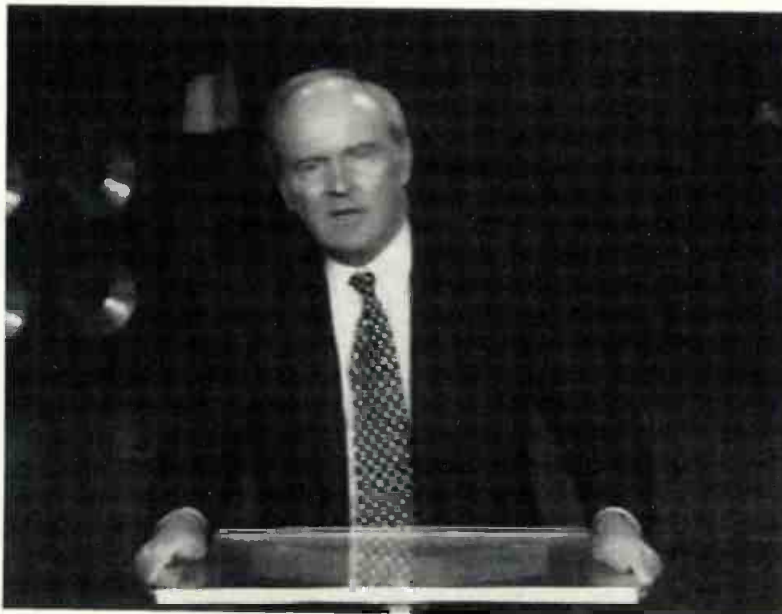
Setting aside GE's no-comment policy on sale rumors, company chairman Jack Welch told NBC News employees last week that NBC was "not for sale."

Welch was in New York to cheer the news troops and lay down the welcome mat for news division president Andrew Lack, named to the post two weeks ago.

"GE likes NBC," Welch told the news employees, who gathered for the meeting at the *Saturday Night Live* studio in the GE Building in New York. "NBC is not for sale. GE wants to be a part of NBC."

Welch sought to assure the news employees that GE supported the news division and the network and that he saw the *Dateline* debacle as a "lapse of judgment. We've had lapses in judgment in all kinds of businesses" at GE, he said. "It's over. It's behind us. We are behind [the network] totally."

After the meeting with NBC News staffers, Lack and NBC President Bob Wright met with reporters. Welch did



At a reception for incoming news chief Andrew Lack, GE Chairman Jack Welch reassured the ranks that "NBC is not for sale." Recalling the 'Dateline' incident that torpedoed morale at the network's news division, he said: "We've all had lapses in judgment...It's over. It's behind us."

not attend. When asked about the apparent violation of its no-comment policy, Wright said a decision was made to set it aside because NBC had been "hurt by it. It created the image

that GE wasn't supporting the network" because of the constantly rumored impending sale. "It was a question of balancing" the no-comment policy with the image problem, said Wright.

Rumors of the sale of NBC have been floating around since 1991, when the FCC first made slight modifications in the financial interest and syndication rules, and when it also became clear that the network was headed for rocky times both in terms of program ratings and ad sales.

Still, there were those last week who questioned whether Welch's comments had any meaning at all—beyond an attempt to get the media to stop speculating about a possible sale. As media analyst John Tinker told the *New York Times* last week: "Jack Welch said NBC isn't for sale—today. That doesn't mean he won't listen to an offer tomorrow."

Others observed that the FCC's recent fin-syn ruling forces GE to look at NBC's potential in a new light. While NBC complains the commission still didn't go far enough, the likelihood is those rules will disappear altogether in the foreseeable future, giving the networks several new revenue and profit streams. ■

**Broadcasting
& Cable**

April 5 - 11

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

TBS 1,317

2.2/3.7



USA 1,112

1.8/3.0



ESPN 1,037

1.7/2.9



TNT 721

1.2/2.1



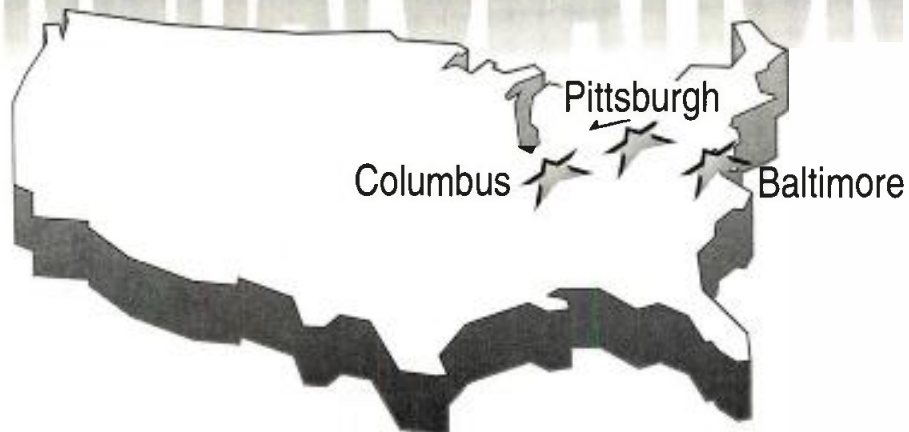
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1.1/1.8






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.

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Cable's new food for thought

Providence Journal backs Television Food Network basic channel

By Rich Brown

Providence Journal Company and its MSO subsidiary Colony Communications have set a Nov. 22 debut for Television Food Network (TVFN), a new basic cable network that will seek to attract operators by offering 10 years of free carriage and an add-on set-top device that will enable viewers to receive merchandise coupons at home.

The 24-hour network is expected to carry start-up costs of \$50 million-\$60 million and will break even during the fourth year of operation, according to Reese Schonfeld, president of Pacesetter Communications, the New York-based company that is managing day-

to-day operations of the channel.

"The food and packaged goods category is the strongest advertising category there is," said Schonfeld. He said local operators will be able to use



their three minutes of advertising time on the network to sell ads to area supermarkets, which he characterized as "the last of the regional businesses."

One key way by which the network hopes to launch in a difficult environment is to offer TVFN free for 10 years to cable system operators who agree to make it available to more than 80% of their audience. Another is by offering a two-way set-top device that would enable the network to dispense merchandise coupons directly to viewers' homes. TVFN is currently patenting the technology, which would be available to viewers at a low additional monthly charge.

TVFN programming will be structured on an eight-hour wheel that has six hours of original programming and two hours of "Cooking Classics" with various TV chefs, including Dione Lucas and Jacques Pepin. Orig-

Nielsen Cassandra Report Highlights

Show Title	Feb. 93 H.H.	Feb. 93 A 18-49	Feb. 92 H.H.	Show Title	Feb. 93 H.H.	Feb. 93 A 18-49	Feb. 92 H.H.
First-run action-drama hours (top 10)				Games (top 5)			
Star Trek: TNG	13.3/14	12.4	11.8/13	Wheel of Fortune	18.0/28	6.7	17.5/28
Star Trek: DSN	11.7/12	10.8	na	Jeopardy!	14.6/26	6.0	14.5/25
Untouchables	5.8/6	3.6	na	You Bet Your Life	4.6/11	2.0	na
Baywatch	4.4/10	2.9	4.3/9	Family Feud	4.3/10	2.0	5.2/12
Kung Fu: TLC	3.9/8	2.9	na	Love Connection	2.9/8	1.5	3.6/10
Time Trax	3.5/7	2.7	na	Talk (top 10) Feb. 93 women 18-49			
Street Justice	3.5/6	2.1	4.2/6	Oprah Winfrey	12.8/33	9.4	12.9/34
Renegade	3.4/7	2.4	na	Donahue	6.5/20	3.5	7.2/23
Highlander	2.9/6	2.2	na	Sally Jessy Raphael	6.2/18	3.7	6.8/24
Catwalk	2.4/5	1.4	na	Live w. Regis & Kathie Lee	5.9/22	3.4	5.1/20
Sitcom series (top 5)*				Maury Povich	5.0/16	2.7	4.8/15
Roseanne	7.7/14	5.9	na	Geraldo	4.7/14	2.8	4.5/15
Full House	7.1/13	3.2	7.1/13	Montel Williams	3.9/12	2.6	3.5/12
Cheers	6.6/13	4.9	7.1/14	Vicky!	3.4/13	2.1	na
Married w Child.	6.5/13	5.0	6.8/13	Jenny Jones	3.1/11	2.2	2.4/9
Golden Girls	5.7/12	2.8	7.2/15	Rush Limbaugh	3.1/12	1.4	na
Magazines (top 4)				Children's first-run animated strips (top 5)*			
Ent. Tonight	9.6/15	5.4	9.8/16		Feb. 93 chld. 2-11	Feb. 92 chld. 2-11	
Inside Edition	8.0/17	3.9	8.0/17	Goof Troop	9.3	na	
Hard Copy	7.1/14	3.7	6.8/15	Darkwing Duck	7.1	9.9	
Current Affair	6.6/13	3.4	8.8/14	Tale Spin	6.1	8.6	
				Chip 'n' Dale	4.9	7.5	
				Dennis	4.6	5.9	

Source: Nielsen Media Research. Household numbers include rating and share; demographics, rating only. *The Cassandra Report does not include the ratings for Fox Children's Network weekday programs, three of which scored in the top-5 among all first-run weekday animated strips (chld. 2-11) according to the Nielsen market books: *Batman* (9.6), *Tiny Toon Adventures* (9.3) and *Tom & Jerry Kids* (7.1/31).



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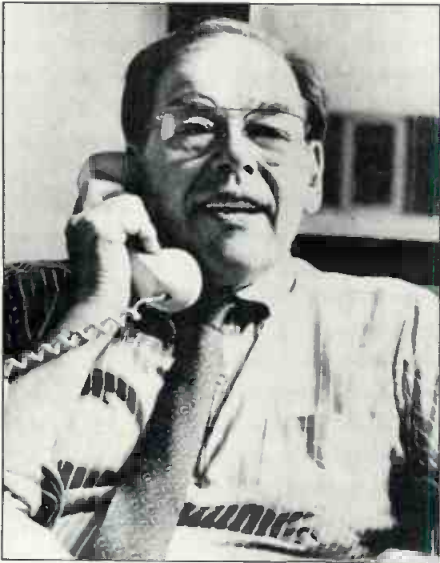
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Pacesetter President Reese Schonfeld



Prime time series host Robin Leach

inal programing will include a nightly prime time celebrity interview series hosted by Robin Leach; call-in shows covering food, family and lifestyles; an hour of food news and views with chefs, gourmets and industry leaders; *How to Feed Your Family on \$75 a Week*; *Food in a Flash*, and food preparation and presentation by interna-

tionally renowned chefs. Much of the original programing will be done in studios at TVFN's New York headquarters. The eight-hour wheel will be repeated twice daily.

The new network is targeting female viewers. Schonfeld said research of weekend cooking shows on PBS stations around the country indicates

cooking shows are watched by an audience that is 59% female and 41% male. He said even more encouraging research by Procter & Gamble finds that audiences for cooking shows tend to be about 70% female.

TVFN expects to have more than 2 million subscribers at launch and about 5 million by the end of its first year of operation, said Schonfeld. He brushed aside other programers that have expressed interest in developing food-oriented cable networks. "You've got to have a platform on which to launch, and The Providence Journal Company is a platform," said Schonfeld.

The Providence Journal Company owns nine TV stations, several newspapers and Colony Communications, an MSO serving about 760,000 subscribers. ■

CPTD says Ricki Lake target is not just teens

By Mike Freeman

Columbia Pictures Television Distribution has reaffirmed its production commitment to its upcoming Ricki Lake talk show strip, set for first-run syndication next season, with station sales in 84 markets—including 25 of the top-30 markets—representing 70% U.S. coverage.

At a press briefing last week, CPTD worked to dispel what it called "misconceptions" about Ricki's target demos and format.

Although several major station rep firms have tabbed Ricki as a younger-skewing teen vehicle geared largely toward independents, CPTD President Barry Thurston and Ed Wilson, senior VP, syndication, said the 4-6 p.m. "transitional" vehicle is also being targeted to the 18-34 and 18-49 adult demographics, of major appeal to affiliates. In fact, Wilson estimated that of the 84 markets sold, 50% are non-Fox affiliate stations and 25% are Fox-affiliated stations.

April, 1993

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Last January, top market independents WWOR-TV New York, KCOP(TV) Los Angeles and WPWR-TV led off the clearance list, but sales to KRON-TV San Francisco, KXAS-TV Dallas, KYW-TV Philadelphia, WBZ-TV, KDKA-TV Pittsburgh, WKBD-TV Detroit, WFLA-TV Tampa, KDNL-TV St. Louis, KCRA-

TV Sacramento and KDVR-TV Denver indicate there is a stronger mix of affiliates in the top 20 markets.

CPTD also confirmed the naming of Gail Steinberg as co-executive producer, teaming up with executive producer Garth Ancier.

Bob Cook, CPTD's senior vice

president of marketing, said that Steve Sohmer (who worked on the promotional campaigns for Columbia's off-network launches of *Married...with Children* and *Designing Women*) and Broyle & Associates have been retained to handle *Ricki's* on-air and print promotional efforts. ■

BBC World Service TV looks west

By Meredith Amdur

BBC World Service Television has embarked on the first commercial trans-Atlantic use of digital compression as it expands its North American lease on Intelsat from one transponder to four.

Beyond setting a technical broadcast landmark, the BBC's 24-hour news and information channel's extra capacity could propel the British news service into the North and South American markets, fulfilling its aim to achieve global availability. A wholly owned subsidiary of the British Broadcasting Corp., BBC World Service Television is a self-funded, commercial operation.

The BBC has been transmitting its signal from the UK via the Intelsat satellite located at 307 degrees East to Toronto as part of its venture with the Canadian Broadcasting Corp. The BBC's recent agreement with Canadian communications company Teleglobe and Los Angeles's IDB Communications will transmit four video channels and up to 16 audio channels through the single transponder. The service will utilize General Instruments' DigiCypher equipment.

According to Jeff Hazell, BBC World Service Television's director of sales and distribution, the move to digital compression could ultimately pave the BBC's way into the U.S. multichannel market. Since the BBC brought its venerable 60-year-old World Service Radio program onto the TV airwaves in 1991, the service has penetrated vast areas of Europe, Asia, Africa and the Middle East.

"Our mission is to be fully global by the end of 1993 using various joint venture partners," Hazell says.

Moving into the forefront of the international satellite television market, BBC World Service Television currently transmits several versions of its

24-hour news and information service across Europe, Asia and Africa. Each of the separate feeds is tailored to the interests of its regional partner.

In Asia, BBC World Service TV claims a reach of at least 9 million homes via the Star TV satellite package delivered on AsiaSat1. The program has been a particular success in India. Its European service, which offers more of a general entertainment lineup, is primarily a cable pay offering, delivered by the less powerful Intelsat satellite. A Japanese version of the service, in association with trading company Nissha Iwai, is due to

launch by the end of the year.

World Service Television is also beginning to give Turner's CNN International a run for its money in several territories. World Service's expanded news offerings spurred CNNI to double the programming budget for its international feed. By next year, all of CNNI's programming will be independent of the domestic channel.

"In the U.S. market, we may never compete with CNN, but we can offer an alternative," Hazell says. "Unlike CNN's domestic roots, our pedigree is that we have no home base and program with a consistently international

March, 1993

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agenda."

The competition for news services is heating up in Europe, where various national channels are threatening to cut both CNN's and the BBC's audience shares. But as the world demand for TV entertainment and news expands, the BBC is confident that its strong reporting capabilities and international partnerships provide the most cost-effective way to reach worldwide audiences. Beyond new territories such as Australasia, the busy American multichannel marketplace would prove to be the BBC's biggest challenge yet.

In keeping with its joint-venture philosophy, BBC will examine the

Errata

April 12 story on "off-Fox" syndication launch of *Cops* incorrectly reported Fox Broadcasting Co.'s first-run airings are Friday evenings. Show double runs on Saturdays at 8-9 p.m. (ETPT).

possibility of an American launch with a number of different broadcasters or other trading groups. "Compression gives us the ability to land in the U.S.," Hazell says, adding that the channel would take a flexible approach in programming any North or South American service. The Intelsat

footprint covers the whole U.S. and into Mexico but is not suitable for cable redistribution. Hazell stresses that discussions with new satellite operators or possible American partners are still in the very early stages.

Hughes's DirecTV and other would-be U.S. direct-broadcast satellite ventures could provide a BBC World Service with an ideal platform to garner a formidable niche audience, while the increasing fragmentation of the cable industry makes a strategic entry into the U.S. market almost inevitable. The BBC says it will consider moving to a more powerful satellite over the next few years to give consumers easier access. ■

HEADLINES

Broadcast pitch

In an unusual twist, ABC affiliate KOVR(TV) Sacramento, Calif., and area independent station KSCH-TV are airing a 30-minute infomercial about cable programming paid for by local cable operators. Ironically, the ABC network does not accept advertising from basic cable programmers.

The infomercial features premium and basic channel programming clips with an acquisition offer to entice TV viewers who have never subscribed to cable. Local cable operators behind the cooperative effort include Scripps-Howard, Continental, Jones, Sonic and Post Newsweek. Those operators are paying for the infomercial with help from premium program services featured in the ad.

The local cable operators initially found closed doors at the stations but were able to renegotiate and have been airing the infomercial for three weeks, according to Brian Gruber, director of marketing for the 206,000-subscriber Scripps-Howard system. Gruber said the systems are doing post-production work on the infomercial to make it an even harder sell on the benefits and features of cable TV.

Viacom buys software firm

Viacom International has agreed to acquire Chicago-based software development company ICOM

Simulations, a privately held company that develops and publishes software for a variety of platforms, including CD-ROM and cartridge-based video games. The company will be a division of Viacom New Media and will look to capitalize on brand identities developed by other Viacom properties MTV and Nickelodeon.

Country countdown

VH-1 on April 23 will launch a new country music-based series, VH-1 Country Countdown, a weekly show highlighting top country music videos. Country music recording artist Lyle Lovett will host the first two episodes of the series, which will air Fridays at 4 p.m. and Saturdays at 9 p.m. (ET).

Family moves into UK

International Family Entertainment, parent company of The Family Channel in the U.S., has received approval of a license application for the launch of a UK version of the network. Programming has not yet been decided for the channel, but it will have a "decidedly British flavour," according to an IFE statement. The company has access to 2,000 hours of acquired programming through the IFE-owned UK-based TVS Entertainment and U.S.-based MTM Entertainment libraries as well as other Family Channel library shows. IFE will also feature new original programming made specifically for UK audiences at

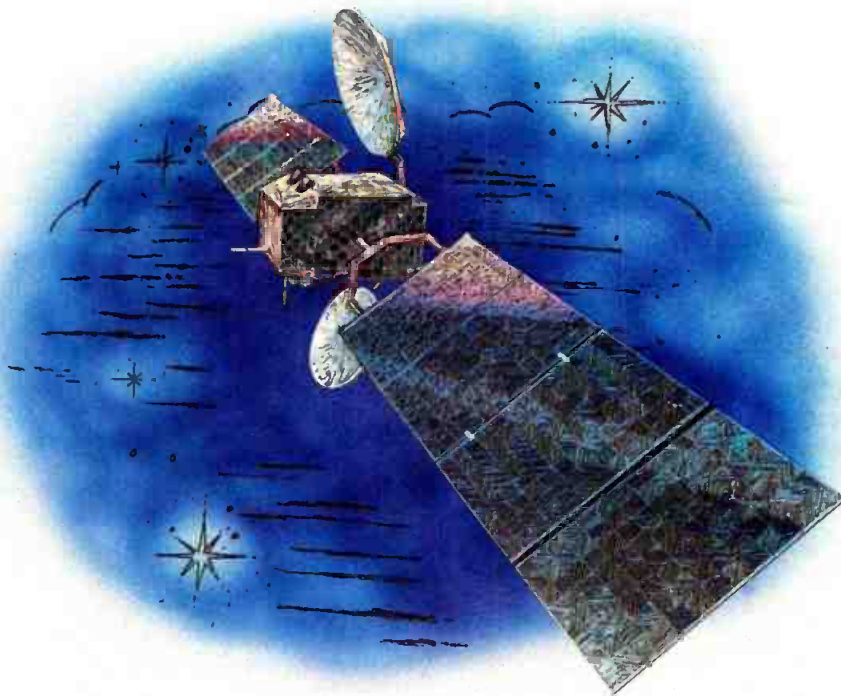
its newly acquired Maidstone production facility in southeast England. The network will launch this fall and will be available to more than 22 million TV households in the UK via an Astra transponder.

G.I. deal

General Instrument Corporation and PanAmSat have signed an agreement for use of GI's DigiCipher digital compression system on the PanAmSat satellite system for delivery of programming throughout Latin America. The deal marks the first full-time commercial application of the DigiCipher system for multinational distribution of programming.

Separately, General Instrument has announced changes in the VideoCipher division's organizational structure. Vice President Jim Shelton has been assigned responsibility for North American consumer products; Vice President Ben Cappa will oversee Asian and South Pacific regions; there will be new business units for Latin America and Private Networks; the division's Product Line Management has been divided into two areas: receiver products, overseen by Rick Segil, and encoders, software and security equipment, overseen by Dick Armstrong; Vice President Esther Rodriguez will take on added responsibility of studio and customer relations in business development.

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Randy Falco, President, Broadcast and Network Operations, NBC



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Regional BNN eyes national news reach

By Steve McClellan

Broadcast News Networks, the Saratoga Springs, New York-based producer of regional newscasts in New York and New England, is talking with several syndicators about the feasibility of producing regional versions of the program nationwide and expanding it from a

weekly to a strip.

The company is also testing a new magazine show in a venture with New York 1, Time Warner's 24-hour news channel serving New York. Test episodes of the show, *Taking Sides*, will air in the next two weeks.

Broadcast: New York, a weekly regional newsmagazine, debuted in 1990 on WNYT(TV) Albany, and is cur-

rently seen on 12 stations throughout New York state. Last fall, BNN, founded and managed by President Steven Rosenbaum, tested a New England version of the program on nine stations. Satisfied with the results, BNN made the program a weekly series in January.

In February 1993, the program showed year-to-year double-digit ratings growth in several New York markets where it airs, including on Viacom-owned WNYT(TV). The show goes head-to-head there with the Saturday edition of *World News Tonight* at 6:30 p.m. and ties it in the key demographics. On WBZ-TV Boston the show won its time period at 10 a.m. with a 5 rating and a 15 share.

According to Rosenbaum, BNN is talking with Viacom about doing a St. Louis edition of the magazine program on KMOV-TV there, which could air as early as June. Other potential expansion test markets include Philadelphia, Washington and Baltimore.

"We're talking with syndicators and exploring whether there is a market for a national magazine produced in regional editions," said Rosenbaum. In addition to Viacom, the company is talking with Cox and Conus about possible alliances. The Conus talks have focused on a deal that would give BNN access to the vast library of Conus material, enabling BNN to expand to a daily broadcast.

Conus Vice President Steve Blum confirmed the talks, which he characterized as "exploratory discussions," without further elaboration. KMOV-TV's news director, Gary Whitaker, declined to discuss whether the station was discussing a venture with BNN, for "competitive reasons."

But Whitaker knows Rosenbaum and BNN from his days competing against WNYT at CBS affiliate WRGB Albany. "I admire what he's done," said Whitaker. "At a time when every trend is toward more localization in news, he went the other way and hit a niche as a regional newscast."

A separate program project in the works is a magazine of a different sort called *Taking Sides*. A venture with Time Warner's New York 1, the single-topic format starts with a setup piece, followed by call-in and live audience participation. ■

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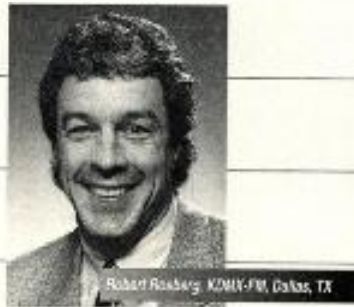
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recipients:



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*BQ Division - 386,400 subscribers and 100% addressable base.



WARNER BROS. PAY-TV

Fox signs movie deals

Adds titles to cut down on repeat plays

By Steve Coe

In a move designed to eliminate the repetition of movies that has plagued *Fox Night at the Movies*, Fox signed a number of deals with studios last week for rights to theatrical movies to air on the network. The network announced acquisition deals with Universal, Twentieth Century Fox and New Line, with four titles from the Universal contract set to bypass cable and air on Fox directly from their home video run. *Fox Night at the Movies* will make its weekly debut on Monday, June 21.

"Fox Broadcasting Company is aggressively seeking out movies that appeal to the Fox audience, both the young urban adults who have made up our core viewership and the slightly older adults we are aiming to attract in greater numbers," said Rick Bieber, president, Fox West Pictures.

The movies acquired from Universal that will have their television debuts on Fox: "Beethoven," starring Charles Grodin; "Stop or My Mom Will Shoot," starring Sylvester Stallone; "The Babe," starring John Goodman, and "Mr. Baseball," starring Tom Selleck.

Fox Broadcasting's deal with Twentieth Century Fox includes "The Fabulous Baker Boys" and "Nuns on the Run." The deal also gives Fox Broadcasting access to some of Twentieth Century Fox's biggest movies of the past two years, with those titles to be announced later.

Two of the New Line releases that will air on Fox are "Drop Dead Fred," starring Phoebe Cates, and "Teenage Mutant Ninja Turtles II."

Among the first films expected to air are "Downtown," starring Forrest Whitaker, "Nuns on the Run," "Short Time," "Drop Dead Fred," "Point Break," "House Party II," "Iron Eagle" and "Unlawful Entry."

The acquisition of the theatricals complements the made-for-television movies produced by Fox West Pictures, which will be mixed with the theatricals.



Broadcasting
& Cable

Top Cable Programs

April 5-11

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

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	1,956	3.2	Red Dawn (movie)	Sun. 10:30a-1p	TBS
2.	1,888	3.0	MLB (Reds v. Cardinals)	Sun. 8-11p	ESPN
3.	1,841	3.0	MLB (Braves v. Dodgers)	Sat. 7-10:15p	TBS
4.	1,817	3.0	Murder, She Wrote	Mon. 8-9p	USA
5.	1,780	2.9	MLB (Braves v. Dodgers)	Thu. 7:30-10:45p	TBS
6.	1,693	2.9	Rugrats	Sun. 10:30-11a	NICK
7.	1,689	2.8	Murder She Wrote	Fri. 8-9p	USA
8.	1,665	2.8	Ren & Stimpy	Sun. 11-11:30a	NICK
9.	1,618	2.7	MLB (Braves v. Dodgers)	Sun. 1-4:15p	TBS
10.	1,615	2.7	Murder, She Wrote	Tue. 8-9p	USA
11.	1,580	2.7	Ren & Stimpy	Sat. 9-9:30p	NICK
12.	1,514	2.5	The Masters	Fri. 4-6p	USA
13.	1,498	2.5	Under Siege (Pt. 2) (movie)	Mon. 9:30-11p	TBS
14.	1,462	2.4	Under Siege (Pt. 1) (movie)	Mon. 8-9:30p	TBS
15.	1,438	2.4	Monday Night Raw	Mon. 9-10p	USA
16.	1,434	2.4	Smokey and the Bandit II (movie)	Wed. 8-10:15p	TBS
17.	1,427	2.4	Pro Boxing	Tue. 9-11:15p	USA
18.	1,407	2.4	Rugrats	Sat. 7:30-8p	NICK
19.	1,392	2.3	The Longest Yard (movie)	Wed. 10:15p-12:45a	TBS
20.	1,391	2.4	King of Kings (movie)	Sun. 2:30-6p	TNT
20.	1,391	2.3	MLB (Phillies v. Astros)	Mon. 7:30-10p	ESPN
22.	1,388	2.4	Are You Afraid of the Dark?	Sat. 9:30-10p	NICK
23.	1,377	2.3	Silk Stalkings	Sun. 11-12m	USA
24.	1,356	2.2	The Masters	Thu. 4-6p	USA
25.	1,345	2.3	Doug	Sat. 3:30-4p	NICK
26.	1,334	2.3	Guts	Sat. 6:30-7p	NICK
26.	1,334	2.3	The Statler Brothers	Sat. 9-10p	TNN
28.	1,330	2.2	Sportscenter	Mon. 7-7:30p	ESPN
29.	1,304	2.2	Ben Hur (Pt. 2) (movie)	Sun. 12-2:30p	TNT
30.	1,296	2.1	Happy Days	Sun. 10-10:30a	TBS
31.	1,285	2.1	Sportscenter	Mon. 11:30p-12:30a	ESPN
32.	1,278	2.2	Doug	Sun. 10-10:30a	NICK
32.	1,278	2.2	Doug	Sat. 3-3:30p	NICK
34.	1,247	2.1	Saved by the Bell	Tue. 5-5:30p	TBS
35.	1,241	2.1	Salute Shorts	Sat. 5:30-6p	NICK
36.	1,237	2.0	Right to Kill (movie)	Sat. 4-6p	TBS
37.	1,230	2.0	Top Rank	Thu. 9-11p	ESPN
37.	1,230	2.0	World Championship Wrestling	Sat. 6-7p	TBS
39.	1,229	2.1	You Can't Do That on Television	Sat. 4-4:30p	NICK
40.	1,227	2.0	Jonny's Golden Quest (movie)	Fri. 10-12n	USA

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PAS-3

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COVERAGE

Pacific Ocean Region

Atlantic Ocean Region

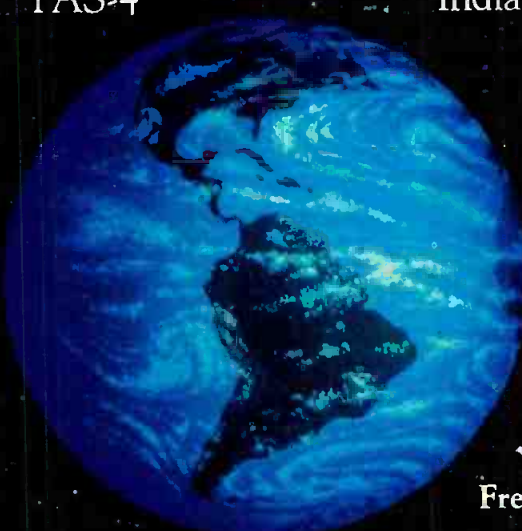
Indian Ocean Region

LAUNCH DATE

Spring 1994

Winter 1994/95

Spring 1995



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BULLSHIT AND BUREAUCRACY

	ABC	CBS	NBC	FOX
MONDAY	10.9/17	17.2/27	14.8/23	NO PROGRAMING
8:00	42. FBI: Untold Stor 10.2/17	34. Evening Shade 10.8/18	14. Fresh Prince 13.9/23	
8:30	26. American Det. 11.7/19	43. Evening Shade 10.1/16	19. Blossom 12.7/21	
9:00				
9:30	32. ABC Monday Night Movie—For Their Own Good 10.9/17	1. NCAA Basketball Championship—North Carolina vs. Michigan 22.2/34	8. NBC Monday Night Movies—Diana: Her True Story Pt. 2 15.6/24	
10:00				
10:30				
TUESDAY	12.9/22	10.9/19	11.3/19	3.9/6
8:00	15. Full House 13.7/24	25. Rescue: 911 11.9/21	29. NBC Movie of the Week—Miracle Child 11.0/18	94. Class of '96 3.6/6
8:30	22. Where I Live 12.1/21			
9:00	3. Roseanne 18.7/30			93. Tribeca 4.1/7
9:30	12. Delta 14.7/23	36. CBS Tuesday Movie—Field of Dreams 10.6/18		
10:00	56. Homefront 9.0/16		23. Dateline NBC 12.0/21	
10:30				
WEDNESDAY	11.7/20	11.6/20	11.0/18	9.0/14
8:00	64. Wonder Years 8.4/15	36. How'd They Do That? 10.6/18	17. Unsolved Mysteries 13.0/22	43. Beverly Hills, 90210 10.1/17
8:30	73. Home Free 7.6/12			
9:00	2. Home Improvmt 19.3/30	36. In the Heat of the Night 10.6/17	56. Crime & Punishment 9.0/14	71. Melrose Place 7.8/12
9:30	6. Coach 16.0/25			
10:00	47. Sirens 9.5/17	15. 48 Hours 13.7/24	29. Law & Order 11.0/19	
10:30				
THURSDAY	12.1/21	10.0/17	12.2/21	8.0/14
8:00	23. Matlock 12.0/22	46. Top Cops 9.6/17	77. Wings 7.2/13	45. The Simpsons 10.0/19
8:30			50. Wings 9.3/16	56. Martin 9.0/16
9:00	50. Commish 9.3/15	29. Street Stories 11.0/18	10. Cheers 15.0/25	75. I.L.C: 1st Season 7.5/13
9:30			5. Seinfeld 16.2/27	88. Down the Shore 5.3/9
10:00	10. Primetime Live 15.0/26	50. Picket Fences 9.3/16	19. L.A. Law 12.7/22	
10:30				
FRIDAY	12.6/23	8.1/15	7.9/15	6.8/13
8:00	27. Family Matters 11.1/22	61. Golden Palace 8.5/17	87. Secret Service 5.9/12	81. America's Most Wanted 6.9/13
8:30	34. Step By Step 10.8/20	61. Major Dad 8.5/16		
9:00	41. Getting By 10.3/19	68. Designing Wm 8.0/15	65. NBC Movie of the Week—Pink Cadillac 8.3/15	81. Sightings 6.9/13
9:30	47. Where I Live 9.5/17	60. Good Advice 8.6/15		84. Sightings 2 6.6/12
10:00	4. 20/20 16.9/30	73. Bodies of Evidence 7.6/13		
10:30				
SATURDAY	7.3/14*	9.5/18	7.7/15	8.0/15
8:00	90. Young Indiana Jones Chronicles 4.9/9	21. Dr. Quinn, Medicine Woman 12.5/24	86. Almost Home 6.2/12	65. Cops 8.3/17
8:30			85. Nurses 6.4/12	49. Cops 2 9.4/18
9:00		50. League/Thr Own*9.3/17	59. Empty Nest 8.7/16	81. Code 3 6.9/13
9:30	61. The Commish 8.5/16	80. Brooklyn Bridge 7.0/13	50. Mad About You 9.3/17	77. Code 3 2 7.2/13
10:00		69. Raven 7.9/15	72. Reasonable Doubts 7.7/15	
10:30				
SUNDAY	10.9/20	14.3/26	8.7/16	6.7/12
7:00	69. Am Fun Hm Video 7.9/18	7. 60 Minutes 15.7/34	95. I'll Fly Away 3.4/7	95. Parker Lewis 3.4/8
7:30	77. This Just In 7.2/15			91. Shaky Ground 4.4/9
8:00	39. Day One 10.5/19	27. Evening Shade 11.1/21		67. In Living Color 8.2/15
8:30				76. Roc 7.4/13
9:00	18. ABC Sunday Night Movie—Next of Kin 12.8/21	13. CBS Sunday Movie—Steel Magnolias 14.3/24	39. NBC Sunday Night Movie—The Sound of Music 10.5/18	32. Married w/Childn 10.9/18
9:30				50. Herman's Head 9.3/15
10:00				88. Flying Blind 5.3/9
10:30				91. The Edge 4.4/8
WEEK'S AVGS	11.2/19	11.8/20	10.4/18	7.0/12
SSN. TO DATE	12.4/20	13.4/22	11.0/18	7.7/12

RANKING/SHOW (PROGRAM RATING/SHARE)

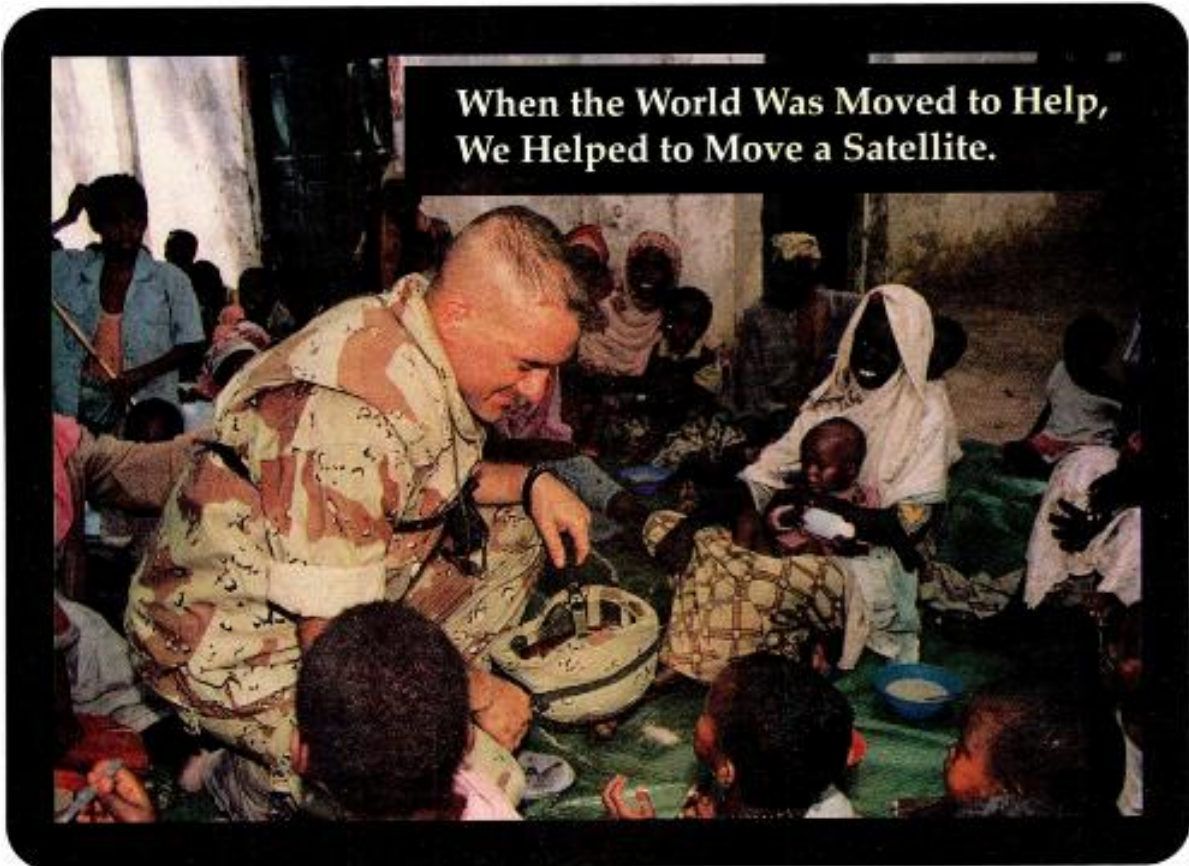
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Technology

NAB plays multimedia matchmaker

Broadcasters, computer manufacturers will see mutual benefits of digital technology; hardware, software manufacturers among exhibitors; Apple's John Sculley to keynote

By Sean Scully

By hosting Multimedia World, the National Association of Broadcasters is trying to achieve a meeting of the minds between the broadcasting and computer industries.

Multimedia World is a computer exhibition within the annual broadcasting conference in Las Vegas. The idea, said NAB Executive Vice President John Abel, is to bring the formerly remote worlds of broadcasting and computers into closer contact.

With the advent of digital technology at television and radio stations, computers have become an increasingly important part of broadcasting. Unfortunately, Abel said, most broadcasters know very little about computers, and most computer manufacturers and programmers know very little about broadcasting.

The NAB believes that if broadcasters can more effectively harness the amazing new digital video, audio and automation equipment being created by the computer companies, the cost of producing and delivering radio and television can be cut drastically. Moreover, Abel said, digital technology opens the door for broadcasters to get into other kinds of services, such as delivering text information to viewers and listeners. In order to take advantage of those opportunities, though, broadcasters need to understand computers.

For example, several companies, including computer giant Apple, are developing portable communication devices that would combine video, audio, telephone, fax and text information in a box about the size of a notebook. Using digital transmission, broadcasters could serve those portable communicators, Abel said, but broadcasters first need to learn about



Multimedia World, a conference-within-a-conference at NAB '93 in Las Vegas, is intended as a meeting of the minds between the broadcasting and computer industries.

the equipment, meet the computer company executives and create a working relationship with the computer industry. Multimedia World is an attempt to create a place for such contacts.

"Wouldn't it be a tragedy," Abel said, "if we got [into digital broadcasting] and all we got out of it was better pictures—prettier pictures? We're not even sure consumers want prettier pictures."

The danger, he said, is that broadcasters could fritter away their advantages. With a nationwide network of transmitters, accessible to everyone in the country, broadcasters are in a unique position to be leaders in the information age. Many broadcasters, however, are ignorant of computer technology.

Likewise, many computer companies are unaware of the broadcast applications of their new technologies. By creating a computer trade show within the broadcasters' show, the NAB may be able to lure the computer manufacturers and programmers into the broadcasting world.

To help bring the two worlds together, the NAB has invited Apple Computer Chairman John Sculley as keynote speaker at this year's convention. Sculley is one of those people, Abel said, who has clearly seen how computers and broadcasting are intertwined.

"He's talked directly of the merger of computers and television in his own way," Abel said, "and he's talked about his own vision—when he looks at a computer, he sees the possibility

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of video going in there.

"I'm not so sure that people who look at the TV receiver see the possibility of a computer going in there, but it's already happened," he added.

With Sculley leading the list of prominent computer-industry figures attending Multimedia World, NAB has high hopes for this year's convention, Abel said. Also attending will be Lucie Fjeldstad, vice president and general manager for multimedia applications solutions, IBM, and Georgia McCabe, director of worldwide commercial CD imaging, Eastman Kodak.

Perhaps most exciting, Abel said, is the number of exhibitors in the Multimedia World trade show. There will be nearly 100 booths on the floor.

"From what we know right now," he said, "90% of the people in this are

Magazine presence

BROADCASTING & CABLE staff attending the NAB convention include Peggy Conlon, Don West, Larry Oliver, Harry Jessell, Geoff Foisie, Kim McAvoy, Peter Viles, Sean Scully, Lewis Edge, Eric Trabb and Winfield Boyer. The magazine will also be represented on the exhibit floor at booth #17582/17682.

new attendees to NAB."

Among those with booths at the show are Apple, Adobe Systems, IBM and several computer-industry trade journals. Computer show exhibitors

such as Avid Technologies and Videotek are not newcomers to NAB, said Abel, but Multimedia World should allow them to more effectively bridge the gap between the two industries.

In some ways, he explained, Multimedia World is simply an extension of a recent trend at NAB. Three or four years ago, a few computer companies began showing up at the convention. Videotek, for example, showed the Video Toaster, a computer-driven editing and effects machine, at the 1990 NAB show. With Multimedia World, NAB hopes to make broadcasters realize that computers are an inevitable part of their business and to encourage them to begin looking at ways computers can make their operations easier, more efficient and, ultimately, more profitable. ■

What does multimedia mean for TV?

Technology may cut production costs in short term, but could draw away viewers

By Bob Wells
Special Correspondent

Broadcasters and cable operators are looking closely at multimedia—some in confusion, some in fear, some with hope for new revenue streams.

Since the mid-1980's, most multimedia products—combinations of

text, sound, graphics, animation and full-motion video—have been reference materials. Most have been delivered on computer disks, such as the high-capacity platters called Compact Disk Read-Only Memory (CD-ROM).

But multimedia's creators are increasingly looking toward cable or telephone pipelines as the ultimate delivery system. With a pipeline, multi-

media offerings can be stored somewhere upstream and shared by many homes. Such centrally stored content can also be updated instantly.

To some extent, TV viewers will be lured away from traditional broadcast offerings, both by services offering on-demand replay of archived programming and by interactive services such as video catalogue shopping. But broadcast companies will still have a role, certainly as programers and possibly as digital carriers.

"Content will still be king, and the market will still reward those who can create good programming," said Barry Diller, the former Fox Broadcasting chief who now runs the interactive shopping service QVC Network Inc., at the Intermedia '93 conference earlier this month in San Jose.

John Evans, chairman of Murdoch-owned News Electronic Data Inc., said media companies will retain their role as "a safe haven for the creative process to take place." But he likened the advent of digital interactivity to the onset of the Ice Age: "Some of us are starting to notice it's getting a bit cool." Many companies, including his own, he said, "face a tough future" as conventional advertising gives way to systems that link an ad to an immediate sales transaction.

Evans said the big winners will be

TCI, Sega, TW plan game channel

Major video game company Sega of America, top multisystem operator Tele-Communications Inc. and media giant Time Warner plan to form a joint venture to develop and market "The Sega Channel," a pay-TV service that will give Sega game users access to a large library of video games via cable TV.

The Sega Channel is expected to launch in test markets this fall and could be available to all U.S. cable system operators by early 1994. Cable operators will be able to offer the channel via standard analog cable and will not have to be digitally upgraded to provide the service to subscribers, according to TCI Senior Vice President Larry Romrell. Plans call for the channel to be priced in the range of most pay-TV cable networks.

To receive The Sega Channel, subscribers must have a special tuner/decoder cartridge that plugs into the conventional Sega Genesis unit now used by home video game users. A menu then appears on the TV screen, giving the subscriber access to a wide range of games, previews and soon-to-be-released titles, game play tips, news, contests and promotions. The programming will be updated monthly.

Sega of America President Tom Kalinske estimates there will be 12 million-14 million Genesis homes in the U.S. by the end of 1993. —RB

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Media Group 1992 Transactions

First Boston Client	Description of Transaction	Approximate Size of Transaction
Broadcasting		
Grupo Televisa S.A. de C.V. Saga Communications, Inc. Taft Broadcasting Partners	Co-Lead Manager of Global Depository Shares (Europe) Initial Public Offering of Common Stock and Warrants Sale of Station; Recapitalization with investment by Tribune	\$ 250,000,000 23,000,000 62,400,000
Cable		
American Television & Communications Corp. Booth American Company Cablevision Industries Corporation Comcast Storer, Inc. Intermedia Partners Intermedia Partners Mutual of New York (MONY) The Providence Journal Company/Kelso SCI Holdings, Inc. TCI Central, Inc. Tele-Communications, Inc. Tele-Communications, Inc. Tele-Communications, Inc. Tele-Communications, Inc. TKR Cable I	Fairness opinion with respect to offer by Time Warner Inc. for Remaining Interest Senior Secured Notes due 2002 10¾% Senior Notes due 2002 Senior Notes due 2002 Fairness opinion with respect to the acquisition of a cable television system Fairness opinion with respect to the acquisition of a cable television system Sale of cable television limited partnership interests Acquisition of King Broadcasting Company Tender for Senior Zero Coupon Notes and related consent solicitation Senior Notes due 2002 9.80% Senior Debentures due 2012 9.25% Senior Notes due 2002 10.125% Senior Debentures due 2022 9.875% Senior Debentures due 2022 10.50% Senior Debentures due 2007	\$ 1,250,000,000 80,000,000 300,000,000 200,000,000 Not Disclosed Not Disclosed Not Disclosed Not Disclosed 1,160,300,000 150,000,000 600,000,000 200,000,000 150,000,000 100,000,000 350,000,000
Cellular		
Greek Government Jordan Trust	Sale of two GSM cellular telephone licenses Sale of 1,000,000 shares of McCaw Cellular Class A Common Stock	\$ 820,000,000 Not Disclosed
Entertainment		
DEFA Studios Babelsberg GmbH Paramount Communications, Inc. Paramount Communications, Inc. Turner Broadcasting System, Inc.	Sale to Compagnie General des Eaux 7½% Senior Notes due 2002 8¼% Senior Debentures due 2022 11,500,000 Shares of Class B Common Stock	Not Disclosed \$ 250,000,000 250,000,000 211,000,000
Printing		
Arcata Corporation Quebecor Printing Inc. U.S. Banknote Corp. U.S. Banknote Corp.	Sale of San Jose, CA plant to Quebecor Printing Initial Public Offering (European co-manager) 10.375% Senior Notes due 2002 6,766,375 Common Stock Offering	Not Disclosed \$ 220,500,000 110,000,000 43,135,641
Publishing		
Daily Mail & General Finance B.V. Enquirer/Star, Inc. Enquirer/Star Group, Inc. The E.W. Scripps Company The E.W. Scripps Company The E.W. Scripps Company General Cinema Corporation General Cinema Corporation Graphic Management Associates, Inc. (GMA) Houghton Mifflin Company The News Corporation Limited Oklahoma Publishing Company	Private placement of Senior Guaranteed Notes 10.375% Senior Subordinated Notes due 2002 135,000 Units consisting of Zero Coupon Senior Subordinated Notes due 1997 with Warrants Medium Term Note Program 4,000,000 Shares of Class A Common Stock Divestiture of <i>The Pittsburgh Press</i> Newspaper 8¼% Senior Notes due 2002 8¾% Senior Debentures due 2022 Sale of the Company to Muller Martini Benefits Trust (Flexitrust) Co-Lead Manager of Ordinary Shares (Multinational) Block sale of 2,000,000 shares of Dow Jones & Company Common Stock	\$ 115,000,000 100,000,000 100,000,000 200,000,000 97,000,000 Not Disclosed 150,000,000 150,000,000 Not Disclosed 18,400,000 70,000,000 62,000,000
Satellite		
Communications Satellite Corporation INTELSAT Telesat Canada Telesat Canada	8¼% Debentures due 2004 7¾% Notes due 2002 10.75% Senior Notes due 2002 (Euro Medium Term Notes) 11.59% Senior Notes due 2001	\$ 160,000,000 200,000,000 170,000,000 82,000,000

Frederick Smith
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companies that control not only content but also electronic pipelines.

One thing multimedia means to broadcasters is lower production costs for comparable or even flashier programming, said John Abel, executive VP, National Association of Broadcasters. Further, as carriers of digital content, "broadcasters can do things telcos and cable companies can't do because we're wireless and we're universal," he said (see story, page 44).

Broadcasters, Abel noted, control 42% of the spectrum below 1 ghz, and future digital formats will not waste half of that spectrum with guard bands the way today's analog system does. "Wireless is the least expensive way to distribute any kind of information that is in digital form," he said.

Denver-based media consultant Paul Bortz said broadcasters may not have to wait for digital standards. They may, be able to imbed program schedules and local news reports into their existing analog signals, using technology like that developed by WavePhore Inc. of Tempe, Ariz. Called up with a keypad, the digital content could help cut channel grazing.

Bortz downplayed talk about people calling up hit programs like *60 Minutes* on video-on-demand systems at a time of their choosing. Bortz said the *60 Minutes* scenario is coming from cable operators—who "have a mindset that almost invariably ends up devaluing programming because they think in terms of quantity and bulk.

"Program producers are going to think long and hard before they risk diminishing the audience for their first-run programs by putting them out on an archival basis," he said.

Bortz sees little opportunity for broadcasters to make money as data carriers. He cautioned that, thanks to digital compression and fiber optics, data transport "will become a commodity marketplace," with profit potential only for the deftest marketers.

Stephen Dukes, chief designer of cable's multimedia pipelines at Cable Television Laboratories Inc. in Boulder, Colo., said cable's initial multimedia opportunities will be in on-screen program guides—first as text only, later with full-motion video trailers.

Viacom Networks Senior Vice Pres-

ident Paul Heimbach said on-demand and near on-demand movies look like the hottest multimedia opportunity, while on-demand games and information services are less promising.

But who is going to produce all this content, and using what tools?

At Intermedia '93, exhibit hall aisles were filled with both technologists and would-be multimedia authors, from Hollywood directors to educators to political activists. Some said they view multimedia's desktop editing systems as low-cost production studios—power tools for Everyman. Others said they hope future 500-channel cable systems will release broadcasters' and cable operators' chokeholds over the information flow into the home, thus creating opportunities for competition.

Thus far, multimedia product sales have been tied to CD-ROM player sales, which are just now taking off. The Optical Publishing Association of Columbus, Ohio, estimates 1.7 million to 1.9 million players were sold in the United States last year, one for every tenth computer sold. And the pace is quickening; Apple Computer says this year it alone will sell 1.5 million drives. Trade groups expect 5.5 million drives to be in use by the end of the year, growing to 8 million-10 million by 1995.

Other storage media, able to cram more data into tinier spaces, inevitably will follow. Sony wants to turn its MiniDisk audio format into a data disk called MDX, with a 450-megabyte capacity almost equaling that of CD-ROM's. Others favor tiny cards in a format called PCMCIA, already widely used in notebook computers.

The retail value of all multimedia titles sold in 1992 was between \$1.2 billion and \$1.4 billion, according to the Optical Publishing Association. Most of the money being made is in archiving reference material for businesses and libraries.

But in its Clinton, N.J., research lab, Evans said his group is developing "dumb agents," or software that will help people peel away the onion-like layers of tomorrow's digital world. Apple is also developing such agents.

Such manufacturers would like to entice the average consumer, but the question remains: will channel surfers also teleshop? Their passivity could be a problem for businesses hoping to ride the multimedia wave. ■

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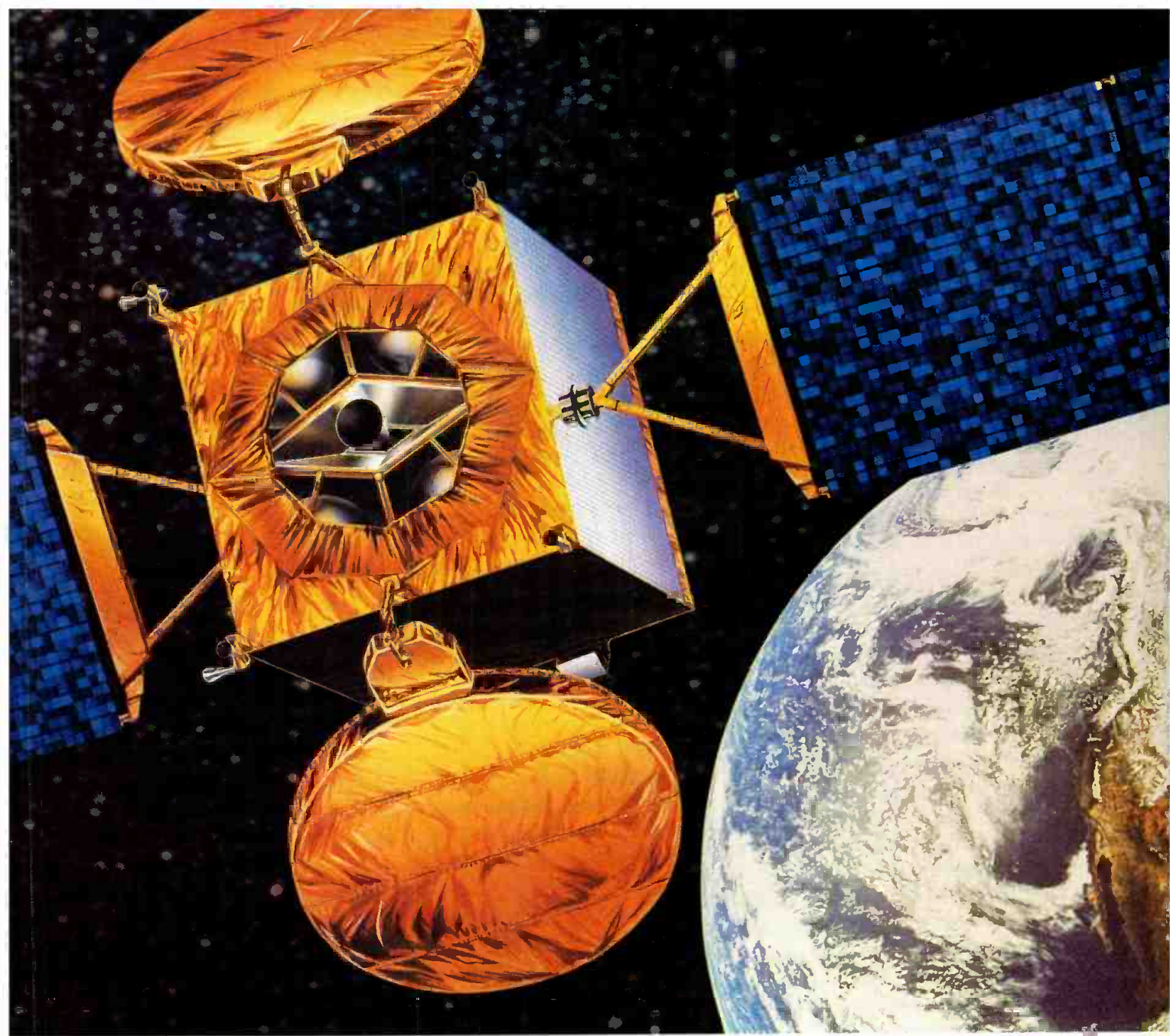
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TCI kicks off \$2 billion fiber upgrade

Company says it will replace coaxial cable over the next four years to accommodate hundreds of channels, enhanced PPV and other new technologies; revenue lost through FCC-ordered rate rollbacks would be recouped through new services

By Rich Brown

While unveiling details last week for a \$2 billion overhaul of the cable systems owned by Tele-Communications Inc., company president and CEO John Malone said new rate regulation is not expected to affect TCI's ability to invest in the new technology.

Malone said he expects some of TCI's 9.5 million subscribers will see a rate hike, while others will see a rate reduction as a result of the FCC-ordered rate rollback. The net result will be no reduction in income for the company, he said. Malone confidently told reporters that TCI's cable rates are already "quite fair" and emphasized that cable operators will have a right to a hearing to prove so under the new law. "We should come out of this OK," Malone said of the rate rollback. "We don't think it will have any effect."

Just as cable stocks were hurting from Wall Street's negative reaction to rate regulation, TCI last week orchestrated an ambitious 11-city satellite press conference to offer evidence that the company is moving forward. Malone said that, technologically speaking, TCI is "way ahead of anything going on in the rest of the world."

The press conference marked the latest effort by the nation's top MSO's to garner attention for ambitious and costly system upgrades that will eventually accommodate the proposed hundreds of channels and emerging interactive technologies. Time Warner, Cablevision Systems Corp. and Comcast are among those that recently have made technology presentations of their own. Wall Street analysts are characterizing the show-and-tell demonstrations as attempts to build capital to help cover the cost of the upgrades.

However, TCI executives last week said they expect the cost of implementing the upgrade to be paid for by revenue generated by the new services. Malone was also quick to squash the suggestion that TCI might be accelerating its rollout plans in response to competing technological ad-



TCI's John Malone details the fiber future in 11-city satellite press conference.

vances by the telephone companies. "We don't think the telephone industry upgrade can be done near-term or on as cost-effective a basis," he said.

At last week's press conference, TCI executives introduced plans to accelerate the upgrade or replacement of its coaxial cable facilities using fiber optic cable over the next four years. TCI is looking to reduce the number of headends at its systems to 300-400 by 1996. As many as 75 are expected to be eliminated this year alone, according to Barry Marshall, TCI Cable Management executive vice president.


Work in 1993 is expected to affect about 28,000 miles of TCI's plant in 100 cities and includes the installation of 7,000 miles of fiber optic cable at a cost of \$750 million. Work has already begun on TCI regional hubs in Pittsburgh, Miami, Denver and San Francisco. Additional hub overhauls scheduled to begin later this year include Chicago, Hartford, Salt Lake City and St. Louis. TCI estimates that 90% of its 10 million customers will be served by the new platform by 1996. Helping TCI along is a 10% reduction in the cost of fiber optics in the last year, said Marshall.


"We believe this project is the largest private-sector telecommunications undertaking in our nation's history," said Brendan Clouston, executive vice president and COO, TCI. Several industry observers said a likely incentive for TCI and other operators in laying down fiber optic cable is that the system will accommodate enhanced pay per view and other developing technologies that do not have the same restrictions that other cable programming has under the Cable Act of 1992.

For the consumer, new services will be optional and largely incremental in cost, said Malone.

Upon completion, TCI's electronic superhighway is designed to serve as a platform for a wide range of interactive services including educational programming, multiplexed movie offerings, enhanced shop-at-home options, mass storage, data transfer and computer software delivery, cable computing and a wide range of niche programming services, sporting events and on-demand TV services.

"There probably will barely be an industry in the country that won't be affected by implementation of this technology," said Malone. ■

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Cable ready for the big squeeze

Industry hopes for compression standard within the year

By Séan Scully

Whether or not the proposed MPEG-2 standard is ready, the cable industry is prepared to roll out its compression technology within the next year, said Cablelabs's Craig Tanner.

"We're responding partly to the competitive challenge from direct-broadcast satellite," he explained. "We're also anxious about the business opportunity of bringing all these channels to the customers. We're anxious to do it as soon as possible, but we're very, very interested in conforming to some part of the MPEG-2 standard."

In March, the Moving Picture Experts Group (MPEG) committee approved a draft of the video standard, but the group is still working on an audio standard, which will not be ready until summer or fall. Even then, the International Standards Organiza-

tion could take a long time to adopt the draft standards. As an industry, Tanner said, cable is interested in conforming to MPEG, but if it's not ready, the cable companies may well go ahead with their own, nonconforming systems.

The cable industry is poised right on the edge of compression, he said. Five of the nation's largest systems have already placed advance orders for equipment. The first and the largest of these orders was from TCI, which has committed to a million units, which will serve almost 10% of TCI customers.

"You can see, people are getting a jump on it," he said.

Even though the companies have committed to buying the boxes, Tanner said, the equipment hasn't been manufactured yet. That leaves open the possibility that the boxes could be MPEG-compatible if the standard is ready sooner than expected.

If cable companies go ahead with non-MPEG compression in 1994, Tanner said, they may later decide to convert to MPEG-compatible equipment. That would mean the companies would have to lose some or all of their initial investment in compression technology. It is possible, he said, that the companies may decide the business opportunities outweigh the cost.

"That's something that's up to member companies, without CableLabs' [involvement]," he said.

Although compressed signals to the home may not appear until next year, compression is already an integral part of the cable network. Already, Tanner said, cable operators are broadcasting compressed signals over satellites. The signal is decompressed at the cable headend and sent out normally to subscribers.

When compressed cable does reach the home, he said, the results will be exciting, if not as dramatic as the popular press has predicted. "The truth is, it's not going to be a major explosion, a tenfold-doubling overnight," he said.

The first major change that subscribers may see, he said, is near video on demand. Cable providers can run major films continuously throughout the day on different compressed channels. That way, a subscriber would never have to wait more than five or 10 minutes for the start of a film.

The cable industry compression system has developed out of discussions by CableLabs and various cable systems and manufacturers in the last few years. In 1991, Tanner explained, CableLabs issued a series of specifications for a compression system and has been working with equipment manufacturers since.

For a while, perhaps into the next century, cable compression equipment will have to be able to handle both digital and analog signals. Given the huge number of existing analog television sets, Tanner said, the American broadcast and cable industries cannot afford to give up on analog signals.

"No cable operator is going to make an overnight switch to digital," he said. ■

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FCC told it's too soon to act on DARS

NAB says satellite service has potential to destroy terrestrial radio

By Sean Scully

There are simply too many unanswered questions about satellite digital audio broadcasting to permit any companies to begin constructing a system, according to comments filed at the FCC.

The FCC is considering five applications to build satellite DAB systems, which would broadcast CD-quality digital radio from satellites directly into cars and homes in the United States.

All eight groups that submitted comments on those applications urged the FCC to adopt specific rules governing satellite DAB. Six of the commenters urged the commission to reject or delay all of the current applications.

"Processing of the application(s) would be grossly premature, given that the commission has yet to adopt a single policy governing [digital audio radio service]," wrote the Radio Operators' Caucus. The caucus called the commission's decision to call for DARS applications late last year "wrongheaded...[it] puts the cart before the horse."

A consortium of radio owners representing more than 50 stations agreed, saying regulation should come first. The group also harshly criticized claims by some of the applicants that nationally available satellite radio would not hurt local radio advertising.

"The likely impact, however, is not to increase that advertising base significantly, but to fragment it further, siphoning national advertising time

away from local broadcasters at the same time that listening audiences are being further fragmented," the group wrote.

The group also criticized claims by the applicants that satellite radio could benefit rural listeners, who usually have little local variety on their radio dials.

"To obtain advertiser support," they wrote, "stations in rural locales are acutely dependent on their ability to aggregate large percentages of the local audience, and likely will be devastated by new services that are projected to triple or quadruple the number of channels available."

Satellite DAB would also be unable to provide emergency warnings as a public service, the group said. "The vast majority of emergency alerts are

The five vying for digital audio radio service

The idea is simple: you turn on your home, car or portable radio and receive CD-quality digital radio signals beamed directly from satellites orbiting above. The application of this idea, however, is considerably more complicated.

The race to build a digital audio radio service, or a satellite digital audio broadcasting service, as it is sometimes called, began in 1990 when Satellite CD Radio of Washington, D.C., filed an application with the FCC.

In 1992, the FCC called for other companies to also file DARS applications so all documents could be reviewed together. By Dec. 15 of last year, five other companies had filed DARS applications: Primosphere, Loral Aerospace Holdings, American Mobile Radio Corp., Sky Highway and Digital Satellite Broadcasting Corp.

Unlike the familiar C-band television satellite broadcasting system, which uses large parabolic dishes to receive signals, satellite DAB is designed to be received on a flat, patch-like antenna that can be built into an automobile roof, worn on the body or put on a receiver for portable service, or placed on the side of a house for fixed receiver reception.

The digital signal is also well suited to transmitting other kinds of data such as geographical information for vehicles. All applicants have noted the potential for use of these "ancillary services," but none have been very specific about their intentions.

Earlier this year, Loral announced that it is no longer interested in DARS, leaving only Satellite CD Radio and the four other companies. The following is a run-down of the five remaining DARS applicants:

Satellite CD Radio, Washington □ *David Margoles, president.* SCDR proposes to launch two Hughes HS-376W satellites, positioned at 80 degrees and 110 degrees West latitude. The service would offer, on a subscription basis, 30 CD-quality music channels to the continental U.S. The formats have not yet been determined, but a company spokesman said the service would be similar to existing cable-based subscription services, with various classical, rock, rap and country formats. Whether or not the channels will feature a live announcer has not yet been determined. The company aims to serve primarily car radios, although it says portable and fixed radios should be able to receive the signal. Its proposed system will cost in excess of \$320 million.

Primosphere, New York □ *Clifford Burnstein and Peter Mensh, owners.* Primosphere proposes to launch two satellites, type still undetermined, to be placed at 80 degrees and 110 degrees West latitude. The service would offer 46 CD-quality channels and 12 FM-quality channels to the continental U.S. Of all the applicants, Primosphere has been the most specific about its formats. Burnstein said the service will offer narrowly focused formats, including rap, urban, heavy rock, light rock, popular classical and serious classical. Burnstein also promises some unusual formats, including folk and bluegrass, soul, roots rock, and serious jazz. The intent, he said, is to offer listening options that are not economically viable on a local level. This may serve, he said, to revitalize radio listening as a whole and to boost sales of albums by lesser-known

Continues on page 56

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local, not national."

"The qualitative benefits of digital broadcasting are best implemented through terrestrial delivery," they concluded.

The Society of Broadcast Engineers objected to three of the five applications strictly on technical grounds. The three applicants, Primosphere, Satellite CD Radio and Sky Highway, all propose to uplink to the satellite using frequencies in the 7 ghz band. The engineers pointed out that many TV auxiliary transmissions, such as remote links and studio-to-transmitter links, also broadcast in the 7 ghz band.

"Any interference to this link disrupts or precludes the entire programming of the station to the viewers," they wrote.

High-definition television will rely even more heavily on the 7 ghz band, the engineers said, so any satellite uplinks in that range will become increasingly disruptive as time goes on.

The engineers called on the applicants to provide evidence that they had a plan to prevent interference with TV

auxiliary transmissions. Even with such a plan, however, skyward-pointing uplinks, broadcasting in the 7 ghz band, could destroy the ability of stations to set up remote electronic news-gathering links from the air, as from helicopters.

The engineers noted that two of the applicants, American Mobile Radio and Digital Satellite Broadcasting Corp., proposed to use the less crowded 6 ghz band. The group asked why the other three applicants could not also be required to use 6 ghz.

The National Association of Broadcasters stepped into the debate by asking the FCC to dismiss all satellite DAB applications, partly on the grounds that regulatory and technical questions had not been answered, and partly on the basis that such a system could destroy terrestrial radio broadcasting.

The NAB noted that terrestrial broadcasters now provide a universally available service at no cost to the listener. All of the applicants except Primosphere plan to offer at least some of their services on a subscrip-

tion basis, much like cable television.

Moreover, the NAB said, none of the proposed DAB signals have enough strength to reach receivers in cities and in difficult terrain. Many radio listeners would be unable to hear the signal.

National Public Radio suggested that the applicants had not provided well enough for public service. It proposed that 25% of satellite DARS service be reserved specifically for public use and public service, much in the way that the lower end of the FM band is reserved for educational stations. NPR also raised technical questions about the ability of any of the five applicants to efficiently deliver the service.

Finally, Radio Satellite Corp. wrote to note that they have an ongoing lawsuit against American Mobile Satellite Corp., the parent of American Mobile Radio Corp. The suit, filed last year, alleges anti-competitive practices by AMSC. Radio Satellite Corp. asked the FCC to delay the AMRC application until a federal court hears the case in 1994. ■

Five for DARS

Continued from page 54

or special-interest artists. Primosphere's channels will be free to the public, relying on ad revenue. The cost of the proposed service is \$396 million.

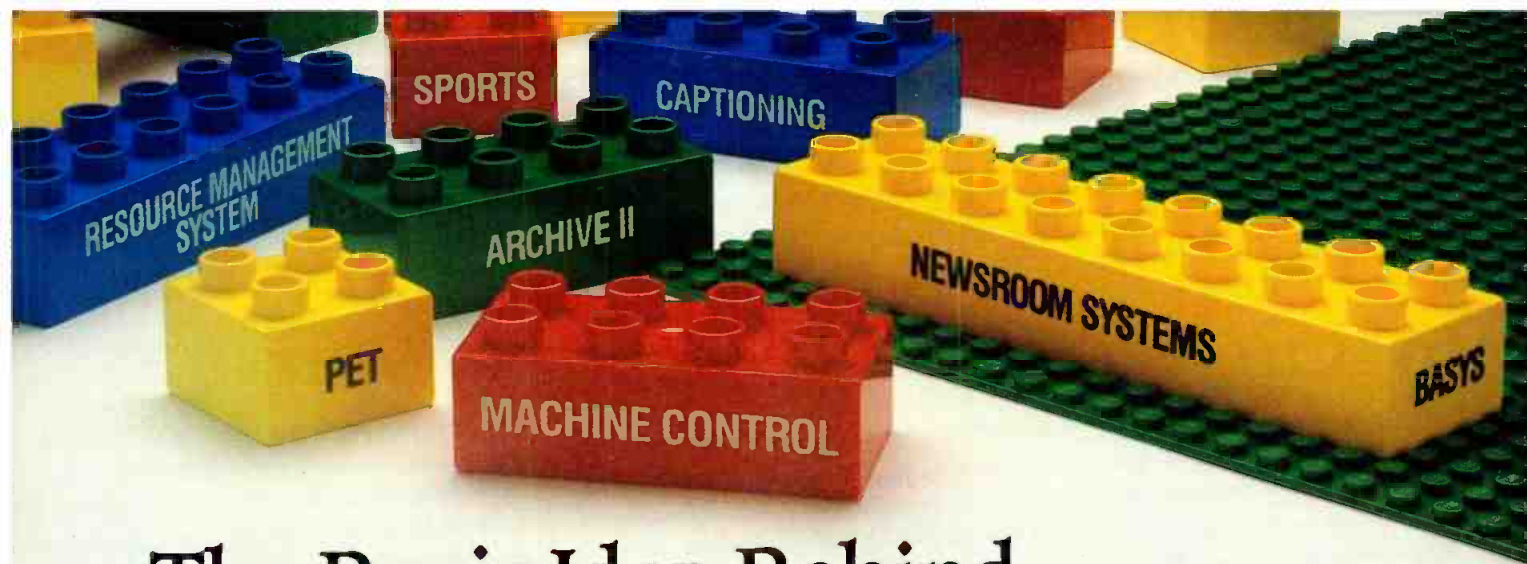
American Mobile Radio Corp., Washington □ *Brian Pemberton, president.* AMRC is a wholly owned subsidiary of mobile satellite telecommunications company American Mobile Satellite Corp., which is, in turn, owned by Hughes Communications Inc., McCaw Cellular, Mtel and Singapore Telecom. It proposes to launch two Hughes HS-601 satellites to be placed at 99 degrees and 103 degrees West latitude. They would provide 15 CD-quality channels, five stereo FM-quality channels and five mono FM-quality channels to the continental U.S., Alaska, Hawaii, Puerto Rico and the Virgin Islands. AMRC's formats have not been determined, although they will probably include whatever music and talk formats are popular when the service goes on the air, said Earl Galleher, marketing communications director. The services will be available as a mix of free, ad-supported channels and paid subscription channels, with the exact mix still to be determined. The cost of the proposed system is \$528 million.

Sky Highway, Denver □ *Charlie Ergen, president.* Sky Highway is owned largely by Ergen, who also owns EchoStar, a direct-broadcast-satellite licensee. The

company proposes to launch two satellites, either GE Astro Series 7000's or Fairchild GSI 2000's, to be placed at 87 degrees and 110 degrees West latitude, which would provide 15 CD-quality channels per satellite. Each would cover half the continental U.S. In addition, said partner David Drucker, Sky Highway is building a network of unused AM stations to act as repeaters or boosters for the satellite broadcasts. The exact content of the channels is undetermined, Drucker said, and will depend on the market at the time the system is launched. Services would be available on a subscription basis. The cost of the system is estimated at \$176 million.

Digital Satellite Broadcasting Corp., Seattle □ *Richard Anglin, president.* DSBC proposes to launch one GE Astro Series 7000 satellite, along with an identical back-up satellite, to be placed at 101 degrees West latitude. The service would provide 16 channels to the entire U.S., including Alaska, Hawaii, Puerto Rico and the Virgin Islands. The company proposes to use a special antenna to provide 496 CD-quality channels. The format is undecided, but Anglin said he has been talking with a variety of programmers and syndicators: "We've told them that if this is a re-hash of what's available on traditional radio, it's not going to sell." He also said he's been talking with some radio stations about uplinking with the service and using the spot beams to increase their regional coverage. Services would be available for a flat subscription fee or on a pay-per-listen basis. The cost of the system is estimated at \$622 million.

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Radio

Arbitron sues station over falsified diaries

KWAC admits limited wrongdoing, but complains of 'sting' tactics by ratings service

By Peter Viles

Arbitron filed suit last week against a California radio station for allegedly obtaining two Arbitron diaries, falsely filling them out and returning them to be counted in the winter 1993 survey.

The station, KWAC-AM Bakersfield, Calif., acknowledged that an on-air personality did obtain and falsely fill out two diaries, but said station executives were unaware of the activity when it took place. The station reprimanded the employee and expressed embarrassment over the issue, but also complained that Arbitron set up a "sting" operation rather than simply warn the station against improper activity before it took place.

The controversy began earlier this year when Arbitron learned that KWAC was broadcasting requests to listeners to phone the station if they had received cash in the mail. Arbitron suspected the station was trying to locate and obtain diaries, which are mailed with cash to diary-keepers.

Arbitron hired an investigator who contacted the station, saying that he had received two Arbitron diaries with

"It's sort of like parents are the last to know when children misbehave.... But you can't listen 24 hours a day."

Mike Allen, general manager

cash enclosed. According to Arbitron, the investigator met with a station representative who then obtained the two blank diaries in exchange for a \$25 restaurant coupon and "offers of other compensation."

Sometime later, the diaries appeared at Arbitron's Maryland facility, containing entries that attributed listening to KWAC, a Spanish station that competes with several other Spanish stations in Bakersfield.

In response, Arbitron announced last Monday (April 12) that it "deleted" KWAC in the winter survey. The following day, Arbitron said it filed a civil suit against KMAP Inc., the station's owner, in federal court in

California. The suit, which seeks at least \$50,000 in actual damages and additional punitive damages, alleges interference with business, violation of state business code and conspiracy to commit fraud.

"This does not happen often, and we take it very seriously," said Arbitron spokesman Thom Mocarsky. He said he knew of no similar activity by a station in the past eight years.

Mike Allen, general manager of KWAC, said he questioned station employees about the incident as soon as he heard Arbitron's charges. One on-air personality admitted to soliciting the diaries.

"We were shocked," he told BROADCASTING & CABLE. "It's sort of like parents are the last to know when children misbehave.... If anybody should take the blame, it's management for not knowing. But you can't listen 24 hours a day."

Allen would not name the employee. "We have reprimanded him, but we are not going to get rid of him," Allen said. "He's been with us for 15 years."

Continues on page 60

Group owners taking slow road to duopoly

Continued from page 17

the widest gap is between Paxson Broadcasting, which practices aggressive cost-cutting and consolidation of stations into mini "radio malls," and Infinity Broadcasting, which respects boundaries between stations as almost sacred.

In Jacksonville, for example, Paxson says it has been able to cut costs 20% by combining virtually everything but programming costs at four stations. A single general manager runs all four stations, and one sales staff

sells them. Chairman Lowell "Bud" Paxson says cost savings alone will increase the cash flow of the Jacksonville stations 30% this year.

Infinity, by contrast, maintains that its duopolies in Boston and Chicago have not eliminated a single job at the five stations involved. Infinity Chairman and Chief Operating Officer Mel Karmazin says he believes stations are best run separately—with the notable exception of having sales managers trade information about pricing on a daily basis.

"The best part of duopoly, which is

what Infinity said when the rule was announced, was not the benefit of saving a general manager's salary or of consolidation," Karmazin says.

"What makes duopoly very attractive is that major-market radio is a fabulous business. Having a station in Chicago is a terrific business. Having the opportunity to buy another station in Chicago is even more terrific. That's what makes the duopoly rule very attractive."

In top 10 markets, Karmazin says,

Continues on page 62

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*Linda Albin,
LONDON*

*Peter Allen-Frost,
TEL AVIV*

*Joe Templeton,
WASHINGTON*

*Jon Bascom,
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*Don Kladstrup,
JOHANNESBURG*

*Jon Belmont,
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*Ann Compton,
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*Jim Bitterman,
PARIS*

*Bill Diehl,
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*Hal Bruno,
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*Vic Ratner,
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*Peter Jennings,
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*Doug Limerick,
WASHINGTON*

*Carole Simpson,
WASHINGTON*

*Mark Bauman,
MOSCOW*

*Jane Platt,
LOS ANGELES*

*Tim O'Donnell,
NEW YORK*

*Richard Davies,
NEW YORK*

*Bill Blakemore,
NEW YORK*

*Mike Von Fremd,
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Arbitron

Continued from page 58

Allen added he was upset with Arbitron's handling of the situation, which he described as a "sting" and a "setup." He noted that KWAC recently decided not to renew its Arbitron subscription after 15 years as a client, and said he believes Arbitron investigated

the station partly out of revenge.

"They were upset we didn't re-sign with them after 15 years," Allen said. "We think this is part of that. Of course they're not going to admit that."

Mocarsky flatly denied the charge: "This has absolutely nothing to do with whether or not they're an active client," he said. "Absolutely nothing."

Allen maintained that, had his station remained an Arbitron client, Ar-

bitron likely would have warned the station against improper activity rather than launch a secret investigation.

"I guess they're going to use us as an example," he said. "Understand, we are admitting that our announcer did something wrong. But this all could have been stopped earlier if Arbitron had called us."

The Bakersfield ratings book has not yet been issued. ■

ABC invests in UK satellite service

Will own one-third of company that distributes programming and commercials

By Peter Viles

ABC Radio Networks has made a significant investment in European radio, purchasing roughly one-third of Satellite Media Services Ltd., a London-based company that distributes radio programs and commercials in England.

ABC did not release terms of the deal, which marks the company's first investment for its newly formed international unit, ABC Radio International. In addition to ABC, SMS is owned by a consortium of major UK broadcasters, including Capital Radio, Metro Radio, Radio City and Radio Clyde.

Radio in the United Kingdom has traditionally been dominated by the noncommercial BBC, and commercial radio is only 20 years old there. While it has been growing rapidly in recent years, the commercial radio market for England was estimated at just \$340 million in 1990—roughly the size of the New York market.

SMS, the only radio company that distributes by satellite to 100% of the commercial market in England, is well-positioned to grow along with the UK market. Originally formed solely to distribute commercials, SMS now distributes, for a fee, syndicated programming, press releases and data services.

"On day one, back in 1989, we knew we had the makings of a major international company serving the commercial radio industry," said John Ross-Barnard, CEO of SMS. "With ABC joining us, that vision has now been realized. SMS is developing into the commercial radio industry's backbone."

Said Bart Catalane, executive vice president of ABC Radio Networks, "We are delighted to become partnered with some of the most successful radio companies in the United Kingdom and Europe, in a business that we understand and one that is very well managed. We also believe that

the UK radio market is poised for significant growth, and we want ABC to be a part of it."

Larry Green, managing director, ABC Radio International, said the partnership should also help ABC learn quickly about the UK radio market. "Not everything we've learned about radio in the U.S. is going to apply to the UK market," he said. ■

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Westwood to sell R & R

Westwood One announced last week that it plans to sell Radio & Records, the weekly radio and music trade magazine, to help reduce the company's debt. Westwood retained Lazard Freres & Co. to handle the sale.

Westwood has already announced deals to sell its radio stations, and industry speculation had focused on the magazine, which is widely read by radio programmers and record industry executives and reportedly produces annual cash flow of \$5 million.

Westwood's stock jumped to a 52-week high, to \$2.75, on news of the planned sale, but dropped slightly on Tuesday (April 13) with the release of Westwood's latest financial results.

For the quarter ending Feb. 28, Westwood posted a net loss of \$9.2 million, or \$.61 per share, compared with a net loss in the first quarter of 1992 of \$7.2 million, or \$.49 per share. —PV



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How four are faring under duopoly

	Clear Channel	Capstar	Paxson	Infinity
Market (rank)	San Antonio (35)	Greenville/Spartanburg (60)	Jacksonville (50)	Chicago (3)
Station/Format	KAJA-FM Country WOAI-AM News/Talk WOAI-AM News/Talk KQXT-FM Soft AC KSJL-FM Urban AC (joint sales agreement)	WSSL-AM/FM Country WMYI-FM AC	WROO-FM Country WAIA-FM Classic Rock WNZS-AM Sports WZNY-AM News	WUSN-FM Country WJJD-AM Adult Standards/ Full service WJMK-FM Oldies
General managers	Two	One	One	Two
Program directors	Two	Two	Two	Four (two at WUSN)
Facilities	One	One	One	Two
Sales staffs	Three (two FM, one AM)	Two	One	Two
National reps	One	One	One	Two
Forced combo buy?	No	No	No	No
Combo buy discount?	No	Yes	Yes	No
Sales synergies?	Anticipate increase in national business	Anticipates some increase in national business, no increase in local business	Advantage of offering more options to each advertiser; ability to attract better salespeople	Stronger pricing; sales managers trade information on pricing, buys
Cost synergies?	Combined facilities; some personnel reductions; stronger negotiating position with vendors	Back office staff, GM; efficiencies in accounting, traffic; coordinated promotion strategies	Most areas of personnel: traffic, promotion, engineering, sales, management; stronger negotiating posture for vendors; lower commissions for salespeople	"Very minor"; possibly some business office or engineering savings
Comments	"We've been able to go back to people we buy services from and say, 'Look, we're now four stations instead of two. Can we renegotiate our deal?' And in some cases they've agreed to." —Bob Cohen, GM, KAJA	Anticipate 10% to 15% increase in combined cash flow	Anticipates 30% increase in cash flow from cost savings alone. "The only cost we haven't been able to cut is ASCAP and BMI." —Chairman Lowell Paxson	"We don't do discounts. The problem with radio is that people are too focused on discounts....Combining stations and offering discounts brings down the total amount of revenue." —CEO Mel Karmazin

Note: Not all deals have closed or won FCC approval; in some cases, responses reflect plans rather than current practices.

Duopoly

Continued from page 58

the potential savings from consolidating are not significant. He acknowledges that such savings can be more important in smaller markets, but those markets are not part of Infinity's strategy.

Most other companies have taken a road somewhere in the middle, seeking to cut costs and combine operations where possible but also to maintain the separateness of stations to keep them individually attractive to both advertisers and listeners.

Says Bob Cohen, who runs two FM stations in Clear Channel's San Antonio duopoly, "We are convinced that the way this works is that each station must be able to stand on its own feet and establish its own individual value. You've got to make sure each property will have good value for the advertiser and the listener."

Clear Channel's President and CEO, L. Lowry Mays, maintains that a measured pace of consolidation will ultimately strengthen the radio industry, putting more stations in the hands of good operators.

But Heritage Media's Fiddick contends that the kind of consolidation that duopoly has caused will not necessarily solve radio's current woes, which have been documented in two consecutive NAB studies showing that more than half of all stations lose money each year. Fiddick says he fears the industry has fallen victim to hype from brokers and those eager to exit the business.

"There has only been one side of the duopoly story told," Fiddick says. "I wonder—and this is a rhetorical question—how good is a public policy that is being promoted by the brokerage industry, in whose self-interest it lies, and those who want to get out of the business?"

The main problem facing radio,

Fiddick contends, is an overpopulation of signals and commercial inventory. Duopoly, he says, does nothing to change that. If anything, it prevents "surplus" signals from dying. "All we're doing is putting the same amount of inventory into a smaller number of hands. And if that inventory is acquired on a highly leveraged basis, I contend that we haven't done anything beneficial at all."

Paxson, who has based his entire radio strategy on duopoly, attributes much of the caution surrounding duopoly to sour grapes from broadcasters who cannot afford to play.

"What I think's happening is that broadcasters who are undercapitalized or living with a bad-debt load are talking it down because they can't do it," he says. "Therefore, the banking industry isn't hearing about what a tremendous opportunity radio is because of duopoly. So we're not seeing the interest from the banking community that we should see." ■

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Washington

MSTV blasts broadcast spectrum auctions

While bills in both Houses have excluded broadcasters, Commerce wants them included

By Joe Flint

The battle over whether broadcasters should be included in spectrum auctions heated up last week when a TV trade association criticized Commerce Secretary Ron Brown's proposal that TV and radio stations—like other industries—bid for new spectrum.

Broadcasters are slated to receive new spectrum when they begin to

broadcast in high-definition television on a second channel. An auction process could take away the FCC's guarantee of a second channel for every current TV broadcaster and leave the conversion process open to the highest bidder.

Also, the FCC is expected to officially open the floodgates to allow applicants to apply for spectrum in the extended AM band (see "Top of the Week"). Auctions could be used there

as well.

The Association for Maximum Service Television (MSTV) sent Brown a letter last week criticizing the concept of auctions for broadcast spectrum—especially when it comes to HDTV conversion.

"To require existing television stations, having already paid full value for their existing facilities—plant, programming and licenses—to pay for new transitional channels, which are meant

Marshall packs up, heads to the coast

FCC commissioner stepping down April 30 to launch Los Angeles consulting firm

By Harry A. Jessell

FCC Commissioner Sherrie Marshall is stepping down April 30 and moving to Los Angeles to establish a consulting firm for entertainment and communications companies, she announced last week.

The Marshall Company, which will maintain an office in Washington, will start with an agreement to advise clients of Ziffren, Brittenham & Branca, a prominent Los Angeles entertainment law firm.

"I will be able to advise clients of the likely effects of the 500-channel universe on their products and programming," she said.

Marshall said she also expects to help clients with regulatory or legal problems in Washington and with exploiting opportunities presented by high-definition television, personal communications networks and "the marriage of interactive video and distribution systems."

"It's pretty broad," she said.

Marshall's move to Los Angeles comes as no surprise. During her three-and-a-half years at the commis-



Sherrie Marshall, advising clients on the possibilities in 500 channels

sion, she was an effective advocate for Hollywood in its fight to preserve financial interest and syndication restriction rules, which limit the broadcast networks involvement in programming and syndication. She led the FCC majority that voted for sub-

stantial fin-syn restrictions in 1991.

By establishing her consultancy, Marshall follows former FCC Chairman Dennis Patrick and Alfred Sikes in eschewing the traditional route for ex-commissioners—joining a law firm and establishing a communications practice.

Marshall says she chose the consultant's role because it gave her greater freedom to pursue other opportunities, namely corporate board seats and entrepreneurial ventures. She declined to discuss those opportunities.

Law firms are discouraging partners from sitting on boards because of the exposure to investor suits and because of possible conflicts their positions may create, she said. They are wary also of partners getting involved in businesses, since the firm may become financially liable for business failures, she said.

Federal ethics rules bar Marshall from lobbying the FCC for one year. But, she said, she will be able to represent clients immediately on the Hill, the Commerce Department and other centers of communications policy making. ■

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WDAZ WDBB WDBJ WDCA WDEF WDHN WDIO WDIV WDRB WDSI WDTN WDTV WEAR WEEK WEHT WENY
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SNNE WNUV WNWO WNYB WNYT WNYW WOAC WOAY WOFL WOKR WOLE WOLF WOTV WOWK WOWL WPBF
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SPXI WPXT WQAD WQOW WQTV WRAL WRBL WRC WRCB WRDW WREG WRGB WRGT WRIC WRLH WROC
WRSP WRTV WSAZ WSB WSBK WSBT WSEE WSET WSFA WSFJ WSIL WSJV WSLS WSMV WSOC WSPA
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only to replace their old channels, would be unfair in the extreme and would seriously and perhaps critically injure the prospects for implementing terrestrial advanced television in the country," MSTV told Brown.

Broadcasters and their lobbyists also argued that their public service responsibilities should preclude their having to bid for spectrum.

Brown made the administration's viewpoints known in a letter he sent to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). The administration said broad-

casters should not be exempt from S. 335—which, if passed, would allow the FCC to auction available spectrum instead of issuing it through a lottery or a comparative hearing.

The Inouye bill does not include broadcasters, and Inouye has said he has no intention of changing the bill.

"There has been no talk with the administration on the bill," said one Senate staffer, adding that the administration's view "does not represent the majority view" of the committee.

Further action on the Inouye bill will probably start in the coming

weeks.

Whether it's a spectrum fee or a spectrum auction, the result is the same: It's pay to play.

Spectrum auctions and/or fees are a hot issue on Capitol Hill right now. Both the Senate and the House have bills that will reallocate 200 mhz of spectrum for commercial use, and before both bills are put to vote, it is probable that auctions will be used to assign the new spectrum.

President Clinton has also proposed using auctions for assigning future spectrum.

Cable faces life with must carry

Court decision will not have much bottom-line impact, says Effros

By Joe Flint

With its last ditch effort for relief from the courts denied, cable systems will soon be forced to do what most have been doing for several years—carrying local broadcast signals.

The must-carry provisions, upheld by a U.S. District Court last week, require cable operators to set aside a third of their channels for local broadcast signals. The provisions go into effect June 2.

From an operating standpoint, last week's 2-1 court decision holding must carry constitutional will not have much impact on the bottom line, according to Steve Effros, president, Community Antenna Television Association. "From a business basis, the decision is not significant," he says, adding that "there is great significance from a legal standpoint and how we will operate in the future."

Cable programmers and would-be programmers are also concerned that must carry—if it withstands appeal—could eventually make it hard for new networks to get channel space. Another concern is that broadcasters who are seeking inclusion in more than one ADI for must-carry purposes will further limit an operator's choice in what programming is carried on the system.

Although last week's decision is by no means the end of the road for cable, must carry will likely take effect before the industry's appeal of the court's 2-1 decision is heard.

The next and final step for the in-

dustry is the Supreme Court, but the case probably won't be heard there until fall and possibly spring. By that time, broadcast stations will have had must carry for almost a year, making it harder for systems to drop local stations and justify the move to subscribers.

In the meantime, with the District Court in Washington rejecting, cable's request of stay of must carry pending appeal, that request will also be sent to the Supreme Court.

In its rejected injunction request, the cable industry again argued that must carry will hurt cable programmers in favor of local broadcasters and will force some operators to dump current cable programmers in favor of broadcasters not yet carried.

"The public interest is not served by the FCC's allocating resources and spending taxpayer money implementing and enforcing a statutory and regulatory scheme of which the constitutional validity is still open to considerable doubt," the request, said.

The Supreme Court stay request will no doubt echo those arguments.

In the District Court's decision, the cable industry's argument that must carry was unconstitutional on First Amendment grounds was rejected in a 2-1 vote.

The court found that cable operators have "economic incentives" to refuse carriage of broadcast signals because it will reduce broadcast viewership, thereby bringing more viewers—and subsequently more ad dollars—to ca-

ble.

In his dissenting opinion, Judge Stephen Williams said: "Because cablecasters now carry the vast majority of local stations, the must-carry rules may have little effect, but where they have any, it will only be to replace the mix chosen by cablecasters—whose livelihoods depend largely on satisfying audience demand—with a mix derived from congressional dictate."

For broadcasters, the third time proved to be the charm for court approval of must carry. In 1985 and 1987, the U.S. Court of Appeals for the D.C. Circuit rejected must-carry rules as unconstitutional. ■

HDTV testing back on track

Testing of the four competing high-definition television systems is back on schedule. Last week, reports surfaced that a technical problem might delay the testing several weeks. At a meeting April 14, however, an FCC advisory working group reached a compromise that will allow testing to begin about May 3, as originally scheduled.

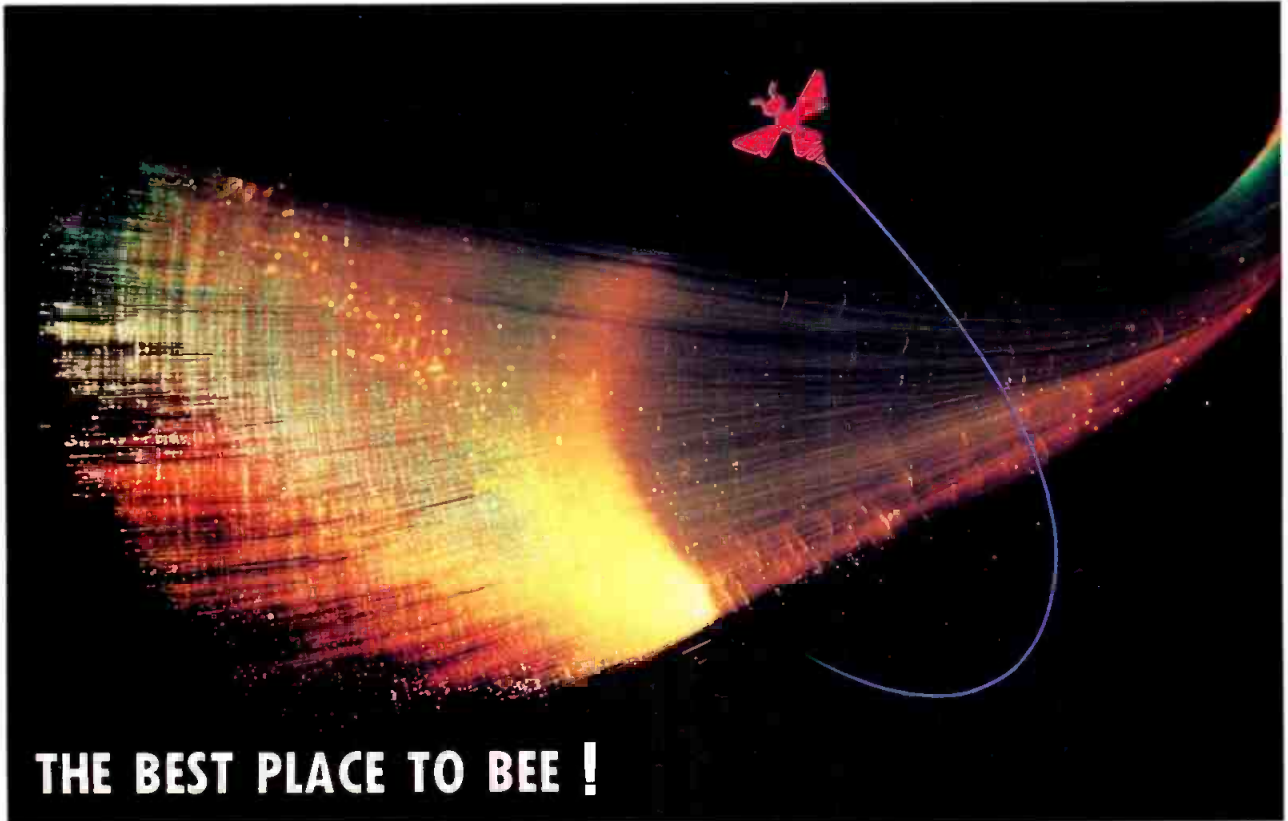
The potential problem arose when the committee learned that testing materials were not ready for the two systems that use a process called "progressive scanning" to build a picture on the screen. Unfortunately, a progressive scan system was scheduled to test first. —SS

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Inter BEE '93

FCC proposes new RF radiation limits

By Sean Scully

Proposed new rules from the FCC on radio-frequency radiation exposure may require some radio stations to make adjustments.

According to the FCC's notice of proposed rulemaking, up to 500 of the nation's AM stations and about 750 FM stations would have to take some action to comply with the proposed limits on RF radiation.

The FCC estimated that only about 40 TV stations, or about 4% of the nation's total, would be affected by the RF standards, which the agency is proposing in the wake of evidence that such radiation could cause health problems.

"While we do not have the primary government responsibility [for health issues]...the FCC undoubtedly has an obligation to work closely with the frontline health and safety agencies to insure the safety of equipment that emits RF radiation," explained Commissioner Ervin Duggan in a written statement accompanying the proposal.

The proposed standards, based on a 1992 revision of the RF exposure standards from the American National Standards Institute, make a distinction between controlled environments, in which workers are exposed to the radiation knowingly and willingly, and uncontrolled environments, where people are inadvertently exposed to the radiation.

The standards also set limits for induced currents, which are generated when someone touches a charged object, such as a metal plate or pole.

The limits are generally more restrictive than the older standards, based on the ANSI's 1982 standards, according to the FCC's notice.

"It is generally difficult to measure the exact impact on the broadcast community due to the complexity of the new standard and the relative lack of information on how certain aspects of the new guidelines can be implemented with respect to broadcast stations," the notice says.

The FCC estimate of the number of stations affected is based on a seven-year-old report from the Environmental Protection Agency. While the EPA report is useful for studying RF field intensity levels from single transmit-

ters, the FCC said it does not address RF levels from multiple antenna sites, nor does it consider the induced current limits.

"The actual percentage [of stations] impacted could be significantly higher than the EPA figure," the report concludes.

The FCC is seeking comments on the proposed standards, including information from broadcasters on current compliance, actions necessary to come into compliance and possible alternative standards. Comments are due at the FCC by the close of business on Friday, Aug. 13.

The FCC undertook this review of

RF radiation in the normal course of business, not in response to a recent series of sensational media reports, Duggan said. "This is as it should be," he said. "Press scares and media hype are poor substitutes for the careful process of science and government."

"It is important to keep such safety questions in perspective," he added. "Any new technology presents risks and uncertainties which must be weighed intelligently against the benefits that new technology brings. Modern life challenges us to balance those risks with courage and careful analysis, and to avoid hysteria." ■

Clash of the Titans

Titan Corp. files suit against encryption partner

By Sean Scully

In the wake of an abortive effort to break into the satellite encryption business, the partners in Titan Satellite Systems have begun fighting among themselves.

On March 22, Titan Corp., one of the three partners in Titan Satellite, filed suit against another major partner, Houston Satellite Systems, and its owner Charlie Ergen, alleging Ergen and HSS did not live up to their agreements in the partnership.

According to the suit, filed in San Diego, Ergen agreed to line up programmers to use the Titan Satellite encryption device, which was intended to compete with General Instrument's VideoCipher encoder. Titan officially dropped the plan in March due to insufficient interest from major programmers.

The suit asks \$5 million in punitive damages from Ergen and HSS, plus payment of Titan Corp.'s costs incurred in the business deal. The suit notes that those costs are as yet undetermined, but estimates them to be in excess of \$1 million.

Titan Corp. and Ergen formed a partnership in late 1991 to build a VideoCipher competitor. Titan and Ergen's HSS each owned 40% of the partnership. The remaining 20% was owned by Tom A. Ortoff, who is not involved in the suit.

Both Titan and General Instrument own patent rights to VideoCipher, but, until recently, Titan was prevented from using the patents under a non-competition agreement with GI. Titan planned to build the equipment once the agreement expired.

Titan Satellite Systems had asked the FCC to study whether GI's dominance of the encryption market constituted a monopoly and whether competition was feasible. Shortly before the FCC report was issued, however, Titan notified the FCC that it had dropped plans to compete. The suit against HSS was filed at about the same time Titan notified the FCC of its decision.

The FCC eventually issued a report saying it could not determine whether competition in the satellite encryption market was feasible. It raised, and left unanswered, some technical questions about Titan's proposed system. The report did note that emerging technologies, such as direct-satellite broadcasting, offer some competitive pressure on GI's VideoCipher. ■

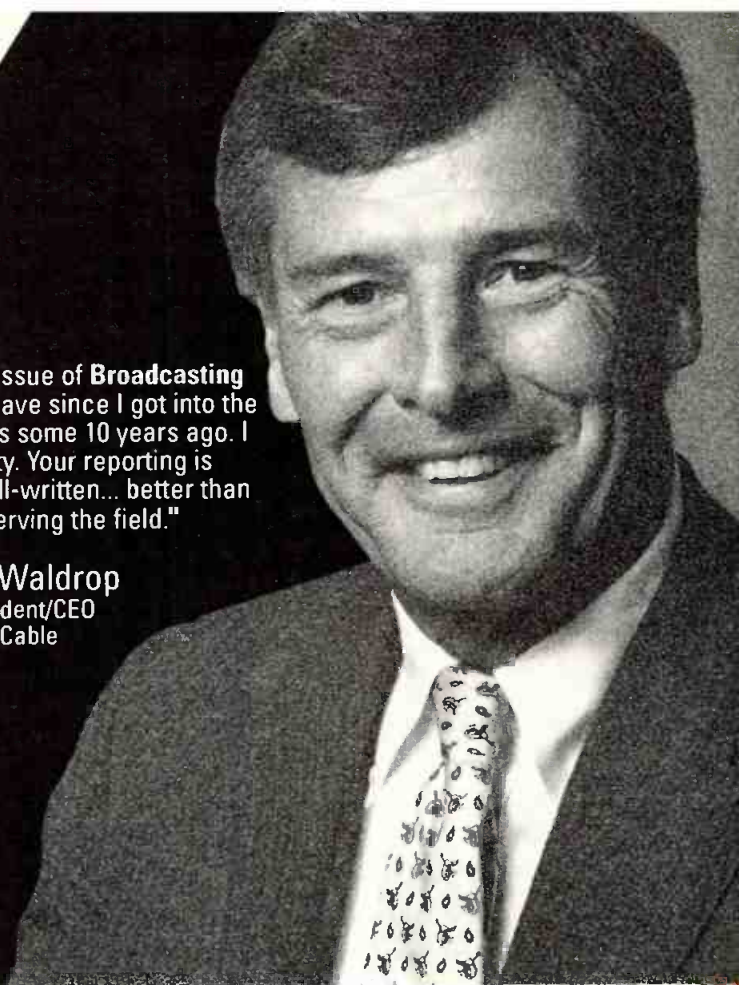
Errata

The FCC will not specify indecency as an issue in the license renewal hearing of EZ Communications' WBZZ(FM) Pittsburgh; therefore, no tapes or transcripts will be requested of the station, as reported in the April 12 issue.

THE MEDIA GETS THE MESSAGE

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**Broadcasting
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The **Big Picture**

Concerned about the excess of sex and violence and the dearth of educational programming on TV, the nation's educators are formulating plans to correct the imbalance.

Representatives of six major educational organizations, meeting in suburban Washington last week, tentatively decided to press the broadcast networks to air at least one half hour of educational programming in prime time each week.

"Why can't one of the four major networks use its tremendous creative resources to produce programming that entertains and educates at the same time?" asked Lyle Hamilton of the National Education Association. "I'm sure they can do that."

And if a network steps up with such a show, he said, the educators will promote it in meetings, in publications and in classrooms. "We will try to get them the viewership they want," he said.

Hamilton feels the educators are taking a positive approach. An attack on sex and violence tends only to stiffen the resistance of broadcasters to attempts to control their air. "We want to really help," he said.

The organizations also decided to urge the FCC, in its children's programming proceeding, to strictly enforce the statutory requirement that all broadcasters serve the educational needs of children. "The FCC needs to pay closer attention to the broadcasters' renewal applications," Hamilton said.

In addition to NEA, the cooperating organizations are the American Association of School Administrators, the National Association of Secondary School Principals, the National Association of Elementary School Principals, the National School Boards Administration and the National PTA.

Down but not out. Daniels Cablevision Inc. and Century Communications Corp. have appealed the FCC's rejection of the cable operators' request for a stay of the rate regulation freeze.

In a brief filed in the U.S. Court of Appeals in Washington, the petitioners argue that the freeze is unconstitutional on First Amendment grounds: "The freeze order, on its face, suspends for 120 days the constitutionally guaranteed rights of petitioners, as well as the vast majority of all cable television operators, to exercise editorial discretion over the selection, arrangement and distribution of the product made publicly available over their facilities of mass communication."

Century Communications President/CEO Bernard Gallagher said the freeze would directly affect programming decisions. "First, it prohibits Century from adding any additional programming service to an existing tier of service unless Century is willing to do so without recovering the cost of that new service," he said. "If Century wishes even to begin to recover the costs of new programming services on existing tiers, it must wait at least until the freeze expires (assuming the FCC's rate regulation rules then permit recovery of the added costs)."

Opposition is piling up against Senate legislation that would bring back the fairness doctrine, which the FCC repealed in 1987. Within the past few weeks, the Radio-Television News Directors Association, the American Soci-

ety of Newspaper Editors and the National Religious Broadcasters have adopted a resolution condemning the doctrine as an infringement of broadcasters' First Amendment rights.

Nonetheless, prospects for the legislation are good. The Senate legislation, sponsored by the Commerce Committee leadership, is expected to win passage later this year. And a companion House bill backed by Energy and Commerce Committee Chairman John Dingell and other key Democrats is expected to follow close on its heels.

Earlier attempts to reinstate the doctrine failed because of the threats of vetoes by Reagan and Bush. That threat is no longer there. "Every indication is that President Clinton would sign a bill, if only in deference to the congressional Democrats who want it," says RTNDA President David Bartlett.

But all is not lost, Bartlett says. The public has yet to be heard from on this issue, he says. Once people

understand that the fairness doctrine gives government the power to prosecute newscasters and radio talk shows, he says, congressional support for the measure may erode.

And even if the doctrine is signed into law, Bartlett says, the Supreme Court as now constituted might find it unconstitutional, taking down incidentally other broadcast content regulations such as the children's programming and equal time law.

Broadcasters reminded the FCC last week that they would like to make sure their new HDTV channels cover at least the same audience as that covered by their current NTSC channels.

In a letter to Chairman James Quello, a consortium of broadcasters said they want the FCC to assign new HDTV channels with an eye toward keeping the coverage areas as close to current levels as possible. That would require some engineering work and coordination among stations that the commission has so far not undertaken, the group said.

The commission has proposed allotting available HDTV channels strictly on a first-come, first-served basis. But Julian Shepherd, general counsel for the Association for Maximum Service Television, which organized the letter, said the commission's proposal doesn't go far enough toward insuring a smooth transition to advanced television. "Station managers don't want to see a mass disenfranchisement of their current audience," he said.

The letter was signed by all the broadcast networks, the National Association of Broadcasters, MSTV, the Association of Independent Television Stations and America's Public Television Stations.


Could low-power TV stations soon be getting four-letter call signs, like regular stations, instead of the current letter-number scheme?

That's just one of the LPTV rule changes proposed by the FCC last week. The commission is also proposing expanding the circumstances where terrain shielding can be used to show the absence of objectionable interference and relaxing the filing procedures for LPTV stations seeking changes in facilities. ■



Washington Watch

Edited By Harry A. Jessell



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Business

Look for television in tomorrow's newspaper

AP board to vote this week on starting video service; Knight-Ridder and CableLabs talk about newspaper 'tablet' with full-motion video capability

By Geoffrey Foisie

Newspaper reporters sporting high-8 cameras competing with television news organizations? That scenario is not here yet, but it may be soon. This week in Boston, the board of the Associated Press is scheduled to consider and vote on a business plan that would bring the news service into the video news busi-

ness. AP officials declined to talk about specifics until after the vote.

AP has been developing the video business plan for at least a year. Recent TV technology, such as lightweight cameras, could make it feasible for AP to offer such a service, generating further revenue from its bureaus around the world.

At Knight-Ridder, some reporters are already using high-8 cameras for



The new look of newspapers: a tablet in development by Knight-Ridder

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March 17, 1993

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still photography. The quality is said to be a bit "coarser" than that normally found in print.

If technology currently being tested in Boulder, Colo., makes it to the product stage, those Knight-Ridder reporters could be shooting full-motion video for a newspaper downloaded via cable TV systems.

The product being developed at Knight-Ridder's Information Design Laboratory is a newspaper "tablet" similar to a computer notebook weighing just over one pound. The tablet could be plugged into a communications "dock" such as a cable hook-up, and loaded with the latest edition of one or more publications, then removed and read later.

The reader could interact with the tablet screen, touching a story summary to get the full text, pressing an advertisement to get more information on the product, enlarging the type, developing a customized index of stories or "clipping" a story electronically. The "news" could be delivered as print, audio or even full-motion video. Such a newspaper, said its designer, Roger Fidler, has the advantage of

permitting the "nonlinear navigation" browsing in existing newspapers.

Fidler, director of the design laboratory, said there is currently a working demonstration on a Macintosh portable computer and that by next year he expects to have a prototype of the "working concept."

He emphasized that a full test should not be expected until 1995, and even that test would have "limited functionality" and would be expensive: "This will probably be a niche market for some time."

Among the barriers to development are capacity and transmission. A tablet with full-motion video, he said, would require storage on the order of a gigabyte. As for transmission, the goal is to get delivery time down to a minute or less. Using today's standard cable, he said, delivery time would probably be about 8-10 minutes.

The Information Design Lab is currently talking with CableLabs, said Fidler, about what such a system would require. Knight-Ridder is a half-partner, along with Tele-Communications Inc., in the MSO, TKR Cable. ■

Network pricing helps CBS; cost controls at NBC

Underlying network revenue growth at the CBS television network powered first-quarter operating earnings of the parent company to a more than threefold gain, to \$62.4 million. General Electric also cited "sharply" higher operating profit at its broadcasting division, which is primarily NBC. Many securities analysts raised their 1993 net earnings estimates for CBS, although much of that increase reflects a one-time gain from the first-quarter sale of securities that had been in the company's investment portfolio.

CBS said unit pricing was up in prime time, daytime and news, which the company attributed largely to "...the strength and appeal of the network's core of regularly scheduled programs." Actual TV network revenue declined compared with the prior year's first quarter, but that period had the telecast of the winter Olympics and the Super Bowl. Profit benefited because expenses declined by even a greater amount. For football, some of that cost reduction represented the effect of a previous accounting "write-down" of the rights rather than a decline in cash payments.

The absence of the special sporting events in the just-completed quarter, however, had a negative effect on the owned TV stations, which typically report incremental revenue from the Olympics and Super Bowl without bearing a similar cost burden. Adding to the revenue and profit decline at the owned TV stations was what CBS said was "weak" advertising at its New York and Los Angeles TV stations. The results for two TV stations, WCCO-TV and WFRT-TV Green Bay, which were acquired midway through the 1992 first-quarter, were included for the entire quarter just completed.

CBS's FM radio stations rebounded from revenue weakness.

General Electric cited "lower programming costs" as the main contributor to the increased profits at its broadcasting division. Revenue increased "somewhat...principally" because NBC carried this year's Super Bowl. ■

April 6, 1993

Sarkes Tarzian Inc.

has completed the acquisition of the assets of

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Fort Wayne, IN

from

Fairfield Broadcasting Co.

*Todd Hepburn, Vice President of the undersigned
initiated this transaction and assisted both parties in the negotiations*

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Changing Hands

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

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$850,000 □ 6

FM's □ \$2,270,000 □ 2

AM-FM's □ \$14,015,000 □ 4

TV's □ \$0 □ 0

Total □ \$17,135,000 □ 12

So far in 1993:

AM's □ \$12,820,714 □ 59

FM's □ \$187,325,530 □ 97

AM-FM's □ \$249,480,200 □ 65

TV's □ \$770,529,866 □ 23

Total □ \$1,220,156,310 □ 244

For 1992 total see Feb. 1, 1993 BROADCASTING.

KVI(AM)-KPLZ(FM) Seattle □ Sold by Golden West Broadcasters to Fisher Broadcasting for undisclosed price estimated at \$12 million. Seller is headed by country singer and actor Gene Autry and Bill Ward and also owns KMPC(AM)-KLIT(FM) Los Angeles. Buyer is headed by Patrick Scott and is licensee of KOMO-AM-TV Seattle and KATU(TV) Portland, Ore. KVI is full-timer with news-talk format on 570 khz with 5 kw. KPLZ has CHR format on 101.5 mhz with 100 kw and antenna 1,150 feet above average terrain. *Broker: Crisler Capital Co.*

KQBR(FM) Davis, Calif. □ Sold by KYLO Radio Inc. to EZ Sacramento Inc. for \$2 million. Seller is headed by Miklos (Mik) Benedek and is appli-

cant for new FM at Felton, Calif. Buyer is headed by Alan Box and is licensee of KRAK-AM-FM Sacramento, Calif. It is parent of licensees of KMPS-AM-FM Seattle; KYKY(FM) St. Louis; WBZZ(FM) Pittsburgh; WIOQ(FM) Philadelphia; WEZB(FM) New Orleans, and WMXC(FM) and WSOC-FM both Charlotte, N.C. KQBR has country format on 104.3 mhz with 2.96 kw and antenna 141 meters.

WMGR(AM)-WJAD(FM) Bainbridge, Ga. □ Sold by Guardian Corp. to Sabre Communications Inc. for \$1.175 million. Seller is headed by Lindy Dunn, and has no other broadcast interests. Buyer is new company headed by Paul H. Rothfuss and has no other broadcast interests. WMGR has oldies format on 930 khz with 5 kw day and 500 w night. WJAD has CHR format on 97.3 mhz with 100 kw and antenna 1,200 feet above average terrain. *Broker: Bergner & Co.*

WETT(AM)-WWTR-FM Ocean City, Md.-Bethany Beach, Del. □ Sold by Banking Services Corp. and Roger A. Akin, as co-receivers for KAT Broadcasting Corp., for \$500,000. Sellers recently acted as co-receivers for sale of WSVS-AM-FM Crewe, Va., for \$3 million ("Changing Hands," Nov. 2, 1992). Buyer is headed by general partners Bruce R. Spector and Joseph L. Mathias, and is licensee of WDOV-(AM)-WDSO(FM) Dover, Del.; WZNY(FM) Augusta, Ga., and WUSQ-AM-FM Winchester and WVGO(FM) Richmond, both Virginia. *Broker: Blackburn & Co.*

Davidman, Gargano form Twin Towers

Former D&D Broadcasting partner Joe Davidman and former CBS, NBC and Scripps-Howard executive Edward Gargano have formed Twin Towers Communications. The Denver-based company, with an office in Darien, Conn., has \$20 million in equity and will target top 30 markets in which to acquire TV and radio properties, as well as other communications-related businesses. Davidman ran several stations in the Miami area, including WSRF(AM)-WSHE(FM), before forming D&D with partner Steve Dinetz. That company recently sold KEZW(AM)-KOSI(FM) Denver for \$19.9 million to Tribune Broadcasting, after acquiring the stations in 1988 for \$13.5 million. Gargano will head the Darien office. —JG

YTD

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In the last three months, MVP has racked up the most impressive first quarter radio sales figures in recent years. In Houston, San Francisco, Atlanta, Tampa, Austin, Orlando and Des Moines, MVP consistently performed for sellers and buyers who relied on the industry's leading radio mergers and acquisitions firm to deliver. In large, medium and small markets, MVP provides intelligent, creative solutions to today's complex problems and opportunities.

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Emmis's private placement

Emmis Broadcasting is attempting to refinance its debt through a \$100 million "Sec. 144A private placement"—debt securities intended to be sold to a limited number of institutional investors. One investor familiar with the offering said the radio group owner is seeking to sell \$100 million in notes, carrying an approximate target interest rate of 11½%. The money would be used to pay down an existing \$50 million of 14½% notes, plus roughly \$40 million of bank debt expected to remain after the proposed sale of WCDJ(FM) Boston. The offering would be 7.6 times the company's broadcast cash flow of \$13.1 million for the year ending Feb. 28, 1993.

—GF



has completed a prepackaged bankruptcy reorganization
in which its

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and

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**of Series A Cumulative Convertible Preferred
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were exchanged for

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of Series B Convertible Preferred Stock,

and

\$8,000,000.

The undersigned initiated this transaction, assisted in
structuring its terms and served as financial advisors
to LIVE Entertainment Inc.

Jefferson Capital Group, Ltd.

Daniels & Associates

HSN deal off

By Rich Brown

Tele-Communications Inc. spin-off Liberty Media Corp. has dropped its \$640 million-plus bid to acquire the 76.5% of Home Shopping Network that Liberty does not already own.

The decision followed reports that a Tampa federal grand jury was investigating top HSN executives—including Chairman Roy Speer and former president Lowell Paxson—for various allegations, which initially surfaced during a divorce proceeding in which the ex-wife of former HSN general counsel Fernando DiFilippo said DiFilippo had been paid \$12 million in company stock to cover up corporate improprieties. Additional allegations include those by DiFilippo's successor, Allen P. Allweiss, who has charged the company with having ties to a member of the Gambino organized crime family.

Liberty's statement last week said the grand jury investigation and the private litigation "have created uncertainties which may result in an indefinite delay of the merger."

Liberty's decision further delayed a long-talked-about merger with competitor QVC Networks. Liberty also owns approximately 23% of QVC.

HSN President and CEO Gerry Hogan issued a statement saying he remained confident about "HSN's prospects and the recent efforts to improve its financial performance."

But that did not stop some cable operators last week from grumbling about the state of HSN. "The negative press is unfortunate for everybody associated, whether it is the company itself or its affiliates," said Rob Stengel, senior vice president, programming, Continental Cablevision, one of the nation's top operators.

"We're more concerned with the overall performance of the service," said Stengel. "That's an ongoing issue."

HSN in recent months has been trying to boost sagging sales by repositioning the service and phasing out merchandise valued at less than \$10. That repositioning helped cause the net loss of \$26.9 million reported last week by HSN for its second fiscal quarter. Network sales were \$244 million, down from \$275 million for the same period last year. ■

BUILDING BRIDGES

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The Conference

With a 500-channel universe close to reality, the business of television is dependent upon international partnerships more than ever before. As the massive U.S. market continues to fragment, niche networks and traditional broadcasters are coming to terms with the economic realities with which smaller-populated countries have had to deal for some time. Bridges of interesting designs are being built from the U.S., to Canada, to Europe, and to the rest of the world.

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The Camaraderie

There's something special in the air at Banff. From the moment you set foot in the heart of the Canadian Rockies, there's a sense of relaxation and friendliness that has earned the Festival high marks throughout the world. It's an atmosphere treasured by our delegates because it encourages contact, communication and the cultivation of business relationships. This year, we've added even more opportunities to enjoy the beauties of Banff, first hand.

Who's Coming To Banff?

The list of confirmed attendees grows daily. Here are just a few of the people you'll meet in Banff.

Dr. William F. Baker, President & C.E.O., Thirteen/WNET, USA; Jim Bagshaw, President & C.E.O., Channels 2 & 7 Television, Canada; Barbara Barde, President, WhyNot Productions, Canada; Paul Barron, Managing Director, Barron Films Ltd., Australia; James S. Bennett, President & C.E.O., ACI, USA; Charles Benton, Chairman, Public Media Inc., USA; Paul Bronfman, President, Comweb Corporation, Canada; Les Brown, Consultant, The Center for Communication, USA; Gerry Byrne, Publisher, *Variety*, USA; John Cassaday, President & C.E.O., CTV Television Network Ltd., Canada; Guillaume Chenevière, Directeur, Programmes TV, Radio-Télévision Suisse-Romande, Switzerland; Gordon Craig, President & C.E.O., JLL Broadcast Group, Canada; Aimée Danis, Présidente, Les Productions du Verseau Inc., Canada; Marian Davis, Vice President, International Program Development, CBS Entertainment, USA; Patrizia De Crescenzo, Manager of Television Movie Productions, Silvio Berlusconi Communications, Italy; Jean-Noël Dibie, Président, Directeur Général, I.P.A., France; Paul Duggan, COCO Television Productions Ltd., Ireland; Patrick Dromgoole, President, Patrick Dromgoole Productions, UK; W. Paterson Ferns, President, Primedia Entertainment Inc., Canada; Jay Firestone, Vice Chairman, Alliance Communications Corp., Canada; Dr. Walter Flemmer, Deputy Director-General of TV,

Bayerischer Rundfunk, Germany; Michèle Fortin, Directrice générale, Programmes TV générale, Société Radio-Canada, Canada; Sonny Fox, President, Sonny Fox Productions, USA; Paul Gratton, Chief Executive Officer, Ontario Film Development Corp., Canada; Vibeke Gad, Director, TV-Fiction, Danmarks Radio, Denmark; Brent Harman, Group Chief Executive, Television New Zealand; Brian Harris, Executive Vice President, ACI & Managing Director, ACI International, USA; Douglas M. Holtby, President & C.E.O., Western International Communications Ltd. (WIC), Canada; Norman Horowitz, Independent Producer, USA; Gene Jankowski, Chairman, Jankowski Communications Systems Inc., USA; Catherine Lamour, Directrice des Documentaires et Magazines, Canal Plus, France; Laurier LaPierre, President, Les Productions la Grenouille Inc., Canada; Arvi Liimatainen, Vice President, Kicking Horse Productions Ltd., Canada; Tom Locke, President/C.E.O., Gastown Post and Transfer, Canada; Gus Macdonald, Managing Director, Scottish Television plc.; Trina McQueen, V.P. of Regional Broadcasting Operations, CBC, Canada; Michael Medved, Author & Television Critic, USA; Robin Mirsky, Manager, Rogers Telefund, Canada; Greg Moyer, Executive Vice President, Discovery Communications Inc., USA; Rod Perth, Vice President, CBS Entertainment, USA; Gary A.

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Advertising & Marketing

Agree to disagree: McKinney and Butensky

This is a busy year for TV's two leading ad association presidents. Thomas McKinney, of the Cabletelevision Advertising Bureau, is set to consider a strategic review of that organization in the wake of FCC and court victories. And Ave Butensky, of the Television Bureau of Advertising, while still working to get more attention for national TV station spots from advertisers, is now trying to attract major local advertisers. Below, the two review their performance and square off over continuing disagreements.

Last year when we did this, the two of you talked about growing the advertising pie, about bringing in new categories of advertisers. Can you point to anything that says that has been done?

McKinney: I cannot really point to something specific. The only thing I can point to is that in 1992, our business was up 16% over '91. In '93, we're already looking at 20% growth, at least on the network side of the business. And from what I can gather from the local side, we're doing the same thing. And as for our regional spot business, we're up well over 25%.

If you're not sure that it's coming from new advertisers, where do you think that extra business is coming from?

McKinney: I think there are new advertisers in those categories, and we are getting more out of existing budgets so I think that's where our business is coming from. But if you asked me today to put a percentage on it, to name any particular clients, I can't do that. I know we did a big deal that had traditionally been with *National Geographic*, but the [advertiser's] name is not coming into my head at this moment.

Ave, where do you think cable's business is coming from?

Butensky: As you know, 1991 was not a good year for television. It was a loss year. Nineteen-ninety-two was up close to 7% and 1993 looks like it will be up over '92 so far, although by what amount it's still too early to tell. We have seen some growth in a number of categories. We focused our energy on advertisers who perhaps were top heavy with national television, and said, "Put higher percentages in spot television, put your money where your business is and not where your business isn't." We've seen movement along that area. We've also seen some new business and new categories come along, such as the computer business.



Cabletelevision Advertising Bureau's Thomas McKinney (l) and Television Advertising Bureau's Ave Butensky represent two sides of TV's advertising equation.

Well, we're just beginning the year but at least through February, according to TVB's numbers, local has been strong but national spot has been weak. Even against two years ago, national spot for the first two months of this year was up only 1%.

Butensky: I think there's a long way to go. And that's why we're here: to help the growth, to make it go that way. I think we're trying to be as creative and as helpful as we can to advertisers, and I think, as that starts to pay off, you'll see increases in television over time.

Thom, agency people talk about lack of standardized cable ratings information. What would your answer be to those complaints?

McKinney: First of all, let's deal with that whole issue of

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It has always been there: in-depth, insightful coverage of cable as well as broadcasting—since the dawn of cable itself.

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You can see the difference right away on our new cover. It's now 100% based on editorial, featuring graphic references to *all* the major industry developments you need to know about.

MORE THAN A NEW NAME — A WHOLE NEW WAY TO LOOK AT THE INDUSTRY

You'll also see that the additions and enhancements in *Broadcasting & Cable* go far beyond a name change.

- "Fast Track" — A magazine within a magazine. Just two pages that sum up all you need to know about the week's news.
- "Programming" — A newly-expanded super section that looks at programming developments in over-the-air TV and cable. It's the best programming perspective you'll find anywhere.
- "Advertising & Marketing" — A broad look at what really drives your business — advertising, subscriber revenues, merchandising, licensing and more.
- Enhanced cable coverage — Now every section in *Broadcasting & Cable* gives you news from a cable point of view as well. As one medium increasingly impacts another, this is information that's indispensable in *every* area of the television market.

Of course you'll still find the time-tested features you've always relied on. Our coverage in "Radio" remains an important part of our weekly menu. "Washington" continues our patented coverage of regulatory and legislative news. "Technology" keeps you on top of the forces that drive the future of the business. Every week, *Broadcasting & Cable* brings you all the news from every corner of the industry.

A DYNAMIC NEW FORUM FOR ADVERTISERS, TOO

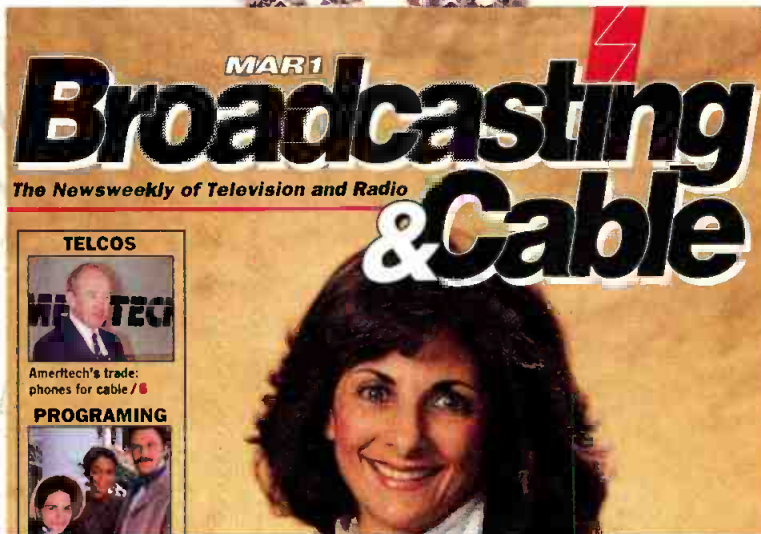
For advertisers, *Broadcasting & Cable* now delivers more key industry decision makers in all facets of television and radio. Your ads reach 5,000 additional readers for a total of 7,000 of the most influential players in cable television management. That's over 33,000 readers in all — a 17% circulation increase with *no rate increase*.

BROADCASTING & CABLE — THE SINGLE SOURCE

All together, these important enhancements make *Broadcasting & Cable* the single most important source of critical industry information. As you face the challenge of competing in the next generation of television and radio, *Broadcasting & Cable* will make sure you stay on top of it all. Building on a tradition of more than 61 years of unparalleled industry coverage. And our new name is just the beginning.

The logo for "Broadcasting & Cable" features the word "Broadcasting" in a large, bold, sans-serif font with a white outline and a red shadow. Below it, the word "&Cable" is written in a smaller, similar font, also with a white outline and a red shadow. A small red square is positioned above the ampersand.

THE SINGLE SOURCE



**AND NOW WE HAVE
THE NAME TO PROVE IT**



research. Cable is the only medium that has to measure itself by another media universe. I mean, magazines are allowed to have their own universe, radio is allowed theirs, broadcast television has its own universe, but cable has asked to measure itself according to broadcast television. At the local level, if I want to measure a particular system, they ask, how does that compare with the ADI or DMA? It's a ridiculous thought, but that's how they want to do it.

I think that what we really have to do is get to a situation where cable has a universe of its own—an acceptable universe of its own—and measure it against that. And then we have to convince the syndicators to come forward with some methodology that allows that to happen in the short term.

Long term, the whole issue of research is going to change, period. Because cable's set-top converter will measure what people are watching, and that is immediate.

You don't think it's reasonable for agencies to want to be able to compare different kinds of television?

McKinney: I don't think that's wrong. I think that's fine—but you need two sets of numbers. You would need a number that measures that local system's universe and the program's ratings within that universe, and then you could compare those or convert those into some ADI level. I don't

“There's a station in Florida that probably gets more fish than it gets people. Why shouldn't it have its coverage area? Why shouldn't a UHF station that competes in a VHF market have its own?”

Ave Butensky, TVB president

have a problem with that.

What happens now is you have a system in place with Arbitron and Nielsen for which the broadcasters are paying large sums of money. We're not willing to pay for those statistics, because they don't measure us properly.

Also, I can't afford to pay what a local television station does. A local system, for instance, is doing \$3 million-\$4 million, but then you compare that with a television station in the marketplace, doing 10, 15, 20, 25, maybe \$30 million. Also, to measure me properly, you need better distribution of the measurement tools, the meters; they have to be dispersed properly. So there are a lot of issues that are just not summed up by the question, “Are you willing to pay?” Yes, we're willing to pay, but what is that amount? It's got to have some comparative value.

Ave, up to this point, broadcasters have, as Thom points out, been able to define the terms of the ratings because they pay the freight. At a certain point, cable is going to have its own technology for a different kind of ratings information. Some cable systems even now can apparently do sweeps of thousands of households in their systems to see what is being watched. So when does it become in the broadcasters' interest, if ever, to work with cable to come up with some kind of reasonable ratings structure that would please both sides?

Butensky: Well, let's dissect this into a couple of parts. Thom was comparing television with magazines and radio. There's one difference here. The perception is—and I think

most people agree—that cable and television really are the same message out of the same tube. Whether you're watching Channel 7 or ESPN or Channel 2 or CNN, it's another channel on the dial as far as the viewer is concerned.

To an advertiser putting money into television, more often than not, that money is treated as a pie of which cable is one part. Even though cable may have its own budget, it really comes out of the television budget, based on the research we've been able to see.

Back in the old days, there used to be a thing called PSB—Program Station Bases—because everyone would carry a different show with a different lineup and different coverage so you were able to produce numbers to show what that program did nationally and what it did in its coverage area. Cable's no different; it, too, can produce numbers as to what it does in its coverage area. But if you start having a different universe whenever somebody has some kind of a problem...half the television stations in America, because of the antenna location, have a problem. There's a station in Florida that probably gets more fish than it gets people. Why shouldn't it have its coverage area? Why shouldn't a UHF station that competes in a VHF market have its own?

To make television user-friendly to advertisers who spend the dollars, they need to have a common denominator of measurement. Now I'm not saying the system we have between Nielsen and Arbitron is perfect, but at least it is a standard system that is used by the advertisers. There is no rule that says it can't be amended or changed or improved. That's fine, I would agree with that.

But in terms of having a separate system, that doesn't make any sense, because to an advertiser who is spending money you need to compare apples to apples to apples, and unfortunately, there've been too many comparisons made with numbers. For example, the *New York Times* said two weeks ago that “Barbarians at the Gate” on HBO did a 14-something rating and out-rated the three networks. That is not a true statement. In its own universe, it did a 14.1 rating, but if the truth be known against the entire universe, it was a 3.1 rating and the three networks out-rated it by a lot. So what you get is a situation with, if everybody comes off and has their own standard universe, all that's going to do is add confusion in the marketplace. Advertisers don't want it; agencies don't want it. They will accept it if you give it to them, and they will generally tell you they will use their own numbers and make their own computations, but all this does is serve to mislead the people who spend the money.

I'm going to ask for a one-word answer to this question. Do you think it is likely that within the next two years, broadcasters, cable operators and the ratings agencies will be able to develop a common standard of measurement for local television?

McKinney: No.

Butensky: I would like to say the word is hopeful.

Meaning you are hopeful?

Butensky: Meaning that they would see our point of view, then agree with it.

McKinney: The problem of course is—there's a word Ave used there: standard. Standard means status quo; that's the way we've done business and that's the way we want it done. I think it's true that to the viewer, whatever comes through the set is television, but what I'm talking about is

distribution and that's how we have started to measure, based on distribution. Distribution of cable is very different than television.

We talk about segmentation, regionalization, zoning and all those kinds of things, because that's what marketers do and that's what they're looking for. The reason this medium has grown up is because it gives them that ability to do that. So when you start to talk about standardization, I'm very leery because if another status quo were here, I'd still be in the cotton fields and I have a little problem with that.

I could let the two of you spend the next half hour debating this point, but I wouldn't want to be accused of encouraging a confrontation. What is the national timetable on the ad insertion technology that we now have in New York allowing ads to be inserted throughout an interconnect simultaneously?

What percentage of the country after one year will have that capability?

McKinney: That's a difficult one. A lot rides on the investment capital that's going to be available and that depends, for instance, on such things as the real impact of S.12. Depending on its impact and assuming it is not adverse, I would think we would see [insertion capability] over the next two years somewhere in the neighborhood of maybe 10%, and then it will grow from there.

There is a lot of talk about interactive television. Do you see anything in the next few years that is going to change advertising?

McKinney: Sure. In San Antonio, they have just finished

Continues on page 84

Cable takes byte out of ad paperwork

Two announcements show computerization is taking hold in cable network and spot buying process; further developments expected later this year

By Geoffrey Foisie

Complaints by advertisers and agencies that cable is a difficult medium with which to work have attracted attention and results. Two recent announcements show that cable and its suppliers have made progress in reducing the paper trail attendant with an advertising buy. Along with that paper reduction come a host of benefits, including reduced manual entry time and reduced potential for mistakes.

One announcement from Foote, Cone & Belding stated that several cable networks have indicated they will be ready to "transmit contracts electronically" by the middle of the summer. They will do so using an "industry-standard" electronic contract, a software skeleton on which the agency and network can hang terms specific to their agreement.

Helene Sperling, systems manager for FC&B, said the contract was developed by a technical committee of agency, network and third-party software vendors that started with cable first because it is currently the most paper intensive of the media.

Sperling emphasized the industry standard was a first step. An agency still won't, for instance, be able to sign off on the contract electronically, nor will the two parties to the agreement be able to revise their contract "on line." That latter capability was, she said, "a long-term project in development over the next few years."

A second development, announced last week, will also eliminate some manual paperwork, this time in spot buying. A cable system provided an electronic affidavit of a spot buy, which allowed the cable rep firm, NCA, and the ad agency, Bozell Jacobs, to check the run against the original contract and schedule. Ellen

Cable has made progress in reducing the paper trail attendant with an ad buy.

Weinstein, director of sales and marketing for Advanced Media Systems (AMS), said such an affidavit previously had to be manually "entered line by line in detail."

Last week's announcement specifically concerned the first use of the new technology—in the Satellite Ad-Net-Hazleton—which serves 180,000 cable subscribers in the Scranton/Wilkes-Barre, Pa., market.

Computerized advances, not necessarily industrywide, are also being instituted. Weinstein said Donovan Data Systems spot cable software used by many agencies now incorporates AMS's database on cable systems offering local avails. That enhancement, she said, enables agencies to immediately link up advertising schedules with the addresses of potential cable systems and other system information.

Weinstein hopes spot cable will be able to accomplish by the end of the

year what the cable networks may begin doing this summer, transmitting a schedule order electronically to both the agency and the cable system: "Currently, we have three companies typing in the same thing." ■

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CAB/TVB

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testing Star Response, which is, you play a commercial, the consumer presses something on the remote or converter box, and immediately their names are recorded. That list of names is given to the advertiser the next morning. That's already happening, and at our conference this week they will be showing off that technology. So yes, there are things on the drawing board and things that are happening now.

You have talked about doing a conference directed more toward advertisers, which is what CAB is doing this week in New York. What can you tell advertisers about TV stations around the country? What would they find out?

Butensky: What we found out in our initial contact with advertisers was that our visibility was not as high as we would have liked, so we have done a number of things to improve that, virtually going to see people in their offices, in their market, meeting with the AAAA's, meeting with the ANA, meeting with advertisers, talking to advertisers about their problems, about their concerns. I think we have

"We talk about segmentation, regionalization, zoning and all those kinds of things, because that's what marketers do and that's what they're looking for."

Thomas McKinney, CAB president

raised our visibility. The reports we're getting back have been very good in that regard, and I now think we need to focus even further to continue to raise that visibility and to make this thing work for us. So we're going to concentrate on continuing that effort and making ourselves more usable.

I think as we go into the second year, we would want to confront more advertisers, and so the idea of a session for advertisers and agencies is something we have thought about, but we didn't just want to call a party and have nobody come. We need to have a reason to do this thing, and the way it is now shaping up, we have mixed with a few other groups and we're looking at a September date when we will have a meeting to talk to advertisers specifically on subjects they want to hear. That is being formulated as we speak.

You are holding this meeting with other media associations?

Butensky: We have talked to NATPE, which is involved in this, and we have at least a handshake to go to the next step.

You mentioned briefly that TVB is going through a second phase? What is that?

Butensky: We spent the first year harnessing our energy, putting plans together, meeting national and local advertisers. At the same time, we've done a considerable amount of research that we hoped would give us a better handle and a better clue on how to reach certain customers. Television collectively is really not advanced in leading the pack in the

last 45 years. They are still second behind newspapers. To find out why, we decided we needed to know more. So we asked what goes through the minds of decisionmakers at the retail level that enables them to arrive first at a budget and then at a plan as to where to spend their money.

So that's the research we did, and we had three universities participate in this last year. This gave us information from which we can now embark on a whole new program and a whole new plan. So when I say phase two, the information is now in; this is something that is assembled, and the bulk of that we will reveal this week at our conference. We're going to jump off from that platform to implement programs that are going to be more meaningful because we're going to be talking directly to the hot buttons of the decisionmakers at the retail level.

Some cable networks have complained it is getting more difficult to use Nielsen (Media Research) numbers in ads to promote their shows' ratings. Does the CAB get involved in that issue?

McKinney: No. That may stem from an incorrect story about two months ago which said the networks were being admonished by Nielsen. What Nielsen did was to say, "If you use our numbers, here's how you must go about doing it," so, no, we're not involved in that. There's no reason for us to be involved in that.

Butensky: The TVB has asked Nielsen to enforce its rules on the use of data because I think there is a sentiment that there have been cases where ads have taken liberties and misrepresentations, and new math has been given totally out of sync with the policy the ratings services have set up.

McKinney: I hope by your saying that, Ave, you're not suggesting that TVB is requesting this because of cable. I have been in this business 22 years, and I know that television stations and anybody else in the market will look through a ratings book until they find something they're number one in and they'll run an ad saying, "Television XXXX is number one in the market." Well, it turns out it is number one in kids ages 2-3, whatever that is. I know those practices go on, and I think anybody is always trying to find that thing which makes them stand out. If I can find something in that book that says I'm number one, that's what I'm going to use.

Butensky: Well, wrong is wrong, no matter how you camouflage it.

Television has pitched advertisers for years about the shortfalls of marketing by discounting. And yet it seems possible that the way the economy is going, with people still getting laid off and personal income not increasing very much, the consumer is going to continue to look at prices and may respond to more of these promotions. What can television do about that?

McKinney: I'm not sure that's television's job. That has more to do with manufacturing. How do you produce products and how much do you produce? If I'm Ford, I have to recognize what the marketplace is out there and produce cars accordingly. If I make toothpaste, I have to know what the market is going to bear. If they get too much inventory, certainly they've got to move the product out. So what do they do? They create rebates and those kinds of things.

What we do, what our job is, is if you have a product and service, we then help to influence the consumer. What we do is give you access to that consumer. That's my job—to give you access to that consumer. ■

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Ground floor opportunity: SM, brand new FM. Hire original staff. Not desk job. Northern California. Resume/compensation requirements: PO Box 7568, Chico, CA, 95927. EOE.

Sales/sales management: Benchmark Communications is expanding into Salisbury-Ocean City, MD. We will be adding the following positions to the fine group of sales professionals already in place: Local sales managers who can build, lead and train a winning team; account executives who are energetic, organized and possess excellent verbal and presentation skills. If you have radio sales experience, and are looking for real career growth, please send your letter and resume immediately to Benchmark Sales, c/o WDSB Radio, PO Drawer B, Dover, DE 19903. EOE.

General sales manager: N. Virginia FM, A/C format, seeks top professional to lead sales team, expand agency business and develop winning marketing strategies. Must be able to sell direct and create effective written proposals. Salary, commission and benefits offered at fastest growing station in this medium market. Fax info to 301-925-4104 or send to c/o CRS, 1400 Mercantile Lane, Suite 220, Landover, MD 20785. EOE.

General manager: Middletown, New York Heritage WALL-AM and dominant A.O.R. WKQJ-FM. This is a growing group with strong ownership, excellent benefits and compensation for the very special person qualified for this opportunity. Successful general management track record with marketing strengths necessary. Detailed resume to: Group Vice President, Atlantic Morris Broadcasting, 28 West Grand Avenue, Montvale, NJ 07645. EOE.

General manager opportunity at group-owned long-time AM/FM market leader in desirable lower Midwest market. Personal commitment to sales success will be your #1 priority. Qualified account executives/sales managers may apply. Make your move up! All replies confidential. Resume or letter to Box L-31. EOE.

HELP WANTED SALES

Surburban Milwaukee station seeking experienced sales professional to handle exclusive upscale market. Competitive compensation, growing market shares, continual support. Regional sales management available for the right person. Interested candidates should forward their confidential resume and salary history to Box E-46. Equal opportunity employer.

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

Aggressive, experienced radio salesperson for Traverse City, Michigan 100,000 watt FM station. Days calls 517-482-2312 evenings 517-321-1763. EOE.

National radio rep: Seeks account executive for Detroit office. National or local radio sales or buying experience necessary. Reply to Box L-32. EOE.

Sales manager for new 3K, FM, 60 miles SW of Chicago. Seeking aggressive, organized individual with radio experience. Send resume with salary requirements to: Box L-33. Equal opportunity employer.

Central Florida FM: SM position with heavy personal sales too. "Firebreathing, gunslinging, street fighting, sales machine." Fax oldies owner resume 904-622-4449 with any thoughts or questions. Lead by example and possible GM opening. Special person required for this fast growth area. EOE.

Sunny Southwest Florida! Come live, work and play in the Fort Myers/Naples market, one of the fastest growing in the USA. Our station is just 15 minutes from the Gulf of Mexico, and an easy drive to Miami-Fort Lauderdale, Tampa-St. Petersburg and Disney World-Epcot. We have an immediate opening for 2 sales professionals who understand and love selling on the retail/direct level. Excellent pay plan, new offices/studios, and owners who are 100% committed to success and excellence. WDCQ is a 10,000 watt talk and sports powerhouse, carrying Florida Marlins Pro Baseball, Tampa Bay Buc's Pro Football, FSU Football and Basketball as well as Paul Harvey, Bruce Williams, et al. Resume, sales history and references to Larry M. Kent, WDCQ Talk 1200, 12381 South Cleveland Avenue, Suite 502, Fort Myers, FL 33907, or fax 813-278-0423. No phone calls. EOE. Women and minorities are urged to apply.

Accepting applications for a civic minded, motivated, promotional sales manager. Top rated AM/FM, medium sized, West Texas oasis. 1992 billing 1M+. Also accepting applications for a sales /play by play person. EEOC employer. Reply to Box L-34.

HELP WANTED ANNOUNCERS

Classical music radio station seeks fill-in music and news announcers for occasional work. Send resumes and tapes to: "Auditions," 122 Fifth Avenue, 3rd Floor, New York, NY 10011. An equal opportunity employer.

WPOP Hartford's newstalk leader seeks cutting edge pm drive host. Male/female. Young/old or anything in between. Doesn't matter. T&R to PO Box 11-1410, Hartford, CT 06111. EOE.

Operations coordinator/announcer (Classical): Re-solicitation WNED-FM, Buffalo, NY. 105,000-watt all-Classical WNED resumes its search for experienced professional. Supervision of station's downlinking, program-delay and traffic system, with regular air shift. Must demonstrate engaging, conversational on-air style and broad knowledge of classical music and the concert world. Stimulating arts environment in seventh-largest North American market (Buffalo-Toronto). Competitive salary, excellent benefits, including 100% company-paid medical, dental and life insurance. Air-check and resume (with references specified) to: Peter Goldsmith; WNED-FM; 23 North Street, Buffalo, NY 14202. WNED is an equal opportunity employer.

HELP WANTED TECHNICAL

We are a major Midwestern AM/FM combo and part of a substantial multi-station group. We seek two fully qualified full-time chief engineers with proven track records. Positions are open immediately. Send resume and salary requirements to: Personnel Office, PO Box 52766, Tulsa, OK 74152-0766. EOE.

Radio chief engineer: Major market AM/FM combo seeks highly skilled broadcast chief engineer with top notch organizational, technical and communication skills. Individual must possess qualifications and abilities in all aspects of broadcast engineering including design, installation, maintenance and repair of studios for AM directional and FM transmission facilities. Minimum of Associates in Engineering, FCC General Telephone license, SBE certification and/or IEEE membership a plus, computer skills needed. Send letter and resume to Box L-3. EOE.

KISW-FM/Seattle is looking for a talented chief engineer. This top-quality individual must be able to maintain high-power FM transmitter, STL's, remotes, DOS-based computers, phone systems, and be familiar with budgets and FCC rules. A stickler for engineering quality. Must be able to communicate well with others. SBE certification a plus. Excellent benefits include company paid retirement plan. Send resume to General Manager, PO Box 21449, Seattle, WA 98111. KISW/Nationwide Communications, Inc. is an equal opportunity employer. Women and minorities are encouraged to apply.

Chief engineer wanted for top thirty market AM/FM combo. EOE. Send resume and salary requirements to: General Manager, PO Box 767, Indianapolis, IN 46202.

HELP WANTED NEWS

Anchor-reporter for respected, small market, upstate New York full-service AC. Commercial radio news experience necessary. Edgar Enterprises, PO Box 3944, New Haven, CT 06525. EOE.

SITUATIONS WANTED MANAGEMENT

GM currently employed looking for solid opportunity with group broadcaster. Young and mobile. Great references and documented track record in sales, programming, sales, promotions, sales and profits. Hard working and creative. Prefer medium markets in Midwest or Northeast. If you've fired more than one GM in the past 12 months, no need to reply. If you're serious about making a commitment to increase your stations market position in revenue and ratings, reply to Box L-35.

Opportunity knocks for an honest owner/group searching for a good GM. They're like good sales people—hard to find. You owe it to yourself to check me out. Reply to Box L-36.

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

SITUATIONS WANTED ANNOUNCERS

Unemployment's fun! Ask Kentucky's Janet Lynch 502-895-5888. Management skills; 6 yrs marketing; 3 yrs announcing, research. Wannabe PD, DJ.

Need stability in small, professional station. Fair voice, outstanding work habits, flexible. Nine years experience; honest family man. Northeast 315-866-1032.

DJ announcer. Semi-retired. Many years experience, prefer MOR, Country, Easy Listening, Oldies. Single, free to relocate in Sunbelt. No reasonable salary refused. Reply to Box L-37.

Licensed college graduate with strong work ethic, seeks an entry level employment opportunity as a disc jockey. Looking for employment opportunity in Southern California market. I'm available for immediate employment and relocation. I will be in Southern California area for the month of May and will be available for interviewing. Timothy C. King 215-759-4446, 672 Lorraine Dr., Nazareth, PA 18604.

SITUATIONS WANTED TECHNICAL

Former chief engineer WFAN, WTEM, seeks projects by day, week, or month as contractual worker. Let me tackle your capital projects. Studio and transmitter installations, networks, directionals, proofs, emergency service, any market size. Supervisory experience, budget, bidding, subcontractors. Let me take over your headaches. Call Jim 301-540-2089 attending NAB.

SITUATIONS WANTED NEWS

Sportscaster: Like Willie, Mickey and The Duke. I can do it all. Experienced with journalism degree. Will relocate for right opportunity. Bill, 201-909-0684.

MISCELLANEOUS

Added revenue opportunity: \$\$\$ SCA Paging. Proven money maker. Limited number available. Call now for turnkey system. 1-800-327-7243.

Ron Balonis' Broadcast Engineer's Computer Toolbox? Write: Computer Toolbox, 118 Rice Street, Trucksville, PA 18708. Or, call it up 1-717-696-1490 (300/1200.8.N.1).

TELEVISION

HELP WANTED SALES

Can sell on the side? Local comedy/variety show seen in 40 states owns 2 minutes national time. We don't have the contacts you do! You sell it, we split it! Fax confidentially info to "Bob" 201-460-0174. EOE.

Local account executive: WLKY-TV, the CBS affiliate in Louisville, KY is searching for an experienced account executive. At least 2 years broadcast experience, the ability to handle local business development and all phases of account management. A college degree is preferred. Qualified applicants send resume to Bill Stanley, GSM, PO Box 6205, Louisville, KY 40206. EOE.

District sales director: KSAT-TV is now recruiting for a district sales director. Requirements include: National account experience, research oriented, sharp negotiating skills, goal oriented, self-starter. Responsibilities involve management of national/regional direct business in the state of Texas. Applications accepted through 4/30/93. Send resume and references to Chad Craig, Business Manager/Personnel, KSAT-TV, PO Box 2478, San Antonio, TX 78298. EOE/M-F/DV/ADA. No phone calls accepted.

HELP WANTED TECHNICAL

Aggressive Southeast VHF network affiliate seeking chief engineer. Requirements to include strong background in maintenance and repair of all studio and transmitter equipment as this is a "hands-on" position. Good management skills a must. Interviews can be conducted at upcoming NAB convention. Reply by mail to: J.A. Paciorkowski, c/o WCBI-TV, PO Box 271, Columbus, MS 39703 or fax 601-328-5222. No telephone calls, please. EOE.

TV maintenance supervisor: Professional with good leadership and communications skills to build strong maintenance team with affiliate news operation. Must be component troubleshooter and able to handle multiple projects. Prefer UHF experience. Excellent benefits and advancement opportunity with group owner. Resume and salary requirements to: Chief Engineer, Box L-25. EOE.

Experienced television broadcast maintenance engineer skilled in Sony Betacam VTRs, cameras and RCA UHF TTU-110 transmitters. General Class license required. Midwest top 100 market. Send resume, references and salary requirements to: Box L-21. EOE.

Chief engineer: Southeastern, medium market, VHF affiliate, leading news, stable ownership. Send letter with resume to Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Assistant chief engineer needed for Midwest 29th market UHF station. Must be highly motivated individual. Candidate should have at least five years experience with at least two years in a supervisory role. Must have experience with Grass switchers, computer editors, and Betacam SP. UHF transmitter experience a plus. Send resume to Chief Engineer, KSMO TV, 10 E. Cambridge Circle, Ste. 300, Kansas City, KS 66103. EOE.

HELP WANTED NEWS

TV director: Need someone with a good feel for directing live, quick-paced newscasts. Commercial and promotion directing as well. We're number one and want someone who won't settle for second best. Minimum three years experience. Send resume and references to: Steve Minium, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

News producer: WMAR-TV is looking for a high-energy, creative, hard-working team player to join our production staff. Candidates should have 3-5 years experience producing a 1-hour newscast. Position requires excellent writing skills, ability to work well with all kinds of people, a positive outlook and good organizational skills. College degree also required. If qualified, please send resume, news philosophy and recent tape to: Ms. Willy Walker, Assistant News Director, WMAR-TV2, 6400 York Road, Baltimore, MD 21212. No phone calls, please. EOE.

Medical reporter: Great station seeks long-lasting relationship with seasoned medical journalist. You must have personality, plus demonstrated ability to run, gun, and stun the competition. Licensed health care professional preferred. Rush creative letter, resume, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52401. EOE.

Meteorologist: Weather animal needed for weather powerhouse. Do you eat, breathe and sleep weather? Show us why you're the one. Degreed meteorologist with AMS Seal preferred. Rush letter, resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, 501 Second Avenue, S.E., Cedar Rapids, IA 52402. EOE.

Producers: Eastern Midwest top 100 affiliate seeks one experienced full-time producer and one part-time with some experience beyond internships. Resumes to Box L-22. EOE.

Morning co-anchor/weathercaster and reporter: West Texas affiliate seeks a morning co-anchor/weathercaster and reporter. Must be able to gather, write and edit news for broadcast, and have on-air experience with Triton Weather Graphic System. Degree preferred. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Newscast producer: Must be creative, a strong writer, able to generate story ideas, handle overall planning & execution, a good people manager, and well organized. 1-2 years experience. Minimum B.A. Minority applicants encouraged. Resume to Kim Kurth, Assistant News Director, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE.

WCMH-TV in Columbus is looking for top-notch general assignment reporters, education reporter, sports director/anchor, and good producers. Send resume and tape to Tom Burke, ND - WCMH-TV, 3165 Olentangy River Road, Columbus, OH 43202. EOE. No phone calls.

Top 50 affiliate seeks anchor/reporter: We're looking for a strong on-air performer as well as a solid reporter with at least 3 years experience in news. No beginners please. An excellent opportunity for a motivated, creative professional ready to work with the best team in town. Reply to Box L-26. EOE.

Morning anchor needed: If you have the winning combination of an energetic personality and experienced reporting skills, you could be our morning anchor. You'll also report and fill in anchor other newscasts. We are an affiliate, dedicated, professional news organization on the East Coast offering an excellent working environment. Reply to Box L-27. EOE.

Creative and innovative promotions manager for number one news station in exciting medium sized and growing market. 3 to 5 years experience preferred. Send resume to Box L-28. EOE.

TV news producer: Must be excellent show producer. Prior news producing a must. Send resume and 3/4" tape to: Tom Pratt, Executive Producer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No telephone calls. EOE.

News director: The leading news station in Austin, Texas is seeking an experienced, highly motivated winner to direct its news operations. Because of his accomplishments, our departing news director will be accepting a bigger challenge in a much larger market. Resumes to Jack Harrison, President, KTBC-TV, 119 East 10th Street, Austin, TX 78701. EOE.

Strong, creative TV news producer needed. Team leader, excellent writing skills, 3+ years solid on-line experience. Ready and eager to try new things and think "outside the box." Send resume to: Carrier Krueger, Executive Producer, KIRO-TV, 2807 Third Avenue, Seattle, WA 98121. No phone calls please. EOE.

Managing editor for number one news operation. Must have strong organizational and journalistic skills. Management experience preferred. Contact Neil Goldstein, News Director, WRGB-TV, 1400 Balltown Road, Niskayuna, NY 12309. EOE.

News photographer: College degree helpful. One-years of TV news photography. A TV news photographer must possess basic journalistic credentials and excellent execution in the operation of an ENG camera and video tape editor. Some microwave experience and equipment maintenance is also necessary. ENG maintenance, VTR editing, microwave operation and production techniques are necessary skills. Qualified applicants for the above position should send non-returnable tapes to Richard Simms, WTVC, Inc., 410 West Sixth Street, Chattanooga, TN 37402. WTVC-TV is an equal opportunity employer.

Camera/editor: Washington, DC broadcast production facility seeks motivated, hard working ENG /EFP tech. 3-5 years experience. Apply via fax 202-331-9064. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: KPLC-TV is seeking a highly creative, hands-on commercial producer with exceptional copywriting skills. Candidate must have strong communication skills, excellent lighting abilities, and extensive background in commercial field production and be able to edit 3/4" and one-inch videotape. Art background helpful. Send resume, non-returnable demo tape and salary requirements to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Producer/director wanted for South Florida's top TV station. Prefer applicants with a minimum of 5 yrs. commercial TV exp. as a producer/director including hands on exp. with Grass Valley 300, Ampex ADO, Chyron IV, & knowledge of CMX Omni 1000. College degree pref. Send resume to Larry Berman, Prod. Supvr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

Executive producer: WATE-TV6 in Knoxville, Tennessee is seeking a highly creative and motivated writer/producer to take charge of producing our local programming and special projects. Our new executive producer must be familiar with an Ampex Century Switcher, ADO, Chyron MAX and the DP4:2:2. We've got a full schedule. Minimum two years prior producing and a college degree preferred. If you're ready to take your next career step, send tape and resume to: Larry Cazavan Operations Director, WATE-TV6, 1306 North Broadway, Knoxville, TN 37917. WATE-TV/Nationwide Communications Inc. is an equal opportunity employer. Women and minorities are encouraged to apply.

Houston public television is searching for a producer-director for its news & public affairs unit. The minimum qualifications are: A Bachelor's degree in Journalism, radio-television-film or related field; three years as a television news and public affairs program producer; three years as a television studio director; and two years television field production. Experience in and with the Houston area market, computer literacy, and bi-lingual ability (English/Spanish) are desirable. Starting salary \$27,500. Submit cover letter and resume, including list of professional references, to: Laura Gonzales, KUHT, 4513 Cullen Blvd., Houston, TX 77004. No tapes now, please. No phone calls, please. Minorities and women are encouraged to apply. KUHT is licensed to the University of Houston System and is an equal opportunity employer. Closing date: May 15, 1993.

Promotion writer/producer: WATE-TV6 in Knoxville, Tennessee is seeking a creative and highly motivated promotion writer-producer. Heavy emphasis on news promotion. College degree preferred. Position requires a minimum of two years experience working in television promotion. Send resume, latest reel and salary requirements to: David Rosch, Promotion Director, WATE-TV6, 1306 North Broadway, Knoxville, TN 37917. Please, no beginners, no phone calls. WATE-TV/Nationwide Communications, Inc., is an equal opportunity employer. Women and minorities are encouraged to apply.

Executive producer: Top notch creative producer with strong writing and management skills needed to oversee newscast production. Responsibilities will include copy editing, pre-production and serving as night news manager. Requires 5 years line producing experience; executive producer experience a plus. A Bachelor's degree is required. Please forward resume to: Mark Pimentel, WXIA-TV, 1611 W. Peachtree Street, Atlanta, GA 30309. Please, no phone calls! EOE.

Director, broadcast design: Great opportunity. KSDK-TV 5, #1 St. Louis station. Will create graphic support for expanded local news and program commitments. Requires 5 years management experience, strong design skills, hands-on electronic graphic experience, self-starter, able to coordinate multiple ongoing projects. Send resume and tape to Personnel, KSDK-TV 5, 1000 Market St., St. Louis, MO 63101. EOE. No calls. EOE.

KFSN-TV, Fresno has an immediate opening for a newscast producer. Not entry level; previous experience as newscast producer mandatory. Additional experience as reporter, photographer or assignment desk beneficial. Must be a skilled writer. Contact: Jennifer Rigby, Executive Producer/News, KFSN-TV, 1777 G Street, Fresno, CA 93706. 209-442-1170. Capital Cities/ABC, Inc. is an equal opportunity employer. Women and minorities are encouraged to apply.

WFSB TV, a Post Newsweek station, is looking for an experienced and creative producer. The producer must have strong news judgment and be able to dig out stories from a variety of sources and then be able to create dynamic, informative and interesting broadcasts. The assignment calls for a producer who will work with anchors, reporters, assignment desk editors, graphic artists and directors to produce newscasts that combine a commitment to journalism with a flair for production. Superior writing skills a must. Resume and tape to Deborah Johnson, Asst. News Director, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

WUHF-TV, Fox 31 in Rochester is seeking a highly creative promotion producer/director with a minimum of two years experience, including editing. Send reel, resume and writing samples to Barbara Browning, WUHF-TV, 360 East Avenue, Rochester, NY 14604. Phone 716-232-3700. EOE.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply Box L-29.

Freelance TV videographer/editor/technician, looking for a full-time staff position with medium to major market station or production facility. 7 years experience in all aspects of ENG, SNG, EFP, studio production and RF-transmission for all NYC major networks. BA in Communications, FCC General Class license. Prefer NY, CA and FL regions, will consider all responses. Available immediately, call 201-947-3183.

SITUATIONS WANTED NEWS

TV photographer seeking employment. Award winning, ten years experience. Film and editing background, excellent lighting and shooting skills. Full time or freelance. Have own BVW505. Call 212-689-5079, leave message. Will relocate. Let's talk.

Recent college graduate seeks entry level news photographer position. Have interned at KDKA in Pittsburgh and produced for community television. Enthusiastic and hardworking honors student. Will relocate. Zahir Shad 301-762-1088.

Top 15 weather anchor/reporter seeks change of weather. Solid weather anchor with an extensive reporting background. 20-year radio/TV veteran. Reply to Box L-30.

Videographer: An aggressive videographer who knows how to let his pictures tell a story but also has the guts to look danger in the eyes and photograph it. Call 304-342-1999. Ask for Darrell.

MISCELLANEOUS

Don't change managers! If your TV station is facing a lackluster future... and you are thinking of changing managers... don't do it! Share your problems with a management consulting firm that believes most managers can accomplish anything when they and their associates see a positive plan for the future. The cost of changing managers can be high. A fresh look at your business, through the eyes of a team of experts, can bring new ideas, innovative procedures and outstanding success. Broad Street and its team of professionals can help you. Call 203-281-0469 for more information.

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

Entry-level opportunities nationwide! News, sports, productions, sales, promotions, public relations. Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

Get the job! 20 years TV anchor vet has success secrets for college students. How to get professional experience in college, increase your marketability, boost your value, learn what news directors are looking for. Inside info that gives you the competitive edge. Straightforward, no hype, no nonsense. Don't begin the next semester without it! Send \$19.95 check/MO to Nantucket Sleighride Productions, 1104 St. Lawrence Dr., Green Bay, WI, 54311.

ALLIED FIELDS

FINANCIAL SERVICES

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

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

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

Non-profit, student-run station seeks FM transmitter 15KW and exciter tunable to 89.9, 200 feet of 1 5/8 Helix transmission line. WUCF, Orlando, FL, Univ. of Central FL 32816 407-823-2133. Fax 407-823-6364. Mike Hidalgo, chief engineer.

FOR SALE EQUIPMENT

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

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

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

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

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

For sale: 500 foot utility tower, 11 years old, in South Texas. call Chris 210-689-3333.

Phillips-Dodge circularly polarized 6kw 3 Bay FM antenna on 100.3. Can be tuned. \$1,500 plus shipping. Like new Kentronics 7.5kw isocoupler \$500.00. 3-pieces 3-inch 50 ohm co-ax, cablewave, approximately 250 ft., \$10 ft. WORG WMNY, Santee, SC 803-854-2671.

TELEVISION

HELP WANTED PROGRAMING, PROMOTION & OTHERS

THE SEARCH IS ON...

W*USA-TV, Washington's #1 station, is geared up and ready for the successful launch of a live morning magazine show. We're looking for vibrant, energetic program hosts who can make even Bill Clinton stand up and take notice. If you think you have what it takes, RUSH your tape and resume to:

Sandra Butler-Jones, Vice-President Broadcast Operations



4100 Wisconsin Ave., N.W., Washington, DC 20016
EOE, NO PHONE CALLS PLEASE.



Creative Services Director

We are looking for a seasoned creative services director to run our top-notch promotion and graphic design departments in a top 25, East Coast, network-affiliated station. Candidates must have proven managerial and creative skills and be well-versed in strategic planning. Interested applicants should send a resume, references and salary requirements to Box L-14. EOE.

ATTENTION

Air Talent, Producers, Directors, & Writers...

Before you sign a new contract, be sure you have a DBS exclusion. The exciting new world of national and international broadcasting through DBS is scheduled to begin March 1 of 1994. There will be many exciting opportunities for talented people. **DO NOT** sign a contract that could limit your opportunities.

United States Satellite Broadcasting, Inc.
3415 University Ave., St. Paul, MN 55114
612-642-4580

PLEASE — no resumes or tapes at this time.

HELP WANTED SALES

REPS FOR TV SYNDICATION

Well-established Motion Picture-TV Production Co. is looking for Sales Reps to call on TV Stations.

If you are presently calling on TV Stations we have THREE NEW SERIES with well known stars available for Syndication. All new. All episodes completed. Stars are in leading soap magazines every week. QUALIFIED parties only please call for appointment. 1-800-635-4937; ask for Nat'l Sales Manager Ext. 260. EOE.

HELP WANTED TECHNICAL

Telemundo is now accepting applications from engineers with:

- 1) Maintenance and operating experience with the latest technology TV production equipment.
- 2) Video tape machine control and station automation experience including computer programming and interfacing.
- 3) Satellite uplink and downlink operation, including SNG.
- 4) TV engineering management experience including project and people management.

Recent experience in one or more of the above areas is a prerequisite. Salary and job responsibilities will be based on skills and experience. Bilingual English/Spanish preferred. Various locations. An equal opportunity employer.

Send resume with references to:

Human Resources Director
Telemundo Network
2470 West Eighth Avenue
Hialeah, FL 33010
or fax to 305-884-4722

To arrange for an interview at NAB, leave a message for Doug Lung at the message center with your name, hotel phone number and best time to call.

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Washington, DC 20036

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ALLIED FIELDS

HELP WANTED CUSTOMER SERVICE

Jefferson-Pilot Data Services, Inc., the leader in computer services for the TV, cable and radio industries, has immediate opening for:

Customer Service Representative

Responsibilities include learning our computer systems, troubleshooting customer problems by phone, installing new systems and training customers. The aptitude for assuming complete responsibility for customer satisfaction is a must. Heavy travel is required. The ideal candidate will have television or radio experience in traffic or sales as well as a proven track record in the installation of complex computer applications. EOE.

A degree is a plus. Please send resume and salary history to:

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

**Jefferson
Pilot
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With a client base of over 1,400 broadcast stations throughout the world, Columbine is an undisputed leader in the broadcast information system industry. The driving force behind our achievements is an outstanding team of employees.

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- Strong technical aptitude; PC experience preferred
- Demonstrated ability to achieve sales, gross margin and market penetration objectives

Columbine offers a competitive compensation and benefits package. For immediate and confidential consideration please send resume to: **Columbine Systems, Inc., 1707 Cole Blvd., Golden, CO 80401.**

**COLUMBINE
EOE M/F/D/V**

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AND MEET THE JULY 1 STL DEADLINE WITH MARTI FCC APPROVED TRANSMITTERS. COMPOSITE STL-15C \$3500.00 MONO STL-10 \$1645.00. *Guaranteed* to work with your current system. Call Dan at (817) 645-9163.

FOR SALE STATIONS

FOR SALE

50KW AM AND CLASS C FM, IN SOUTHWESTERN TOP 50 MARKET. SERIOUS BUYERS ONLY PLEASE. P.O. BOX 25670, HONOLULU, HAWAII 96825.

FOR SALE STATIONS CONTINUED

MDS STATION FOR SALE

Fully Operational 20 Watt MDS Station in La Habra, CA (Channel H-2 — 2665 Mhz). Available for an Immediate Purchase or a Lease with an Option to Purchase.

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Contact: American Communication Services (a 312/472-4779.

At NAB/Las Vegas.
Contact via Las Vegas Hilton
or call for appointment.

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Deadline is Monday at noon Eastern Time for the following Monday's issue. See full details and rates in the Classified Section.

FOR SALE STATIONS CONTINUED

**Denver Educational,
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Call: (303) 697-5924.**

FOR LEASE — Established Hispanic full-time AM in Atlanta suburb. \$5,000 to \$6,000 per month. Serious inquiries only. Fax to 404/237-1012.

W. John Grandy
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Contact George Reed
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(904) 241-1031

FLORIDA COASTAL C-1
Gross \$550k
(407) 295-2572

BROADCASTING & CABLE'S
CLASSIFIED RATES

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

APRIL

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

April 19—*National Association of Broadcasters* Crystal Radio Awards during the 71st annual NAB convention. Ballroom, Las Vegas Hilton, Las Vegas. Information: (202) 429-5422.

April 19—*Association for Maximum Service Television* annual membership meeting. Las Vegas Hilton, Las Vegas. Information: (202) 462-4351.

April 20—*Association for Maximum Service Television* engineering breakfast. Las Vegas Hilton, Las Vegas. Information: (202) 462-4351.

April 22—"Urban Markets: The Bottom Line," workshop sponsored by *Southern California Cable Association, National Association of Minorities in Cable and The Southern California Marketing Council*. Radisson Plaza Hotel, Manhattan Beach, Calif. Information: Rosemary Roope, (310) 316-0559.

April 23—"Quality and Reliability of Telecommunications Infrastructure," seminar sponsored by *Columbia Institute for Tele-Information*. Uris Hall, Columbia University Graduate Business School, New York. Information: (212) 854-4222.

April 24-25—Daytime Emmy Awards nomination screening conducted by the *National Academy of Television Arts and Sciences* (New York) and the Academy of Television Arts and Sciences (Hollywood). New York. Information: Trudy Wilson, for NATAS, (212) 586-8424 and Barbara Chase, for ATAS, (818) 754-2800.

April 26—"Women and Power—New Images and Realities," seminar sponsored by *Women in Cable*. Four Seasons Hotel, Beverly Hills, Calif. Information: Barbara Bellafiore-Sanden, (203) 637-2466.

April 29—*Society of Satellite Professionals International*, New York chapter, annual dinner. Kee Wah Yen Restaurant, New York. Information: Michelle Wallace, (212) 682-8300.

April 29—"Development Journalism In Asian Countries: Nation Building and the Independence of the Press," seminar sponsored by *Freedom Forum Media Studies Center*. Columbia University, New York. Information: (212) 678-6600.

April 29-May 2—*Classical Music Broadcasters* annual conference. Omni Hotel, Houston. Information: George Stokes, (713) 651-0267.

MAY

May 1-2—*National Academy of Television Arts and Sciences* presidents and programers meeting. Lafayette Hotel, Boston. Information: Trudy Wilson or Nick Nicholson: (212) 586-8424.

May 2-5—*Women in Cable* 12th national management conference. Palmer House Hilton, Chicago. Information: Renee Kaiser, (312) 661-1700.

May 6—*Federal Communication Bar Association, New York chapter*, luncheon. Speaker: FCC Commissioner Andrew Barrett. CBS, New York. Information: Andrew Siegel, (212) 975-7419.

May 7-8—Orange County Sports Careers Summit sponsored by *Sports Careers*. Attendees include ESPN, USA Today and CBS Sports. Hyatt Regency, Irvine, Calif. Information: 1-(800)-776-7877.

May 9-12—*Canadian Cable Television Association* 36th annual convention and cable expo. Metro Toronto Convention Center, Toronto. Information: Sylvie Powell, (613) 232-2631.

MAJOR MEETINGS

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

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

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

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

April 19-22—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

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

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

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

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. 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.

Open Mike

From the chairman

EDITOR: Congratulations on the official expansion into cable of BROADCASTING magazine. Most of us regular readers of BROADCASTING have noted your increased cable coverage for the past year, so this is a logical step.

As you know, I have frequently characterized BROADCASTING magazine in my speeches as the bible of the broadcast industry. I'll soon be able to expand that to broadcasting-cable industries. All of us appreciate the reliable, knowledgeable reporting under your leadership. And I even have to accept that, as a First Amendment proponent, your editorials will criticize my positions on indecency and violence. I have to reluctantly admit they are honest, exceptionally well written editorials.

Best wishes to BROADCASTING & CABLE for continued success in the exciting telecommunications years ahead.—*James H. Quello, chairman, Federal Communications Commission, Washington.*

Focusing on Betacam

EDITOR: Sony appreciates the Digital Betacam story in the March 8 issue, but there are a few factual problems with the story that we wish to bring to your attention.

1. Digital Betacam VTR's can play back (half-inch) analog Betacam and Betacam SP cassettes. We also have a new accessory for Sony D-2 VTR's called the DFX-C2. This enables machines to record and play back 10-bit component digital video in addition to composite signals. Digital Betacam and the DFX-C2 both use the Serial Digital Interface; therefore, digital component signals can be exchanged between these recorders in, for example, a serial digital (SMPTE 259M) post-production suite.

2. There is no need for analog re-

orders to play back digital cassettes. Stations have as much as 10 years' worth of news archives on analog Betacam tape, but no accumulated Digital Betacam libraries. Analog recorders by definition cannot play back digital tapes.

3. Present competitive digital camcorders are, in fact, heavier than analog Betacam SP and other camcorders, so be careful to attribute parthenetical statements of fact. The 15-pound weight quoted by you of one manufacturer is very misleading. Does the digital camcorder include the camera's viewfinder? When you add a viewfinder, the weight goes up considerably. Furthermore, you can safely figure on another 4.5 pounds for the battery, lens and cassette, if you want a working model rather than a chassis. By the way, with today's digital camcorders' power consumption, generally more than twice that of Betacam SP's 20 watts, you may want to carry an extra battery.

Based on our calculations with one battery, today's operational digital camcorder weighs at least 23 pounds with a small lens. Weight considerations are vital to the success of a camcorder design. We do not know of one news videographer willing to carry more than a 20-pound camcorder into the field in 1993. However, prior to Sony's launch of the Betacam format in 1981, 23-pound camcorders were considered a breakthrough.

4. As for present digital camcorders being "less bulky" than Betacam camcorders, this certainly does not seem to be the case. In analog Betacam we are including our ergonomic handle through which you can see to the other side. Any successful camcorder design, be it analog or digital, must maintain the key ingredient of allowing the user to see over a unit resting on his or her shoulder. Therefore, a low-profile design, first introduced by Sony at NAB in 1988 with its milestone one-

piece BVW-200 camcorder, is now a standard characteristic of professional ENG cameras. Finally, it is our judgment that any new digital camcorder, if it is to be on the brink of technology, should indeed be a digital component camcorder and not record the NTSC footprint at acquisition.

To summarize, we appreciate your journalistic endeavor to put our announcement into perspective for your readers. However, our competitors' positions should be equally challenged.

Sony's ability to listen to the market and meet its needs through innovation accounts for our unprecedented decade of success with Betacam products. We have sold in excess of 190,000 units worldwide since 1981, and we support all our existing formats with this same commitment.—*Christopher B. Golson, vice president, VTR marketing, Sony Business and Professional Group, Montvale, N.J.*

Missing person

EDITOR: The Minnesota Broadcasters Association was founded in 1949; the second person to serve as president of the MBA was Melvin Drake.

In 1949 and 1950 Mr. Drake was general manager of the original WDGJ in Minneapolis. Anyone knowing the whereabouts of Melvin Drake or any of his kin who might be able to supply us with a photograph is asked to call or write the Minnesota Broadcasters Association.

In the 44-year history of the MBA we have had 24 presidents. In trying to build a photo gallery of them, we are missing only a photo of Melvin Drake. We know one of your readers will remember and help us locate a photo of Mr. Drake.—*Jim Wychor, executive director, Minnesota Broadcasters Association, 3517 Raleigh Ave. So., P.O. Box 16030, St. Louis Park, Minn. 55416-0030; (612) 926-8123.*

For the Record

Compiled by BROADCASTING & CABLE for the period of April 5-April 9 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KQBR(FM) Davis CA** (BALH930325GG; 104.3 mhz; 2.96 kw; ant. 141 m.)—Seeks assignment of license from KYLO Radio Inc. to EZ Sacramento Inc. for \$2 million (see "Changing Hands," p. 75). Filed March 25.

■ **WWCO(AM) Waterbury, CT** (BAL930323EA; 1240 khz; 1 kw-U)—Seeks assignment of license from Winthrop Broadcasting to Mattatuck Communications Inc. for \$75,000. Seller is headed by Richard D. Barbieri Jr. and has no other broadcast interests. Buyer is headed by Robert B. Johnson and has no other broadcast interests. Filed March 23.

■ **WUST(AM) Washington** (BTC930325EB; 1120 khz; 1 kw-D)—Seeks transfer of control of New World Radio Inc. for no consideration. James M. Weitzman is transferring 1% of stock to Edwin Tornberg; each will own 50% of licensee. Weitzman holds minority stock interest in parent company of licensee of WACO-AM-FM Waco, TX, and WVMX(FM) Stowe, VT. Tornberg has interests in licensee of WABS(AM) Arlington, VA, WBRI(AM)-WXIR(FM) Indianapolis. Filed March 25.

■ **WAUC(AM) Wauchula, FL** (BAL930322EE; 1310 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Ted L. Hite Sr. to Marlene Ayala for \$50,000. Seller has interests in permittee of WZZS(FM) Zolfo Springs, FL. Buyer has no other broadcast interests. Filed March 22.

■ **WLTH(AM) Gary, IN** (BAL930329ED; 1370 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Uhuru Communications Inc. to WLTH Radio Inc., purchase agreement to be filed as amendment. Seller is headed by Lorenza P. Butler II and has no other broadcast interests. Buyer is headed by Pluria W. Marshall Jr., chairman of National Black Media Coalition; he has no other broadcast

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.

interests. Filed March 29.

■ **WSMA(AM) Marine City, MI** (BAL930326EA; 1590 khz; 1 kw-D, 102 w-N)—Seeks assignment of license from Richard S. Sommerville, trustee, to Barr-Schremp Communications for \$135,000. Seller is licensee of WCEN-AM-FM Mt. Pleasant, MI. Buyer is headed by David W. Barr and has no other broadcast interests. Filed March 26.

■ **WLTC(AM) Gastonia, NC** (BAL930325EA; 1370 khz; 5 kw-D)—Seeks assignment of license from Burke-Harvell Broadcasting Inc. to Ford Broadcasting Inc. for \$175,000. Seller is headed by Charles R. Burke and has no other broadcast interests. Buyer is headed by Carl L. Ford and is licensee of WRNA(AM) China Grove, NC. Filed March 25.

■ **KJIA(AM) Sioux Falls, SD** (BAL930329EC; 1520 khz; 500 w-D)—Seeks assignment of license from Nehemia Radio Productions Inc. to CGN Corp. for \$175,000. Seller is headed by Lyle Edblom and has no other broadcast interests. Buyer is headed by Verlyn Menning and Roger Kuhlman and is licensee of KCGN(FM) Milbank, SD. Filed March 29.

■ **KOSZ(AM)-KVHT(FM) Vermillion, SD** (AM: BAL930329EA; 1570 khz; 500 w-D; FM: BALH930329EB; 106.3 mhz; 3 kw; ant. 255 ft.)—Seeks assignment of license from Christensen Broadcast Group Inc. to Culhane Communications Inc. for \$340,000 ("Changing Hands," April 12). Filed

March 29.

■ **KFBC(AM) Cheyenne, WY** (BAPL930329EE; 1240 khz; 1 kw-U)—Seeks assignment of CP from Buck Broadcasting Corp. to Montgomery Broadcasting Limited Liability Co. for \$248,000. Seller is headed by Harold F. Buck and has no other broadcast interests. Buyer is headed by David H. Montgomery and has no other broadcast interests. Filed March 29.

Actions

■ **WODL(FM) Birmingham, AL** (BALH930113HG; 106.9 mhz; 100 kw ant. 1,000 ft.)—Granted assignment of license from Charles E. Giddens, receiver, to Birmingham Communications Inc. for approximately \$2.5 million ("Changing Hands," Feb. 22). Action April 2.

■ **KKTZ(FM) Mountain Home, AR** (BALH920924GN; 107.5 mhz; 100 kw; ant. 761 ft.)—Granted assignment of license from Eustis-Wichert Communications Inc. to MAC Partners for \$300,000 ("For the Record," Oct. 19, 1992). Action March 31.

■ **KIEZ(AM)-KKLF(FM) Carmel Valley, CA** (AM: BAPL930212EB; 540 khz; 10 kw-D, 500 w-N; FM: BALH930212HR; 104.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Jerry J. Collins to Jaime Bonilla Valdez for \$840,000 ("Changing Hands," March 8). Action March 31.

■ **KFXS(FM) Red Bluff, CA** (BALH921214HK; 102.7 mhz; 12 kw; ant. 1,017 ft.)—Granted assignment of license from ERA Communications Ltd. to McCarthy Wireless Inc. for \$326,000 ("Changing Hands," Jan. 25). Action April 1.

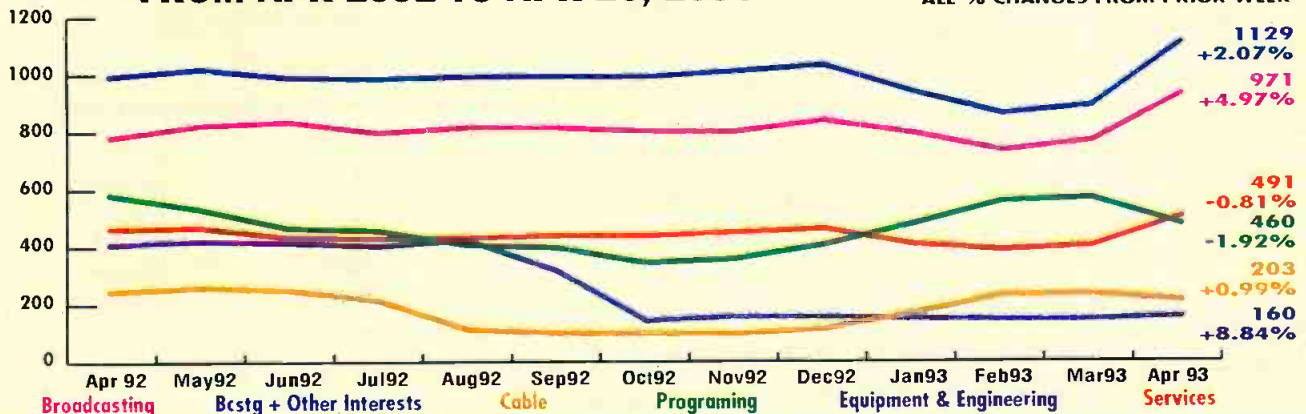
■ **WKXF(AM) Eminence, KY** (BAL930205EA; 1600 khz; 500 w-D, 48 w-N)—Granted assignment of license from Midwestern Broadcasting Associates of KY Inc. to Superior Market-Eminence Inc. for \$40,000 ("For the Record," March 8). Action April 1.

■ **WCDJ(FM) Boston** (BTCH921204GR; 96.9 mhz; 8.7 kw; ant. 1,010 ft.)—Granted assignment of license from Emmis Broadcasting Corp. to Greater Boston Radio, Inc. for \$11.655 million, including \$3 million noncompete covenant. Seller is headed by Jeffrey H. Smulyan and Steve Crane and is licensee of five FM's. Buyer is headed by Peter A. Bordes and is licensee of seven AM's and six FM's including WMEX(AM)-WMJX(FM) Boston. Action

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1992 TO APR 13, 1993

NASDAQ: 673.83 (+0.46%)
S&P Ind.: 509.59 (+0.89%)

ALL % CHANGES FROM PRIOR WEEK



March 31.

■ **WFGR(FM) Grand Rapids, MI** (BTCH921204GS; 98.9 mhz; 3 kw; ant. 1,075 ft.)—Granted transfer of control from Haith Broadcasting Corp. to GT Leasing Inc. for \$375,250. Seller is headed by Lynda Haith. Buyer is headed by Thomas Beauvais and is licensee of WBTZ(FM) Pinconning, MI. Action April 1.

■ **WHLE(FM) Byhalia, MS** (BAPH920812GY; 94.9 mhz; 6 kw; ant. 328 ft.)—Granted assignment of CP from Lois B. Crain to former husband Albert M. Crain for no cash consideration as part of divorce settlement ("For the Record," Aug. 31, 1992). Action March 30.

■ **WTXI(FM) Ripley, MS** (BALH930208HA; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Stephen P. Livingston, trustee, to Holiday Creations Inc. for \$131,010 ("For the Record," March 8). Action March 31.

■ **KHAD(AM)-KDJR(FM) Desoto, MO** (AM: BAL930114GR; 1190 khz; 5 kw-D; FM: 100.1 mhz; FM: BALH930114GS; 2 kw; ant. 400 ft.)—Granted assignment of license from Jefferson Communications Inc. to Big River Broadcasting Inc. for \$67,500 ("For the Record," Feb. 22). Action March 31.

■ **KJLF(FM) Butte, MT** (BALH921109GE; 92.7 mhz; 3 kw; ant. 24 ft.)—Granted assignment of license from Maranatha Broadcasting Inc. to Sunbrook Communications Ltd. for \$90,000 ("For the Record," Nov. 30, 1992). Action March 31.

■ **KKNB(FM) Crete, NE** (BALH921130GQ; 104.1 mhz; 50 kw; ant. 613 ft.)—Granted assignment of license from Agnew Broadcasting Ltd. to Rock Steady Inc. for \$185,300 ("For the Record," Dec. 21, 1992). Action April 1.

■ **KMCX(FM) Ogallala, NE** (BTCH930105HN; 106.5 mhz; 100 kw; ant. 300 ft.)—Granted transfer of control from Midwest Broadcasting Co. Inc. to Ray H. Lockhart for \$184,100 ("For the Record," Feb. 1). Action April 1.

■ **KHIT-AM-FM Sun Valley, NV** (AM: BAL930203EA; 1590 khz; 5 kw-D; FM: BALH930203EB; 104.5 mhz; 25 kw; ant. 2,930 ft.)—Granted assignment of license from Radio Associates of Reno Inc. to Lotus Radio Corp. for \$600,000 ("Changing Hands," Feb. 8). Action March 30.

■ **WPRO-AM-FM Providence, RI** (AM: BAL930106HL; 630 khz; 5 kw-U; FM: BALH930106HM; 92.3 mhz; 39 kw; ant. 550 ft.)—Granted assignment of license from Capital Cities/ABC Inc. to Tele-Media Broadcasting Company of America for \$6 million ("Changing Hands," Feb. 15). Action March 19.

■ **WHPB(AM) Belton, SC** (BAL930208EA; 1390 khz; 1 kw-D)—Granted assignment of license from B & J Broadcasting Inc. to CG & B Broadcasting Inc. for \$130,000 ("For the Record," March 8). Action April 2.

■ **WDAB(AM) Travelers Rest, SC** (BAL930212EA; 1580 khz; 5 kw-D)—Granted assignment of license from Piedmont Broadcasting Inc. to Dabney-Adams Broadcasting Inc. for \$180,000 ("For the Record," March 8). Action March 31.

■ **KMND(AM)-KLSF(FM) Midland, TX** (AM: BTC900222EE; 1510 khz; 500 w-D; FM: BTCH900222EF; 92.3 mhz; 100 kw; ant. 390 ft.)—Dismissed app. of transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Stock includes interest in KORQ-AM-FM Abilene and KLSF(FM) Amarillo, both Texas, and KEIN(AM)-KLFM-FM Great Falls, MT ("For the Record," April 2, 1990). Action March 30.

■ **KMND(AM)-KNMF(FM) Midland, TX** (AM: BAL900112EI; 1510 khz; 500W-D; FM: BALH900112EJ; 92.3 mhz; 100 kw; ant. 390 ft.)—Dismissed app. of assignment of license from Bakcor Broadcasting Inc. to ADCOMM of Midland Inc. for \$4,928,000 ("For the Record," Feb. 12, 1990). Action March 30.

■ **WODY(AM) Bassett, VA** (BAL930204EA; 900 khz; 1.8 kw-D, 500 w-N)—Granted assignment of

license from WODY Inc. to Radio 900 for \$50,000 ("For the Record," March 1). Action Feb. 4.

■ **WPRW(AM) Manassas, VA** (BAL921221ED; 1460 khz; 5 kw-U)—Granted assignment of license from Commonwealth Communications Corp. to Capital Kids' Radio Co. for \$305,000 ("Changing Hands," Jan. 25). Action March 30.

■ **WHLF(AM)-WJLC(FM) South Boston, VA** (AM: BAL930208HC; 1400 khz; 1 kw-U; FM: BALH930208HB; 95.3 mhz; 2.7 kw; ant. 495 ft.)—Granted assignment of license from Virginia Broadcasting Inc. to JLC Properties Inc. for \$500,100 ("Changing Hands," March 8). Action April 1.

■ **KWYZ(AM) Everett, WA** (BAL920608EA; 1230 khz; 1 kw-U)—Granted assignment of license from Prime Time Broadcasting Inc. to Quality Broadcasting Corp. for \$400,000, including \$180,000 in assumption of debt ("For the Record," June 22, 1992). Action March 29.

■ **WKTS(AM) Sheboygan, WI** (BAL930202EA; 950 khz; 500 w-D)—Granted assignment of license from WKTS Inc. to Star Cablevision Group for \$100,000 ("For the Record," March 1). Action March 31.

NEW STATIONS

Applications

■ ***Paducah, KY** (BPED930319MC)—Christian Businessmen's Association Inc. seeks 89.3 mhz; 12 kw; ant. 150 m. Address: P.O. Box 189, 1333 Old Louisville Road, Bowling Green, KY 42102. Applicant is headed by Frank D.R. Williams and has no other broadcast interests. Filed March 19.

■ **Moose Lake, MN** (BPH930324MF)—Agate Broadcasting Inc. seeks 107.1 mhz; 25 kw; ant. 100 m. Address: 509 1st Street, Moose Lake, MN 55767. Applicant is headed by Conrad J. Mogen and Alan R. Quarstrom. Quarstrom holds 100% of stock of license of WKLK-AM-FM Cloquet and 90% of stock of licensee of WMFG-AM-FM Hibbing, both Minnesota. Filed March 24.

■ **McMinnville, TN** (BPED930329MC)—Warren County Educational Foundation Inc. seeks 91.3 mhz; 1 kw; ant. -26 m. Address: 507 East Main Street, McMinnville, TN 37110. Applicant is headed by James P. Turner and has no other broadcast interests. Filed March 29.

■ **Reedsburg, WI** (BPH930329MB)—F.W.K. Broadcasting Co. seeks 102.9 mhz; 3.6 kw; ant. 130 m. Address: W-238, S-6825 Highway 164, Waukesha, WI 53186. Applicant is headed by Frederick W. Kinlow, who is sole proprietor of permittee of KFKQ(FM) New Holstein, WI. Filed March 29.

Actions

■ **Helen, GA** (BPH890426MI)—Granted app. of Helen Broadcasters Inc. for 105.1 mhz; 422 kw; ant. 263 m. Address: Route 1, Box 1250, Helen, GA 30545. Applicant is headed by Charles A. Smithgall, who has interests in WCNN(AM) Atlanta and WALR(FM) Athens, both Georgia. Action April 2.

■ ***Charlotte Hall, MD** (BPED921224MA)—Returned app. of Foundation for Catholic Broadcasting Inc. for 89.7 mhz; 1.2 kw; ant. 89 m. Address: 630 E Street S.W., Washington, DC 20024. Applicant is headed by Eva Nenicka and has no other broadcast interests. Action March 29.

■ ***Forest, MS** (BPED910927ME)—Granted app. of Central Mississippi Educational Radio Inc. for 89.1 mhz; 100 kw; ant. 195 m. Address: P.O. Box 199, Dixon's Mills, AL 36736. Applicant is headed by J. E. Stack Jr. and has no other broadcast interests. Action March 31.

■ **New London, MO** (BPH921022MB)—Returned app. of Roderick M. Cox for 105.9 mhz; 25 kw; ant. 100 m. Address: 800 South Wells, Apt. 1418, Chicago, IL 60607. Applicant has no other broadcast interests. Action March 31.

■ **Great Falls, MT** (BP930217AA)—Returned app.

of H.I.S. Network Inc. for 1490 khz; 3 kw. Address: P.O. Box 1462, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr. Smith and wife Mary L. Smith have interests in licensee of LPTV at Jeffersonville and permittee of LPTV at Clarksville, both Indiana. They are also permittees of new FM's at New Washington, IN, and Great Falls, MT. Action April 2.

■ **Bowman, SC** (BPH910301MH)—Granted app. of Radio Bowman Inc. for 94.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 610, Goose Creek, SC 29445. Applicant is headed by Sam E. Felkel and has no other broadcast interests. Action April 1.

■ **Bowman, SC** (BPH910227MI)—Dismissed app. of Robert C. Rickenbacker Jr. for 94.5 mhz; 6 kw; ant. 100 m. Address: 1001 McCoy St., Holly Hill, SC 29059. Applicant has no other broadcast interests. Action April 1.

■ **Custer, SD** (BPH920610MD)—Granted app. of Mount Rushmore Broadcasting Inc. for 105.1 mhz; 6.5 kw; ant. 400 m. Address: P.O. Box 804, Custer, SD 57730. Applicant is headed by Jan C. Gray and is licensee of KFCR(AM) Custer, SD. Action March 29.

■ **Custer, SD** (BPH920611ME)—Dismissed app. of Conrad Broadcasting for 105.1 mhz; 10.2 kw; ant. 330 m. Address: 721 West Avenue South, Sioux Falls, SD 57104. Applicant is headed by Dawn M. Correll and has no other broadcast interests. Action March 29.

ALLOCATIONS

■ **Hope and Fordyce, both Arkansas** Effective May 24, amended FM Table to substitute channel 269C2 for channel 269A at Hope and modified license of KXAR-FM accordingly; substituted channel 272A for channel 269A at Fordyce; modified license of KQEW(FM) accordingly. (MM docket 92-283, by R&O [DA 93-311] adopted March 12 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ **Thibodaux, LA** Effective April 5, amended FM Table to substitute channel 292C3 for channel 292A at Thibodaux; modified license of KXOR-FM accordingly. (MM docket 92-250, by R&O [DA 93-121] adopted February 1 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ **Amarillo, TX** Effective April 5, amended FM Table to substitute channel 289C3 for channel 289A at Amarillo; modified license of KAEZ-FM accordingly. (MM docket 92-238, by R&O [DA 93-120] adopted February 1 by Chief, Allocations Branch).

■ **Cheyenne, WY** Proposed amending FM Table to allot channel 285A to Cheyenne; comments due April 12, replies April 27. (MM docket 93-20, by NPRM [DA 93-114] adopted February 1 by Chief, Allocations Branch).

■ **Rochester and Walton, both Indiana** Effective April 5, amended FM Table to allot channel 229A to Walton; filing window: April 6 - May 6 (MM docket 92-192, by R&O [DA 93-113] adopted January 29 by Chief, Allocations Branch).

■ **Proctor, MN** Effective April 5, amended FM Table to allot channel 299A to Proctor; filing window: April 6 - May 6. (MM docket 92-249, by R&O [DA 93-105] adopted January 29 by Chief, Allocations Branch).

■ **Bentonville, AR** Proposed allotting channel 239A to Bentonville as its second FM service. Comments are due April 26, replies May 11. (MM docket 93-27 by NPRM [DA 93-168] adopted February 10 by Chief, Allocations Branch, Mass Media Bureau).

■ **Crescent North, CA** Proposed substituting channel 250C2 for channel 250C3 at Crescent North, and modifying license of Station KPOD-FM accordingly. Comments are due April 26 replies May 11. (MM docket 93-31 by NPRM [DA 93-161] adopted February 9 by Chief, Allocations Branch).

■ **Corpus Christi and Three Rivers, both Texas** Effective April 19, allotted channel 233C2 to Three

Rivers, TX, and its first broadcast service; denied request to substitute channel 234C2 for channel 234A at Corpus Christi, filing window for Three Rivers opens April 20, closes May 20. (MM docket 91-193 by R&O [DA 93-167] adopted February 10 by Chief, Allocations Branch).

■ **Hempstead, TX** Effective April 19, substituted channel 287C3 for channel 287A at Hempstead, and conditionally modified CP of KEZB-FM accordingly. (MM docket 92-279 by R&O [DA 93-160] adopted February 10 by Chief, Allocations Branch).

■ **Temple, TX** Proposed substituting channel 269C3 for channel 269A at Temple, and modifying CP of Progressive Communications, Inc. Comments are due April 26, replies May 11. (MM docket 93-29 by NPRM [DA 93-157] adopted February 9 by Chief, Allocations Branch).

■ **South Hill, VA** Proposed substituting channel 255C3 for channel 255A at South Hill, and modifying license of WSHV-FM accordingly. Comments are due April 26, replies May 11. (MM docket 93-30 by NPRM [DA 93-160] adopted February 9 by Chief, Allocations Branch).

■ **Oakhurst and Firebaugh, both California** Proposed substituting channel 276A for channel 296A and modifying license of KAAT(FM) accordingly. Comments are due April 22, replies May 7. (MM docket 93-33 by NPRM [DA 93-143] adopted February 8 by Chief, Allocations Branch, Mass Media Bureau).

■ **Glenwood Springs, CO** Proposed allotting channel 224A to Glenwood as its second FM service. Comments are due April 22, replies May 7. (MM docket 93-34 by NPRM [DA 93-144] adopted February 8 by Chief, Allocations Branch).

■ **Tracy, MN** Proposed substituting channel 286C3 for channel 286A at Tracy, and modifying CP for station KARL accordingly. Comments are due April 22, replies May 7. (MM docket 93-32 by NPRM [DA 93-132] adopted February 4 by Chief, Allocations Branch).

■ **Columbia Falls, MT** Effective April 15, substituted channel 240C2 for channel 240A at Columbia Falls, and conditionally modified CP of KCWX accordingly. (MM docket 92-281 by R&O [DA 93-151] adopted February 8 by Chief, Allocations Branch).

■ **Bay City, Brenham, Cameron, Centerville, Edna, Ganado, Giddings, Harker Heights, Hearne, LaGrange, Matagorda, New Uim, Point Comfort, Rollingwood, Rosenberg and Seadrift, all Texas** Effective April 15, allotted channel 231C2 to Point Comfort as its first local service; channel 283C3 to Ganado as its first local service; channel 286A to Seadrift as its first local service; substituted channel 232A for channel 267A at Cameron, and conditionally modified permit of KJKS; substituted channel 276A for channel 232A at Hearne, and conditionally modified license of KHRN; substituted channel 290A for vacant but applied-for channel 276A at Centerville; substituted channel 231C3 for channel 231A at Brenham, and conditionally modified license of KULF accordingly. Filing windows for Point Comfort, Seadrift, and Ganado open April 16, close May 16. (MM docket 89-459 by R&O [DA 93-131] adopted February 3 by Chief, Allocations Branch)

■ **Frederiksted, VI** Effective April 15, allotted UHF channel 66 to Frederiksted as its first local television service. (MM docket 92-243 by R&O [DA 93-135] adopted February 4 by Chief, Allocations Branch).

■ **The Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by NPRMs** adopted January 29, proposed amending FM Table for following communities; comments due April 12; replies April 27:

■ **Kennett, MO** Allotment of channel 282A. (MM docket 93-19, DA 93-106).

■ **Rosendale, NY** Allotment of channel 273A and modification of license of noncommercial educational station WFNP to specify operation on that channel. (MM docket 93-17, DA 93-99).

■ **Coos Bay, OR** Allotment of channel 271A. (MM docket 93-18, DA 93-104).

■ **Remington, VA** Allotment of channel 283A. (MM docket 93-16, DA 93-98).

The Chief, Allocations Branch, by NPRMs adopted on dates shown, proposed amending the FM Table for following communities; comments due June 1, replies June 16:

■ **Nogales, AZ** Allotment of channel 256A. (MM docket 93-73, March 8, DA 93-278).

■ **Yermo, CA** Substitution of channel 287B1 for channel 287A and modification of CP for KYHT(FM) accordingly. (MM docket 93-74, March 8, DA 93-277).

■ **New Port Richey and Sarasota, FL** Substitution of channel 288C3 for channel 288A at New Port Richey and modification of license of WGUL(FM) accordingly; substitution of channel 282A for channel 288A at Sarasota and modification of CP of WKZM(FM) accordingly. (MM docket 93-65, March 9, DA 93-281).

■ **Chateaugay, NY** Substitution of channel 234C2 for channel 234A and modification of CP for WYUL accordingly. (MM docket 93-76, March 15, DA 93-314).

■ **Home Shopping Stations** Extended to April 27 date for filing replies in matter of implementation of 1992 Cable Act with respect to Home Shopping Station issues. (MM docket 93-8, by Order [DA 93-419] adopted April 7 by Chief, Mass Media Bureau).

■ **San Bernardino, CA** Denied petition for reconsideration of Mass Media Bureau's action denying Angeles Broadcasting Network, interim licensee of station KAGL(TV). (Report MM-718, Mass Media Action, FCC has Action by Commission April 1 by MO&O [FCC 93-173].)

■ **Truckee, CA** Designated for hearing application of Americom, California Limited Partnership, for CP to change community of license and transmitter site for KHTZ(AM) Truckee. (MM docket 93-102, by Order [DA 93-375] adopted March 31 by Chief, Mass Media Bureau).

■ **Windsor, CA** Designated for hearing mutually exclusive applications of Eric R. Hilding and Judy Yep Hughes for new FM on channel 281A at Windsor. (MM docket 93-95, by Order [DA 93-330] adopted March 18 by Chief, Audio Services Division, Mass Media Bureau).

■ **Miami** Designated for hearing mutually exclusive applications of Trinity Broadcasting of Florida Inc., for renewal of license for WHFT(TV), and of Glendale Broadcasting Co., for new station on same facilities. (MM docket 93-75, by Order [FCC 93-148] adopted March 16 by Commission).

■ **Chicago** Declined to designate basic qualifications issue against Video 44 based on allegedly presenting obscene programming, and renewed Video 44's license for WSNS-TV. (MM docket #83-575, Report DC-2384, by Commission April 2 by MO&O [FCC 93-180].)

ACTIONS

■ **Consumer Protection-Customer Service** Established federal customer service standards for cable operators, pursuant to Section 8 of Cable Television Consumer Protection and Competition Act of 1992. (MM docket 92-263, by R&O [FCC 93-145] adopted March 11 by Commission).

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,960	182	5,142
Commercial FM	4,796	914	5,710
Educational FM	1,592	310	1,902
Total Radio	11,348	1,406	12,754
Commercial VHF TV	558	11	569
Commercial UHF TV	588	153	741
Educational VHF TV	124	5	129
Educational UHF TV	239	9	248
Total TV	1,509	178	1,687
VHF LPTV	465	141	606
UHF LPTV	841	1,014	1,855
Total LPTV	1,306	1,155	2,461
FM translators	1,966	377	2,343
VHF translators	2,529	86	2,615
UHF translators	2,436	414	2,850

CABLE

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

* Includes off-air licenses.
¹ Construction permit.

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

■ **Danville, KY, and Soperton, GA** Ordered licenses of WKLO(AM) Danville, KY, and WJHH(AM) Soperton, GA, to show cause why their licenses should not be revoked because of prolonged silent status. (Report MM-719, Mass Media Action, by Chief, Mass Media Bureau, April 7 by Orders to Show Cause [DA 93-417, DA 93-418].)

■ **Harold, KY** Designated for hearing mutually exclusive applications of Adam D. Gearheart and Robert G. Picklesimer for new FM on channel 285A. (MM docket 93-96, by Order [DA 93-348] adopted March 23 by Chief, Audio Services Division, Mass Media Bureau).

■ **Baton Rouge, LA** Affirmed Review Board's grant of CP for new FM channel 203C2 to Jimmy Swagart Ministries. (MM docket 88-308 (Report DC-2383, Action in docket Case, by Commission April 2 by Order [FCC 93-181].)

■ **Hartford, MI** Designated for hearing mutually exclusive applications of Rural Initiatives for Sheiter and Education and American Indian Broadcast Group Inc., for new FM on channel 279A at Hartford. (MM docket 93-44, by Order [DA 93-32] adopted March 17 by Assistant Chief, Audio Services Division).

■ **Pittsburgh** Designated for hearing mutually exclusive applications of EZ Communications Inc. to renew license of WBZZ(FM); and Allegheny Communications Group Inc. for new FM station on channel 229B. (MM docket 93-88 by Order [DA 93-361] adopted March 26 by Chief, Audio Services Division, Mass Media Bureau).

■ **Culebra, PR** Designated for hearing mutually exclusive applications of (1) Aurio A. Matos and (2) Lloyd Santiago-Santos and Lourdes Rodrigues Bonet for new FM on channel 239A. (MM docket 93-89, by Order [DA 93-331] adopted March 18 by Chief, Audio Services Division).

■ **Lajas, PR** Granted application of Ramon Rodriguez and Associates Inc. for new FM; denied application of David Ortiz Radio Corp. (MM docket 86-510 by Supplemental Initial Decision [FCC 93D-10] adopted by ALJ John M. Frysiak).

■ **Ogden and Spanish Fork, both Utah** Designated for hearing applications of C. Devine Media Inc., for renewal of license of KBER-FM Ogden, and

Street Stryder for renewal of license of KQOL-FM Spanish Fork; ordered that, if hearing record does not warrant denying applications, it shall also be determined if Devine and Stryder have violated multiple ownership, unauthorized assignment and candor rules and, if so, whether orders for forfeiture should be issued in amount of up to \$250,000 each. (MM docket 93-56, by Order and Notice of Forfeiture [FCC 93-135] adopted March 9 by Commission).

■ **Carmel, CA** Affirmed grant of application of J&M Broadcasting Co. for new FM station on channel 238A at Carmel. (MM docket 90-48, by MO&O [FCC 93-86] adopted February 10 by Commission).

■ **Pawcatuck, CT** Affirmed Review Board decision which granted application of SaltAire Communications for new FM station on channel 299A at Pawcatuck, CT, and denied competing applications of Charles S. Fitch, P.E., and WHSL Corporation. Fitch and WHSL sought review of Board's decision. (MM docket 90-226 by MO&O [FCC 93-107] adopted February 22 by Commission).

■ **Coleman, FL** Revoked license of Starett Media Corp. for station WFRK(AM) Coleman, for being off air without notifying Commission. (MM docket 92-36, by Order [DA 93-166] adopted January 7 by Chief, Mass Media Bureau).

■ **West Palm Beach, FL** Notified TV 14 Inc., licensee of WTLK-TV West Palm Beach, FL, of an apparent liability for forfeiture in amount of \$12,500 for willful and repeated violation of Commission's anti-lottery broadcast provisions. (By Letter [DA 93-220] adopted February 23 by Chief, Mass Media Bureau).

■ **Bowdon, GA** Designated for hearing four mutually exclusive applications for new FM station on channel 288A at Bowdon. (MM docket 93-26, by Order [DA 93-122] adopted February 2 by Chief, Audio Services Division, Mass Media Bureau).

■ **Dahlonega, GA** Granted applications of Kevin C. Croom for new FM station on channel 282A at Dahlonega, GA; denied competing applications of Nugget Broadcasting Co. and Georgia Mountain Communications Inc. (MM docket 90-503 by Decision [FCC 93R-5 adopted February 24 by Review Board).

■ **Baltimore** Granted application of Bennett Gilbert Gaines, Interlocutory Receiver for Magic 680 Inc. for renewal of license for Station WCBM(AM), Baltimore, MD; granted application of Bennett Gilbert Gaines, Interlocutory Receiver for Magic 680 Inc. and WCBM Maryland Inc. for consent to assignment of license for Station WCBM(AM), Baltimore, MD; denied competing application of Mount Vernon Broadcasting. (MM docket 90-125 by Decision [FCC 93R-3] adopted February 11 by Review Board).

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

■ **Mechanicsburg, PA** Ordered Quaker State Broadcasting Corporation, licensee of station WTPA(FM) Mechanicsburg, PA, to forfeit \$5,000 for willful violation of Commission's rules by failing to conduct contest as described. (By MO&O [DA 93-218] adopted February 23 by Chief, Mass Media Bureau).

■ **Meyersdale, PA** Denied review of bureau action granting application of Roger Wahl for new FM station WQZS at Meyersdale; denied Benns' competing application for same facility. (By MO&O [FCC 93-82] adopted February 5 by Commission).

■ **Clemson, SC** Commission denied FM 104.9 Broadcasting's application for reconsideration of the dismissal of its application for new FM station on channel 285A in Clemson, SC. FM 104's application was dismissed by Mass Media Bureau as inadvertently accepted for tender because it failed to make requisite local public notice certification. (By MO&O [FCC 93-114] adopted February 23 by Commission).

■ **Columbia, SC** Upheld decision by Mass Media Bureau which denied FCVS Communications' request that station WACH, ind.channel 57, Columbia, SC, be considered "new" station for purposes of determining its status as significantly viewed pursuant to rules. (By Letter [FCC 93-98] adopted February 17 by Commission).

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Monday Memo

"How can the U.S. protect its entertainment export industry?"

The Clinton administration's commercial aviation commission is the clearest sign yet that "strategic trade policy"—consistently repudiated during the Reagan and Bush years—has finally penetrated the White House, bringing with it a welcome shift in the debate over trade policy and U.S. balance of payments.

Accepting strategic or "managed" trade as legitimate government policy recognizes the spectacular success that other nations have had using it.

While the commercial aviation commission shows that Washington can recognize a "winner" when it sees one, the case of our own entertainment industry—which now ranks behind only commercial aviation in non-commodity export earnings—shows this new strategic vision isn't yet uniformly applied.

Both commercial aviation and the entertainment/software industries are domestically based industries that dominate their fields globally and produce consistent balance-of-payments surpluses for the U.S. Both depend on a highly skilled, well-compensated workforce whose products have high added value.

Commercial aviation, the argument runs, deals in tangible products, whereas entertainment exports are about ideas, feelings and sensations. The intangibility of entertainment, however, is its very strength. Unlike airplanes, the essence of American TV, films or music cannot be replicated at lower cost abroad—the world is not interested in Southeast Asian knock-offs of Michael Jackson or "E.T."

Our commercial rivals are very clear about the economic threat posed by American entertainment exports and are responding with classic protectionist measures, including proposed local content quotas for TV broadcasting.

How can the U.S. protect its entertainment export industry? A proactive, threefold initiative of tax support, anti-piracy enforcement and anti-protectionist negotiation would go a long way to bolstering entertainment production at home and exports abroad.

The Investment Tax Credit—revoked with the Tax Reform Act of 1986—should be reinstated and extended to intangible goods, as the administration is considering doing. With it, film production companies could receive tax credits of as much as 7% of the cost of filmmaking between Dec. 3, 1992, and Dec. 31, 1994.

The second policy would consist of vigorous enforcement of U.S. copyrights. Piracy has reached extraordinary proportions: \$4 billion in lost revenues annually, according to a copyright advocacy group representing just one segment of the industry. The U.S. should support anti-piracy initiatives of private sector entertainment trade organizations and take strong stands to keep international copyright standards consistent with U.S. law.

Finally, the U.S. should apply the same negotiating effort to maintaining open markets for entertainment export policy as it does for hard goods. In the case of local-content broadcast quotas, the Motion Picture Export Association of America has argued for including proposed regulations as a legitimate trade issue at the General Agreement on Tariffs and Trade (GATT) negotiations. Our government should respond as if cars or computers were being restricted—that is, strongly.

Taken together, these measures do not constitute a new version of U.S. protectionism. They are, rather, a frank acknowledgement of a heretofore undervalued strategic asset, which, properly supported and protected, will generate significant export earnings for years to come. ■



By Joel Koenig, Russell Reynolds Assoc., Los Angeles

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Fred Eychaner

Every winter, gray-suited Wall Street types gather at the McGraw-Hill auditorium in New York to learn about major media companies. Only one media owner attends—not to speak, but to sit in the audience taking notes. The owner is Fred Eychaner, whose Newsweb Corp. is a printing firm and the licensee of Chicago independent WPWR-TV.

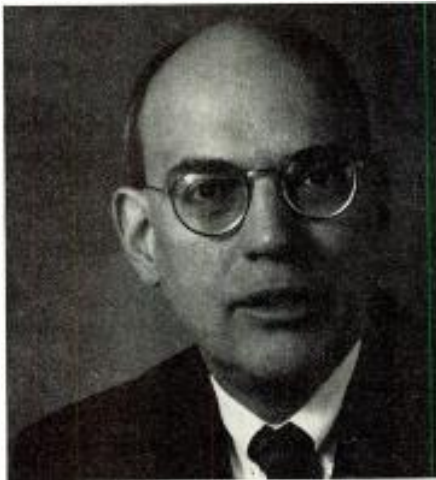
As he describes it, "I don't have an overriding business philosophy. I toy with a lot of stuff and look at things from a lot of angles." Studying the industry also helps Eychaner's "hobby" as a highly successful investor in closely held media companies—that is, companies with few shareholders, other than families and management, which provide limited financial information and whose share prices are not listed in newspapers.

Among Eychaner's early jobs was working weekends and breaks at WLBK-AM-FM DeKalb, Ill., to help pay for college.

At Northwestern University he made money as an intermediary between various college organizations and printers. He later bought his own press and today does printing for more than 100 customers, including newspapers printed in virtually all the languages found in Chicago's ethnically diverse population.

The familiarity with ethnic media attracted Eychaner in 1977 to WEEF (AM) Highland Park, Ill., a struggling station that leased time to programmers of various nationalities. Eychaner decided to buy the station on the belief, proved correct, that the owners were "underselling the market."

Independent TV also crossed his radar screen, and he began to attend INTV seminars for startup entrepreneurs. Some told him he was crazy to apply for channel 60 in Chicago, a market where Tribune and Metromedia already had independent stations. But Eychaner thought satellite-distributed programming was growing and would need another terrestrial outlet.



When the station went on air 11 years ago, Eychaner shared the schedule with two other programmers, one of them a pay sports service. Several years and some skillful maneuvering later he had a full-time schedule lower down on the UHF dial.

Eychaner first obtained the construction permit for channel 56, which because of short-spacing could not move its antennae from Gary, Ind., to downtown Chicago. He swapped that facility and some cash in return for a channel 50 signal downtown, whose public broadcasting licensee focused its programming on Indiana. Channel 60 was sold to the Home Shopping Network.

At the beginning of 1988, Eychaner also hired away the GM of Fox-owned WFLD-TV, Al DeVaney. Since then, WPWR-TV has registered a 50% increase in share, according to Nielsen, and is now within shouting distance of WFLD.

As for Eychaner's media investment "hobby," it began in the early 1970's with stakes in such companies as ASI Communications, then licensee of KAFC-AM-FM Los Angeles, and Post

Corp., which owned TV stations and newspapers in Wisconsin.

Eychaner says a factor affecting his decision to invest is how the company responds to his inquiries—the worse the response, the more interesting the prospect: "The first time I went to the Doubleday annual meeting, I had bought the stock but it hadn't completed the transfer process, so their general counsel tried to slam the door on my foot. That got me excited...I figured if they had that much to hide either things were really bad or really good. Even if things are a disaster there may be an opportunity."

Doubleday was one of a number of investments that generated huge profits in the 1980's for Eychaner, as a wave of closely held media companies in which he had stakes were taken over. He became the largest non-family shareholder in both the Evening News Association, for which a bidding war was conducted between Gannett and Norman Lear and Jerry Perenchio, and the Des Moines Register and Tribune Company.

In the latter company Eychaner took an active role that found him at odds with the company's president, and later

NBC News president, Michael Gartner. One year later he watched Register and Tribune shares he had bought for as low as \$25 being sought by Gartner for a management-led LBO at just over \$100 per share, only to be sold shortly thereafter to Gannett for over \$300 per share.

There are few media companies left to buy, says Eychaner. He still owns 22.7% of Stauffer Communications, where he helped engineer a corporate reorganization, and has shares in at least one other closely held major TV group owner. ■

President and owner, Newsweb Corp. and WPWR-TV Chicago; b. Sept. 4, 1944, DeKalb, Ill.; BSJ, Medill School of Journalism, Northwestern University, Evanston, Ill.; 1966; sportswriter, DeKalb Daily Chronicle, 1961; sports statistician, City News bureau, Chicago, 1963; announcer, WLBK-AM-FM DeKalb, 1963; printing brokerage, 1966; current position since 1971; companion, Ken Lee, March 1, 1991.

Fates & Fortunes



Diane Endres
Genesis



Jeff Salmon
dick clark



John Ranck
Multimedia



Russ Mitchell
CBS News



Rolonda Watts
Inside Edition

TELEVISION

Appointments at Multimedia Entertainment, New York: **D. Demirjian**, VP, southwest division, King

World, Dallas, joins as regional sales manager, southern division; **Brian Davidson**, VP, sales, Carsey Werner, New York, joins as regional sales manager, midwest division; **Kenneth Healy**, senior analyst, named manager, research.

Appointments at MTM Worldwide Distribution, Los Angeles: **Laurie Turner**, director, marketing, Republic Pictures Corporation, there, joins as VP, creative services; **Lisa Woodcock**, VP, sales, domestic television distribution, Republic Pictures Corporation, there, joins as VP, sales.

Appointments at Genesis Entertainment, Agoura Hills, Calif.: **Michael Leifer**, account executive, named director, midwest sales; **Diane Gallera**, VP, research, marketing, assumes additional responsibilities as VP, sales operations; **Diane Endres**, executive assistant, BPME/PROMAX International, Los Angeles, joins as promotion manager.

Jeff Salmon, VP/director, production, Jack Morton Productions, Long Beach, Calif., joins dick clark Corporate Productions, Burbank, Calif., in same capacity.

Susan Simons, VP, creative affairs, Kelly News and Entertainment, Los Angeles, joins New World Television there as director, licensing, New World Licensing, and director, development, Marvel Productions.

John Ranck, former president, international television distribution, Carolco Pictures, New York, joins Multimedia Entertainment there as senior VP/managing director, international television distribution division.

J. Larre Barrett, former VP, Olympic marketing, sales, CBS/Broadcast Group, New York, joins Dorna USA there as executive VP.

Sean O'Boyle, division manager, Group W Productions, Chicago, named midwest region manager.

Richard Geismar, president, Broad Street Media Ventures, Riverside, Conn., elected to board of directors, Guy Gannett Publishing Co., Portland, Ore.

Jeff Kreiner, former creative director, CBS News, New York, joins NBC there as VP, advertising, promotion, East Coast.

Laura Siegel, manager, public relations, Viacom Entertainment, New York, named director, public relations, Viacom Entertainment and Broadcast Groups, there.

Eileen Murphy, VP, public relations, CNN, Atlanta, joins ABC News, Washington, as manager, news information.

Russ Mitchell, co-anchor, CBS News's *Up to the Minute*, New York, named correspondent, CBS News's new prime time program, *Eye to Eye with Connie Chung*.

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*'The Person You Describe Is
The Person We Deliver'*

Appointments at Tribune Entertainment's *Geraldo*, New York: **Daniel Petix**, associate producer, *Geraldo* and *The Joan Rivers Show*, and **Diane Rosenberg**, associate producer, *Geraldo* specials and *Geraldo*, named producers.

Rolonda Watts, co-host, Lifetime

Goren Dillard, TV sales, marketing representative, Johnson Publishing Co., Chicago, joins as account executive.

Peggy Doyle, program development supervisor, Multimedia Motion Pictures, New York, named director, East Coast development.

manager, HNWH Radio Sales, Chicago, joins WZEA-FM Hampton, N.H., as GSM.

Marla Pirner, executive VP/director, research division, The Interep Radio Store, New York, appointed research representative, Arbitron Radio Advisory Council, there.



Mark Toney
WBBM-TV



Leslie Lyndon
WBBM-TV



Rich Brase
WMAQ-TV



Mary Ann Dodd
USA TODAY Sky Radio



Jessica Ettinger
WBBR(AM)

Television's *Attitudes*, Astoria, New York, joins King World's *Inside Edition*, New York, as senior correspondent.

Appointments at WBBM-TV Chicago: **Mark Toney**, news director, KFOR-TV Oklahoma City, Okla., joins in same capacity; **Anita Smith**, weekend anchor/general assignment reporter, WFTV-TV Orlando, Fla., joins as general assignment reporter; **Leslie Lyndon**, promotion manager, named director, advertising, promotion; **James Berman**, research director, WGAL-TV Lancaster, Pa., joins in same capacity;

Rich Brase, director, advertising, promotion, WMAQ-TV Chicago, named director, broadcast, promotion.

Jeff McElheney, midwest advertising sales manager, Family Channel, Virginia Beach, Va., named VP, midwest sales, MTM Worldwide Distribution, Chicago.

Harvey Wells, GM, WSCR(AM)-WXRT-FM Chicago, named VP.

Mary Ann Dodd, western regional director, The Weather Channel, Los Angeles, joins USA TODAY Sky Radio there as western regional sales manager.

Jessica Ettinger, former manager, network programming, Capital Cities/ABC, New York and air personality, WLTW-FM New York, joins WBBR(AM) New York, as director, creative services.

Larry Adams, VP/GM, WRAL-FM Raleigh, N.C., joins CBS Radio Rep-

RADIO

Seth Mason, VP, Diamond Broadcasting, Chicago, named executive VP.

John Brickley, VP/central division

BROADCASTING & CABLE adds staff in D.C. and London

Three new editorial staff members have joined BROADCASTING & CABLE, as the magazine continues to enlarge its editorial reach. Kim McAvoy, who distinguished herself as a Washington correspondent for BROADCASTING magazine from 1980 to 1991, has rejoined the publication as bureau chief in the Capital. (In the interval she was director of public relations for the United States Telephone Association.) In London, Meredith Amdur, who has been a



Kim McAvoy



Meredith Amdur



Sean Scully

special correspondent, becomes international editor, contributing both to BROADCASTING & CABLE and to its sister quarterly publication, BROADCASTING ABROAD. Prior to her association with BROADCASTING & CABLE,

she was managing editor of the London-based *European Media Business & Finance* and a research analyst with *Kagan World Media* there. Also based in Washington is Sean Scully, former managing editor for the Central Virginia Newspapers Inc., covering technology and satellites.

representative, Seattle, as manager.

Howard Bloom, regional marketing director, Metro Traffic, Los Angeles, joins Shadow Broadcast Services there as VP, sales.

CABLE

Appointments at CNBC, Fort Lee, N.J.: **Pauline George**, regional manager, northeast, named regional director, midwest, Detroit office; **Heidi Zweck**, account executive, southwest region, Los Angeles office, named regional manager, northeast; **Tim Carry**, marketing, community relations manager, Maclean Hunter Cable TV, Detroit, joins as regional manager, midwest, Detroit office.

Appointments at Showtime Networks Inc., New York: **Toni Montgomery**, regional sales manager, business development, named director, special markets; **Clayton Banks**, manager, national accounts, named regional director, northeast region.

David Letsch, attorney, USA Networks, New York, named director, business affairs.

Gretchen Shine, VP/GM, Cox Cable South Carolina, assumes similar position at Cox Cable, Roanoke, Va.

Darrell Wells, VP/GM, Cox Cable Saginaw, Mich., assumes similar position at Cox Cable, South Carolina.

Joan Ellen Delaney, senior unit publicist, Turner Network Television, Atlanta, named senior publicist, Turner Program Services, there.

Brenda Thier, account executive, Cable AdNet, Raleigh, N.C., joins Cable Networks, Inc., Philadelphia, as sales manager.

Susan Scott, senior account executive, Turner Cable Network Sales, Atlanta, named director, business development, Turner Entertainment Network, there.

Terri Johnsen, local account executive, Storer Cable, New Haven, Conn., joins Sammons Cable Advertising, Waterbury, Conn., as advertising sales manager.

Kim Waldern news anchor/producer, KULR-TV Billings, Mont., joins New England Sports Network, Boston, as host, *NESN Sports Desk—The Morning Edition*.

Appointments at American Movie Classics, Woodbury, N.Y.: **Kristen Aigner**, marketing coordinator, Balatine Books, New York, joins as affiliate marketing manager, eastern region; **Matthew Weiss**, affiliate marketing manager, named regional sales manager, eastern region.

Paul Wedeking, VP, operations, corporate affairs, Time Mirror Cable, Irvine, Calif., named VP, interactive, multimedia services.

Bruno Lucarelli, account executive, Katz Independent Television, New York, joins Sportschannel, New York, in same capacity.

INTERNATIONAL

John Agnoli, former VP, marketing, strategic planning, U.S. card group, Citibank U.S., New York, joins Turner International, Atlanta, as president.

Susan Kroll, senior VP, marketing, Turner Network Television, Atlanta, named senior VP/GM, Cartoon Network, Turner Network Television, London.

Vinnie Longobardo, executive producer/director, programming, MTV Asia, assumes similar position for MTV Japan.

David Ferguson, head, television sales, BBC, London, joins Nelvana Enterprises Ltd. there as director, co-productions.

ADVERTISING

Debbie Weiner-Levin, account executive, WTVJ-TV Miami, joins Seltel, Atlanta, in same capacity.

Lorri Price, account executive, KTX-TV Dallas, joins Seltel there in same capacity.

Roy Bostock, chairman/CEO, DMB&B, New York, and Edward Wax, chairman/CEO, Saatchi & Saatchi Advertising Worldwide, New York, nominated as chairman and vice chairman, respectively, American Association of Advertising Agencies.

WASHINGTON

John Sodolski, president, United States Telephone Association, announces his retirement.

TECHNOLOGY

Neil Bauer, former senior VP/GM, commercial operations, GE Americom, Princeton, N.J., joins Orion Network Systems, Rockville, Md., as president/COO.

Appointments at DirecTv, Los Angeles: **Larry Chapman**, director, business affairs, development; **Jack Godwin**, director, DBS Network systems; **Keno Thomas**, director, programming, named VP's; **Thomas Bracken**, manager, communications, named director.

Appointments at Jefferson Pilot Data Services, Memphis, Tenn.: **Bob Livingston**, former account executive, joins as customer service manager; **Linda Hodgkins**, product support supervisor, named product support manager; **Ford Markle**, customer service representative, named customer service supervisor.

DEATHS

Eric Esbensen, 54, FCC review board member since 1986, died April 5 after a lengthy illness in Clearwater, Fla. Before joining the FCC, Esbensen was a senior partner in the law firm of Esbensen & Powell, Clearwater. Prior to that he was general partner and president/GM of Sunshine Wireless Co., licensee of WKQS-FM Boca Raton, Fla.; WLQY-FM Hollywood, Fla.; WYKS-FM Gainesville, Fla., and KLVV(AM)-KRQK(FM) Lompic, Calif.

Leonidas P.B. Emerson, 68, retired chairman of the FCC board of review, died April 6 following a heart attack at Doctors Community Hospital of Prince George's County, Md. Emerson joined the FCC in 1948. Later he was in private practice for four years before rejoining the FCC in the mid-1950's. He retired in 1980. Survivors include his wife, Gloria, and three sons.

Malcolm Anderson, 63, audio engineer for National Video Center, New York, for 32 years, died March 21 of cancer there. During his tenure at National, Anderson won five Clio Awards and an ANDY Award from the Advertising Club of New York for the Blue Nun wine campaign featuring Jerry Stiller and Anne Meara. Survivors include his wife, Johanna, and three daughters.

Closed Circuit

NEW YORK

NBC targets 'Later Today'

Later Today, a proposed syndicated newscast for fall, has captured the attention of NBC, and the network isn't pleased. In a letter to *Later Today* creator/producer Glenn Barbour, NBC demanded that Barbour not use the name, saying it would constitute infringement on the network's trademarked *Today* program and create a perception the show is linked with the network show. Asked for comment last week, Barbour said he found it curious that NBC would go after him but apparently didn't have similar concerns when the television version of *USA Today* aired several years ago. (*USA Today* was launched by former NBC chairman Grant Tinker and Gannett and produced by former *Today* executive producer Steve Friedman.) Actually, the network did challenge *USA Today*. "I got a letter," recalled Friedman, now executive producer of NBC's upcoming *Prime Story*. "I handed it to a lawyer and that was the last I heard of it."

WASHINGTON

Encouraging words

Acting FCC Chairman James Quello, in an NAB convention keynoter today (April 19), will have encouraging words for radio broadcasters. He will announce his intention to move on NAB's long-standing request for a freeze on new FM stations. In addition, he will promise to consider allowing stations to use any additional spectrum resulting from digital compression for data transmission and other non-broadcast services.

ATLANTA

Keeping a hand in

Former Act III Broadcasting president Bert Ellis has kept a low profile in recent months. But while acting as CEO of American Innovations, an

Mr. Murdoch comes to D.C.

News Corp. Chairman Rupert Murdoch was in Washington last week, meeting with Acting FCC Chairman James Quello and others to lobby for a permanent waiver of the newspaper/broadcasting crossownership prohibition so he can acquire the *New York Post* and keep ownership of WNYW(TV) New York. Although the comments on Murdoch's waiver are due April 26, that may be extended to May 10 because of a request by the National Hispanic Media Coalition, New York Chapter, which is expected to fight the request. But barring the unexpected, Murdoch will get his waiver, which Quello and Commissioner Ervin Duggan support. (Commissioner Andrew Barrett's mind is apparently not made up, and as one of his aides put it: "We've done a lot for Fox lately," referring to the fin-syn exemption.)

Meanwhile, on Capitol Hill, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is said to have sent word to Quello that he will defer to the chairman's judgment on the Murdoch request. Nevertheless, Fox takes nothing for granted. As one high-level executive put it: "Our policy is to run scared." —JF

Atlanta-based hair bow company, Ellis has also been busy trying to put together his own station group. Working with former Act III marketing executive Ron Inman—and backed financially by New York-based McKinley Capital—Ellis, according to sources, is on the verge of acquiring a number of stations with a total value of roughly \$100 million. One potential seller Ellis is said to have talked with is FCVS Communications, whose station group includes WEVU(TV) Fort Myers-Naples, Fla., and WKCH-TV Knoxville, Tenn.

LOS ANGELES

Is 'Mr Nye' the guy?

Word has it that *Mr. Nye, the Science Guy* will round out Disney's syndicated hour educational block (to be paired with the off-Disney Channel *Adventures in Wonderland*). Announcement may come this week at the NAB convention in Las Vegas, although some sources suggest BVT may instead announce another development project, *DisneyVision*, a live-action series about kids who run a fictional broadcast network.

The show is hosted by Bill Nye, an actor and scientist who developed

his character on KING-TV Seattle. BVT plans to offer 26 weeks of original episodes on a three-and-a-quarter-minute national/two-minute local barter split.

Radio infomercial guide

The Radio Advertising Bureau is quietly working to establish voluntary guidelines for radio infomercials, predicting that infomercials represent potentially hundreds of millions of dollars to the industry. The RAB recently sent a questionnaire to advertising creative executives seeking their input and observations on infomercials and per-inquiry ads.

NEW YORK

Handicapping competition

Speaking at a private breakfast in New York last week, TCI Chairman John Malone projected entrepreneur Stanley Hubbard's DBS system would find enough subscribers, including some existing cable subscribers, to be economically viable. However, Malone thought that DBS project would fall behind schedule by about a year, starting up in the first quarter of 1995, rather than 1994.

In Brief

New members of NAB's TV and radio boards of directors: *Television:* **Phil Jones**, Meredith Broadcasting Group, Des Moines, Iowa; **Bruce McGorrill**, Maine Broadcasting, Portland, Me.; **Thomas Oakley**, QNI Broadcast Group, Quincy, Ill.; **Clyde Payne**, WBKO-TV Bowling Green, Ky.; **G. William Ryan**, Post-Newsweek Stations, Miami; **Nicholas Trigony**, Cox Broadcasting, Atlanta. *Radio:* **Richard Ferguson**, WEZN-FM, New City Communications, Bridgeport, Conn.; **Jerry Lee**, WEAZ (AM)-FM Philadelphia; **Matt Mills**, Paxson Broadcasting, Orlando, Fla.; **William Evans**, WQXE-FM Elizabethtown, Ky.; **Houston Pearce**, Radio South, Inc., Tuscaloosa, Ala.; **C. Richard McBroom**, WONW(AM)-WNDH(FM) Napoleon, Ohio; **Ross Biderman**, Midwestern Broadcasting Co., Traverse City, Mich.; **Bayard Walters**, The Cromwell Group, Nashville, Tenn.; **Wayne Vriesman**, Tribune Broadcasting, Chicago; **J. Douglas Williams**, KWOX-FM Woodward, Okla.; **Paul Hedberg**, KMRS(AM)-KKOK(FM) Morris, Minn.;

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 4. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.8/219/96
2. Jeopardy!	12.0/211/97
3. Oprah Winfrey Show	10.1/232/99
4. Star Trek	9.5/240/99
5. Entertainment Tonight	8.8/182/96
6. Star Trek: Deep Space	8.6/233/99
7. Inside Edition	7.5/170/93
8. Current Affair	7.2/177/94
9. Married...With Children	7.1/188/95
9. Nat'l Geographic-On Assign.	7.1/169/95
11. Roseanne	6.9/137/87
12. Portfolio XV	6.3/189/96
13. Designing Women	5.9/205/99
14. Kung Fu	5.7/163/93
14. Wheel of Fortune-wknd	5.7/132/66

David Benjamin, Community Pacific Broadcasting, Salinas, Calif.; **Harold Greenberg**, KMAS(AM) Shelton, Wash.

WCCO-AM-TV Minneapolis has renewed its rights deal to carry Twins baseball through the 1997 season. The four-year deal, valued at \$6 million-\$6.5 million annually, also in-

cludes cable rights for co-owned Midwest Sports Channel. A spokesman for Midwest said some pay-per-view games are planned as well. Stations paid \$4.5 million for the current season.

Late last week Twentieth Television's **A Current Affair** secured the **exclusive interview rights to three of the four Los Angeles policemen charged in the Rodney King beating case**, for a fee reported to approach \$100,000 for the three. In the only at-length interview the LAPD officers will grant the media, *A Current Affair* will air a special half-hour program on the first weekday following the verdict's announcement.

PBS and TV Answer have entered into an agreement to study ways to make PBS programming interactive. A PBS spokesman confirmed the network is interested in adding interactivity to its education programming. TV Answer's Paul Sturaile added PBS would probably use the technology during "bridging announcements," promotional spots run between regular programs. A few PBS stations will test the system early next year. Full deployment depends on the tests and on how soon the FCC issues interactive TV licenses.

Late last week, **CBS Productions was reportedly putting the finishing touches on a deal with Fox syndication arm Twentieth Television to develop a daytime and early fringe talk show** hosted by Gordon Elliott for a fall 1994 launch. As reported previously, Elliott, contributing correspondent on Fox flagship WNYW-TV New York's *Good Day, New York* morning program, has had a development deal with CBS since late last year, when it was rumored he would host a 12:30-1:30 a.m. talk show following David Letterman's move to CBS. Under the FCC's latest rewrite of the financial interest and syndication rules, CBS, like ABC and NBC, has to seek a third-party distributor for any first-run syndicated

Good February for 'Jenny Jones'

More than a year ago, Warner Bros. Domestic Television Distribution President Dick Robertson made a plea to stations not to "throw the baby out with the bath water" in getting them to renew *Jenny Jones* for this season. Although the syndicated talk show's freshman ratings had been underperforming in a number of metered markets last season, a reformatting to "issue-oriented topics" paid off for the show in the most recent February sweeps.

In the just released February 1993 Nielsen Cassandra ratings, *Jenny* posted a 3.1 rating/11 share, which represents 29% rating and 22% share growth from its February 1992 household average nationally (2.4/9). Among the core daytime women 18-49 demographics, *Jenny's* 2.2 rating was a 69% improvement over its year-ago sweeps demo average of 1.3.

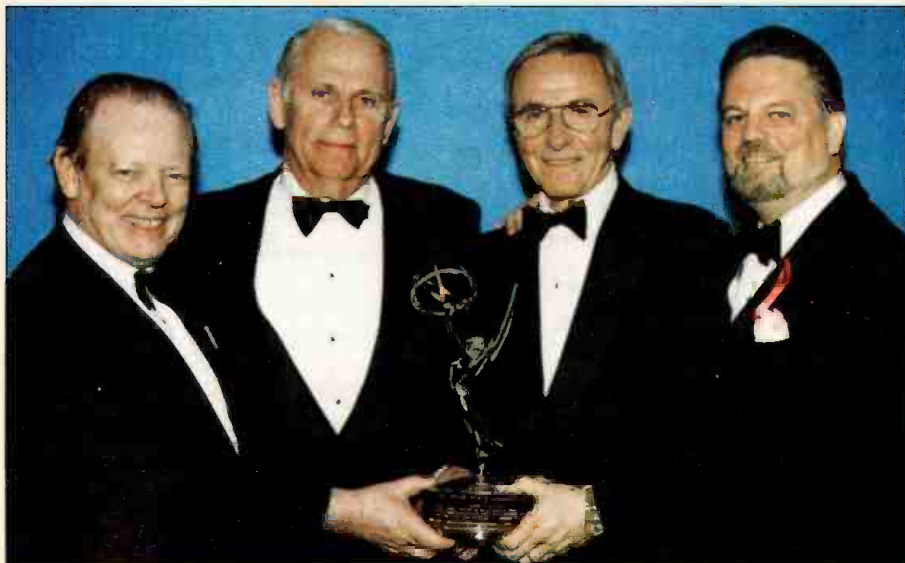
Similarly, it appears that a number of morning talk shows have exhibited year-to-year growth, but *Live with Regis & Kathie Lee's* 5.9/22 household average put it at the top of the heap (with 16% rating and 10% share growth over its February 1992 averages). And in the women 18-49 demos, the Buena Vista Television-distributed talk show turned in a 3.4 rating, 13% growth over year-ago averages.

Also, from the February 1993 Nielsen SNAP ratings, *Jenny Jones's* year-to-year share growth was 44%, followed by *Regis & Kathie* (up 15%), Group W Productions' *Vicki Lawrence* (up 9%) and Viacom Enterprises' *Montel Williams* (up 4%).

—MF

programming it produces, but since Fox Broadcasting is still exempt from the fin-syn rules, Twentieth would be able to take the show out. Under terms of the deal, it is rumored that CBS Productions and Twentieth would have controlling equity interests, while Four Point Entertainment would handle production aspects of the proposed Elliott talk show.

St. Petersburg, Fla.-based **Home Shopping Network** issued a statement last Friday saying the company has "more than adequate" cash on hand and cash flow to meet its operating requirements. HSN issued the statement following reports of escalating problems at the network, including an April 16 *Wall Street Journal* story indicating that HSN might find it increasingly difficult to acquire merchandise from three or four major apparel manufacturers.



The National Academy of Television Arts & Sciences presented its 14th annual Sports Emmy Awards last week at a banquet in New York. NBC led the winners with nine awards, followed by CBS (eight), ABC, ESPN, HBO and syndication/NFL Films (three each) and MTV and TNT (one each). The fourth Lifetime Achievement Award was presented to Chris Schenkel. Shown with the award (l-r): John Cannon, NATAS president; Daniel Burke, president/CEO, Capital Cities/ABC Inc.; Schenkel, and Michael Collyer, NATAS board of trustees chairman.

International Wire

Turner Network Television and The Cartoon Network have signed their first European cable operator in anticipation of the fall launch of the European edition of the two channels. CNN International sales signed an agreement with UK cable operator The Devanha Group, which serves 15,000 subscribers in Aberdeen, Scotland and 11,500 subs in Coventry in central England. Distributed Europe-wide via the Astra 1C satellite, The Cartoon Network will air 14 hours of animation daily from 5 a.m. to 7 p.m., while TNT features classic movies in the evening. In addition to its European cable subscriber system, the channel will reach approximately 11 million European satellite dish homes.

Susan Kroll was named to head the new European channels. As senior vice president and general manager of The Cartoon Network and TNT in Europe, Kroll will supervise operations and development for the services, which are set to launch in September. Kroll will be based in Turner's London office.

ITEL, the UK distributor co-owned by HBO and Anglia Television, has been appointed worldwide distributor of Time Life's *Lost Civilizations*. Time Life Television and NBC are partners in the series, which will examine the world's great historical cultures. NBC will broad-

cast the program as a series of one-hour specials during the 1995-96 season.

The Discovery Channel made its debut on Japanese airwaves on April 1, airing 15 hours of programming weekly to more than 700,000 cable homes via Japan's news and information Eisei Channel. American programs often have a tough time finding their way onto Japanese prime time, but The Discovery Channel program hour will run from 10-11 p.m. daily and repeat in the afternoon from 1-2. Discovery, which already runs a European edition of its channel, is planning to launch a Pan-Asian version by the end of this year. Its European channel, currently available only on cable, will move onto Astra 1C later this year, making it available direct to dish homes as well.

While **Tele-Communications Inc.** contends with cable reregulation and price curbs at home, its international operations continue to grow. TCI looks poised to buy into French cable operator Videopole as part of a joint venture with Lenfest Communications, of which TCI currently owns 45%. The investment and the 40% increase in capital should allow the venture to expand its subscriber base and build rate.

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Editorials

The big if

For all the hoopla in Las Vegas—on and off the convention floor—the television broadcaster could well be the odd man out in the multimedia future. It all depends on the FCC's farsightedness in going with the flow.

The flow, of course, is to a multichannel future for all players other than broadcast, facilitated by a technological changeover from analog to digital. That's the premise behind cable's 500-channel systems, and DBS's 100-channel-plus promise. Only the broadcaster is restricted to one 6-mhz channel, with the hope of going all the way to two if HDTV comes along.

That's intolerable, given that it doesn't have to be. The United States can have its HDTV cake and eat it too if only it adopts a flexible approach to the second channel, making it possible for broadcasters to participate in other parts of the communications revolution while they bring high definition into being.

The magnificent dividend: the government will have assured access to a new multichannel future to 100% of its television universe without laying a mile of wire. Could broadcasters provide data transmission? There's no doubt about it. Could they compete for telephone service? A stretch, but yet possible. Could they be, finally, a multi-channel player? Yes.

The decision to make all this possible, we believe, is inevitable. Surely there's a spare computer somewhere in Washington that can calculate the benefits of emancipating broadcasters from their single-channel past and present, and the costs of losing the unfettered, over-the-air dimension to the nation's communication system. It sounds like a slam dunk to us.

Consolation prize

There was some irony in the timing of the National Highway Traffic Safety Administration request for a recall of GM trucks two weeks ago. It came only days after a new NBC news president (CBS veteran Andrew Lack) was named to replace Michael Gartner, who was dethroned in the wake of the bungled *Dateline* story on those same 4.7 million trucks with the sidesaddle gas tanks (positioned outside the frame).

The news reinforced what most probably already knew: NBC had the makings of a solid story that was rendered impotent and embarrassing by the oversight or overhype that allowed a test with incendiary devices (actually common practice in such tests), and conducted by a party with a vested interest in the outcome, to be passed off as evidence of a design flaw.

GE Chairman Jack Welch, in welcoming Lack aboard

last week, put the *Dateline* mess in some perspective, pointing out that lapses in judgment were not confined only to the NBC branch of the company tree. "It is behind us," he told his audience. True, but its memory should linger as a warning to future generations of news staffers.

The PR spike GM got from its public dressing-down of NBC may prove short-lived with the recall news last week (the company does not plan to comply with the government's request, which will likely mean a lengthy public battle in the courts), but what could have been NBC's moral victory is instead only a reminder of what might have been.

Making their point

A U.S. District Court in Las Vegas gave the broadcasting visitors in town this week something to cheer about. Commercial speech recorded another victory last week as two stations in the state—KVBC(TV) Las Vegas and KRNVT(TV) Reno—took the FCC to court over its ban of gambling advertising on those stations, and won. The court, in ruling the ban an unconstitutional abridgement of commercial speech, pointed out that the overwhelming majority of their audience was in a state where both gambling and gambling advertising are legal (gaming was legal in Nevada last time we checked). The fact that some fraction (4% for one station, 19% for the other) of that audience was in states where gambling was illegal, said the courts, did not justify the FCC's ban, which it found neither advanced the governmental interest asserted nor was it the most narrowly tailored solution, thus failing two of the four litmus tests of commercial speech regulation.

Let the gaming ads begin.



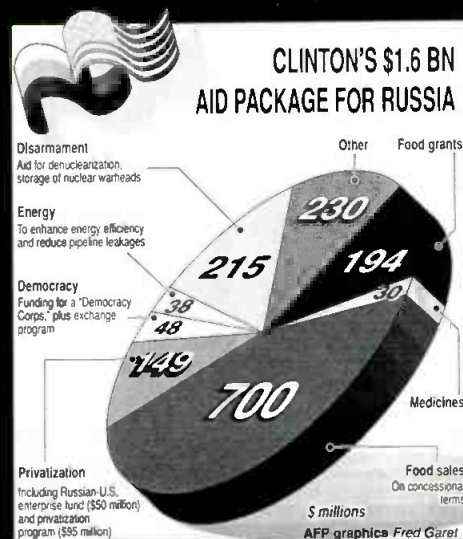
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AFP—Luke Frazza



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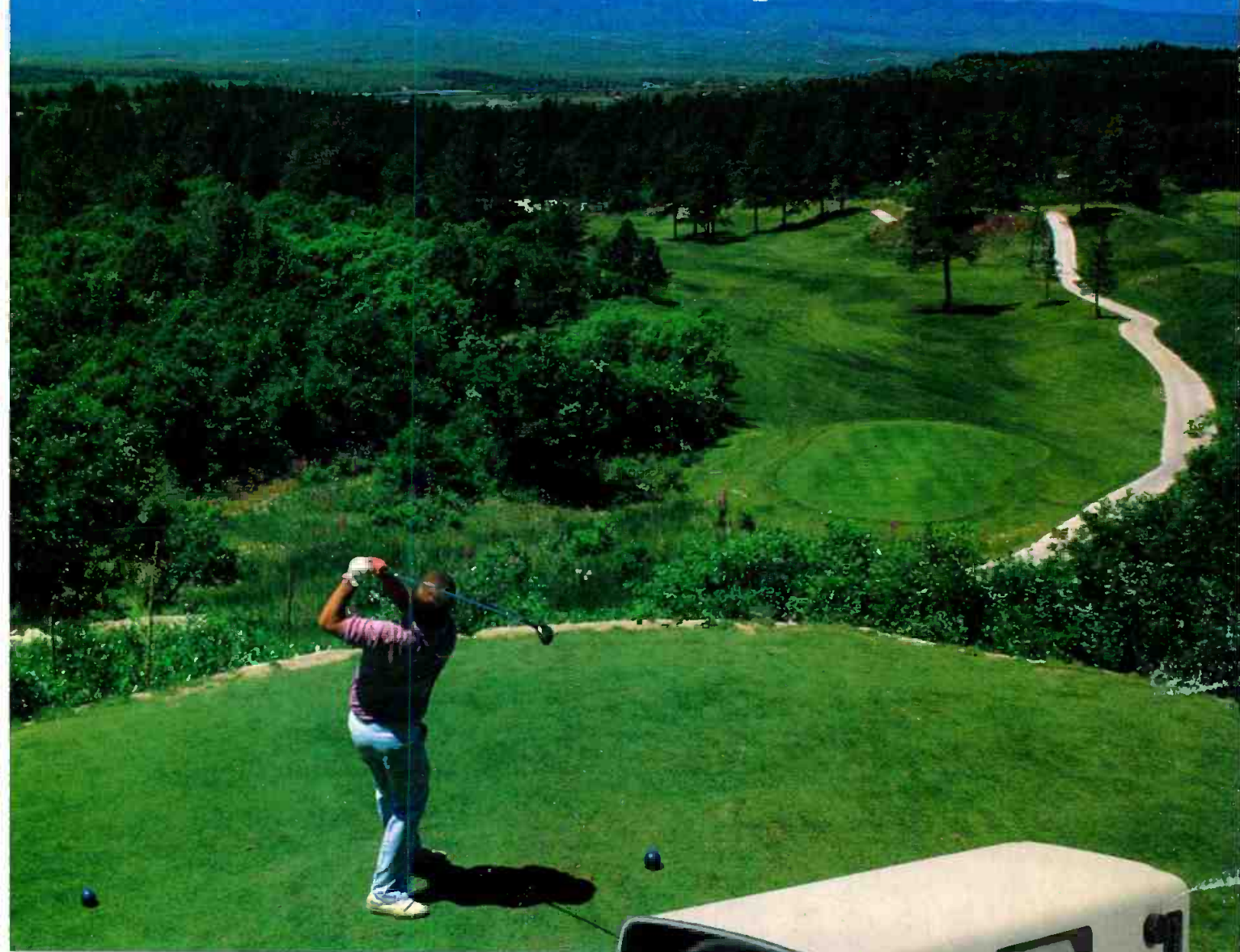
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