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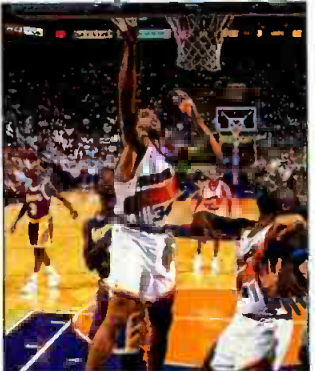
Broadcasting & Cable

The Newsweekly of Television and Radio

PROGRAMING
SYNDICATION
BOOMLET
IN
HOLLYWOOD

...and the ET wars **6**

SPORTS



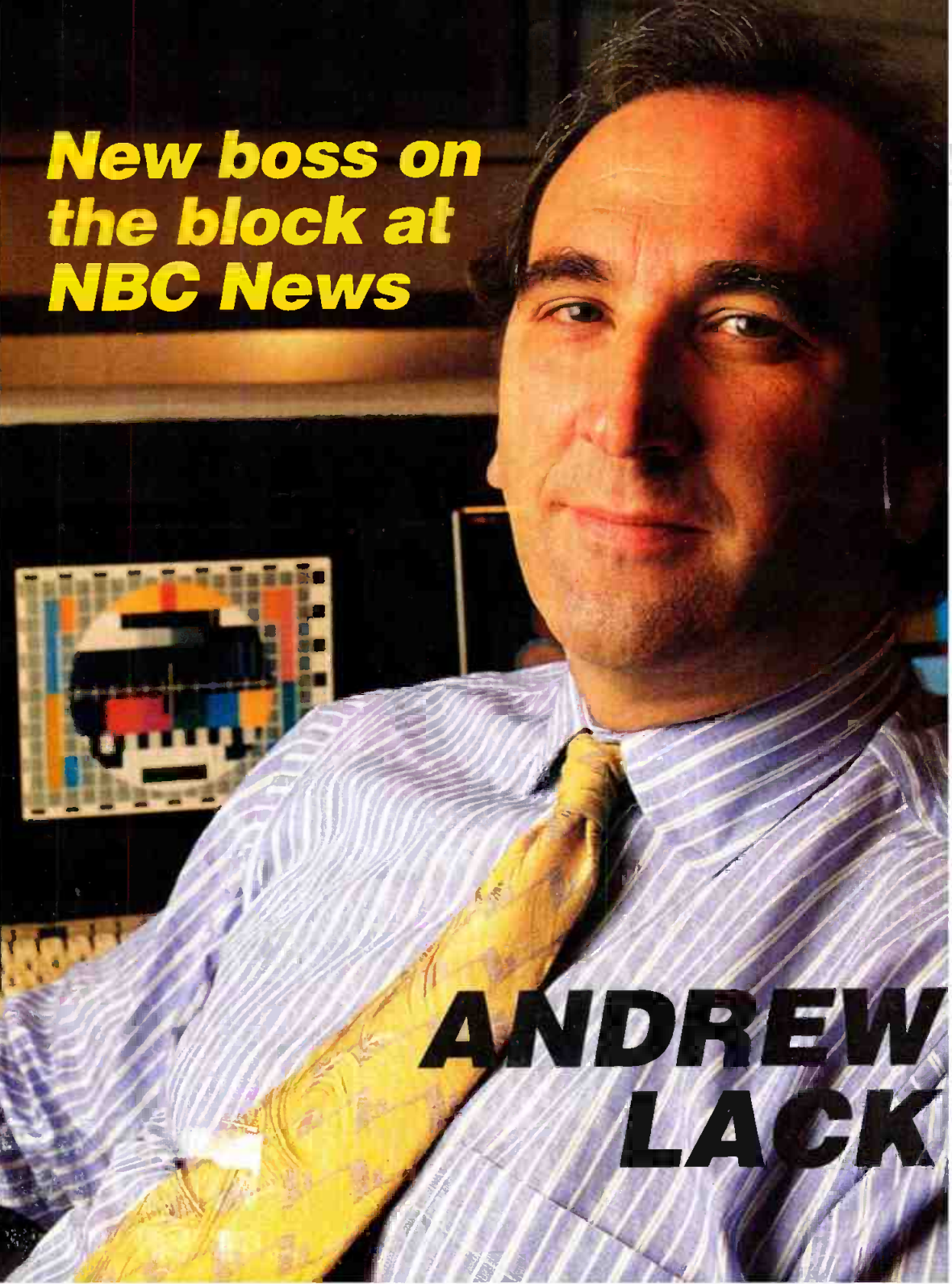
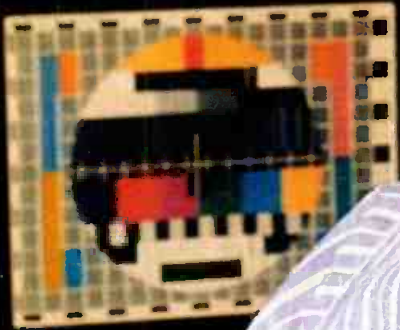
FCC says sports not fleeing free TV **9**

WASHINGTON



Home shopping must-carry status uncertain **27**

New boss on the block at NBC News



ANDREW LACK

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Fast Track

MUST READING FROM BROADCASTING & CABLE



Washington attorney Reed Hundt, left, and Senate aide Gina Keeney may be headed for the FCC. / 11

FCC APPOINTMENTS?

Washington antitrust attorney Reed Hundt appears to have the inside track on the nomination as FCC chairman, and Senate aide Gina Keeney seems a possibility to be named to the FCC's non-Democratic spot. The pair may not be good news for cable. / 11

SYNDICATORS IN HIGH GEAR

Sensing ratings weakness in some of the current crop of programs, syndication producers are gearing up for a big year, challenging some established giants. Most notably, Warner Bros. is preparing "Entertainment News TV," a daily show that will go head-to-head with "Entertainment Tonight." / 6

The FCC has proposed new rules for the sale of cable systems and limits on how much programming a system can run from sources in which it has a financial interest. / 9

Professional sports may not be migrating from free to pay TV as fast as some people have thought, according to an FCC report to Congress. / 9

NEW EEO RULES FOR BROADCAST AND CABLE

The FCC has expanded the equal employment opportunity rules for both broadcasters and cable operators, but a communications attorney who specializes in minority concerns says the rules don't go far enough. / 10

BANKERS WARN OF CABLE DEFAULT

Eighteen of the nation's largest banks have warned that reduced cash flow resulting from new rate regulations could put cable systems at risk of default. / 11

Cable entrepreneur Ted Turner called for stern congressional action to control gratuitous violence on the airwaves. / 12

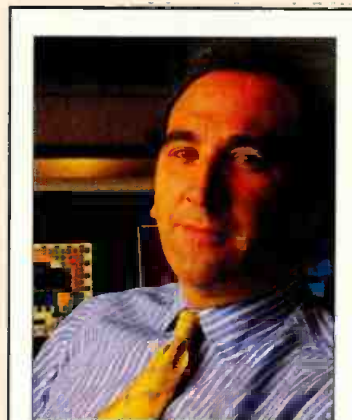
DISTRIBUTORS AND EXECS AT ODDS OVER VNR'S

Distributors report that use of video news releases is on the rise, despite claims by news executives that they are rarely used because of questions of ethics and editorial control. / 17

COURT ASKED TO DELAY ANTITRUST RULING

DirecTV, a direct-broadcast satellite company, has asked a federal court to delay implementing the Primestar Partners antitrust settlement until interested parties have time to comment. / 18

Quincy Jones and David Salzman have teamed to form Quincy Jones-David Salzman Entertainment (QDE), a co-venture with Time Warner Entertainment. QDE will produce multimedia programming. / 18



On the cover

New NBC News President Andrew Lack is trying to bring his division back from a tough year. He talks this week about the strengths, weaknesses and future of NBC News. / 13 Photo: Steve Winter/Black Star

"Broadcasters should look very hard at what they're getting into — this is very different from running a TV station." — Cable news channel GM John Hills on giving broadcasters a cable channel in lieu of cash payments for retransmission consent. / 20

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Cable executives give broadcasters advice on how to program cable second channels and warn: Don't expect to show a profit for at least five years. / 19

ASIAN MARKET HEATS UP

Rupert Murdoch's recent acquisition of a 22% share of Hong Kong broadcast network TVB has intensified competition for the Asian television market among rival satellite packages. / 21

Interactive cable network LMN will debut in the U.S. Aug. 15. Featuring entertainment and home shopping programming, the network will allow viewers to access information about products on the screen by using a specially designed set-top box. / 23



Pepsi is attempting to rebound from a tampering scare with a media blitz featuring NBA rookie star Shaquille O'Neal. / 39

THREE-WAY MERGER PROPOSED

Negotiations are nearing completion for the merger of 16 Atlantic, Stoner and Multi Market stations into the American Radio Systems group. In addition, Stoner will soon acquire KDMI-FM Des Moines. / 25

HOME SHOPPING IN PUBLIC INTEREST?

At the request of FCC Commissioner Ervin Duggan, the commission delayed a vote on the must-carry status of home shopping stations. "Has our concept of the public interest become so denatured—so attenuated—that virtually anything goes?" Duggan asked, reflecting general questions raised about the public interest value of the stations. / 27

The FCC has been besieged with requests from the cable industry to ease new rate regulations and exempt small operators. / 28

The National Association of Broadcasters is attempting to persuade Congress that the campaign finance reform package will impose unfair burdens on broadcasters. The association calls the bill the "ultimate piece of special-interest legislation." / 29



The Sci-Fi network is raising its profile with a \$2 million ad campaign slated for this summer called "Welcome to the Edge." / 38

COMBATING CONSUMER IGNORANCE

Cable operators are mounting large public relations campaigns to avoid a backlash from upcoming cable system changes. MSO's hope to educate subscribers about reregulation—and to spread the blame to other involved parties. / 36

US WEST TO TEST VIDEO SERVICE IN OMAHA

US West has asked the FCC's permission to conduct a two-part video dialtone test involving 60,000 homes in Omaha, Neb. at an estimated cost of \$42.8 million. The technical and market trials will test the viability of VDT service. US West says the test is not related to its proposed \$2.5 billion investment in Time Warner. / 40

Only a week after stepping down as Apple's CEO to devote his time to taking the company in new directions, John Sculley showed off powerful new interactive TV software at Digital World in Los Angeles last week. / 41



John Sculley wowed an LA conference last week with new technology. / 41

Top of the Week

SYNDICATION REVVING UP

Getting an early start on '94-'95

Program development has been pushed up by as much as two months; potential weaknesses among incumbent shows and continuing strength of talk shows have studios and independents readying up to two dozen projects

By Mike Freeman and Joe Flint

Syndicators have accelerated program development to its earliest point in recent history due to the ratings erosion among current reality-based "tabloid" magazines in prime access and the continuing popularity of talk.

Warner Bros. Domestic Television Distribution, which is rolling out *Entertainment News Television (ENT)* for prime access in 1994-95 (see story below), is among several major players putting together first-run strips in hopes of exploiting perceived weaknesses among incumbent series.

Columbia Pictures Television Distribution is also said to be preparing to join the access fray with a yet-to-be-identified "infotainment" strip.

Sources close to the studio, which entered first-run syndication with *Cristina Saralegui*, *Beakman's World* and *Ricki Lake* over the past year, suggest an "ET-style magazine" will be marketed to fill access adjacencies created by the entry of Warner Bros.' *ENT*. A spokesman for Columbia declined comment.

Time Warner and Columbia won't be the only ones going after Paramount's franchise *Entertainment Tonight* magazine show. Viacom is also launching *Real Time*, a youth-oriented news magazine loosely based on cable series *MTV News*, produced by subsidiary MTV Productions (see box, page 8).

Independent supplier Zodiac Entertainment is developing a "global gossip magazine," according to Peter

Keefe, director of production and creative development. Sources have tied Zodiac to the long-standing development of a tabloid show based on the *National Enquirer* for prime access.

Cannell Distribution is said to be pitching a "major network TV star" for a news magazine, although it is widely rumored to be marketing the strip as a late fringe lead-out from ABC's *Nightline*.

Even King World Productions, which has three of the top-rated syndicated series in prime access (*Wheel of Fortune*, *Jeopardy!* and *Inside Edition*), is said to be working on a reality-based series that could be a companion piece to Twentieth Television's access rookie, *Cops*. King World declined comment on *Feds* (working title), which is said to be an inside look

Warner Bros.' new 'ENT' to challenge 'ET'

By Steve Coe

Warner Bros. unveiled the plans for *Entertainment News Television (ENT)*, its long-awaited entertainment magazine show, last Wednesday during a hastily called press conference. The six-days-a-week show will compete with Paramount's venerable *Entertainment Tonight* for clearances and viewers of entertainment news. In what will no doubt turn out to be a long-running battle between the companies for clearances in the crowded prime access time periods, both Warner Bros. and Paramount signed network station deals last week in the top markets.

On Wednesday, Warner Bros. executives announced their new show has been sold to WNBC-TV New York and KNBC-TV Los Angeles for a fall 1994 launch. On Thursday, Paramount and the CBS station group completed a multiyear deal that will bring *Enter-*

tainment Tonight to KCBS-TV Los Angeles, extend WBBM-TV Chicago's contract for the show and move *Hard Copy* to KCBS. The CBS-Paramount deal represents the first time that *ET* has been sold on a group basis in the top three markets. The specific length of the deal was not disclosed, but WCBS-TV New York already owns both shows through the 1994-95 season, and it is believed the deal makes the rest of the markets uniform with that contract.

Johnathan Rodgers, president, CBS Television Stations, said he has been interested in trying to bring strong access programming to the CBS O&O in Los Angeles since he took the job several years ago. Serious negotiations between the network and Paramount took place a week and a half ago, with the deal completed last Thursday. Rodgers said Warner Bros. gave him a



Continues on page 12

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at the federal criminal justice system.

Ever since King World acquired the rights to *Hollywood Squares* from Orion Pictures Television nearly two years ago, rumors have persisted that the New York-based distributor may take a stab at an early fringe entry in fall 1994.

Paramount Domestic Television has targeted *The Price Is Right* (BROADCASTING & CABLE, June 21) for early fringe starting in fall 1994. By modernizing the game with a rumored interactive home shopping element, Paramount is said to be focusing on younger demographics to build a strong afternoon track record before considering it as a possible prime access series backup.

Cannell Distribution also launched its new *Caesars Challenge* game show two weeks ago on NBC's daytime schedule to favorable early rating returns (see "In Brief"). Should the show prove a success, Cannell President Pat Kenney has expressed his hope the company could strip it in early fringe or access in 1994-95.

Talk of the town

A slew of talk shows are also in the works for the 1994-95 season.

The first confirmed project is *The Gordon Elliott Show*, with Twentieth Television handling distribution for CBS Entertainment Productions. Fox and CBS O&O's are said to have "first-look" rights to the hour talk show. Genesis Entertainment is working with Canadian talk show host Dini Petty on a project, and sources at Viacom have hinted that an unidentified talk show companion piece to the *Montel Williams* show is in the offing.

1994-95 Syndication Development Slate

Reality strips: *Entertainment Television News* (Warner Bros.)* □ Untitled infotainment magazine (Columbia) □ *Real Time* (Viacom) □ *Feds or American Justice* (King World Productions) □ *News magazine* (Cannell) □ *Gossip magazine* (Zodiac)

Game strips: *The Price Is Right* (Paramount) □ *Hollywood Squares* (King World) □ *Caesars Challenge* (Cannell)*

Talk strips: *Ann Jillian* (Group W) □ *Andi Matheny* (Buena Vista) □ *Gordon Elliott* (Twentieth TV for CBS Prods.)* □ Untitled *Montel Williams* companion (Viacom) □ *Lucie Arnaz* (Paramount) □ *Susan Powter* (Multimedia) □ *Shirley Solomon* (D.L. Taffner) □ *Dini Petty* (Genesis) □ *Greg Kinnear* (Group W/Castle Rock) □ *Deidre Hall* (King World) □ *Mo Gaffney* (Twentieth TV)

Weeklies: *Robocop* (Rysher TPE)* □ *Thunder in Paradise* (Rysher TPE)* □ Third untitled *Star Trek* series (Paramount) □ *Family Circle* (Genesis)* □ *Criminal Obsessions* (Claster)* □ *Cool People, Hot Places* (Post-Newsweek)

Animated strips: *Power Animals* (Zodiac)*

*Currently being marketed.

And there are other potential talk show hosts being wooed by syndicators:

■ *Lucie Arnaz* is reportedly close to signing a deal with Paramount.

■ Actress/singer *Ann Jillian* is rumored to have linked up with Group W Productions.

■ King World is said to be considering a limited market test—with the Scripps-Howard Broadcasting stations, among others—for a show featuring soap opera star *Deidre Hall* for

next season.

■ *Andi Matheny*, a stand-up comedienne, is apparently on Buena Vista Television's list of potential hosts.

■ *Shirley Solomon*, a Canadian talk show host whose American debut in daytime was aborted by ABC last spring, has reportedly caught the eye of D.L. Taffner Entertainment.

■ *Mo Gaffney*, a stand-up comedienne, is on Twentieth Television's list.

■ *Greg Kinnear*, who hosts E! Entertainment's *Talk Soup*, has been linked with both Castle Rock Entertainment and Group W Productions.

A piece of the action-adventure

In the weekly action-adventure arena, station rep sources say Paramount officials have told them a third syndicated *Star Trek* series is going to be developed for the 1994-95 season to fill time periods vacated by *Star Trek: The Next Generation*, which they said will end production after next season. (*TNG*'s cast will be transitioning into a series of motion picture releases for the studio.)

Also, after recently confirming that it will handle the weekly distribution of *Robocop* starting in early 1994 (BROADCASTING & CABLE, June 14), Rysher Entertainment, which currently has *Highlander*, is preparing a third hour-long series, *Thunder in Paradise*. The sun-and-fun action series, starring wrestler Hulk Hogan and model Carol Alt, is a co-venture with Reitalia Productions. Sources say it will debut as a two-hour telefilm on CBS next season, with Rysher TPE exercising syndication rights for 1994 or 1995. ■

Viacom's new strip will have MTV's beat

Is MTV coming to broadcast television? Not quite, but Viacom's entry into the entertainment-strip battle will have something of an MTV feel to it as it goes up against *Entertainment Tonight* and the new entertainment magazines that will bombard the market in fall 1994.

Viacom's *Real Time* is the first show produced by the company's MTV Productions subsidiary. *Real Time* will go after the 18-49 market, slightly broader demographics than those of MTV.

While the music video network will have no hand in the show, the cable network's influence will be felt. Viacom has tapped MTV News and Specials Senior Vice President Linda Corradina, a Peabody Award winner who has also had production stints at ABC and CNN, to serve as executive producer. Other MTV ex-

ecutives may also make their way over to *Real Time*.

The show, Viacom sources said, will be a pop culture program focusing on entertainment, sports and news. It hopes to take some market share away from the tabloid shows as well as from *ET*. No word yet on who the host—or hosts—will be, but Viacom is promising very recognizable names.

Viacom is said to have conducted research showing that audiences are growing tired of tabloid-type shows, and it thinks *Real Time* can serve as a good lead-out from news and a lead-in to prime time, which has been *Entertainment Tonight*'s strength.

Pilot production for *Real Time* starts in the next few weeks. Viacom has already had talks with some station groups. The show will likely be offered on a cash-plus-barter basis.

—JF

FCC would cap MSO's at 25% of homes

Ownership proposals would bar operators' interest in channels they carry to 40%

By Kim McAvoy

The FCC last week proposed ownership caps on cable operators that would prohibit them from passing more than 25% (23 million) of the 92 million TV households and from holding an interest in more than 40% of the cable programming services they carry.

Cable industry reaction was limited. Most operators refrained from commenting until they could review the commission's order, but the National Cable Television Association had argued in earlier comments that a 20% cap was too low.

It appears that the 25% cap could affect Tele-Communications Inc., the largest multiple-system operator, whose systems as of 1992 passed 17.7 million homes. TCI also has a considerable ownership interest in numerous cable programming networks and could be affected by the 40% ownership cap.

The agency also adopted rules requiring cable operators to hold on to their systems for three years before selling them. Systems with 1,000 or fewer subscribers would be exempt from the new anti-trafficking rules. The commission said it would rely on local franchising authorities to enforce the rules, but would handle any disputes that might arise. The three-year holding period covers the time at which a system's first customer receives service until the actual closing date of the transaction. Systems purchased after Dec. 4, 1992, the effective date of the 1992 Cable Act, would be subject to the new rule.

Cable broker Tim David, executive vice president of Daniel & Associates, said the rules were "no big deal" but were an "annoyance." "This is the kind of stuff that makes you hate government," David said.

The FCC also approved new cable crossownership rules that prohibit cable systems from owning MMDS systems where their service areas overlap. An attributable interest would occur if a cable operator owned 5% of voting or nonvoting stock. The rules also bar cable operators from purchasing SMATV systems, except in "unserved" portions of the franchise area.

In those areas, cable operators may either construct or acquire SMATV systems. The same attribution standard applies to cable-SMATV cross-ownership.

As for the system ownership cap, the FCC says it may raise the cap for minority-controlled systems.

The commission is also seeking further comment on whether it should establish a 40% limit on the number of channels occupied by programming services in which cable systems have a

5% attributable interest. The FCC is asking whether to exempt or to consider waivers for new vertically integrated programming services, or vertically integrated programming services that are minority controlled or are created for minority audiences.

FCC Commissioner Andrew Barrett issued a statement suggesting that the commission consider the vertical and horizontal ownership limits in the context of the FCC's prior decisions on rate regulation and program access. ■

Sports migration to pay TV minimal, FCC study says

FCC report for Congress sees only tentative moves to pay TV; Quello expresses doubts

By Sean Scully

Supporting events are not fleeing broadcast television in favor of pay TV in any significant numbers, according to a report approved by the FCC last week.

The commission, drawing on more than a decade's worth of data, found that sports are, by and large, available to the public on free TV. Professional football and college basketball have shown no signs of moving to pay TV, the report said, but professional baseball, hockey and basketball have made some tentative moves in that direction, particularly at the local level.

Commission Chairman James Quello seemed surprised by the report's findings. "I've been quite concerned," he said. "There seems to be more migration of sports away from free TV—boxing's gone, tennis is moving over to pay services.... I think there's more work to be done in this area."

Representatives of major league sports were quick to disagree.

The report "is an answer in search of a problem," said Philip Hockberg, counsel for both the National Basketball Association and the National Hockey League. "My feeling is that there's just not anything of any signifi-



Some professional basketball has moved to pay TV, but mostly at the local level.

cance" in the report's apparent conclusion, he said.

Major League Baseball attorney David Alworth agreed, saying the conclusion that there has been little migration is hardly a surprise. He said baseball is committed to putting as many games as possible on both broadcast and cable stations without one forum hurting the other.

The National Association of Broad-

casters reacted cautiously to the commission's approval of the report. "We're pleased that some of the commissioners share our concern, and we think it's a valid one," said spokesman Doug Wills.

Broadcasters have in the past argued that over-the-air stations cannot keep up with the spiraling costs of the right to broadcast games. Cable channels, they say, are able to pass along increasing costs by raising rates.

Hockberg rejected that argument. "There's nothing that says that broadcasters are entitled to some sort of

subsidization by holding the games available for them so they can buy the game for the price they want to pay," he said.

While the report did not find any migration of college football from free to pay TV, it did note that certain broadcast contracts seem to have limited the number of games available to the public. "The record of this proceeding indicates that arrangements between the college football conferences and ABC, ESPN and regional cable sports networks may have a preclusive effect on the televising of

games by local broadcast stations," the commission noted in a press release. It said it will seek further information on preclusive contracts in a new inquiry later this year or early next year.

The study, approved June 24, is merely an interim report to Congress and makes no recommendations; recommendations may accompany the final report, which is due in July 1994. The commission staff said they will continue to monitor developments and seek public comment while preparing the final report. ■

Midterm review added to EEO compliance

New rules may not go far enough to satisfy affected minorities; cable requirements added

By Sean Scully

The FCC's new equal employment opportunity rules, approved June 24, may not go far enough toward ending a pattern of racial discrimination in broadcasting, according to a communications lawyer specializing in minority concerns.

"It's not a harmful order," said David Honig, trustee for the Minority Media Ownership Fund. "It just doesn't go to the heart of what's wrong with equal employment enforcement."

The commission, acting under a congressional order in the 1992 Cable Act, expanded EEO rules by adding a review between license renewals for broadcast stations and increasing the reporting requirements for cable operators. It also extended the cable rules to cover multichannel program packagers, that is, middlemen who take existing programming and resell it over delivery systems such as direct-broadcast satellite or a telco's video dialtone network.

"What Congress told them to do is nice," Honig said, "but it's 5% of what needs to be done. If they've done that, that's nice—but let's get on to some real reform."

The National Association for the Advancement of Colored People, among other minority groups, has filed comments with the FCC asking for sterner action, Honig said, including tightening limits on group-owned stations and increasing the scrutiny of

what happens to an employee once on the job, rather than simply concentrating on recruitment practices.

At first glance, he said, the commission appears to have ignored the NAACP comments. Honig said, however, that he would have to study the text of the order in detail.

Commission Chairman James Quello stood by the new EEO rules. "That was a decision we made," he said, "and we kept it broad and general.... We hit a middle point, and we're going to fine-tune it."

The point of the rules, Quello added, was to broaden them and bring in previously uncovered program packagers.

"I think it was a well-reasoned first step, and you're going to have people on both sides saying we've gone too far or saying we didn't go far enough," he said.

Commissioner Andrew Barrett responded with apparent annoyance to

Honig's accusations: "David Honig is a person who's never going to be satisfied.... We have a public-interest standard to serve, and it doesn't necessarily include doing everything David Honig wants us to do."

Barrett agreed with Quello's point that the rules are not the commission's final word on equal employment issues.

National Association of Broadcasters Associate General Counsel Steve Bookshester said the FCC's midterm review should be a useful tool for broadcasters. The commission has promised broadcasters that a poor review would not, in itself, hurt the licensee's chance for renewal but rather would make the licensee aware of potential problems at the station that could affect renewal if they remained uncorrected.

The rules for cable systems were redrawn to include companies providing programming over some sort of common carrier or third-party distribution system, such as the video dialtone network proposed by the telephone companies. The rules would exempt operators of the distribution systems, such as the telephone companies, as long as they had no control over the content or packaging of the programs. The rules do not apply to program distributors who deal only with a single channel or who offer multiple connected channels, such as HBO1 and HBO2. A distributor can offer up to six connected channels before coming under the rules. ■

Home-shopping vote this week

The FCC vote on whether to grant must-carry status to home shopping stations was postponed to this week. Although the commission had appeared ready to grant such stations the right to cable carriage, FCC Chairman Quello and Commissioner Duggan are expressing reservations. See story, page 27.

Hundt likely choice for FCC chairmanship

Senate aide may be tapped for non-Democratic spot

By Harry A. Jessell

Washington attorney Reed Hundt appears set to become the next chairman of the FCC.

All last week, FCC watchers were expecting the White House to nominate the 45-year-old antitrust litigator to the post. The nomination never came, but industry sources believe it will happen this week, perhaps as early as today (June 28).

Some sources were also saying the White House will simultaneously name Senate Communications Subcommittee aide Gina Keeney to fill the FCC's non-Democratic vacancy.

However, others say, the White House wants to wait on the commissioner's seat to give Hundt an opportunity to help pick someone compatible to work with, which may or may not be Keeney.

Hundt's political clout—a prerequisite for the job—stems from his close friendship with Vice President Al Gore, which stretches back to their days together at St. Albans, a private Washington high school. Indeed, sources say, Gore, who is managing telecommunications policy for the administration, handpicked Hundt for the job. Hundt also knows President Clinton, having attended Yale Law School with him in the early 1970's.

Hundt is known chiefly as an anti-trust litigator, but his experience includes tax and general corporate work as well. According to *American Lawyer*, he was on the Latham & Watkins team that advised Ted Turner on his takeover attempt of CBS in 1985.

Hundt has advised the Wireless Cable Association, individual wireless cable operators and Hughes Communications in their efforts to insure access to cable programming. Hughes owns DirecTv, a DBS system set to launch next year.

Washington lobbyist Larry Sidman, who met Hundt through their common work on behalf of Hughes Communications and program access, believes Hundt is well qualified for the FCC. "Given the many intersections be-

tween anti-trust and communications law," he said, "if you are not going to have a person steeped in communications law, it makes enormous sense to have someone who knows antitrust law."

Keeney, 37, has the backing of Senator John Danforth (R-Mo.), who, as ranking minority member on the Senate Commerce Subcommittee, is her principal boss.

The Hundt-Keeney ticket could spell trouble for the cable industry. As a senator, Gore, Hundt's patron, was a champion of the 1992 Cable Act,



FCC front-runners Reed Hundt and Gina Keeney

which cable believes is overregulatory and punitive. As a key subcommittee aide, Keeney was deeply involved in drafting and passing the law.

Not everyone was conceding the chairman's nomination to Hundt. In fact, Bernice McIntyre, former chairman of the Massachusetts Department of Public Utilities, was actively campaigning for the job last week on Capitol Hill. ■

Top banks warn FCC of looming cable defaults

The banking industry became the latest to issue its complaint over cable deregulation last week when some of the nation's top lending institutions, in a letter to the FCC, warned that rate regulations will affect cable system financing and put many operators at risk of default on their existing loans.

Eighteen banks—including Bank of New York, NationsBank, Bank of America, Citibank, the First National Bank of Boston, the First National Bank of Chicago, Mellon Bank and Morgan Guaranty Trust of New York—jointly sent the letter indicating that rate regulation threatens to push many operators into default because loan agreements were based on expectations of increasing cash flow.

The group said in the letter that rate regulation is also likely to have an impact on new bank financing for system plant improvements, stating: "It is unlikely that we will lend new funds to the industry until the impact of the Report and Order is quantified and the operators are able to provide supportable forecasts."

The group of banks represents lending commitments of about \$17 billion, according to the letter.

FCC Chairman James Quello said the commission was preparing a response, and that it would have to "decide what part of this is valid and what is promotional."

Despite the dire predictions, there was some indication last week that the banking industry believes in the long-term promise of cable and would be sympathetic to cable system operators who need to rewrite or amend loans (see story, page 31).

"It's a question of not having any choice," said Steve Rattner of Lazard Freres. "Refusing to change the covenants isn't going to do much for the banks."

Rattner said it is likely that rate regulation will push many cable system operators into covenant default and that those operators will renegotiate their covenants and possibly pay a penalty and higher fees.

"It doesn't mean that 20 companies are going to go bankrupt," Rattner said.

—RB

Turner backs violence guidelines

Cable entrepreneur Ted Turner has called on Congress to create strict televised violence guidelines for broadcasters and to "ram it down their throats."

Turner pledged to the House Telecommunications Subcommittee June 25 that his cable networks will adhere to a strict violence code and will not air promotions for violent shows and movies during periods when children may be watching. He blamed the increasing number of violent shows aired on Turner networks on competitive pressure generated by the broadcast networks' unwillingness to restrain themselves.

Turner applauded a proposal from subcommittee Chairman Ed Markey (D-Mass.) to require TV manufacturers to include a device in each set that allows parents to restrict access to violent shows. The device would respond to ratings established by the TV industry.

That technology alone, Turner said, would not be enough. He called on Congress to alert corporations to the violent nature of programs on network television in an effort to discourage them from supporting such "trash" with their advertising dollars.

In his testimony, Turner launched a furious assault on the networks, saying they have deliberately pro-

duced harmful programming in a single-minded drive to make money. "One network is owned by a company that makes cigarettes," he said. "I wouldn't be involved in the cigarette business for anything. Another is owned by a company that produces nuclear weapons. What do you expect from them?"

Congress should, he said, "give them the same treatment [it] gave the cable industry...[broadcasters] helped flog the cable industry; maybe we can come back and flog them back a bit."

Following Turner's testimony, Electronic Industries Association Vice President Gary Shapiro asked Congress to spare the TV set manufacturers more mandates. "Technology, in our view, should not be used to address what is largely a social problem," he said.

Bruce Davis, president of TV-Guide On Screen, an electronic program-guide service, demonstrated an existing system that allows parents to lock out individual programs or types of programs without the use of a built-in parental lockout device such as Markey proposed. As with Markey's proposal, though, the TV-Guide EPG could be used by an industry rating system. —SS

ET vs. ENT

Continued from page 6

presentation for *ENT*, and "I was excited about it, but in this multichannel universe, where brand identity is so important, I'll always go after the established product." He said he is paying more for *ET* than he would have for *ENT*, but "I was trying to lure them away from the incumbent station. [If the price hadn't gone up] KNBC-TV wouldn't have lost them."

Rodgers also said the demographic strength of both shows matches the CBS audience. In the recently completed May Nielsen NSI sweeps, *Hard Copy* was number one at 7:30 p.m. among adults 25-54 and women 25-54. *ET*'s ratings among adults and women 25-54 and women 18-49 have remained steady for the last four sweeps periods.

Reed Manville, vice president/general manager of KNBC, acknowledged "we were interested in keeping the shows. They were very good shows for us and will continue to be good shows, but it came down to having too many good shows on our schedule." Manville said one of the disadvantages for him in trying to retain *ET* and *Hard Copy* was the increasing license fees for the pair. "It's not a graph I like looking at every week," he said.

When asked why KNBC chose not to renew both shows instead of just *ET*, Manville said, "We've always viewed [them] as a package, and I'm sure Paramount does too." He said no decision has been made as to what show will be the companion to *ENT* but said, "we might produce something ourselves."

The new Warner Bros. show will call upon the entertainment and publishing resources of Time Warner, including *People*, *Entertainment Weekly*, *Sports Illustrated*, *Time* and *Life*. David Nuell, longtime executive producer of *ET*—and now at *ENT* in the same capacity—said relationships have been formed with the publications that will allow *ENT* to feature news and entertainment exclusives set to appear in the magazines before their publication. Av Westin, former King World senior vice president, reality programming, and co-executive producer of *Inside Edition* while at King World, has been working with the individual Time Warner publications setting the groundwork for the cooperative effort. Westin will be based in New York and Nuell will work out of Los Angeles.

Warner Bros. executives stressed that the project is an equal venture, with neither Time nor Warner poised to reap greater benefits or bear larger expenses from the synergy of video

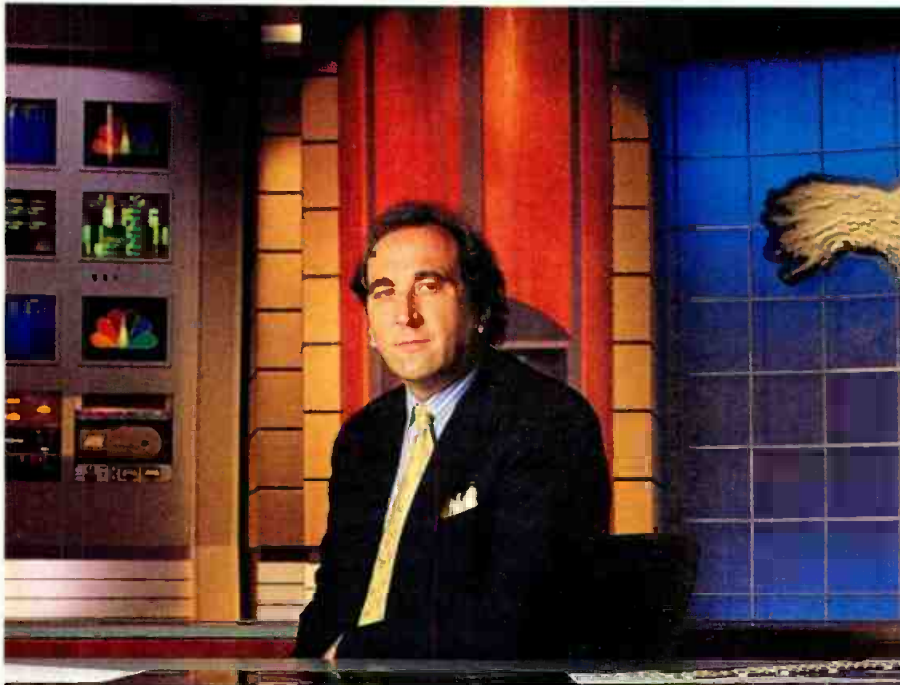
and print resources.

John Rohrbeck, president, NBC TV Stations, negotiated the contract for the two owned stations; the deal was completed at 3 a.m. Wednesday, resulting in the last-minute briefing.

For the Monday-Friday airing, *ENT* will be sold on a cash-plus-barter basis, with stations selling 5½ minutes of ad time and Warner Bros. withholding 1½ minutes. A one-hour weekend episode will have a 6½-minute split between the station and distributor and an additional one minute sold by Warner Bros., with revenues to be funneled to a promotional pool.

The Warner Bros. project is the most ambitious challenge to *ET* in its 14-year history, with the possible exception of GTG's *USA Today: On TV*. Similar projects that have come and gone include Twentieth Television's *EDJ*, a remake of *Personalities*, and TPE's *Preview*. Warner Bros. is banking on the increasing appetite for entertainment and pop culture information and the array of news in those areas produced by the Time Warner publications. Scott Carlin, senior vice president, sales, and Jim Paratore, president, Telepictures Productions, stressed that *ENT* will not be a promotional vehicle for Time Warner publications, theatrical or video product, any more than *ET* has been for Paramount projects. ■

Programming



NBC News President Andrew Lack, two months on the job, has already made his mark on the division on several fronts, and is now bearing down on his top priority—improving the nightly news. In the following interview with BROADCASTING & CABLE's Steve McClellan, Lack addresses the division's perceived strengths and weaknesses, talks about his friend and colleague Tom Brokaw—and his future role at the network—and outlines plans for other NBC News programs.



Andrew Lack: Anchoring NBC News

The word is that Dan Rather took CBS executives by surprise when he agreed to a co-anchor reformat of the *CBS Evening News*, and that the move happened quickly because they thought you were cooking up something similar at NBC. Were you?

I wasn't. And I have no such plan.

What do you think of the Rather-Connie Chung move?

I think it's a good move. I'm a big fan of both of them; we're friends. I'm not going to sit here and tell you otherwise. I've spent half of my career producing programs with Dan Rather and Connie Chung. I admire both of them and I wish them well—but not too well.

You've said strengthening *Nightly News* is your top priority. As you and Executive Producer Jeff Gralnick figure out what to do, is a co-anchor strategy at least a consideration?

It's so hard with any broadcast to say you wouldn't consider this or that option, but it's not a consideration for us right now. It's nothing we've discussed.

How about in the future?

It might be a reasonable question a year from now, but it's certainly not at this point.

More than one affiliate executive believes NBC blew it by not trying a co-anchor move first. Their reasoning:

COVER STORY

There were three white, middle-aged men doing these news-casts, and maybe it should have been the third-place guy who took the risk and tried to do it differently?

I'd say two things to that. First, we're barely in third place. Whether in reality we're in third place or why we're in third place or what third place is in this contest can be measured from a lot of different points of view. So, to say this is something we should do because we're in third place is a bit, I think, simplistic, for starters. The second part of it is that each news organization looks at the way they make certain judgments about it. I'm not going to condemn, as many could, all the reasons why co-anchoring that broadcast is a mistake. It may be, for CBS, the best broadcast they can produce for the time being. It's easy to play Monday morning quarterback. It seems to me you ought to see what they do first before we judge it and discuss whether it has any merit or not, which was really the answer to your question. We're looking very seriously at how we can produce the best possible broadcast for *NBC Nightly News* that we can. But it takes a little bit of time, perhaps six months or a year, to be able to look at a program and make the kinds of changes that yield some results, which you can then evaluate.

I can hear the grumbles from affiliates already: Spare me the cop-out, give me a better broadcast. They're getting impatient.

“[I]t's a matter of responsibility for the president of any company, certainly a network news division president, to run the company smartly, efficiently and turn a dollar.”

I'm not copping a plea. I have only just gotten my big toe into the bathtub at this point. I plan to plunge in as fast as I can, but my first problem, my first priority in the first month that I was here, was to find someone I could collaborate with and that Tom Brokaw, most importantly, could collaborate with, to look at the broadcast and produce the best broadcast we could. And we found that person in Jeff Gralnick. That's step one. Step two is a discussion of what the broadcast will be, and that's going on now.

Is Tom Brokaw the future of NBC News?

What a heavy question that is! I think Tom Brokaw would like to hear that question answered. The future of the country or the President-for-life or something? He's not Franklin Delano Roosevelt, really. He's just a guy! He sits in a chair and does the news at night.

We mean in the sense that *Nightly* is the flagship broadcast and he is the person to anchor it.

He is very important to the future of NBC News. I don't want to make him Abraham Lincoln or George Washington, but Tom is a great talent, and I am very proud to be associated with him and proud to be in the job that I'm in and get the chance to work with him the way that we will work together. He has been a huge part of the strength of NBC News over the last decade, and I hope and trust he will continue to be.

You and Tom are friends. If it came down to it and you figured out that no matter what you did, the broadcast was not going to improve with him there, would you tell him?

Yes. I'm not a politician here, but these hypotheticals get to be a little nutty. You can't answer them because they're so hypothetical. I'm in a situation where I arrived here two

months ago. I think the world of Tom Brokaw. We're about to go off and try and make the best *Nightly News* we can. To say three weeks from now if it turns out that you don't like each other that much and you don't think that well of each other as producer and president and anchorman, are you still going to continue to work together? Well, the answer is we probably will have clubbed each other to death with a baseball bat by then. I don't know.

No question Brokaw is liked. Affiliates think he is, if not the best, one of a handful of the best journalists in the country. The question is, is he being wasted seated behind the desk rather than being where the big story is?

You're always balancing that. Again, Tom feels the same way, which is why he was standing by the Berlin Wall when it came down. I'll tell you why I think he is a good anchor. I think the country wants someone sitting in that chair whom they respect, whom they trust and whom they know has the experience and track record to provide, on a daily basis, a first-rate news broadcast. And I think that's why the affiliates like him in that position, because that does come with the territory. I don't think he's wasted in that chair. There are very few people you can put in that chair and, clearly, Tom is eminently qualified to sit there. And I'm comfortable with him there.

Has the half-hour nightly news format outlived its usefulness?

I don't think so. It's always been a frustrating format because you want to cram more into it than you can reasonably do in 22 minutes, or whatever it is. I think it's significant that the total audience for these three broadcasts, which are performing the same service each night for their respective networks, is a large audience by anybody's definition. The combined rating would be a 25 rating and a 38 share or more. There isn't a program on television that wouldn't kill to have that audience watching it. So, yes, it's divided up among the three networks, but the audience is saying we want the news at this hour and we want to hear what you have to tell us; we want to know about it. So I don't see how you can diminish the importance of a broadcast that's serving that audience.

The Michael Gartner era was not a smooth one in many respects, but he is credited with doing a fair amount of dirty work that it was perceived had to be done in terms of trimming fat and making the organization more efficient from a business standpoint. There are people who believe he went too far and cut some of the journalistic muscle. Is a course correction required here?

Well, Michael Gartner notwithstanding, I feel a responsibility to run an efficient and profitable company. I, as a manager, can't imagine approaching that responsibility any other way. I can't speak for what happened here when Michael Gartner was here. I can tell you now that it's a matter of responsibility for the president of any company, certainly a network news division president, to run the company smartly, efficiently and turn a dollar. It's not original with us, and I don't think there's anyone at NBC News who believes otherwise.

Anyone?

I shouldn't say *anyone*, but I believe most people who have worked here and who understand what we do for a living have the same view. And, by the way, five years ago at CBS, where I was, they had the same feelings about downsizing and cutbacks and closing bureaus. There were the same entrenched misgivings, if not outright hostility. The same thing is true at ABC; the same thing is true in corporate America, all the way around. We've seen it in the GM's and the IBM's; you name the companies.

From the people you've talked to within the news division and among affiliates, do you get the sense that on the way to regaining the news division's fiscal strength something was lost along the way journalistically?

That's a very good question. I think it is realistic to acknowledge that this is a balancing act that you do every day, that you wish it would be easy to say, "let's just dispatch 200 camera crews to every place where there might be stories," which, in fact, was the old approach. That way we don't have to make a decision until six o'clock about which story turns out to be the news. But everyone recognized that no one could stay in business and continue that approach. So, now we're in a place where you have to, based on your own judgment, your own experience and your own instincts, every day, on a variety of different

with key personnel moves and a complete overhaul of an upcoming prime time magazine. You've opted for a more conservative approach than that proposed by Steve Friedman and Paul Greenburg, who developed the original concept. Why the changes?

Well, first of all, I'd be careful with labels like conservative and liberal. I don't think it's necessarily a more conservative approach. I don't want to defend what [Friedman and Greenburg] were doing or not doing. They were trying to do a single-subject hour like *48 Hours*. It was an interesting concept, but the hour that [executive producer] Jeff Zucker and Tom Brokaw and Katie Couric are doing is hardly conservative.

Can you tell me about it?

No, I really can't. It's in development. And that involves not knowing what it's going to be before it's done. I can tell you this, we're not going to make a program that is imitative or duplicative. It will be a new program.

Was part of the problem with the original concept the fact that it didn't have enough star power?

No. The question before me was: Is this the best broadcast you can launch in prime time? Not: Is this a good broadcast or a viable concept, but: Is this the best that NBC News has to offer at this particular time? And I've spent a lot of time

[Y]ou wish you could have spent an extra \$10,000, \$20,000 or \$30,000 and be right. But that's the cost, literally and figuratively, of doing business sometimes."

stories, ask yourself the question: Is this the story that we ought to pursue because it is the most important story? And sometimes you're wrong. And you wish you could have spent an extra \$10,000, \$20,000 or \$30,000 and be right. But that's the cost, literally and figuratively, of doing business sometimes. That's the way it works. It ain't perfect.

Are you planning to analyze the effect of the economic downsizing at NBC News over the past couple of years to see what impact it has had on coverage, and whether some sort of course correction is needed?

One problem area that suffered as a result of some of the cutbacks you're referring to was special events and crisis coverage, which a news organization like NBC needs to be in a position to provide. I felt, as a producer, that NBC was not as well positioned in that area as they ought to be, so I went out and hired an executive producer [David Bohman, from ABC News] to be in charge of special events and crisis coverage, and he's going to have a couple of people working for him. I am comfortable that we are in a position to provide the kind of round-the-clock coverage that our affiliates expect, that we expect of each other and that the public should expect from us.

Would you agree, as some affiliates believe, that NBC hasn't scored a really big story since Brokaw covered the toppling of the Berlin Wall?

That was a pretty big story; it wasn't that long ago. I come to this equation wanting NBC to score or hit a home run every time we go out there, whatever the story is. If NBC has been wanting in that category previously, I hope to hell that those who feel that way don't have that feeling or that problem next year.

You didn't waste any time putting your mark on the division

in prime time thinking about different ideas and different programs. And my answer to that question is that I think there may be another route that might yield a stronger broadcast at this point. And that involves employing different talents and different skills and taking a different approach.

So you made a call based on your own gut instincts?

It's just that I took a different path based on my own interests and experience in this area. And, frankly, the others who were involved in this area have no experience in prime time. Not the talent, not the executive producers. So that's part of the reason. I have a great deal of interest and considerable experience in that area, so I adopted a different plan.

Regarding the change on *Today*. Why did you move Steve Friedman back to the show? Obviously he's good, but the broadcast seemed to be at the top of its game under Jeff Zucker. What does Steve Friedman bring to the show that was lacking?

It's not so much that he brings something that was lacking. You make changes based on what you think will be healthy for the organization and the individuals involved for the long-term interests of the organization. Could Jeff Zucker have remained doing the *Today* show and done terrifically well? Absolutely. Could Steve Friedman produce a prime time magazine show? Absolutely. But you make a change based on your view that Jeff was burning out in that role on the *Today* show. And he'd be the first to admit it. It is a grind that burns out executive producers, and he had been with the show a couple of years and getting up at that hour had taken its toll on him. He was also looking for a way to express himself in a different genre and different venue and to grow. He was going to make a move to prime time one

way or another, probably within the next six months. Steve, on the other hand, brings to the *Today* show the kind of experience and gifted imagination that you need for that broadcast, whoever is guiding it. And there are very, very few people, in my humble opinion, in broadcasting who are experienced enough to take on that job.

Did he want the assignment?

I asked Steve if he would. Steve's made no secret of the fact he would have stayed happily in prime time. But he understood that for the good of NBC News that's where I really needed him at that moment. And I thought that the *Today* show could use some regeneration of spirit behind the camera in the way that that move would bring. And Jeff and Steve are not clones of each other, you know. Steve has certain feelings and creative thoughts about what he would do with the show in the '90s, differing somewhat from the '80s when he had the show originally.

Is *Dateline* behind you? How much damage did the GM debacle do?

Dateline is in front of me, and is a big part of my future. I think the best evidence of that is that this week [June 8] *Dateline's* performance is top rated in its time slot. They're very healthy ratings, and a very healthy audience. The show

"I think the talent and experience that is here at NBC hasn't been managed as well as it might have been, and that it's undervalued."

is cooking, and it's got a first-rate executive producer [in Neal Shapiro]. It's got great talent and solid producers. Neal has really embraced the whole notion of making it much more timely and more topical, which I had pushed for had he not gotten there before I. And last night was a perfect example of Neal's enterprise. We have the exclusive on the Chinese refugees who landed on the beach [off New York]. I mean, that's a headline back to your question about the big story. Well, we'll go after the big story with the same appetite and fierceness that would be expected from us.

In your address to affiliates you talked about a strategy that focuses on talent and, to some extent, talent that you're still looking for. The sense I get from affiliates is that they applaud that approach because they feel the bench strength at NBC, particularly outside Washington, has been less than they would have hoped for. Is that a valid criticism?

I think that's a fair criticism. Having said that, I think the talent and experience that is here at NBC hasn't been managed as well as it might have been and that it's undervalued. Just looking at *Nightly News* without Jeff Gralnick, without an executive producer, this is still a broadcast that has performed very well under adverse circumstances. It couldn't have if there weren't purely talented producers working on that program.

But you need to strengthen the roster?

We need people and we're going to go after people. We will also continue to protect and develop and nurture the talent that's already here. But if there's a talented person from outside this building that I can get my hands on, you're damned right I'm going to go after that person. That should be part of the mission of any good organization that's trying to do its best every day. Believe me, the competition's trying to take our people.

Do a lot of talent raids go on between the news divisions?

I think the raiding thing is a bit overdone. The fact is that 99.9% of the people who would fall into that category are under contracts. Their contracts expire and they virtually take out ads in the *New York Times* that say "I'm available, who wants to talk to me?" It's the same as free agents in sports. There's not a lot of company loyalty. But that's not raiding; that's the marketplace and the environment in which we're operating. It's a competitive marketplace and every team is going out to find the best players they can, as well as developing and protecting the players they've got.

I think that when Howard Stringer was still running CBS News, his oft-quoted remark during a period of turmoil there was that the division would produce its way out of trouble. Do you have a similar outlook?

I don't think of ourselves as in trouble, but I am a producer. That's what I've done for a living since 1966. Producers produce and NBC News has an opportunity. There are production opportunities here. There are producing opportunities in prime time and lots of other areas that I haven't examined.

What else are you thinking about producing?

I've been concentrating, and I will continue to concentrate

in the short term, on making the programs that we've got in place stronger—as strong as I can possibly make them. Long range? I've got lots of plans. But am I going to share them with you today? No, I can't. Because I'd make an ass out of myself telling you what I thought. Probably a month from now I'll realize that four of my ideas are ridiculous. And I'll think of four new ones.

GE Chairman Jack Welch has assured you and the news division that the resources will be there for you to do the job. But when the fiery finale at Waco occurred in April, a couple of affiliates said they pre-empted your coverage and went to CNN because NBC's coverage was a minute here and a minute there and here's the burning building, and then you'd switch out and go back to the regular schedule. Is Welch willing to give up a couple of one hundred thousand in advertising if it means pre-empting the schedule so you guys can do your job?

I hadn't heard that particular slant on that. But I can tell you, leave me on as long as I can do it. We may have cut away because we had a [technical] problem, or we weren't able to stay on for other reasons, but it wasn't because we didn't have the money or we weren't going to spend the money. Like I said, we have someone in place now [David Bohrman] who can, I think, manage that coverage for us well.

Is there any realistic expectation that the West Coast affiliates can expect a live newsfeed beyond the occasional update of a breaking story?

I'm looking at that. I understand their concerns, and we're looking at how we can make the West Coast get a more timely and topical broadcast than they feel they're getting. But you know, it's a very complex issue for us in terms of the variety of questions that are involved. And we're looking at them because I understand the question. I don't have an answer to it yet, but we're working on it. ■

Mixed blessing of video news releases

While most news departments say they don't use them, distributors say VNR usage is up

By Steve Coe

How often do stations use all or parts of video news releases? The answer varies wildly depending on who is asked.

Most news executives at stations say video news releases are used rarely, if ever. But according to the companies that produce and distribute the footage commissioned by corporations and other entities, and research compiled by Nielsen, usage is at an all-time high.

The problem, say most news executives, is one of journalistic ethics. If the stations don't have control over the content of the video, it is considered a breach of ethics to air the footage.

"Maybe, on a rare occasion, we have used them," said Sharon Scott, news director, WTVJ Miami, "but I don't remember when. Usually, when we get them we don't even look at them. They're from people with a point of view with their own motive. We usually shoot our own video where we can control the footage."

"It's just not a good habit to get into," said David Baer, news director, WRTV Indianapolis. "Virtually never," he answered when asked if VNR's are used by the station. "It's our feeling that if we don't have editorial control over the material, and we can't verify the accuracy, then we don't use it. We use our own footage or footage from other news sources—mainly sources we've worked with in the past that we have trust in. Occasionally, when we can't get some footage, we'll excerpt from a VNR, but we'll identify it. There isn't any difference between pulling information from a press release. We use them to pull points of reference and then follow up on them ourselves," he said.

Although station executives are reticent to acknowledge the use of VNR's, the problem may be in determining what constitutes a video news release. "Generally speaking, they're looked at unfavorably. But the problem is people have different definitions of what they are," said David Bartlett, president, Radio and Television News Directors Association. "When every network, affiliate and

station ran clips of the president of Colombia imploring Americans to stop snorting cocaine several years ago," he said, "they were airing a video news release."

Another well-known example of VNR usage involves the space shuttle. "The footage from inside the space shuttle is delivered by NASA to promote the NASA campaign," said Bartlett.

Bartlett defined a video news release as "anything distributed by anybody that suggests or offers a news story. It's the equivalent of a printed

press release—no worse, no better. They should be handled the same way. I don't think a newspaper editor would admit to running a press release without editing or ID'ing it. And I don't think TV should run VNR's without editing and ID's and without the proper editorial control. The video itself is blameless—it's how it's used."

Nick Peters, vice president, operations, Medialink, the largest distributor of VNR's, said: "Absolutely, stations won't admit they use video news releases. It's one of semantic definition. What most stations will do is tear the release apart and use some sound-bites or footage from the b-roll. It's like asking a newspaper editor if they use press releases."

Tracking the usage of VNR's is an inexact science. According to Peters, decoding scanners used by Nielsen provide a relatively accurate measurement of usage by stations. "We usually find that, on the average, a VNR will get a median of 18 usages out of a possible 700 outlets." He noted that the most watched VNR reached approximately 80 million viewers, while others may not be shown at all. The most aired VNR was of the Colombian president's speech, which was distributed by Medialink. The wide variance in viewing of Medialink's VNR's, said Peters, comes from the fact that the company is a distributor and has no control over the quality of the releases it makes available to stations.

Peters, like Bartlett, said it is incumbent upon stations to "screen for accuracy in the releases. One of the first things we do is explain to our clients that we won't distribute any video where we don't divulge who produced it and for whom. However, it's the responsibility of the stations to ID it, where it's from and for whom." Mike Hill, president, News Broadcast Network, another distributor of VNR's, said the unwillingness of some companies to identify the spokespeople in the releases—or the company paying for them—most often leads to the ethical problems stations have with VNR's. "It's best for us to weed out those companies so we limit the sensitivity stations have," he said. ■



Fox's 'Front Page'

Fox Broadcasting has committed to producing 40 original episodes of *Front Page*, the weekly news magazine scheduled to launch last Saturday. Fox News President Van Gordon Sauter said last week that the Los Angeles-based show—Fox's first attempt at producing a news magazine—will be "a little more irreverent" than other news magazines on the air. The show has a full-time production staff of 80 and a budget of about \$500,000 per episode, according to Fox executives.

Fox now has 41 affiliates in news, and the Fox-owned stations provide affiliates with about 20 hours of news footage daily, according to Leslie Hinton, chairman/CEO of Fox Television Stations. Pictured are *Front Page* correspondents (clockwise from top left) Andria Hall, Josh Mankiewicz, Tony Harris, Vicki Livakis and Ron Reagan. —RB

DirecTv challenges Primestar deal

Says language in settlement is anticompetitive

By Rich Brown

DirecTv last week took action against an antitrust settlement involving Primestar Partners, calling the consent decree a "highly anticompetitive" document that undermines the letter and spirit of the Cable Act of 1992.

Direct-broadcast satellite company DirecTv has filed with U.S. District Court in New York asking that the court withhold final execution on the antitrust settlement, which was approved earlier this month.

The settlement between 40 state attorneys general and seven major cable companies insured access to cable programming by various competing delivery systems and gave a green light to the development of Primestar, the medium-power satellite broadcasting service owned by General Electric Co. and the seven cable companies named in the settlement.

"For the most part, the consent decree mirrors the Cable Act, which we think is good," said a DirecTv spokesman. But he said one section of

the decree appears to allow Primestar Partners to enter into an exclusive contract with one high-power DBS operator at the 101 degree orbital position. The section also appears to create not only a ceiling but also a floor for pricing, he added.

"We believe that is highly anticompetitive and really undermines the letter and spirit of the Cable Act," said the DirecTv spokesman. "How did this language get in there and why did we get in there?" DirecTv did not participate in the drafting of the settlement and did not see the terms of the settlement until last week, he said.

DirecTv's concerns were echoed in

a letter to the court from Representative Billy Tauzin (D-La.), the author of the program access amendment to the cable act.

"I am concerned with the effect these consent decrees may have on the development of full competition to the cable industry, particularly the impact these decrees will have on the direct-broadcast satellite industry, potentially the most viable competitor to cable," wrote Tauzin.

DirecTv and Tauzin have asked that final execution of the consent decree be withheld to provide a period of time for all interested parties to file comments on the matter. ■

Jones, Salzman form QDE

Time Warner to bankroll network, cable, syndication, magazine and other projects

By Steve Coe

Quincy Jones and David Salzman have merged their companies to form Quincy Jones • David

Salzman Entertainment (QDE). The co-venture with Time Warner Entertainment will encompass programming for present and future technologies, motion pictures, network, cable and syndicated television. Other areas of involvement include magazine publishing, live entertainment, direct-response marketing and cross-media projects for home entertainment and educational uses.

Salzman said the idea for the co-venture came about while the two producers were working on the now-defunct *Jesse Jackson Show*. "Although the show came and went, our relationship remained. After a number of meetings we found we shared the same views of a multimedia world." Salzman said he and Jones went to New York and met with the late Time Warner chairman Steve Ross and current chairman Gerald Levin and discussed their ideas. "They loved our ideas and said we should pursue them. They suggested we should come together and maybe we could do more together beyond our core businesses. After two years we came up with a business plan," he said.

One of the more immediate projects for the new company is a deal with Fox Broadcasting for *Big Time TV*, a children's show being produced by

Broadcasting & Cable

Jun 14-20

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,526

2.5/4.5

TBS 1,319

2.2/3.9

TNT 773

1.3/2.4

ESPN 723

1.2/2.1

NICK 645

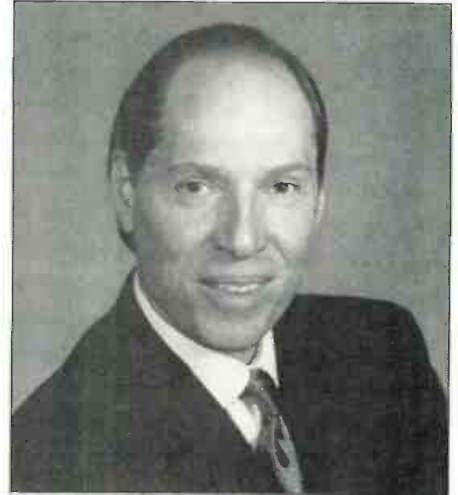
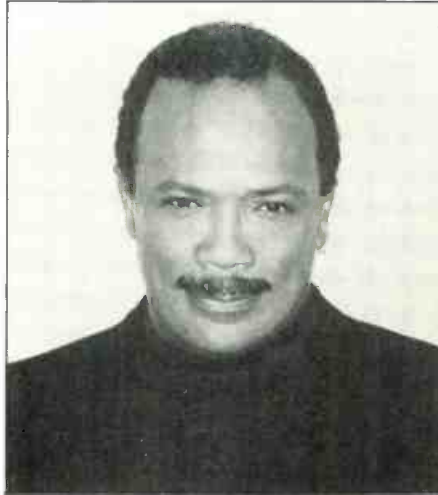
1.1/1.9

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.

Brandon Tartikoff out of Jones's WNOL-TV New Orleans. Although the deal with Fox is not finalized, Jones expects the show to debut nationally on Fox sometime during the 1993-94 season.

QDE will continue to oversee production of NBC's *Fresh Prince of Bel Air*, CBS's *Dark Justice* (a Magnum production in association with Lorimar Television) and the syndicated *Jenny Jones* in association with Telepictures. The new company also has pilot, series and specials commitments with NBC and CBS. The company is also in negotiations with a network for either a special or a series based on *Vibe*, a magazine founded by Jones that chronicles urban life. A preview issue was published last fall, and Time Warner has given the project a five-year commitment. In addition, two other magazines are being designed by QDE.

The company is also looking into new cable channels. Salzman said they are considering more than 10 ideas for new channels. "Some will have an interactive element with a multi-revenue stream. These will be



QDE partners Quincy Jones (I) and David Salzman team for multimedia venture.

different from anything else on television. On one channel, people could watch for free but they would have to become subscribers if they want to participate [in the interactive element]."

Time Warner is financing the overhead costs for seven years, costs that Salzman described as "substantial." He said QDE will be treated as a sepa-

rate production banner much like Warner Bros. or Lorimar. And "any profits that come into the company we can use to finance other projects as we like."

"I think we'll be a factor in the established businesses like television and movies, and I think we'll be pioneers in the new technologies," said Salzman. ■

Programing that second channel

Cable executives give broadcasters some advice on what to put on

By Joe Flint

Broadcasters getting cable channels to program as a form of retransmission consent should prepare themselves to wait a few years before seeing a second revenue stream—if the experiences of local and regional cable channels are any indicator.

Currently, there are at least six local and regional cable channels with the mix of news and local programing that will likely be the genre of choice for broadcasters such as Cox Communications' WPXI(TV) Pittsburgh and the four Times Mirror stations, which all received second channels from Telecommunications Inc.

Owning your own cable channel is no guaranteed passport to financial security. Although the original all-news local cable channel—Cablevision's Long Island-based News 12—is said to be profitable, it takes the average local cable channel as long as five years to get into the black.

Five years is the norm for any business to start to show a profit, but the cable channel business, according to several local cable executives, differs

greatly from what broadcasters are accustomed to.

First, the good news. If broadcasters simply want to use their second

TW dials up San Diego

Time Warner Cable is attempting to start competitive telephone access service in San Diego. Time Warner Axs filed the request last week with the California Public Utilities Commission. This would be the fifth competitive access business for Time Warner: there are existing systems in Kansas City, Mo., and Indianapolis; TW proposes to buy half an existing system in Columbus, Ohio, and it has teamed with Vision Cable to start a system in Charlotte, N.C. Time Warner Cable's vice president of corporate communications, Mike Luftman, said the company views competitive access as an important element of fiber-based full-service networks, which it proposes to build in markets around the country. The first full-service network is scheduled to go into operation in Orlando, Fla., sometime next year, offering interactive television and communications services. Time Warner Cable does not have a competitive access system in Orlando. "I think it's fair to say...we are going to transform all our major operations into full-service networks," Luftman said. "As we do that, we're going to get into competitive access. It's a very big, here-and-now revenue stream that we can tap into."

HEADLINES

News co-venture

Fox station WFXT-TV Boston and regional cable news network New England Cable News have entered into an agreement that will provide the over-the-air station with nightly news programming. Under terms of the agreement, NECN will produce a half-hour newscast that will air seven nights a week exclusively at 10 p.m. on the channel, beginning Sept. 7. A full-time producer will be hired to oversee the newscast as well as five other full-time and seven part-time employees.

More subs for Travel

The Travel Channel has signed carriage agreements with multisystem operators Continental Cablevision, Summit Cable and Omega Communications of Indianapolis. Along with recent signings Cox, Rifkin, Columbia International and

Telecable, The Travel Channel has the potential to add almost 6 million homes to its base of 17.5 million subscribers.

TNN's Emery forms production company

Ralph Emery, who has hosted the live nightly talk show *Nashville Now* on the Nashville Network for the past 10 years, is leaving the program to develop and produce specials and series for the cable network. Emery plans to develop concert specials and series exclusively for TNN through Ralph Emery Television Productions.

Viewers vote with wallet

Cable systems that have reduced the retail price of their pay-per-view movies from \$4.95 to \$3.95 have achieved an average buy-rate increase of nearly 75%, according to

research conducted by PPV distributor Viewer's Choice. The company has developed promotional materials designed to help cable systems make the switch to \$3.95, which is the price charged by eight of the top 10 systems showing Viewer's Choice product. Industrywide, most of the top 15 PPV systems charge \$3.95 for hit movies, according to Viewer's Choice.

CNN International goes basic in Asia

CNN International has signed a deal with Asian distributor Wharf Cable that will make the network available as part of a basic package. The network also has reached a distribution agreement in Romania to rebroadcast its signal for 18 hours daily to approximately 1 million TV households in the Bucharest metropolitan area.

channel to time shift their local news and play it throughout much of the day on the cable channel, the investment required is relatively small—about \$200,000 annually—and a quick turnaround to profit is possible. The bad news is that cable channel executives don't think that format will play as a good long-term strategy.

Time shifting "is not the way to do the job," said Bob Gremillion, vice president and general manager, Tribune Co.'s ChicagoLand Television News.

ChicagoLand is on budget right now and a "little ahead of the plan" in terms of getting profitable, Gremillion said. The channel, which launched last January, will take three to five years to show a profit, he said.

To get there, the channel—with 650,000 subscribers—will need to double its subscription base. That could become tougher for local cable channels if the cable industry goes à la carte and lets the subscriber decide what to program.

The initial start-up costs for these local cable news channels has been \$5 million-\$10 million.

That is what WPXI's vice president and general manager, John Howell, wants to avoid. "We're not going to hire hundreds and spend millions trying to start a headline news; it does not

make economic sense."

But without such an investment, time shifting, which Howell is considering for at least some of the programming, may be the only way. Most local cable news stations have 100-150 employees—the majority being journalists and the remainder sales and administrative staff.

"I don't think a time shift makes a lot of sense," said Paul Sagan, head of Time Warner's New York News 1, the New York City news channel reaching 900,000 homes. "Successful cable networks fill niches, and to just say 'gee, we'll just time shift' is a small step."

"Broadcasters should look hard at what they're getting into—this is very different from running a TV station," warned John Hillis, general manager of NewsChannel 8, the Washington cable news channel owned by WJLA-TV Washington's parent Allbritton Communications.

Hillis compared running such a channel to running a radio station. "The only difference is you can be number one without being the guy with the highest ratings," he said.

In terms of cost, cable channels such as Time Warner's New York One avoid trying to look like an affiliate newscast on cable.

"It's very beat driven, continuous

news around the clock from the field. No sweeps specials, no hype and no goofy weatherman," Sagan said.

New York News 1, in fact, employs one-man video journalists as reporters. "It's how to do news differently for less money."

In terms of advertising money, rates for 30-second spots on these channels can range from \$20-\$200 or \$300 depending on time period.

Agreeing with Howell on avoiding the high start-up costs of a cable news channel is Bob Williams, president, National Cable Advertising, a cable rep firm. "These news channels bite off a lot and absorb high production costs in the hopes of generating significant ad revenue to break even."

While Williams says that is a "good road," he also sees opportunity in localism beyond news—particularly in high school sports, Little League, school plays and PTA meetings.

"The major advertisers—Coke, Kraft, McDonald's—they can buy anything. What they want is fresh ideas," Williams said.

Williams envisions a cable channel showing a school play on pay per view with a sponsor. The cost of production would be very low, he said, and if the charge was low enough to attract even as few as nine viewers, "costs would be covered." ■

Battle lines drawn in Asian satellite TV

News Corp. makes its move on Asian TV market as Carlton and others wait in wings

By Meredith Amdur

With Rupert Murdoch's recent entry into the Asian television marketplace, competition among nascent services is moving into high gear.

Led by the first wave of U.S. cable programmers, who have taken positions on the two primary satellites, corporate investors are now preparing to stake claims in the expanding TV markets of China, Hong Kong, Taiwan, Southeast Asia and India.

Britain's Carlton Communications has been discussing the possibility of taking equity stakes in Asian broadcasters, or partnering a new channel launch with Pan-Asian satellite service Star TV. Carlton Television Managing Director Nigel Walmsley reportedly is in talks with Hong Kong broadcaster TVB, in which Murdoch's News Corp. recently acquired a 22% stake. Singapore and mainland China are also on Carlton's itinerary in its search for new TV investments.

Carlton, which holds the ITV broadcast franchise for London and is the leading broadcast equipment and videocassette manufacturer through subsidiaries Quantel and Technicolor, is ripe for international expansion with a strong balance sheet and healthy TV-related revenues of approximately \$900 million in 1992.

A Carlton spokesperson said the company recognizes the potential in Asia and the Far East and is involved in discussions with several groups. UK companies have been scarce on the international television investment scene—no British television companies are active players in Europe—and Carlton has long been touted as one of the more ambitious new players.

Publishing group Pearson, which has recently expanded its TV interests with stakes in Thames TV and BSkyB, is also reportedly making the rounds in Asia and apparently is considering an equity stake in Star TV.

Following the growing number of would-be channel suppliers and satellite services to the East, News Corp. is the latest in what is becoming a sea of rival satellite packages scrambling to secure distribution in the most lucrative Asian markets.

News Corp. took its first major step into the Asian TV market with intentions to invest approximately \$240 million for a 22% share in Hong Kong broadcast network TVB. One of two domestic TV companies in the prosperous crown colony, with an 80% viewing share, TVB offers Murdoch a good beachhead to the wider and potentially lucrative mainland China market.

A leading supplier of Chinese-language programming, TVB has its own satellite TV plans, having joined the rival consortium of U.S. cable networks on Palapa to move in against the region's reigning satellite power, Hutchvision-owned Star TV.

The deal will see News Corp. acquire 11% of TVB from the company's two majority shareholders, Sir Run Run Shaw and Malaysian businessman Robert Kuok. With extensive expertise in satellite broadcasting, News Corp. will help to bolster the

rival package's strategy for competing against Star, perhaps utilizing a strategy that stresses local Chinese programming versus imported fare.

Analysts claim Murdoch may ultimately be out for a larger stake in the Hong Kong broadcaster, as well as a rumored interest in an Australian TV venture. According to one London-based investment analyst, News Corp. is fast moving its capital into TV growth industries, and could well sell off some of its newspaper interests in coming years. ■

Errata

In June 7 story, "Fourteen in the Fast Lane," the total budget for both original and nonoriginal programming on basic cable in 1991 was \$1.8 billion, according to data supplied by Paul Kagan Associates.

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Petry TV's May sweeps SNAP rating analysis

By Mike Freeman

Although Petry Television has traditionally provided individual daypart and demographic rating averages for nationally syndicated programs from its SNAP software analyses, the New York-based rep firm is forgoing the release of overall rating averages. The change in the May 1993 sweeps report appears to be a response to the desire of the syndication and station research communities that program performance be delineated by the predominant dayparts a syndicated show is cleared in. "Daypart and demo ratings are the most accurate gauges of a program's performance, but we had also provided the trade papers and our stations with overall market averages to paint a broader picture," said Dick Kurlander, vice president and director of programming for Petry.

(Because of the number of syndicated programs,

space constraints and the need to simplify the ratings report, the chart below contains primarily daypart ratings, with some exceptions noted for demo ratings.)

Demo ratings did figure prominently in the success of certain syndicated shows that may not otherwise have shown up in the daypart ratings. Twentieth Television's reality-based *Cops* series only held even with its year-ago (May 1992) prime access time period averages at a 5.6 rating/11 share in the Nielsen diaries (NSI, April 29-May 26, 1993), but recorded an 8 share gain (+67%) in the male 18-34 demo ratings (4.6/20).

In the late-night talk show arena, Multimedia's *Rush Limbaugh* has hit paydirt with a 12 share jump (+120%) among males 25-54 (2.3/22). *Rush's* 3.2/21 late fringe average (+91%) continues to outpace *Arsenio*, which posted a 2.4/10 daypart average (-23%) and a 2.3/14 average among his core women 18-34 demographic (-26%).

Nielsen Station Index market averages (100% reporting)

OFF-NET SITCOMS	Early Fr. HH rtg/sh	% Sh chg 5/92	Prime A. HH rtg/sh	% Sh chg 5/92
<i>Roseanne</i>	6.3/14	+8%	6.7/14	+17%
<i>Full House</i>	5.6/14	+27%	NA	-
<i>Cheers</i>	5.0/14	-13%	6.4/14	-7%
<i>Married...w/Ch.</i>	NA	-	5.8/11	even
<i>Golden Girls</i>	5.0/14	-23%	5.5/11	-24%
<i>Murphy Brown</i>	NA	-	4.4/9	-31%
<i>Saved by the Bell</i>	4.3/9	+13%	NA	-

REALITY SERIES	Prime A. HH rtg/sh	% Sh chg 5/92	Early Fr. HH rtg/sh	% Sh chg 5/92
<i>E.T.</i>	7.8/15	-21%	4.9/17	-11%
<i>Inside Edition</i>	7.5/17	-6%	6.2/19	-5%
<i>A Current Affair</i>	6.9/14	-13%	5.7/16	-11%
<i>Hard Copy</i>	6.8/13	-13%	5.3/15	-6%
<i>Cops</i>	5.6/11	even	4.3/10	-23%
<i>R. Highway Pat.</i>	3.6/5	NA	3.1/9	NA

GAME SHOWS	Prime A. HH rtg/sh	% Sh chg 5/92	W/25-54 rtg/sh	% Sh chg 5/92
<i>Wheel</i>	15.3/33	+10%	7.4/25	-4%
<i>Jeopardy!</i>	13.8/28	+12%	7.2/22	even
<i>Fam. Feud</i>	5.1/11	-8%	3.5/11	-15%

DAYTIME TALK	Early Fr. HH rtg/sh	% Sh chg 5/92	Morning HH rtg/sh	% Sh chg 5/92
<i>Oprah Winfrey</i>	10.8/35	even	NA	-
<i>Donahue</i>	5.7/20	-17%	5.1/24	-14%
<i>Sally Jessy Raph.</i>	5.0/18	even	5.1/23	-12%
<i>Regis & Kathie</i>	NA	-	5.0/23	+10%
<i>Montel Williams</i>	4.7/19	+10%	2.7/13	even
<i>Maury Povich</i>	4.7/18	even	4.0/17	even
<i>Geraldo</i>	4.5/17	-11%	3.5/16	-6%

<i>Jerry Springer</i>	NA	--	3.0/13	+7%
<i>Vicki [Lawrence]</i>	NA	--	2.9/14	+27%
<i>Jenny Jones</i>	NA	--	2.7/12	+33%
<i>Rush Limbaugh</i>	NA	--	2.5/15	+67%
<i>Jane Whitney</i>	NA	--	2.1/7	-17%
<i>Joan Rivers</i>	NA	--	1.9/7	-17%

LATE-NIGHT TALK	Late Fr. HH rtg/sh	% Sh chg 5/92
<i>Rush Limbaugh</i>	3.2/21	+91%
<i>Arsenio</i>	2.4/10	-23%
<i>Jane Whitney</i>	2.2/11	even
<i>Whoopi Goldberg</i>	1.4/6	-33%
<i>Jerry Springer</i>	1.2/15	+50%

ANIMATED STRIPS	Early Fr. K 2-11 rtg/sh	% Sh chg 5/92	Morning K 2-11 rtg/sh	% Sh chg 5/92
<i>Batman</i>	8.0/33	+14%	NA	-
<i>Tiny Toon¹</i>	7.7/32	+10%	NA	-
<i>Goof Troop</i>	7.1/30	-3%	NA	-
<i>Darkwing Duck</i>	5.8/28	-15%	3.9/27	-27%
<i>Tom & Jerry¹</i>	5.7/31	even	NA	-
<i>Talespin</i>	5.3/27	-13%	3.7/27	-13%
<i>Chip 'n' Dale</i>	4.1/26	-16%	3.6/29	-6%
<i>DuckTales</i>	2.1/18	+20%	4.9/27	+23%

WEEKLY HOURS	Prime A. HH rtg/sh	% Sh chg 5/92	Prime T. HH rtg/sh	% Sh chg 5/92
<i>Star Trek: TNG</i>	6.6/19	NA	8.1/19	NA
<i>Star Trek: DSN</i>	6.2/16	+7%	5.9/10	+11%
<i>Baywatch</i>	4.0/12	+20%	3.8/6	-25%
<i>Kung Fu: Legend</i>	3.1/11	+22%	3.8/6	-14%
<i>Time Trax</i>	2.6/9	even	3.2/5	-17%
<i>The Untouchables</i>	2.5/8	-11%	2.7/4	-50%

Source: Petry Television's analysis of SNAP ratings from Nielsen diaries (NSI, April 29-May 26, 1993). Footnotes: NA = Not Applicable where ratings were excluded because a majority of the program's clearances fell in another daypart listed elsewhere in the chart. ¹ Animated series cleared on Fox Children's Network weekday lineup are technically network-cleared programs. **Early Fr.**-early fringe. **% Sh chg**-percent share change over May 1992. **Prime A.**-prime access. **Prime T.**-prime time. **w/25-54**-women, 25-54. **HH rtg/sh**-Household rating/share.

LMN means interactive TV buying

New cable channel will marry vintage programming, direct-response advertising

By Rich Brown

Los Angeles-based marketing company The Lincoln Mint plans to invest \$100 million in programming over the next year in LMN, a new interactive cable network featuring a mix of home shopping and entertainment programming.

The 24-hour network, scheduled to debut Aug. 15 in the U.S., will use a specially designed box that will connect to a television and a phone and will allow the viewer, via a one-touch remote control, to click on-screen icons to access information about products on the screen. For example, LMN might feature Marilyn Monroe in *Some Like It Hot* and then allow the viewer to press a button at the bottom of the screen to purchase a collector's edition of her greatest hits.

The set-top box, known as "The Vault," will be shipped directly to cable subscribers at no cost to either the subscriber or the cable operator. It is expected to be available within four months after the launch of LMN. The box also will have the capability of instantly printing out hard copies of coupons and other offers directly to the home.

The LMN channel will be offered at no cost to cable system operators, and operators will share in the revenue from products sold. The network will feature a mix of classic programming and original entertainment shows patterned after classic variety shows such as *The Ed Sullivan Show*. President of the channel is Thomas E. Keith, creator of an earlier interactive technology known as The Games Channel.

The company is co-venturing with Tokyo-based marketing firm Spring Arrow to launch LMN Japan, which will be offered in Japan, Korea and other Asian countries by the end of September.



Broadcasting & Cable Top Cable Programs

June 14-20

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

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	2,425	4.0	<i>Rambo: First Blood Part II (movie)</i>	Fri. 9-11p	USA
2.	2,234	3.7	<i>Rambo III (movie)</i>	Thu. 9-11p	USA
3.	2,147	3.6	<i>Rambo III (movie)</i>	Sun. 4-6p	USA
4.	1,888	3.1	<i>Murder, She Wrote</i>	Mon. 8-9p	USA
5.	1,858	3.1	<i>Rambo: First Blood Part II (movie)</i>	Sun. 2-4p	USA
6.	1,747	2.9	<i>Black Ice (movie)</i>	Wed. 9-11p	USA
7.	1,709	2.8	<i>WWF Monday Night Raw</i>	Mon. 9-10p	USA
8.	1,658	2.8	<i>K-9 (movie)</i>	Sat. 3-5p	USA
9.	1,579	2.6	<i>Murder, She Wrote</i>	Wed. 8-9p	USA
10.	1,578	2.6	<i>Murder, She Wrote</i>	Fri. 8-9p	USA
11.	1,552	2.6	<i>Big Jake (movie)</i>	Sat. 4-6p	TBS
12.	1,549	2.6	<i>WCW Clash of the Champions</i>	Thu. 8-10p	TBS
13.	1,529	2.5	<i>MLB (New York-Atlanta)</i>	Tue. 7:30-10p	TBS
14.	1,516	2.5	<i>Perry Mason: Case of Sinister Spirit</i>	Sun. 7-9p	TBS
15.	1,507	2.6	<i>Ren & Stimpy</i>	Sun. 11-11:30a	NICK
16.	1,506	2.5	<i>MLB (New York-Atlanta)</i>	Mon. 7:30-11p	TBS
17.	1,487	2.5	<i>WWF All American Wrestling</i>	Sun. 12n-1p	USA
17.	1,487	2.5	<i>Saved by the Bell</i>	Tue. 5:30-6p	TBS
19.	1,452	2.4	<i>Saved by the Bell</i>	Thu. 5:30-6p	TBS
19.	1,452	2.4	<i>Saved by the Bell</i>	Fri. 5:30-6p	TBS
21.	1,401	2.3	<i>MLB (Atlanta-Montreal)</i>	Sat. 7:30-10:30p	TBS
22.	1,393	2.3	<i>The Last Dinosaur (movie)</i>	Wed. 9-11p	TBS
23.	1,383	2.4	<i>Rugrats</i>	Sun. 10:30-11a	NICK
24.	1,331	2.2	<i>Silk Stalkings</i>	Mon. 10-11p	USA
25.	1,327	2.2	<i>Black Ice (movie)</i>	Sun. 8-10p	USA
26.	1,305	2.2	<i>Professional Boxing</i>	Tue. 9-11p	USA
27.	1,304	2.2	<i>Ren & Stimpy</i>	Sat. 9-9:30p	NICK
28.	1,288	2.1	<i>MLB (Atlanta-Montreal)</i>	Sun. 1:30-4:30p	TBS
29.	1,259	2.1	<i>Saved by the Bell</i>	Thu. 5-5:30p	TBS
30.	1,250	2.0	<i>SportsCenter</i>	Sun. 10:36-11:36p	ESPN
31.	1,233	2.1	<i>Are You Afraid of the Dark?</i>	Sat. 9:30-10p	NICK
32.	1,231	2.0	<i>Silk Stalkings</i>	Sun. 11p-12m	USA
33.	1,229	2.0	<i>WCW Saturday Night</i>	Sat. 6-7:30p	TBS
34.	1,224	2.0	<i>Mankillers (movie)</i>	Sat. 11p-1a	USA
35.	1,203	2.0	<i>Counterstrike</i>	Sun. 10-11p	USA
36.	1,195	2.0	<i>Saved by the Bell</i>	Mon. 5:30-6p	TBS
37.	1,187	2.0	<i>Loose Cannons (movie)</i>	Thu. 10p-12m	TBS
38.	1,186	2.0	<i>WCW Main Event</i>	Sun. 6-7p	TBS
39.	1,148	1.9	<i>Murder, She Wrote</i>	Thu. 8-9p	TBS
40.	1,167	2.1	<i>Brides of Christ (pt. 2)</i>	Mon. 9-11p	A&E

	ABC	CBS	NBC	FOX
MONDAY	9.2/17	8.9/16	11.0/20	NO PROGRAMING
8:00		33. Evening Shade 8.8/17	26. Fresh Prince 10.1/20	
8:30	35. Day One 8.5/16	39. Major Dad 8.3/15	28. Blossom 9.7/18	
9:00		27. Murphy Brown 9.9/17		
9:30	29. ABC Monday Night Movie—Stealing Home 9.6/17	40. Love & War 8.2/14	12. NBC Monday Night Movies—Hell Hath No Fury 11.6/20	
10:00		31. Northern Exposure 9.1/16		
10:30				
TUESDAY	10.1/18	11.3/20	8.4/15	4.8/9
8:00	13. Full House 11.4/22	18. Rescue: 911 11.2/20	60. Route 66 6.6/13	78. Paul McCartney Live 4.8/9
8:30	20. Hangin' w/Mr. C 10.5/20			
9:00	6. Roseanne 14.6/26		47. South Beach 7.8/13	
9:30	24. Room for Two 10.4/18	15. CBS Tuesday Movie—A Fugitive Among Us 11.3/20		
10:00	58. Jack's Place 6.8/12		19. Dateline NBC 10.9/20	
10:30				
WEDNESDAY	9.5/17	8.8/16	16.1/29	4.2/7
8:00	52. Wonder Years 7.4/15	68. Storm the Castle 5.9/11	15. Unsolved Mysteries 11.4/22	78. Beverly Hills 90210 4.9/9
8:30	53. Doogie Howser 7.3/14			
9:00	5. Home Improvmt 15.2/26	34. In the Heat of the Night 8.7/15		93. Melrose Place 3.6/6
9:30	8. Coach 12.8/21		3. NBA Finals Game 4—Phoenix vs. Chicago 20.0/35	
10:00	56. Billy Ray Cyrus Special 7.1/12	11. 48 Hours 12.0/21		
10:30				
THURSDAY	10.9/20	9.0/17	8.4/15	7.0/13
8:00	20. Matlock 10.5/21	40. David Copperfield Special 8.2/16	President Clinton's Address	30. The Simpsons 9.4/19
8:30			68. Wings 5.9/11	48. Martin 7.7/15
9:00	48. Crossroads 7.7/14	20. Eye to Eye with Connie Chung* 10.5/19	24. Cheers 10.4/19	64. ILC: 1st Season 6.3/11
9:30			9. Seinfeld 12.4/22	84. Down the Shore 4.5/8
10:00	7. Primetime Live 14.4/26	40. Picket Fences 8.2/15	60. Sisters 6.6/12	
10:30				
FRIDAY	8.8/17	7.3/14	13.7/27	5.7/12
8:00	46. Family Matters 7.9/17	72. Golden Palace 5.7/12	74. Fresh Prince 5.3/12	60. America's Most Wanted 6.6/14
8:30	37. Step By Step 8.4/18	73. Cutters 5.6/12	65. Fresh Prince 6.1/13	78. Sightings 4.8/10
9:00	50. Dinosaurs 7.6/15			83. Sightings 4.6/9
9:30	65. Home Free 6.1/11	44. CBS Special Movie—Face of a Stranger 8.1/15	4. NBA Finals Game 5—Phoenix vs. Chicago 19.2/36	
10:00	15. 20/20 11.3/21			
10:30				
SATURDAY	6.0/13	8.3/13	5.2/11	6.3/14
8:00	90. Young Indiana Jones Chronicles 3.9/9	45. Dr. Quinn, Medicine Woman 8.0/18	78. Almost Home 4.8/11	59. Cops 6.7/16
8:30			77. Nurses 5.1/11	53. Cops 7.3/16
9:00	75. FBI: Untold Stor 5.2/11		57. Empty Nest 6.9/15	71. Code 3 5.8/13
9:30	67. Amer Detective 6.0/13	35. The Carol Burnett Show: A Reunion 8.5/18	60. Empty Nest 6.6/14	75. Code 3 5.2/11
10:00	37. The Commish 8.4/18		91. Black Tie Affair 3.8/8	
10:30			88. Powers That Be 4.0/9	
SUNDAY	8.4/15	11.1/21	17.7/33	4.1/8
7:00	88. Life Goes On 4.0/8	9. 60 Minutes 12.4/26		95. Parker Lewis 2.6/6
7:30				94. Shaky Ground 3.0/6
8:00	31. Am Fun Hm Vid 9.1/17	53. Murphy Brown 7.3/14	1. NBA Finals Game 6—Chicago vs. Phoenix 20.5/39	84. In Living Color 4.5/9
8:30	40. Am Fun People 8.2/15			91. Roc 3.8/7
9:00		13. CBS Sunday Movie—Parenthood 11.4/20		68. Married w/Childn 5.9/10
9:30	20. ABC Sunday Night Movie—Blind Witness 10.5/18			78. Herman's Head 4.8/8
10:00			51. Law and Order 7.5/14	87. Flying Blind 4.1/7
10:30				86. The Edge 4.2/8
WEEK'S AVGS	8.9/17	9.3/18	11.9/22	5.2/10
SSN. TO DATE	11.9/20	12.6/21	11.1/18	7.4/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio

Three groups poised for merger

Atlantic, Stoner and Multi Market combine 16 stations into American Radio Systems

By Peter Viles

Three months after its plans to merge with Pyramid Broadcasting fell through, Atlantic Radio is playing the merger game again.

This time, Atlantic is part of a three-way merger, in the final stages of negotiation, that would create a group of 16 stations. The group, American Radio Systems, would be based in Boston and would include stations owned by Atlantic, Stoner Broadcasting System and Multi Market Communications.

In announcing the planned merger, the three companies said Atlantic Chairman and Chief Executive Officer Steve Dodge will be chief executive officer of the new company. Tom Stoner will serve as a director and as chairman of the executive committee, and David Pearlman, president and chief executive officer of Multi Market Communications, will become chief operating officer of the group. Joseph Winn, president of Atlantic, will be chief financial officer.

The proposed merger will not create any new duopolies, but it will merge into one group existing duopolies in Boston, Dayton, Des Moines and Rochester.

"In four of the eight markets we're in, there is a duopoly in place," said Dodge. "And it is every bit our intention to create duopolies in the markets where they don't exist—although that is going to take some time."

In announcing the merger, the three companies said the new group will have initial capitalization in excess of \$100 million, and that it expects to expand via a public equity offering in the future.

Stations include:

■ Atlantic's WRKO(AM), WHDH(AM) and WBMX-FM, all Boston;

■ Stoner's WCMF-FM and WRMM-AM-FM, both Rochester, N.Y., WMMX-FM, WTUE-FM and WONE(AM),

all Dayton, Ohio, WYRK-FM Buffalo, KGGO-FM Des Moines, WDJX-AM-FM Louisville and WNBF(AM) and WHWK-FM, both Binghamton, N.Y.;

■ Multi Market's WZMX-FM Hartford, Conn.

In addition, Stoner is expected to close shortly on its acquisition of

KDMI-FM Des Moines.

Atlantic had announced plans to merge with Pyramid late in 1992, a move that would have formed a powerhouse five-station combo in Boston. But those talks fell through in March, and Atlantic soon began talks with Stoner and Multi Marketing. ■

EZ to test Wall Street

Fairfax, Va.-based EZ Communications has announced plans for an initial public offering to raise at least \$30 million to reduce its long-term debt.

EZ plans to sell 3.9 million shares of class A common stock, at a maximum offering price of \$13 million. That includes some 510,000 shares that could be purchased by the underwriters, First Boston Corp. and Alex. Brown & Sons.

In its filing, EZ, which owns 10 stations and plans to purchase two more that it operates through local marketing agreements, reported a loss of \$587,000 in the year ending March 31, 1993. EZ reported revenue of \$47.5 million and station cash flow of \$12.7 million. The company's long-term debt is listed at \$61.3 million.

At an expected price of \$12 per share, EZ said it expects the offering to raise \$30 million. In addition, the company plans to borrow \$4.5 million to redeem senior subordinated notes and another \$4.5 million to buy WQKB-FM Pittsburgh.

After the public offering, Art Kellar, EZ founder and chairman, and his son-in-law, EZ President Alan Box, would retain voting control, owning 82% of the company's voting stock. —PV

KRTH may make Infinity #1 in billings

More on Infinity's record-setting \$110 million agreement to purchase KRTH-FM Los Angeles: According to Infinity's chief financial officer, Farid Suleman, the deal, when completed, will bring Infinity roughly even with CBS Radio as the highest-billing station group in radio.

Suleman predicts that Infinity will probably have a slight edge in billings in 1994, the first full year in which Infinity will operate KRTH.

Infinity expects the deal to close later this year, so CBS will remain the highest-billing group in radio through 1993.

In 1992, according to Duncan's Radio Market Guide, Infinity was the fourth-highest-billing station group, with \$170 million in revenue, trailing CBS (\$232.7 million), Group W (\$201.2 million) and ABC (\$198.4 million). —PV

First for King: Clinton radio interview

Mutual Broadcasting's Larry King snagged a first last week: a radio interview with President Clinton. In what Westwood One described as Clinton's first network radio interview, the President took questions during King's afternoon drive show last Monday (June 21) about his budget battles with the Republicans and the upcoming economic summit in Japan.

Jacor changes

Jacor Communications has announced several executive changes. Terry S. Jacobs, chairman, president and CEO, has retired, but will continue to serve the company as a consultant and director. The company announced that David M. Schulte, a partner of the ZellChilmark Fund, which holds 93% of Jacor's common stock, is the new chairman. Jacor said operations will be run by Randy Michaels, president and co-CEO, and Robert Lawrence, co-CEO.

Back to the '70s

News from Westwood One: disco isn't dead. In fact, it's coming back. On July 4, Westwood One launches *The Retro Show*, a weekly show highlighting dance music from the late '70s and early '80s. Hosted by Gary Spears, afternoon drive personality on WBBM-FM Chicago, the show will feature music by K.C. and the Sunshine Band, Donna Summer, Rick James, Earth, Wind & Fire and Kool & The Gang.

U2 concert to Westwood

Are the days of the big concerts coming back? Westwood One certainly hopes so. To follow up on its special Paul McCartney concert program, Westwood has lined up what could be the concert of the summer: the worldwide live broadcast of U2's Aug. 28 concert in Dublin. The concert comes at the end of U2's European tour, and will come just two months after the release of the group's seventh album. "This will be one of the widest-reaching music event broadcasts in the history of radio, and shows the obvious strength of U2's following,"

said Norm Pattiz, Westwood One chairman/CEO.

'Soft launch' for Imus, Don & Mike

Call it a "soft launch." Without much fanfare, Unistar has quietly debuted two new nationally syndicated long-form shows—*Imus in the Morning* with WFAN(AM) New York's Don Imus and *Don & Mike* with Don Geronimo and Mike O'Meara, the afternoon drive team on Washington's WJFK-FM. The *Don & Mike* show began June 14 on WWKB(AM) Buffalo, N.Y., and added Infinity's WQYK(AM) Tampa, Fla., on June 21. Imus also started with WQYK, and is to add WEEI(AM) Boston on July 12. The *Imus* show is being sold on a cash/barter basis, with Unistar taking only one minute per hour of commercial time, and local stations keeping roughly 18 minutes for their own commercials, news, weather and traffic. *Don & Mike* is a more traditional network show, sold on a barter basis, with Unistar taking four minutes per hour. *Imus* airs 6-10 a.m. ET; *Don & Mike* airs 3-7 p.m. ET. There has been no official word on Unistar's next long-form offering, but speculation has been that it will involve Doug (The Greaseman) Tracht.

Top Unistar sales job goes to Higgins

Unistar has named company veteran Jim Higgins to the post of senior vice president, sales—the top sales position at the network. The promotion comes six months after Higgins was appointed senior vice president, national sales. "Jim's knowledge of the network radio marketplace and his strong client and agency relationships have been a major asset to Unistar," said Unistar President Bill Hogan. Higgins replaces David Landau, who left the network to pursue other interests.

MacArthur fellowship to NPR figure

William H. Siemering, a radio producer and central figure in the creation of National Public Radio, has been selected to receive a MacArthur Fellowship of \$345,000. The "no-strings-attached"

awards are among the most prestigious of their kind in the nation. Recipients can use the money any way they choose, and no one can apply for the grants—names are forwarded by a group of designated nominators who serve anonymously. Siemering helped create shows such as *All Things Considered* for NPR and *Fresh Air* for WHY-FM Philadelphia.

Katz buys UK rep firm

Katz International Ltd. has bought the UK's leading radio sales company, Independent Radio Sales. Katz says the acquisition will give the company nearly 50 sales professionals in Europe. Katz already owns a television rep firm that has offices in London, Paris and Frankfurt.

Lifetime deal for WLW's Truckin' Bozo

Don't laugh. Dale Sommers, known to loyal listeners as "The Truckin' Bozo," has signed a deal most radio personalities would almost die for: a lifetime contract. Sommers, who hosts a midnight to 5 a.m. show called *Interstate 700* on WLW(AM) Cincinnati, has built one of the biggest overnight followings in radio. Fearing that Sommers was thinking of giving up radio, the Jacor-owned station signed him to what Bill Wills, the station's program director, called "a virtual lifetime deal."

Dees to host Marconi show

Countdown star Rick Dees will host this year's Marconi Radio Awards show, to be held Sept. 11 at the NAB Radio Show in Dallas. Host of the syndicated *Rick Dees Weekly Top 40* show since 1979, Dees is also a morning drive host on KHS-AM-FM Los Angeles.

Spotlight on radio

The summer edition of the Freedom Forum's quarterly *Media Studies Journal* is devoted entirely to radio. The 200-page report, "Radio: The Forgotten Medium," has 19 articles, including ones by FCC Commissioner Andrew Barrett and Tom Lewis, author of "Empire of the Air." For information on ordering, call (212) 678-6600. —PV

Washington

FCC postpones home shopping vote

Must-carry status of HSN stations now uncertain

By Kim McAvoy

At the request of Commissioner Ervin Duggan, the FCC last week delayed a vote on whether home shopping stations will receive must-carry status.

FCC Chairman James Quello said the commission will take up the question this week (the Cable Act requires the FCC to act on the matter by July 2).

Although the commission had appeared ready to grant home shopping stations must carry at its meeting last Thursday, both Quello and Duggan are now expressing reservations.

"Do home shopping stations serve the public interest?" asked Duggan in a statement. "And has our concept of the public interest become so denatured—so attenuated—that virtually anything goes?"

The home shopping proceeding could go a long way toward defining what the public interest is for broadcasters, Duggan said. "As one who has repeatedly called for the rehabilitation and rejuvenation of the...standard, I am not eager to make a shallow judgment on such a deep question."

Quello said the commission would "reconsider this whole thing" and that it might be "jump[ing] the gun" to grant home shopping stations must carry. "In a larger multichannel world it might be different," he said.

Capitol Hill pressure may have had something to do with the commission's decision to pull the item.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) wrote to Quello on Tuesday opposing must-carry status for some shopping stations. But Quello told BROADCASTING & CABLE he and Duggan had discussed pulling the item before the FCC received Dingell's letter.

If the FCC denies must-carry status to home shopping, the big losers



would be Silver King Communications, a 12-station broadcast group, and about 100 other affiliates of the Clearwater, Fla.-based Home Shopping Network. (Silver King was spun off from Home Shopping Network to HSN shareholders.)

"Since competitive stations do get must carry, it would put [the HSN affiliates] at a very real economic disadvantage," said HSN Washington lobbyist Barry Zorthian.

HSN affiliates are entitled to must-carry status, Zorthian said. As a matter of fact, he added, Silver King stations and many of the HSN affiliates carry more "public interest" programming than do their independent competitors. The Silver King stations, he said, air five minutes of news each hour and air a four-hour block of children's and public-affairs programming each Sunday morning.

HSN also feels that the constitution is on its side. "There is a very real

First Amendment issue here about content," said Zorthian.

Dingell, in the letter, said the home shopping format "makes a mockery of the public-interest responsibilities that are embodied in the Communications Act."

According to Dingell, the 1992 Cable Act requires "de novo determination" of whether shopping stations operate in the public interest and are thus entitled to must carry because of "widespread dissatisfaction with prior decisions that permit these stations to operate in this manner."

The commission, Dingell said, is required to consider the level of competing demand for the spectrum "allocated" to such stations. "The term 'allocated' was included in the statute in order to force the commission to revisit its earlier policies, and to determine that allowing television licensees to broadcast these sales presentations constitutes the 'highest and best use'

of these scarce spectrum resources."

Moreover, Dingell said, he has heard from Michigan municipal officials who expressed "a substantial level of dissatisfaction" with the idea that popular cable channels would be dropped so that cable operators would be able to carry shopping channels.

Dingell urged the FCC to consider also the impact that granting must-carry status to home shopping would have on the agency's ability to defend in court other FCC policies mandated by Congress. "I am concerned that the commission's refusal to restrict commercialization in this proceeding could

well undermine its ability to defend the constitutionality of the Children's Television Act of 1990, as well as the Telephone Disclosure and Dispute Resolution Act," wrote Dingell.

Quello said FCC Commissioner Andrew Barrett went along with the postponement. ■

Cable demands changes in rate regs

Benchmark system will retard growth of industry; small operators ask for exemption

By Harry A. Jessell

The cable industry, led by the National Cable Television Association, last week besieged the FCC with pleas to ease its new rate regulations, which the agency estimates will cut cable rates by \$1.5 billion a year and limit future rate hikes.

Arguing that the regulations will severely constrain investments in programming and technology, cable operators and programmers took particular aim at the FCC's rate benchmarks, which, in effect, establish price caps for systems in noncompetitive markets. The benchmarks are based on rates charged in competitive markets, in markets with low (less than 30%) penetration and by municipally owned systems.

The operators also blasted the so-called cost-of-service showings that systems will have to make to justify rate hikes in excess of a cap, and a variety of other rules they say the FCC did not think through fully. And small operators sought exemptions.

By suppressing rates below "reasonable levels," the NCTA said, the FCC's benchmark system goes beyond correcting any abuses in rates. "Indeed, it punishes the entire industry for those perceived abuses, and it does so in a manner that ultimately makes it impossible for cable operators, programmers and equipment suppliers to provide the level of cable service that consumers desire, demand and deserve," it said.

"While benchmarks are not inherently inconsistent with the act," said Time Warner Entertainment, "the methodology used to calculate [them] ...is so fatally flawed that [they] ...cannot lawfully serve as a legitimate basis for regulation. In fact, the FCC's price-per-channel measurements could be wrong by as much as

25% in either direction."

What's more, TWE said, the FCC overstepped by applying its regulatory regime to the cable programming tiers of most cable systems. Congress's intent was to regulate only the cable programming tiers of a small minority of systems found to be overcharging, or "bad actors," it said.

Continental Cablevision agreed. The FCC "erred in establishing a benchmark system that treats satellite tier rates no differently than rates for basic service," it said.

"The commission has no basis for its conclusion that the benchmark rates are compensatory, [it] has ignored evidence that systems subject to 'effective competition' [on which the benchmarks are partially based] are unprofitable, and [it] has effectively denied rational recourse to cost-of-service alternatives," Continental said.

"As a result, the system discourages network modernization, discourages the addition of high-quality networks, dismantles low-cost lifeline tiers, punishes good actors and re-

CBA calls for four-letter calls

By Sean Scully

The Community Broadcasting Association is strongly supporting an FCC proposal to ease the rules on low-power television stations.

The CBA told the commission last week that granting LPTV stations four-letter call signs like regular broadcast stations would be good for the industry. "LPTV walks like a TV station and talks like a TV station, but it is not called a TV station when it must use a call sign that is not familiar to the public," the association said. LPTV stations now use a five-character call sign, beginning with W or K and followed by two digits and two letters.

"The present call sign format imposes an even greater burden than LPTV stations otherwise bear because of their limited power," the CBA wrote, noting that program guides cannot accommodate the strange call sign and that program suppliers do not recognize the format and therefore are reluctant to sell programs to the station.

The organization rejected, however, the idea of adding "LP" after the four-letter call sign to designate low-power stations.

"The difference between full-power and low-power call signs causes considerable confusion today on both the consumer and the professional level," they wrote. "Perpetuating that distinction, albeit in a different form, will only perpetuate the confusion."

The CBA also endorsed the idea of relaxing application rules, which are tight for LPTV, saying it would save considerable time and money. The FCC holds LPTV applicants to a "letter perfect" standard, which means that in order to be considered, an application must be submitted without a flaw. Since the FCC accepts LPTV applications only during brief periods, the CBA argued, the letter-perfect standard places an undue hardship on LPTV applicants, since they must wait for the next FCC application period to resubmit an application. Regular radio and television applicants, by contrast, can correct and resubmit a defective application immediately. ■

wards bad actors," Continental said.

Tele-Communications Inc. targeted several specific problems, including the requirement that consumers subscribe to basic service before being allowed to buy PPV or pay services on a standalone a la carte basis. "An interpretation of the act that produces the anomalous result of putting consumers in a worse position than they would be without it bears a very heavy burden of proof," it said.

Contrary to congressional intent and the public interest, Comcast said, the rules do "not provide for cable operators to recover costs of expansion or modernization...except through onerous cost-of-service showings."

Such showings "should be reserved for situations with extraordinary or unusual facts," Comcast said. The FCC should allow a system to pass through as a "normal adjustment" to its price cap "capital expenditures and other costs of expanded or improved service along with a reasonable return on investment."

A simple price-cap adjustment would lessen the regulatory burden on systems and give them an incentive to upgrade and improve service, it said.

The Community Antenna Television Association urged the FCC to exempt small systems with 1,000 or fewer subscribers, or at least simplify the "complicated and burdensome" rules for such systems.

The Arizona Cable Television Association and the Pennsylvania Cable Television Association, along with several small and mid-sized operators, urged that the exemption be expanded to include systems with 10,000 or fewer subs.

The Coalition of Small System Operators, a group of operators with systems averaging just 335 homes, said systems with fewer than 1,000 subscribers should be allowed to demonstrate their rates are reasonable by a net-income analysis.

"We believe it is incontrovertible that small systems whose total annual gross revenues do not exceed the sum of their operating expenses, annual depreciations and interest requirements are not charging unreasonable rates," the coalition said.

"In addition, plainly some positive net income, as a percentage of revenues, is reasonable."

Cable programmers complained the FCC rules would cripple them. The rules have already led to "a freeze in

the cable programming market," said Discovery Communications, owner of The Discovery Channel and The Learning Channel. Prior to the rules, numerous operators expressed interest in adding TLC. However, since the rules, it said, operators are uninterested in adding any new channels "except on an unregulated basis."

Two major equipment suppliers, Scientific-Atlanta and Corning, criticized the rules for failing to provide a means for operators to recover the cost of capital investment. "The threat these regulations pose to capital investment is not a product of cable industry puffery, but indeed very real," they said in joint comments. ■

Election bills vex stations

Legislation would provide big cuts in rates, free airtime

By Kim McAvoy

Broadcasters are on the defensive as Congress continues to debate campaign finance reform legislation.

Two weeks ago, the Senate passed a campaign finance reform package that would impose new burdens on broadcasters, including a 50% discount on the lowest unit rate for Senate candidates and a voucher system for broadcast time. In the House, legislation has been introduced that would require broadcasters to give candidates free airtime to respond immediately to third-party advertisements.

The Senate bill would give the 50% discount to Senate candidates if they agreed to the bill's spending limits. Candidates agreeing to certain campaign spending limits would also be entitled to "communications vouchers" that could be used to purchase commercial airtime. One broadcaster said a voucher system raises "many troubling questions" and would be an

"accounting nightmare."

To make matters worse, as far as broadcasters are concerned, the Senate measure also contains language that the National Association of Broadcasters says codifies the fairness doctrine and the FCC's political editorial rule.

In the House, meanwhile, under legislation introduced by Representative Mike Synar (D-Okla.), candidates would receive free airtime to respond to radio and TV ads purchased by third-party candidates immediately after they run. It's unclear what will finally emerge in the House, nor is the House likely to sign off on all aspects of the Senate measure.

Moreover, the NAB is working hard to persuade Congress that these broadcast-related proposals are "unfair" and intrude upon broadcasters' First Amendment rights. NAB President Eddie Fritts called the Senate bill the "ultimate piece of special-interest legislation." He has also said the NAB is considering a court challenge. ■

Markey high on independents

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) sees a bright future for independent television stations. Markey, in a speech last week to a meeting of the Association of Independent Television Stations (INTV), said local independent television stations will play an important role in defining the information superhighway. "Local news, local public affairs programming, local sports, and children's programming will become more important as the amount of information available to people dramatically increases. And the independent stations are uniquely positioned to provide these critical services to people of every income bracket. As other services move toward serving more and more narrow audiences, local broadcasting will remain a critical and familiar feature of the information landscape," said Markey.

More than 100 general managers attended the INTV meeting to make the rounds on Capitol Hill and the FCC. They also heard from House Telecommunications Subcommittee member Billy Tauzin (D-La.) and Larry Irving, head of NTIA.

—KM

The prohibition against telephone companies' providing cable and other video offerings in their telephone service area may not be as rock solid as many think (and cable hopes). That was the word in the wake of a freewheeling five and a half hours of debate June 17 on Bell Atlantic's First Amendment challenge of the statutory ban before U.S. District Court Judge T.S. Ellis in Alexandria, Va.

During the arguments, Ellis indicated he is "troubled by the feeling" the ban is content-based, said Donna Lampert, an FCC attorney who assisted two Justice Department attorneys in defending prohibition. That means he may apply a "strict scrutiny" First Amendment review that could doom it, she said. However, still needing to be convinced, she said, he asked the parties on both sides to submit another round of briefs by this Friday.

Bruce Sokler, who represented the NCTA in defending the ban, conceded that Ellis came into the courtroom "at least intrigued by Bell Atlantic's arguments." But, he said, he and the government lawyers made progress. "I left at the end of the day not knowing which way he was leaning."

Ellis's word, it should be noted, will not be the final word. A case such as this will likely re-emerge in federal appeals court and possibly the Supreme Court, regardless of how Ellis comes down.

The cable-telco crossownership prohibition, by the way, could put a crimp in US West's video dialtone (VDT) plans in Omaha, Neb. The VDT rules allow telcos to build broadband networks for the delivery of video as long as they comply with the crossownership ban and do not carry any services in which they have an interest. The problem is that US West's \$2.5 billion investment in Time Warner Entertainment would, upon closing, give it an interest in popular programming like HBO and Cinemax.

In submitting its plan to the FCC for approval last week (see page 40), US West acknowledged it could not directly provide capacity for TWE or its programming services. "However," it said, "an independent, unaffiliated third party may lawfully purchase, package and deliver TWE-owned video programming using either US West's regulated VDT service or enhanced video gateway."

Six San Francisco-area Viacom cable systems are back in court today (June 21) to argue for a preliminary injunction that would relieve them of having to comply with the new must-carry rules. The U.S. District Court in San Francisco granted the systems a temporary restraining order June 1, but that is set to expire this Thursday.

Washington lawyer George Shapiro, who will present Viacom's First Amendment case, says he expects the three-judge panel to rule promptly on the injunctions because of the imminent expiration of the TRO. But, he says, the panel could give itself more time by simply extending the TRO. Winning an injunction is "always an uphill fight," he said. However, he added, that the court issued the TRO suggests it "took notice and thinks at least something of our arguments."

More than 400 members of the broadcasting, cable, production and distribution communities are slated to attend the Aug. 2 summit on TV violence in Los Angeles

hosted by the National Council for Families & Television.

Senator Paul Simon (D-Ill.), author of the 1990 Violence in Television Act and one of those pressuring the industry for action on mitigating TV violence, is to be the luncheon speaker.

The program has been built around a series of panels, which will include Geraldine Laybourne, president, Nickelodeon; Andy Heyward, chairman of DIC Animation City; Arnold Shapiro, executive producer of *Rescue: 911*; CBS Entertainment President Jeff Sagansky; American Civil Liberties Union President Nadine Strossen; Sony Pictures Entertainment Television Group President Mel Harris; Winston Cox, chairman of Showtime; Terry Rakolta, Americans for Responsible Television; Peggy Charren, founder of Action for Children's Television; producer Leonard Hill; producer Dick Wolf; Scott Sassa, president, Turner Entertainment Group, and Phil Jones, president of Meredith's broadcast group.



Washington Watch

Edited By Harry A. Jessell

Commissioners Ervin Duggan and Andrew Barrett were among 400 people entertained by saxophonist Bill Clinton at a soiree on the south lawn of the White House June 18. Clinton was the least of the jazz musicians on hand for the evening concert, which noncommercial WETA-TV Washington taped for PBS's *In Performance at the White House* series. Keyed to the 40th anniversary of the Newport Jazz Festival, the concert featured Herbie Hancock, Wynton Marsalis and Grover Washington Jr., among others. It's set to air Sept. 12.

Two days later, acting FCC Chairman Jim Quello and his wife, Mary, also spent an evening with the President and the First Lady, albeit on a far less intimate (although no less auspicious) occasion: the National Sports Awards at Washington's Constitution Hall. The honorees at the hoped-to-be annual event, which drew Washington and sports glitterati from all over, included Arnold Palmer, Wilma Rudolph, Muhammad Ali, Kareem Abdul-Jabbar, Ted Williams and the late Arthur Ashe.

NBC, which taped the award ceremonies for broadcast last Tuesday evening, also used the occasion to cozy up to Washington. In fact, NBC President Robert Wright spent the day playing a round of golf in a best-ball tournament with Clinton, honoree Arnold Palmer and actor James Garner. So, did Wright bend Clinton's ear on fin-syn as they measured their putts? Not likely, according to NBC lobbyist Jim Rowe, saying it was all the team could do to avoid finishing lower than it did—13th. NBC, Rowe added, will likely be back next year to televise the ceremonies. "It was a spectacular evening."

Hoping to ease congressional interest in banning or regulating beer and wine advertising, the National Association of Broadcasters joint board voted last week to develop a multifaceted grassroots public service campaign aimed at stemming alcohol abuse.

After 18 years, FCC Secretary Donna Searcy is leaving the agency. She's going to the International Trade Commission, where she'll serve as secretary. ■

Cable advised to anticipate default threat

Reregulation could cut into cash flow, imperil loans; banks expected to be sympathetic

By Rich Brown

As the realities of cable rate regulation settle in, concern is increasing that a majority of players in the cable industry are facing default. Banks and cable system operators are being advised to revisit their loan agreements, and there is some expectation that banks will be sympathetic.

Many in the industry share the concerns of Tele-Communications Inc. CEO Brendan Clouston, who said in an interview last week in BROADCASTING & CABLE that "the majority of the cable industry will go into default as a result of rate regulation, and it will behoove operators and the banks to try to figure out how to deal with it." Among those agreeing with Clouston is James C. Lewis, division executive at Bank of Boston.

"If the operators do nothing at this point, I think they will go into default; everyone's going to have to revisit their loan agreements," said Lewis. "Defaults and credit agreements are not something to be trifled with."

Lewis said most of the cable companies have financed themselves with eight- or nine-year terms based on predictable cash flow streams, and that cash flow may be flat or slip back as a result of rate rollbacks. He said the cable systems that are most threatened are the small entrepreneurs who are particularly dependent on banks and do not have easy access to public money.

"The small entrepreneurs could be crushed by this and forced to sell out," said Lewis. But he added that on the whole he is optimistic that cable systems and banks will be able to sort out their differences.

"Banks, in general, will be supportive of the industry because it is a

"If operators do nothing, I think they will go into default; everyone's going to have to revisit their loan agreements."

Bank of Boston's James Lewis

good industry with a good future profile," said Lewis. "The financial community will continue to like the business, but it's clearly a problem in the short term."

Brown Brothers Harriman analyst Jay Nelson said that he heard smaller cable system operators at the recent NCTA convention in San Francisco complaining that they would be put out of business as a result of reregulation, but he added that it was not clear whether or not that was hyperbole. He said the large companies that he follows—Tele-Communications Inc., Time Warner and Comcast—probably will not have to go into default. He said that while reregulation will have some impact in the near term, he is optimistic about the future.

"I think bankers will be sympathetic to something externally driven," said Nelson. "By now, everybody in the world knows there's a bright future in interactive television."

The key question is whether the banks, which are highly regulated themselves, will have the tolerance to get through this period, said Gregory F. Mulligan, senior vice president, Fleet National Bank, Providence, R.I. Mulligan said that it is an "uneasy" time—and that there will be a level of defaults—but he added that cable is an

"extremely viable" business and that banks and cable systems are going to have to try to rewrite or amend loans.

Timothy David, executive vice president, Daniels & Associates, believes that more than half of all cable operators will go into technical default. Like Lewis, David said diminished revenue may trip cash-flow requirements and other technical covenants written into loan agreements.

"But it doesn't mean necessarily cable operators are going to stop making their payments," added David.

Although many cable system operators face technical default, David said only a small number of operators will fail to make interest payments because of reregulation. He said there may be some recourse for cable operators who file cost-of-service appeals with the FCC. However, he said, it is still not clear how the agency will decide cost-of-service cases. ■

Listed Ventures takes Command

Listed Ventures International has announced it is taking a 70% equity interest in Command Performance Network Canada and a 25% interest in Command Performance Inc., USA. Listed Ventures says the total value of the deal is \$7 million.

Command Performance is an interactive and video-on-demand service that will initially be provided over telephone lines. The company plans to spend \$200 million on program acquisition. Command Performance Network is expected to begin service as early as 1994.

—CS

Changing Hands

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

WCKZ-FM Charlotte, N.C. ■ Sold by Compass Media to Broadcasting Partners Inc. for \$3 million. Seller is headed by Robert Hughes and Jonathan Schwartz, who also have interests in KCBQ AM-FM San Diego; KEZQ-FM St. Louis, and KOOL AM-FM in Phoenix. **Buyer** is headed by Lee Simonson and has interests in WPEG-FM, also in Charlotte. *Broker: Michael J. Bergner & Co.*

WCEM(AM)-WCEM-FM Cambridge, Md. ■ Sold by M. Belmont VerStandig Inc. to MTS Broadcasting for \$1,800,001. Seller is headed by John D. VerStandig and has interests in WSV(AM)-WQPO(FM) Harrisonburg, Va. **Buyer** is headed by Thomas C. Mulitz and has no other broadcast interests. WCEM(AM) has country and western format on 1240 khz with 1 kw. WCEM-FM has adult contemporary format on 106.3 mhz with 3 kw and

antenna 298 feet above average terrain. *Broker: Blackburn & Co.*

WYNX(AM) Smyrna, Ga. ■ Sold by Hoffman Media Inc. to GA-MEX Broadcasting Inc. for \$1,100,000. Seller is headed by Hubert N. Hoffman and has interests in WGGM(AM)-WDYL-FM Chester, Va; WQCK-FM at Clinton, La., and WLSL-FM Crisfield, Md. **Buyer** is headed by Bernie Eisenstein and has no other broadcast interests. WYNX has Christian adult contemporary format on 1550 khz with 50 kw day, 500 w night.

WWSD(AM)-WFHT(FM) Quincy, Fla. ■ Sold by Broad Based Communications Inc. to Great South Broadcasting Inc. for \$775,000. Seller is headed by Vincent A. Henry, who, along with his siblings, is beneficiary of interests in two AM's, two FM's and new FM at Wakefield-Peacedale, R.I. He is son of radio group owner Ragan Henry,

who is licensee of three AM's and 18 FM's. **Buyer** is headed by Paul Stone, who has interests in licensees of two AM's and five FM's. WWSD is assigned to 1230 khz. WFHT has urban contemporary format on 101.5 mhz with 50 kw and antenna 476 feet above average terrain.

WHB(AM) Kansas City, Mo. ■ Sold by Apollo Radio of Kansas City Inc. to KANZA Inc. for \$600,000. Seller is headed by William L. Stakelin and has interests in KMXV(FM) Kansas City, Mo. **Buyer** is headed by Michael L. Carter and has interests in KAOL(AM)-KMZU(FM) Carrollton and KTRX-FM Tarkio, both Missouri. WHB(AM) has oldies format on 710 khz with 10 kw day, 5 kw night.

KLIP(FM) Monroe, La. ■ Sold by Choctaw Broadcasting Corp. to New South Communications for \$400,000. Seller is owned by Linda Melton and has no other broadcast interests. **Buyer** is headed by Ed Holladay and had been operating station under LMA contract with its KMLB(AM)-KJLO-FM Monroe. It also owns WFTW(AM)-WKSM(FM) Fort Walton Beach, Fla., and WALT(AM)-WOKK(FM) Meridian, Miss. KLIP has urban contemporary format on 105.3 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Sunbelt Media.*

KLKL(FM) Benton, La. ■ Sold by The Dowe Company Inc. to Progressive United Corp. for \$325,000. Seller is headed by William Whitley, receiver. **Buyer** is headed by William R. Fry and has no other broadcast interests. KLKL has oldies format on 92.1 mhz with 3 kw and antenna 299 feet above average terrain.

WLTO(FM) Harbor Springs, Mich. ■ Sold by Running Rhodes Inc. to Central Michigan University for \$325,000. Seller is headed by Howard Binkow and has no other broadcast interests. **Buyer** is educational institution that is also licensee of WCMU-FM-TV and WMHW-FM, all Mount Pleasant; WCML-FM-TV Alpena; WCMW(TV) Manistee; WCMV(TV) Cadillac, WCMZ-FM Sault Ste. Marie, and WUCX-FM Bay City, all Michigan. WLTO has country format on 103.9 mhz with 28 kw and antenna 663 feet above average terrain.

WJJJ(AM)-WVVV(FM) Christiansburg-Blacksburg, Va. ■ Sold by Blacksburg-Christiansburg Broadcasting Co. to New River Media Group Inc. for \$512,500. Seller is headed by Wil-

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1. What best describes your type of business? (Check one)

- TV/Affiliate Radio/TV/Cable Service Library/University/Student
- TV/Network Organization Attorney/Gov't/Trade Organization
- TV/Independent Manufacturer of Radio/TV/Cable Equipment Other (please describe)
- Radio Station Advertising Agency Other (please describe)
- Radio Network Cable TV Operation Advertiser

2. What best describes your title? (Check one)

- President/Owner/CEO Program Director
- Vice President News Director
- Director/Manager Chief Engineer/Technician
- General Manager Other (please describe)
- General Sales Manager Station Manager

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$2,337,000 □ 6

FM's □ \$5,192,852 □ 10

AM-FM's □ \$3,388,501 □ 5

TV's □ \$0 □ 0

Total □ \$10,918,353 □ 21

So far in 1993:

AM's □ \$29,423,049 □ 114

FM's □ \$267,329,061 □ 167

AM-FM's □ \$302,343,727 □ 96

TV's □ \$1,040,105,866 □ 35

Total □ \$10,918,353 □ 412

For 1992 total see Feb. 1, 1993 BROADCASTING.

liam R. Rollins and has interests in WRGO(AM) Concord, N.C. and WABZ-FM Albemarle, N.C. **Buyer** is headed by Ralph B. Davis and has no other broadcast interests. WJJI has oldies format on 1260 khz with 2.5 kw day and 28 w night. WVVV has classic rock format on 104.9 mhz with 3 kw and antenna 310 feet.

WFBL(AM) Syracuse, N.Y. ■ Sold by WFBL-Syracuse Inc. to Kimtron Inc. for \$425,000. **Seller** is headed by Donald L. Wilks and has interests in WKFM-FM Fulton, N.Y.; WHYN-AM-FM Springfield, Mass.; WSRZ-FM Sarasota, Fla.; WNVZ(FM) Norfolk, Va.; WWBB(FM) Providence, R.I., and WKY(AM)-WVWZ-FM Louisville, Ky. **Buyer** is headed by Donald B. Crawford and has interests in KPBC(AM) Dallas; WYCA(FM) Hammond, Ind.; KBRT(AM) Avalon and KCBC(AM) Riverbank, both California; WMUZ-FM Detroit; WDCX(FM) Buffalo and WDCZ(FM) Webster, both N.Y.; WDJC(FM) Birmingham, Ala.; KPHP(FM) Lake Oswego, Ore., and KLZ(AM) Denver. WFBL has MOR/big band format on 1390 khz with 5 kw.

WSSX(FM) Charleston, S.C. ■ Sold by Faircom Charleston Inc. to Dixie Communications Inc. for \$400,000 plus the assets and properties of WDXZ(FM) Mt. Pleasant, S.C. **Seller** is headed by Joel M. Fairman and has no other broadcast interests. **Buyer** is headed by William G. Dudley III and has interests in licensees of WTMA(AM)-WSUY-FM Charleston, WTMZ(AM) Dorchester Terrace-Brentwood, and WDXZ(FM) Mt. Pleasant

(assets of which will be exchanged), all South Carolina. WSSX has CHR format on 95.1 mhz with 100 kw and antenna 361 feet.

KVEL(AM)-KLCY(FM) Vernal, Utah ■ Sold by MADPAC Inc. to KVEL Inc. for \$300,000. **Seller** is headed by George C. Hatch and has interest in KUTV(TV) Salt Lake City. **Buyer** is headed by Carlisle S. Fauver and has no other broadcast interests. KVEL has MOR format on 920 khz with 4.5 kw day and 1 kw night. KLCY has modern country format on 105.9 mhz with 3 kw and antenna 430 feet.

KCRM(FM) Cameron, Tex. ■ CP sold by KCRM Broadcasting to William R. Vance Jr. for \$250,000, \$105,000 of which is assumption of debt. **Seller** is headed by William W. Jamar and has interests in KROO(FM) Breckenridge; KOKE(FM) Giddings; KBWD(AM)-KOXE(FM) Brownwood, and KSNY(AM-FM) Snyder, all Texas. **Buyer** has interests in KISX(FM) Whitehouse and KEEE(AM)-KJCS(FM) Nacogdoches, both Texas. KCRM has Christian gospel format on 103.9 mhz with 3 kw and antenna 492 feet.

KODM(FM) Odessa, Tex. ■ Sold by D&F Communications to Sonance Midland for \$250,000. **Seller** is headed by Charlie Cohn and has interests in WJLK(FM) Asbury Park, N.J., and KLAQ(FM) El Paso. **Buyer** is headed by William R. Hicks and is licensee of KCHX(FM) Midland, Tex. Assignee has entered into time-brokerage agreement with assignor and will provide programming and sales services to station. Hicks is brother of Thomas O. Hicks who is buying KYKS(FM) Lufkin and KIXS(FM) Victoria, both Texas ("Changing Hands," June 14). He also has interests in WTAW(AM)-KTSR(FM) College Station, KULF(FM) Brenham and KFMX-AM-FM Lubbock, all Texas. KODM has AC/country format on 97.9 mhz with 100 kw and antenna 361 feet. *Broker: Dick Sharp.*

Errata

The total net earnings figure for Reuters in the June 21 "Top 100 Companies in Electronic Communications" special report was incorrect. The 1992 figure should have been \$356.7 million. Reuters's ECI revenue of \$88.2 million reflects the company's global revenue from Visnews. All the numbers in the table included the company's global operations.

CLOSED!

KTRH-AM/KLOL-FM, Houston, Texas from Rusk Corporation, J.H. Jones, II, President/CEO and John T. Jones, Jr., Chairman to Evergreen Media Corporation, Scott Ginsberg, President and CEO.

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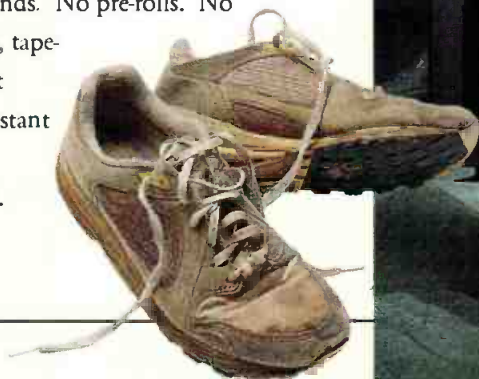


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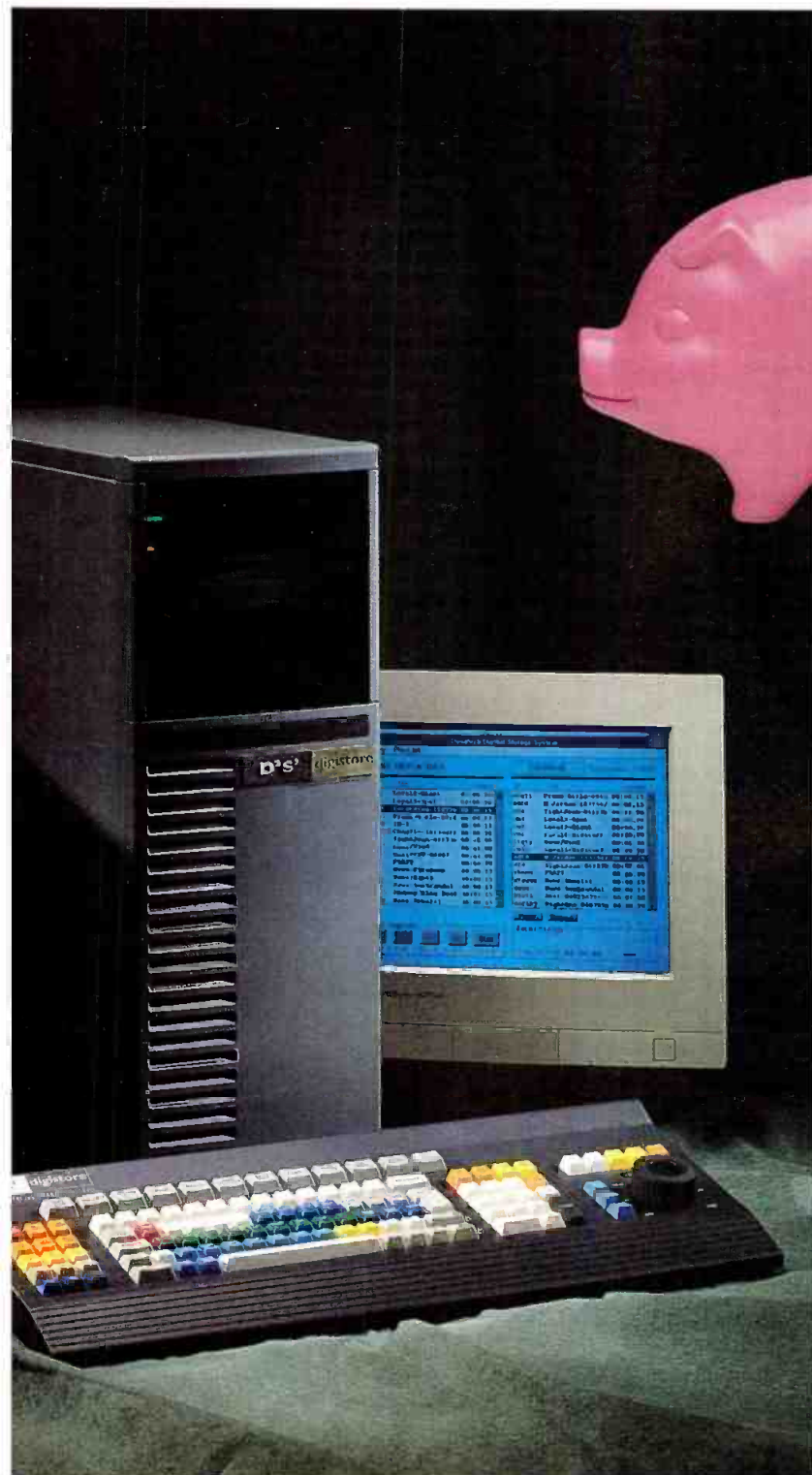
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Advertising & Marketing

Cable systems prepare for PR blitz

MSO's will tell their side of the reregulation story to subscribers

By Christopher Stern

As reregulation deadlines approach, cable systems around the country are gearing up public relations campaigns to win over the hearts and minds of their subscribers.

While cable operators say there is no way to evade subscriber backlash, they hope to push a little blame off onto the other parties involved.

"In the final analysis, there will be blame enough to go around among the government, broadcasters and cable," said Tele-Communications Inc.'s Bob Thomson, senior vice president, communications and policy planning.

Thomson said TCI is being careful not to poison the waters for negotiations by airing negative advertisements about the issue of retransmission consent and must carry. "It does

not behoove the broadcasters or us to get into an enormous and expensive advertising war over the issue while there is a possibility of peaceful negotiation," he said. Thomson added that the current state of consumer knowledge about cable reregulation is one of "abysmal ignorance."

TCI has been preparing a media campaign for at least three months, according to Thomson, that will be aimed at cable subscribers and will include television, print and direct marketing but "will not be employed unless we are attacked." He said if broadcasters do attack with advertisements, TCI will counter "with all methods at our disposal."

Erica Stull, Jones Intercable director of corporate communications, said her customers were sent a large-format newsletter called *Straight Talk*. She

said the newsletter presented issues from the perspective of both broadcasters and cable operators and described the effects of the new regulations. The system is also airing video spots that take a low-key tone to explain the MSO's position on the issues and the effect it will have on consumers. "The only way to get through this is to communicate as often and as clearly as possible," Stull said.

She said much of the effort has been left to system general managers, who are in a better position to talk to local media and government officials. However, Stull emphasized that no matter what MSO's do, it is inevitable that consumers will be angry about the upcoming changes to the channel lineup. Time Warner's strategy is to allow, for the time being, general managers to do as much of the public relations work as possible at the local level. "There is no master plan," said Michael Luftman, vice president of corporate communications. However, Time Warner is encouraging an activist role at the local level for system managers. Luftman said corporate offices have provided questions and answers for customer service representatives, talking points for general managers and sample letters to customers and local officials. Luftman said Time Warner is strongly encouraging system managers to meet with local newspaper editorial boards and reporters. "We have provided a complete kit, with copies of the actual law," Luftman said.

He added that Time Warner has additional plans but refused to elaborate. Luftman said they could include television, but will use "a wide range of communications about the issue of retransmission consent." ■

Jordan hungry for McDonald's

Almost immediately after the Chicago Bulls "threepeated" by clinching their third straight NBA championship, McDonald's shot a television spot featuring series MVP Michael Jordan.

Taped on court during the post-game celebration, the spot features moments of Jordan's performance during the Bulls' '91 and '92 championships, building up to highlights from this year's win and a shot of Jordan just after this year's victory.

The 30-second spot, aired early last week on broadcast and cable networks, opens with a clip from the '91 series against the Los Angeles Lakers featuring Jordan with slate copy that reads "In 1991, he tasted victory." The ad continues: "In 1992, he came back for seconds," and "In 1993, he got his just deserts."

The ad ends with Jordan, taped courtside in Phoenix immediately following the Bulls win over the Suns, reacting to a voiceover announcer asking Jordan if he is "hungry for a fourth."

"I'm hungry for a Big Mac," Jordan replies with a smile.

The ad was produced by NBA Entertainment, Leo Burnett of Chicago and McDonald's, and will run for about two weeks. —JC

Daytime upfront going fast and furious

Advertising market logs in 8% increase over last year, but revenues are down

By Christopher Stern

Conversations were short; tempers were high" when the daytime upfront advertising market took off June 17, said Daniel Rank, senior vice president, director of broadcast, DDB Needham Worldwide. And by some accounts, the market was almost over in two days. "It was buying and selling like in the old days: lots of deals in a short time," said Rank, who, for the first time in three years, was in the office negotiating deals until midnight.

Networks saw CPM (cost per thousand) increases of up to 8% over last year, but revenues for the daypart will be down because of diminished GRP's (gross rating points) caused by falling ratings and discontinued programs.

Buyers said the urgency of the daytime upfront was driven by a drop in inventory, which some estimated at more than 25%. Packaged goods and other categories dependent on the 18-49 women's demographic were the first to move, according to agency sources.

Although overall ratings were down, agency buyers said NBC suffered the most in daytime: one buyer estimated its total daytime ratings dropped more than 25%. "NBC could have written up its daytime business in half an hour," said one source. CBS saw an 11% ratings drop; 5% of the decrease was due to its loss of *Family Feud*, said the source.

While daytime moved quickly, agencies believe that prime time will be more orderly. Agencies expect single-digit ratings losses at CBS and NBC, while ABC will remain flat in the upcoming season. Fox is also expected to see as much as an 8% decrease in ratings.

One agency executive said he expected the prime time market to be shaped by last year's experience: "I think people realized that they didn't get that burned last year when they sat back and watched from the sidelines."

Meanwhile, Leo Burnett in Chicago appears to be on the verge of several cable deals. Jack Hanrahan, senior vice president, media director, is taking a close look at networks with smaller audiences, such as Comedy

Central, The Weather Channel and BET, with which the agency may place a "modest" amount of advertising. "I don't think there is a single small network that has gotten more than \$500,000 of our business," said Hanrahan.

Hanrahan is glad to see the larger networks bring out original programming, but he is concerned they will demand more in ad dollars to cover production costs. He expects to begin allocating cable dollars sometime in July. ■

Ad-sponsored 'Kidsnews' to hit schools in fall

By Jim Cooper

Recognizing an underserved market for advertisers of 24 million 5-12-year-olds, Petry Inc. has joined Scot Communications, Hubbard Broadcasting and Conus Communications to create an integrated marketing program involving education. Called Kidsnews, it will be supported by charter annual sponsors Hasbro, Hershey and Quaker Oats.

Kidsnews consists of a news and current events videotape, giant wall posters and classroom activity worksheets issued six times throughout the school year in the top 50 markets. The program will be supported by the sale of ads that appear on the bottom of the posters.

Ads will not appear on the video,

but PBS-like billboards will run before each video segment begins.

About 2,700 schools have already signed on for the September launch, and more than 4,000 schools with about 2.2 million children are expected to participate by January.

The use of videos takes advantage of the penetration of VCR's in schools, which, according to Petry Inc., is now in excess of 90%.

Scot Communications is responsible for developing the program's concept and will market the product to schools and advertisers. Conus Communications will provide footage with Hubbard Broadcasting to provide the production facilities. Kidsnews will operate as a subsidiary of Petry, which will also serve as its exclusive advertising sales representative. ■

First quarter's top 10 advertisers

The top 10 advertisers on four broadcast networks for the first quarter of 1993 compared with the same period in 1992, according to Arbitron's MediaWatch:

	1st quarter '93 expenditures	1st quarter '92 expenditures
1. Procter & Gamble	\$147,573,100	\$112,294,900
2. General Motors	\$105,738,400	\$111,014,500
3. Philip Morris	\$84,775,800	\$77,551,000
4. Ford Motor Co.	\$83,557,600	\$59,683,400
5. Pepsico Inc.	\$77,193,600	\$65,965,400
6. Johnson & Johnson	\$72,937,000	\$61,909,000
7. Kellogg Co.	\$62,122,600	\$64,329,300
8. McDonald's Corp.	\$55,314,900	\$38,944,800
9. Unilever NV	\$53,875,800	\$57,781,600
10. American Home Products	\$53,630,300	\$60,993,600

*Estimates are based on measurement of network activity for ABC, NBC and CBS. In the first quarter of 1993, the Fox Network was added to the service.

Free ad time enters retrans negotiations

Broadcasters see offer of ads to promote channel as worthy of consideration

By Jim Cooper

Free promotional ad time for new stations created through retransmission consent has been offered by at least one cable operator as retransmission and must-carry negotiations began last week.

Cablevision, the fourth largest cable operator with cable systems in 19 states, has offered broadcasters a free channel and a package of free ad time valued at as much as \$1 million annually to promote the channel in return for retransmission consent.

"It's just too early to tell. I haven't heard anything from anybody," said Cablevision spokesperson Carole Shander, when asked if any broadcasters had nibbled at the offer. Shander expects to get reactions from broadcasters within the next few weeks.

"This is an innovative idea that signals our willingness to cooperate with broadcasters in fashioning creative solutions," said William Quinn, Cablevision president of cable operations.

Broadcasters operating in Cablevision's ADI's were hesitant to discuss details of the pending negotiations, but they did not rule out considering the MSO's free advertising package.

"It's a great opening point," said Marilyn Jaffe, vice president/general manager, WABI-TV, the CBS affiliate in Bangor, Maine. Jaffe declined to comment further on how her station will negotiate with cable operators.

"I find it comforting they recognize that we do have some value and should be compensated for it," said Lawrence Busse, president and general manager, WWMT(TV), the CBS affiliate in Kalamazoo, Mich., when asked

about the Cablevision offer.

Busse said that he has yet to receive details about the offer and will wait to see what the pending negotiations have to offer in compensation.

"We believe broadcasters and cable have a responsibility to work together to make sure decisions made by broadcasters under the new law are in the best interests of consumers," said Quinn. "This offer reflects a cooperative approach, and we hope broadcasters accept it in the same spirit."

Cablevision last week announced 37 broadcasters had notified the MSO that they would not permit the cable system to carry their stations after the October deadline unless unspecified demands for payment were met.

The MSO also reported that 110 broadcasters either informed the company that they had chosen guaranteed no-payment carriage on the cable system or received such status by definition of the new cable law.

The free channel offered by Cablevision will be available on a shared basis to broadcasters in certain major markets to repeat programming of the station's selection. The channel would be supported by the free advertising offered by the MSO if broadcasters should choose the free channel during negotiations.

"We are open to anything at this point," said Bill Stough, vice president and general manager of WGME-TV, the CBS affiliate in Portland.

Stough said more promotional advertising on cable networks would help build awareness of his station's news programs. "I think it's an option. It's not the ultimate option, but it's something to consider," he said.

Under the Cable Act of 1992, local broadcasters were given until last Thursday (June 17) to decide whether to require cable systems to carry their stations on a guaranteed basis or demand payment for their programming.

The majority of affiliated and independent stations opted for retransmission consent, but many chose to seek must carry for small outlying stations.

Tele-Communications Inc. last week announced it had concluded zero-payment retransmission-consent agreements with broadcasters operating in five of the top 10 markets. ■

Sci-Fi begins \$2 million campaign

USA Networks' Sci-Fi Channel will launch a \$2 million cable and radio ad campaign in the hope that the summer spots will boost the network's awareness among consumers.

Awarded to Ahern New York, the "Welcome to the Edge" campaign will begin in July with both TV and radio spots.

"This is our first foray into consumer advertising," said Andy Besch, Sci-Fi's senior vice president of marketing, adding that the campaign will have two phases.

The first phase will promote the airing of the "Star Wars" trilogy. Besch said it will be the first time the three movies have been seen back-to-back, and the campaign will be aired heavily on radio and other cable networks.

The trilogy will be shown on the weekend of July 17, and the spots will run during that weekend and the week prior.

The second phase of the campaign will be an effort by the channel to attract viewers unfamiliar with its programming. "We want to make [the channel] more accessible and show that it's not just weird sci-fi stuff, but shows that people grew up with," he said.

He added that the ad will target about 12 markets—including Minneapolis, New Orleans and Washington—where the channel has high market penetration.

The spots will feature what Besch called the "TV God," a super-hero character that has been displayed in outdoor advertising for the channel.

He said the spot consists of "very elaborate and expensive animation" and will be used as the basis for the channel's long-term television advertising strategy.

—JC



Frame from Sci-Fi campaign

Pepsi rebounds with 'Shaq' TV ads

Countering the potential public relations nightmare concerning alleged findings of syringes in cans of Pepsi, the soft-drink giant will rely on its "Don't even think about it" tag line of summer ads—featuring Shaquille O'Neal—to preserve brand integrity.

"We are continuing to run it because we felt it was appropriate," said Gary Hemple, spokesman for Pepsi, who added that Pepsi last week moved all its network TV dollars to one O'Neal ad.

The spot features the seven-foot NBA rookie disrupting a schoolyard basketball game and challenging a 3-foot, 11-inch boy for his bottle of Pepsi. As O'Neal reaches for the bottle, the little boy growls: "Don't even think about it."

Pepsi ran full-page ads in several large newspapers last week and aggressively used television to confront the allegations.

Hemple said Pepsi used footage taken in Philadelphia of the canning process to show how difficult it would be to tamper with individual cans, and aired the surveillance tape that caught a Colorado woman inserting a syringe into a Diet Pepsi while standing in a checkout line.

"Each of the incidents that has been resolved has been fraudulent," said Hemple.

The ads featuring O'Neal, said Hemple, will rein-



force Pepsi's message that the soft drink will not be hurt by bogus claims of tampering.

"It plays well, given what has transpired," said Hemple.

According to Hemple, the print ad and the O'Neal campaign—released before the claims of tainted cans—are not connected, but "they both carry a message."

The O'Neal ads first aired in May and are the centerpiece of Pepsi's summer ad campaign, which includes a \$60 million cross promotion with Reebok International Ltd.

—JC

CMT, TNN enjoy country music popularity

By Christopher Stern

Country music is one of entertainment's hottest phenomena, and Group W intends to ride its wave of popularity into the future, says Country Music Television's senior vice president, sales and marketing, Lloyd Werner.

He said he expects CMT to rise from more than 19 million subscribers currently to more than 30 million by the end of 1994. Group W oversees sales for TNN and has an equity interest in CMT.

Werner said smart marketers are taking advantage of the explosive growth of country music to sell products. Among the companies that have turned to country music to sell products through endorsement deals with country stars are Taco Bell (Willie Nelson), Bud Light (George Strait) and McDonald's (Dwight Yokum).

One reason for growing advertiser interest, Werner said, is that companies like country music's wholesome image. More than 100 advertisers are using country music stars in their cam-

paigns, and even more are using the music as background for their commercials, Werner said.

CMT's vice president of sales and marketing, Peter Weisbard, thinks the network will see a 200% to 300% increase in upfront ad buys for next sea-

"We are a niche, but we are also reasonably broad based."

CMT's Peter Weisbard

son. At the same time, TNN is looking at a 15% to 20% increase, according to Weisbard.

The network is currently available in 203 DMA's. Weisbard believes that when CMT reaches 30 million subscribers, it will rank in the top 10 among all dayparts with women 18-34, 18-49 and 25-54. His predictions assume that CMT's growth will con-

tinue at its current rate for the next year and a half.

Weisbard says TNN's lifestyle programming, which includes outdoor shows and stock car racing, gives it access to a range of advertisers from boats to tires. But the network also sells advertising time to products one might associate with country music including boots, jeans and trucks. "We are a niche, but we are also reasonably broad based," said Weisbard.

Werner says TNN and CMT are in a good position to connect with the 36% of the U.S. population that listens to country music.

Werner pitched several impressive numbers for TNN, including a sweepstakes campaign for the movie "My Heroes Have Always Been Cowboys," which garnered 80,000 responses for the Samuel Goldwyn Co.

He also laid claim to the success of country music star Billy Ray Cyrus. CMT played Cyrus's hit, "Achy Breaky Heart," for the first time on March 10, 1992. It went on to enjoy one of the fastest climbs up the charts since songs by Elvis Presley. ■

Technology

US West plans video test in Omaha

Experiment to eventually cover 60,000 homes; cost pegged at \$42.8 million

By Sean Scully

Denver-based telco US West has asked the FCC for permission to conduct a large-scale video dialtone test in Omaha, Neb.

The test will give US West a chance to decide whether video dialtone is a viable service, it told the commission in its filing. The test is in two parts—a six-month technical trial of the equipment and a year-long market trial to determine what services consumers will buy and how much they might be willing to pay for them.

The technical trial will cover 10,000 homes, and the company expects about 1,500 subscribers to participate. US West said it will not charge program providers or customers for the service during the technical trial, which will be aimed at determining the operation cost and reliability of a broadband video dialtone.

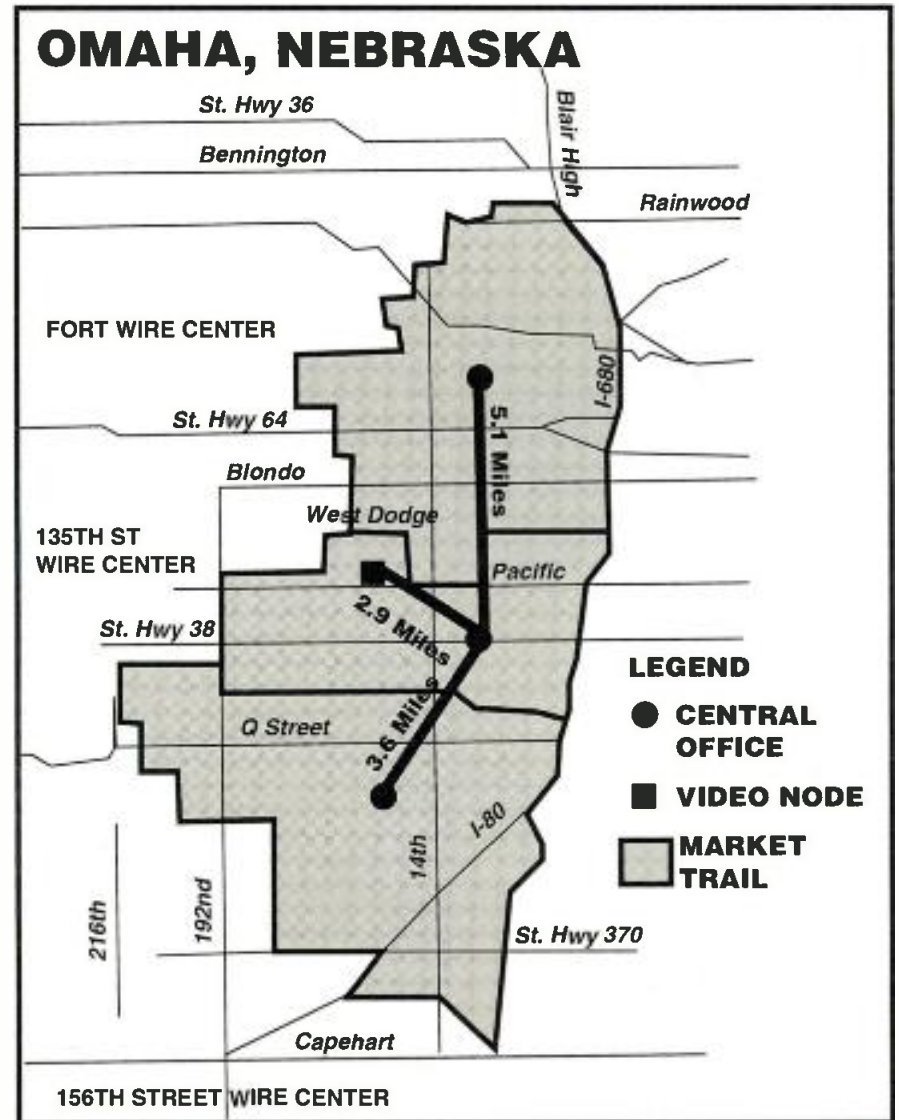
Once the technical trial is over, US West will expand its test area to 60,000 homes for the market trial.

The technical trial will be conducted from the 135th Street Wire Center in Omaha. The market trial will expand into surrounding wire centers.

US West has committed to rebuild its existing telephone network into a fiber-based broadband network. The company has said it would like to connect half a million subscribers to the broadband network by 1995. "The results of both of the trials...should allow US West to determine whether VDT [video dialtone] is a viable product offering," the company wrote.

US West is proposing to make a considerable investment in the trial. The technical trial will cost \$8.4 million; the market trial, \$34.4 million.

The VDT system has six parts: a gateway where programs are assembled and distributed across the network; fiber cables to regional video nodes; video nodes, each serving as a



The proposed market testing area in Omaha, Neb., for US West's video dialtone trials. The area includes 60,000 homes.

and customer access to the various available channels, and a coaxial line into the home.

"VDT service will be capable of supporting traditional television programming as well as enhanced pay-per-view, video-on-demand and interactive services through the use of analog video technology and compressed dig-

gramming as well as enhanced pay-per-view, video-on-demand and interactive services through the use of analog video technology and compressed digital technology," the company wrote.

The coaxial distribution system, between the nodes and the pedestals, will include two lines: one for the video, including 78 analog channels and

170 compressed digital channels, and one for telecommunications services and video, including up to 833 compressed digital channels.

US West said it will provide all wiring and equipment necessary for the trial up to the subscriber's home. The customer will be responsible for providing equipment past that point, including a cable-ready TV set or a set-top box.

Equipment for the trials will come from AT&T, DCS Communications and Scientific-Atlanta.

US West said its video trial is not related to its proposed \$2.5 billion investment in Time Warner. In a footnote to the filing, the company acknowledges that the Time Warner deal could raise questions about violating the prohibition against telephone companies' directly providing programming to customers within their telephone service areas (see "Washington Watch," page 30). It pointed out that Time Warner does not provide cable services in Omaha, so there is no immediate conflict with the VDT trial. ■



This picture appeared in the June 21 issue with an incorrect caption. Pictured are the Montreux Gold Medal winners: Sony's M. Morizono (l) and CSETT's M. Daniel Pommier.

FOSTER ROZFN

Sculley emerges on multimedia front

Apple chairman unveils EZTV set-top converter software with user-friendly windows for all levels of video on demand; major MSO's, DBS providers are targets

By Mike Freeman

Less than a week after he surrendered his title as chief executive officer of Apple Computer, Chairman John Sculley unveiled several new interactive software programs that lent credence to his previous claim that he is not going off into the sunset but will be leading the charge to make the computer giant a major player in the emerging multimedia field.

By introducing Apple's newly created EZTV menu-driven software platform last week at Seybold Communications' Digital World conference in Los Angeles, Sculley seems intent on doing for the fledgling interactive television industry what the Macintosh did for the personal computer field more than 10 years ago.

Sculley and Bob Carberry, who is president of IBM's Fireworks Partners multimedia division, provided the technological fireworks at the opening session with on-screen demonstrations of their latest interactive efforts.

Apple's EZTV signifies perhaps the most serious counter-strike against software giant Microsoft's development of multichannel and video-on-demand platforms for converter box manufacturers General Instrument and Intel (with TCI and other major cable MSO's said to be possible end users). The demonstration also provided the first tangible evidence of Sculley's desire to concentrate on opening up new business opportunities in the emerging technologies.

EZTV's main menu provides for a

wide variety of programming and information-based categories. The menu, "The Info Mart," provides a template of service categories including news, financial market information, weather, sports and home shopping, in addition to a variety of entertainment categories such as local programming, broadcast networks, cable networks and pay-per-view movie services.

When a particular program, a broadcast network sportscast for example, is called up by the push of cursor button, the channel number and logo of the network appear in the bottom third of the screen. Information about the score, who's pitching, batting, etc., is similarly displayable on the bottom of the screen at the push of another window option.

In addition to being able to call up an entire schedule of programming or programming by genre, Sculley demonstrated how viewers will be able to preview PPV movies and series programs, call those up from the menu and be automatically billed for the on-demand programming. Home shopping windows, he said, will also allow consumers to compare products and pricing and obtain coupons from retailers.

Other software windows provide the option of entering free-standing CD-ROM or CD-I interactive systems.

For now, it appears that EZTV has no immediate timetable for getting into the marketplace, and Apple has yet to pitch the major cable MSO's. "We haven't talked to the interactive TV players because we just want to get more work done on perfecting the software before we take it out," Scul-

ley said, and provided no details on the cost of developing the program.

While Sculley said that an extender card with the EZTV program can be installed in "any" set-top converter box, he declined to identify whether any of the major converter box manufacturers had been contacted.

Sculley also introduced a software program called "The Media Tool Kit," designed to give content producers and service providers the opportunity to create their own interactive programs. The Tool Kit, according to Sculley, requires "no scripting" and has "multiplier templates" that allow the producer to store multiple full-motion video segments into a program.

(Sculley said Apple first developed the Tool Kit software with the help of the *Los Angeles Times*, which provided editorial staffers to produce an interactive *Super Bowl '93* post-game coverage program.)

Even though there are a number of home shopping channels on broadcast and cable TV, one of Sculley's most impressive demonstrations was an interactive program called "Virtual Shopper." Through the use of full-motion video, users are transported to a mythical mall where they can "design" the layout to choose their favorite places to shop. Customizing his program to include—naturally—an Apple computer retail outlet called The Company Store, Sculley demonstrated how a consumer can compare products and pricing, then order the product straight from the interactive software. ■

SpaceArc to carry Earth to the stars

By Sean Scully

When Hughes's DirecTV launches its second direct-broadcast satellite in the summer of 1994, it will take a bit of mankind with it.

On board the Hughes HS 601 satellite, along with the sophisticated hardware, will be a tiny time capsule. The Rochester (N.Y.) Museum is sponsoring SpaceArc, a reel of optical tape that will be affixed to the satellite. On the tape will be essays, poems and artwork from as many as 5,000 people around the world.

SpaceArc Project Director Jim Ferren said that once the satellite has lived out its usefulness, Hughes will use the last of its fuel to boost it from a geosynchronous orbit to a "super-synchronous" orbit, where it will be able to safely circle Earth for tens or hundreds of millions of years, carrying the works and thoughts of the 20th-century authors.

Eventually, Ferren said, someone—human or not—will find the capsule and get a glimpse into the minds of today's earthlings.

Of course, he said, there's no guarantee that whoever retrieves the tape will know how to read it. The museum is hoping that whoever has the technology to reach the satellite and retrieve it—a considerable technical achievement—will have the know-how to read the tape and decipher the languages contained on it. To help things along, the capsule containing the tape includes symbols, similar to those on the Voyager spacecraft, that give a clue as to who may have created the satellite.

It is "a very rudimentary attempt to try and communicate that the data on here is about mankind," Ferren said.

The museum has issued an open invitation to anyone to submit a page of information to the project. The page may contain anything—essays, musical scores, art, poetry. The museum encourages authors to create works based on their feelings about current events in their lives and their world. There is no restriction on the form of the submission or the language in which it is written. The museum attaches a photograph of the author and runs the page through an optical scanner. The resulting image is stored on

the tape in the order in which it was received.

When the tape contains 5,000 images it will be hermetically sealed in a canister and attached to the DirecTV satellite.

The tape already contains hundreds of submissions from throughout the world, including a piece by legendary

scientist and author Arthur C. Clarke.

"It may be that the old astrologers had the truth exactly reversed when they believed that the stars controlled the destiny of men. The time may come when men control the destiny of the stars," Clarke wrote, quoting from his 1970 book "Beyond Apollo: First on the Moon." ■

New home for Comsat



Comsat dedicated its new \$27 million headquarters, above, in Bethesda, Md., last week. The 200,000-square-foot complex will house a third of the company's worldwide work force. Most of the rest will remain at the company's Clarksburg, Md., office. Below, Comsat Chairman Melvin Laird, left, is joined by Comsat CEO Bruce Crockett, Representative Connie Morella (R-Md.) and Montgomery County (Md.) Executive Neal Potter to cut the ribbon at the new headquarters.



Cutting Edge

Edited by Sean Scully

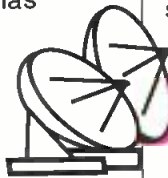


The FCC has launched a review of its rules on performance verification for directional AM antennas. The commission decided June 14 to seek public comment on the current rules, looking particularly at whether the rules make sense in light of current economic, technological and environmental conditions; whether the current regulations reduce interstation interference, particularly at night; and what alternative regulations could be put in place in light of recent advances in antenna technology and techniques.

The FCC has rejected a request from Ozark Broadcasting of Ozark, Ala., to allow FM stations to operate with a vertically polarized antenna, dropping the current requirement that stations use horizontal polarization or a combination of horizontal and vertical polarization. Ozark had argued that most FM receiving antennas are vertically polarized, therefore broadcasting a horizontally polarized signal simply wastes power. According to the commission, Ozark submitted no evidence to back up its claims. Saying no useful purpose would

be served by proceeding further, the commission dismissed Ozark's application on June 11.

The Intelsat board of governors has elected Enzo Vitali of Italy as chairman and Betty Alewine of the United States as vice-chair. Vitali is the International Satellite Systems manager for Telespazio. He has been on the Intelsat board since 1989. Alewine is the president of Comsat World Systems. She has been on the board since 1991. Both will serve one-year terms.



IBD Worldcom and the Russian Satellite Communications Company have begun using IDB's new 11 meter C-band station near London to link North American and Western European cities with cities in Eastern Europe and the former Soviet Union. Signals will pass via the Russian Statsionar 5 satellite.

The Society of Motion Picture and Television Engineers has issued its call for technical papers for the 1994 conference in Chicago. Interested writers should contact the organization's headquarters in White Plains, New York, at (914)761-1100. The Chicago confer-

ence runs Feb. 4 and 5, 1994.

The Taiwanese Economics Ministry has agreed to participate in Motorola's \$4 billion satellite communications project known as "Iridium," which proposes to launch 66 low-earth orbit satellites to provide worldwide personal communications services. A Taiwanese firm, Pacific Electric Wire and Cable, will invest \$80 million in rockets and satellites. In return, Motorola will increase investments through its eight-year old Taiwan office.

Digital Music Express, a cable-based music service, is looking to break into the direct satellite broadcasting business. DMX is working on a deal with DBS firms to distribute its music channels over satellite. The company will not say which DBS firm it may select, but it promises an announcement within the next few months. In an apparent effort to avoid directly competing with cable companies that distribute DMX terrestrially, the company is offering cable operators the opportunity to be the sole distributors of DMX DBS receiving hardware within their local service areas. The first two operators to agree to such a plan are TCI and Kablecom, which signed on last week.

FCC Chairman James Quello has named new National Telecommunications & Information Administration head

Larry Irving as an ex-officio member of the FCC Advisory Committee on Advanced Television Research, which is studying HDTV service in the U.S. The head of NTIA, an arm of the Department of Commerce, traditionally sits as a member of the committee.



Reports that the European Community is cool to prospects of a worldwide HDTV standard based on the U.S. model may have been exaggerated. Paul Misener, aide to FCC HDTV advisory committee chairman Dick Wiley, said the Europeans appear to be concerned primarily about the bandwidth of the proposed U.S. system. North American TV stations are only allocated 6 mhz where European stations get 8 mhz. Other than that, Misener said, Europeans seem interested in creating systems on the two continents that have as much in common as possible.

Akai has introduced the CD3000, what the company says is the first CD-ROM-based sampler. The unit retails for just under \$4,000.

Mae Software of Ontario has developed Digital Video Link, a software package that allows a computer user to import and export broadcast quality video images onto a Macintosh. The company says DVL packages

Writer/producer/director: West Texas affiliate seeks a writer/producer/director. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience preferred. Send resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Video editor: Seeking outstanding individual with at least 2 years computerized video editing experience for busy post production facility. Prefer experience with Sony BVE 9000 series editor, GVG 200 switcher, Pinnacle DVE, Dubner graphics. Will be responsible for providing post production services for commercials, industrial and corporate videos and television promotional spots. Send resumes to OCN, PO Box 11945, Santa Ana, CA 92711. No phone calls please. EOE.

WUHF-TV, Fox 31 is seeking a highly creative promotion producer/director with a minimum of two years experience. Competitive salary and excellent benefits. Send demo reel and resume to: Barbara Browning, Fox 31, 360 East Avenue, Rochester, NY 14604. No phone calls please. EOE.

WFSB TV, a Post Newsweek station, is looking for an experienced, creative designer. The ideal candidate should be familiar with all phases of contemporary commercial art and design including sets, electronic graphics, illustration, paste-up, layout and typesetting. Quantel paintbox (or equivalent) experience is desirable. Submit resume to: Judi Addabbo, Personnel Manager, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

WFSB TV, a Post Newsweek station, is seeking a "seasoned" graphics manager. The individual we are looking for should have 2 to 3 years prior graphics management experience which must include managing staff, budgets and priorities, a proven background in all phases of commercial art and design including sets, electronic graphics, illustration, paste-up, layout and typesetting, and the ability to manage a fast paced department with daily deadlines. Submit resume to: Judi Addabbo, Personnel Manager, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Position available: Graphics producer-BFA in design or related field. 3-5+ years of television production experience and project direction. Proven organizational ability. Knowledge of graphics production. Ability to supervise post production sessions. Superior design skills. Able to manage and prioritize several design projects at one time. Send resumes to: Pat Costello, CNN Inc./Graphics Dept., 1 CNN Center, Atlanta GA 30348. EOE.

Hollywood production co. needs top editor for inhouse on-line. Must have excellent working knowledge of edit equipment and story construction. Contact: ATI, PO Box 4180, Hollywood, CA 90078 or fax 213-469-6048. EOE.

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Affordable Illinois television radio pro: Computer and automation systems, audio production, music programming, news, television host, community involvement. Cliff 309-691-0798.

SITUATIONS WANTED TECHNICAL

Mobile EIC maintenance/video engineer: 20 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

SITUATIONS WANTED NEWS

Experience in booking domestic/international satellites. Knowledge of cable systems uplink & downlink. Willing to learn. Call Ken 718-826-2123.

Top 10 male anchor seeks changes in attitudes and latitudes. Dependable team leader with proven ratings, news awards, solid live reporting and interview skills. Let's talk! I can make your newscast a winner. Reply to Box D-38.

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Producer/director/cameraman: 10 years experience in NY area broadcast, cable, and corporate TV production. masters degree, seeks full time job in production, will relocate. Terry 914-739-0692.

Freelance cameraman with 13 years experience. Intensive travel/industrial & magazine format seeking long & short term assignments. Call Richard 813-360-2608.

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College grads and all others. Career videos prepares your personalized resume tape. Unique format, excellent rates, proven success, job search assistance. 708-272-2917.

CBS news class of '87: Ex network news producer turned Syracuse journalism professor researching article on your opinions (through not for attribution questionnaire). If we haven't talked, please call Bob Lissit at 301 983-1431 or send current address to Box D-41.

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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.

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

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

How to find a job in television, radio or cable. The single best book for our business! Information on all major services, agents and success formulas. Send \$24.95 to Success Consultant, Department B-2, Box 1256, Port Richey, FL 34673-1256.

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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.

Television transmitter: 60 KW less than 10 years old. Channel 27. Call Grant Communications 305-568-2000.

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.

For sale: 1600 foot Stainless Inc. guyed tower. For additional information, contact: Jerry Colterman, The Park National Bank, 50 North Third Street, Newark, OH 43055. Phone #: 614-349-3731. Fax: 614-349-3765.

Equipment bought and sold, studios, transmitters, translators, transmission line, wireless cable, antennas, microwave 2-13 GHz. Listings and requirements, Marketing Dept. 1-800-283-8405.

New broadcast electronics FM-5B transmitter - 5.5KW TPO, 101.7 MHz, 50w exciter; remote control interface, filament voltage regulator. Export crated. Doug Holland 305-522-3303.

1990 Gates One AM transmitter. Optimod 8000, BE 3-D cart, ITC R/P cart recorder, Harris Solid Statesman limiters, Moseley stereo generator. Call Roger 406-449-4251.

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Score with...
THE LEGENDS OF COLLEGE FOOTBALL
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TELEVISION

HELP WANTED NEWS

REPORTER

KGO-TV SAN FRANCISCO IS SEEKING AN EXPERIENCED GENERAL ASSIGNMENT REPORTER. APPLICANT MUST HAVE A MINIMUM OF 5 YEARS TELEVISION REPORTING EXPERIENCE PREFERABLY IN A MAJOR MARKET. APPLICATION DEADLINE IS JULY 16, 1993. PLEASE SEND RESUME AND TAPE TO:

KGO-TV PERSONNEL
900 FRONT STREET
SAN FRANCISCO, CA 94111
EOE

HELP WANTED NEWS CONTINUED

Medium size Southern Market seeks experienced and knowledgeable News Director to lead energized News Team into the future. EOE. Send resume with salary requirements to **Box D-40.**

NEWS DIRECTOR

WATL ATLANTA, FOX's NEWEST O&O is seeking a highly motivated, innovative, and aggressive News Director to supervise all elements for startup 10:00pm "Fox type" Newscast!

Applicants must have broad, Newsroom management experience yet not be bound to traditional news approach and format.

Send Resume, Bio, Tape, etc. to:

Personnel Department
Job Code C
One Monroe Place
Atlanta, GA 30324



Fox Television Stations Inc
Equal Opportunity Employer

Phone calls will not be returned or considered!

HELP WANTED TECHNICAL

CHIEF ENGINEER

WATL ATLANTA, FOX's NEWEST O&O is seeking experienced, hands-on Chief Engineer to manage existing operation, and oversee rapid capital expansion, including start-up news!

UHF transmitter experience and Engineering Degree are desirable; studio, personnel supervision and budget background a must.

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Personnel Department
Job Code D
One Monroe Place
Atlanta, GA 30324



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Ventura County News Network Reporter

Be a part of the nation's most unique broadcast television news venture on the beautiful California coast. Professional broadcast journalists only, a minimum of three years experience, exemplary reporting and writing skills and knowledge of Hispanic issues required. Live shot experience helpful. Bilingual (Spanish) strongly encouraged. Send 3/4" tape & resume to:

Dan Green, ND
VCNN

663 Maulhardt Ave.
Oxnard, CA 93030

EOE, no phone calls please
minorities encouraged to apply

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SENIOR WRITER/PRODUCER

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Advertising & Promotion, 524
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New York, NY 10019.
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HELP WANTED PROGRAMING, PROMOTION & OTHERS

Director of Graphic Design

WWOR-TV, NY's Superstation seeks a highly qualified individual to head up it's design team. The candidate must demonstrate superior design and management skills as well as a thorough knowledge of on-air graphic paint systems and Mac based desktop publishing. This is a hands-on position that also requires the ability to direct and oversee the station's visual presentation. A degree in graphic design and a minimum of two years design management experience is required.

Send resume with salary and samples of your work to:

Edward Aaronson, Director of Communications — BC19,
WWOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07096

(NO PHONE CALLS PLEASE) EOE M/F/H/V.

PUBLIC NOTICE

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, July 22, 1993, beginning at 8:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chair's Report, President's Report and Committee Reports. The Committees will meet on Wednesday, July 21, in the same location.

BUSINESS SEEKING ACQUISITION

I am interested in purchasing an existing TV program syndication & barter advertising company. This company should be small to mid-sized and in the range of 1 to 2 million dollars. Current revenue should support this value.

If you are interested in selling, call in confidence: 601/352/6673.

HELP WANTED MANAGEMENT

**DIRECTOR OF DEVELOPMENT
WVPT, HARRISONBURG, VA**

WVPT seeks a Director of Development, a self-motivated, creative, fundraising manager who can lead an experienced staff of five in continued growth of membership, auction, underwriting and major donor campaign. Qualifications include demonstrated fundraising success, management experience and bachelor's degree or comparable training/experience in marketing, public relations or related field. Send resume and letter of application including salary requirement to Arthur Albrecht, President, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801 by July 9. No calls.

WVPT Equal Opportunity Employer

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CABLE

HELP WANTED MANAGEMENT

PAY PER VIEW MANAGER

Media General Cable of Fairfax County, a state of the art cable system, located in Northern Virginia, is recruiting for a Pay-Per-View Manager. We are a leader in the industry with a 9 channel Pay-Per-View operation (6 stand alone).

Qualified applicants will have:

- Minimum 5 years pay-per-view or marketing experience.
- Previous supervisory experience.
- Proven troubleshooting abilities.
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Please send cover letter, salary requirements and resumes to:



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Chantilly, VA 22201
Attention: Human Resources
or fax
703-378-3498

EOE

M/F/D

ALLIED FIELDS

**HELP WANTED PROGRAMING
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Johnson Controls World Services Inc., the prime contractor for the operation and maintenance of the U.S. Kwajalein Missile Range in the Central Pacific, is currently seeking applicants for the following positions:

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Must be a graduate of a reputable broadcasting school. Must have two years of recent experience in the broadcasting field as a Systems Operator of television and/or radio equipment. Experience in Time Code Equipment and Automated Time Code Systems is desired.

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Must be a graduate of a reputable broadcasting school with recent on-air experience. Must be able to host live radio programs following a variety of music formats and be capable of producing creative promotional productions.

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ENGINEERING TECHNICIAN**

Must have at least two years of formal electronics education in television and radio broadcasting systems. Must be able to maintain, troubleshoot, repair and install broadcast radio and television equipment plus transmitters and be familiar with analog, digital and RF equipment theory.

At Kwajalein we offer 2-year employment agreements with free housing, meals, and 3 weeks of paid vacation with air travel provided once a year. Overseas bonus and U.S. tax exemptions may apply. Send resumes to:

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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.**

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Datebook

JUNE

June 29—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television* and *ESPN*. Hotel Scanticon, Englewood, Colo. Information: Elaine Lorenz, (303) 740-8940.

June 30—*National Academy of Television Arts and Sciences, New York chapter*. luncheon. Speaker: Robert Friedman, president, New Line Television. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

JULY

July 9—Deadline for entries for 1993 Ollie Awards sponsored by *American Center for Children's Television*. Information: David Kleeman, (708) 390-9435.

July 9—Deadline for entries for the 28th annual Gabriel Awards sponsored by *Unda USA*. Information: Nancy Kinross, (513) 429-2663.

July 9—Deadline for entries for 1993 Nancy Susan Reynolds Award sponsored by *The Center for Population Options*. Information: (310) 559-5700.

July 14—*The Caucus for Producers, Writers & Directors* general membership meeting.

Speaker: Terry Rakolta, founder and director, Americans for Responsible Television. Chasen's Restaurant, Los Angeles. Information: David Levy, (818) 846-2159.

July 14—*Women in Cable, Oklahoma chapter*, luncheon and tour of Willel Communications Co. Tulsa. Information: Andrea Hood, (918) 665-6690.

July 15—Deadline for entries for *Alfred I. duPont-Columbia University Awards*. Information: Lesley Kuchek, (212) 854-5047.

July 15-18—1993 *Upper Midwest Communications Conclave*. Radisson South Hotel. Minneapolis. Information: Tom Kay or Lisa Nordmark, (612) 927-4487.

July 17-19—*California Broadcasters Association* annual convention. Hyatt Regency Monterey, Monterey, Calif. Information: Vic Biondi or Lillie Player, (916) 444-2237.

July 18-23—Management Development seminar for television executives sponsored by *National Association of Broadcasters*. Evanston, Ill. Information: (202) 775-3527.

July 25-28—*New York State Broadcasters Association* 32nd annual executive conference. Gideon Putnam Hotel and Sheraton Hotel and Conference Center, Saratoga Springs, N.Y. Information: (518) 456-8888.

July 27-29—*Florida Cable Association* annual convention. Registry Resort, Naples, Fla. Information: Jolce Ventry, (904) 681-1990.

AUGUST

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

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

SEPTEMBER

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

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

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

MAJOR MEETINGS

July 15-17—*Satellite Broadcasting and Communications Association* summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

July 18-21—*Cable Television Administration and Marketing Society* annual convention. Atlanta. Information: (703) 549-4200.

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

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

Sept. 8-11—Radio '93 convention sponsored by *National Association of Broadcasters*. Dallas. Information: (202) 429-5300.

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

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

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

Sept. 29-Oct. 2—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.

Oct. 5-7—*Atlantic Cable Show*. Atlantic City

Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

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

Oct. 14-17—*Society of Professional Journalists* national convention, Miami. Information: (317) 654-3333.

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

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

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

Jan. 14-20 1994—*National Association of Broadcasters* winter board meeting and legislative forum. Carlsbad, Calif. Information:

(202) 775-3527.

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

Jan 29-Feb. 1 1994—*National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

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

March 21-24 1994—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 775-3527.

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

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

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

June 10-13 1994—*PROMAX International* conference and exposition. New Orleans. Information: (213) 465-3777.

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Open Mike

Financial fix

EDITOR: On behalf of ourselves and the clients we serve, we in the communications bar have every reason to want a strong, skilled and dedicated FCC staff. In the 29 years I've practiced before the agency, I believe our bar has, by and large, enjoyed and benefited from FCC staff members who meet these high standards. Of course, the public has been well served, too.

Unfortunately, in the past decade the financial squeeze has been on; the vise has tightened. The FCC's computer systems have lagged behind; engineering personnel levels have been reduced—to name two problem areas. The toll has been partially obscured by the devotion of many hardworking public servants who have done more with less. But now the Cable Act has imposed grave new burdens on the FCC that not even extraordinary efforts by the staff can offset. Yet, some in Congress turn a blind eye to the agency's absolutely genuine and even desperate needs.

By every measure, communications is one of the brightest spots in our economy. It creates jobs, enhances productivity, improves our balance of trade and enriches our lives. An impulse toward short-term parsimony should not stifle the FCC's ability effectively and expeditiously to encourage, accommodate, license and, yes, regulate (appropriately) the country's communications entrepreneurs.—*Jonathan D. Blake, Covington & Burling, Washington.*

Suggested solution to children's TV problem

EDITOR: Ervin Duggan's call for voluntary industry leadership toward excellence in children's television (BROADCASTING & CABLE, March 15) is timely and important.

Fortunately, there is in place a structure directed to just that purpose: the American Center for Children's Television. The center works within and throughout the TV industry to improve children's programming. It is built on the belief that standards of excellence can be enhanced by furnishing the people responsible for children's programming with the skills, motivation and resources to do their best work.

The biannual Ollie Awards—the center's largest activity—honor outstanding children's programs. Just as important, they create a gathering point for critical and creative exchange about what makes a children's show succeed or fail, using real and recent programs as models.

Thorough understanding of children's needs, interest and abilities is vital to designing beneficial and effective programs. Through seminars and workshops, the center gives program makers access to invaluable expertise and ideas of educators, researchers, child health and developmental experts, and others.

Children's television is too often treated like children themselves in this society—of secondary interest and concern. It is the task of all of us who care about children to make excellence the only acceptable standard for children's TV. The American Center for Children's Television offers us a framework for designing programming that is developmentally sound, delightfully entertaining and economically viable.—*David V.B. Britt, president/CEO, Children's Television Workshop, New York.*

Friend of Bill

EDITOR: From BROADCASTING & CABLE's reports, it appears that the Clinton administration is again considering selecting someone from outside the FCC to be the agency's new chairman (this following Toni Cook's decision to withdraw her

name from consideration). Conspicuously absent from the reports is the name of Verner, Liipfert partner William E. Kennard, yet it is hard for me to believe that Bill would not be high on the prospect list. I would imagine that all of my colleagues in the communications bar would applaud Bill's selection for the post. Bill possesses the intellect, integrity, affability and keen insight needed to be a great chairman. He has a stellar academic record, a history of achievement in law practice that few others share and an intimate knowledge of the problems faced by communications entrepreneurs and consumers. Bill would also receive broad bipartisan support and plaudits from many in the communications industry.—*Jonathan W. Emord, attorney, Fairfax, Va.*

Giving Weldon his due

EDITOR: As a reader of BROADCASTING for over 40 years, I found your May 24 obituary of James Weldon to be scant and superficial. Weldon may have been the best radio transmitter designer ever; he certainly was one of the top few. Back when there was no FM, TV or cable—an era you seem to have forgotten—Weldon's 500,000-watt design for Dr. Brinkley at what is now XERF was a stunning technological breakthrough for the late 1930's. Weldon's 50-kilowatt AM design became the industry standard when 50-kilowatt AM's were the biggest thing in American broadcasting. Weldon built megawatt VLF transmitters for the U.S. Navy to broadcast submerged submarines, and megawatt AM transmitters for foreign countries not having the 50-kilowatt power limit imposed in the U.S.

James Weldon may have put more watts of RF on the air than anybody else.—*Frederick W. Seibold, Sadorus, Ill.*

For the Record

Compiled by BROADCASTING & CABLE for the period of June 14-18 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WBCA(AM) Bay Minette, AL** (BAL930528EA; 1110 khz; 10 kw-D)—Seeks assignment of license from Gordon F. Earls Radio Inc. to Benchmark Communications Corp. for \$90,000. Seller is headed by Gordon F. Earls, and has no other broadcast interests. Buyer is headed by John R. Meyers and has no other broadcast interests. Filed May 28.

■ **WKMW(AM) Madison, AL** (BAL930604ED; 730 khz; 1 kw-D, 123 w-N)—Seeks assignment of license from Phoenix Capital Corp. to Madison Radio Company Inc. for \$102,000. Seller is headed by Kenneth F. Levin and has no other broadcast interests. Buyer is headed by Carl Sampieri and has no other broadcast interests. Filed June 4.

■ **KCLS(AM) Flagstaff, AZ** (BAPL930427EB; 600 khz; 5 kw-D, 500 w-N)—Seeks assignment of CP from Saunders Broadcasting Co. Inc. to TVNA Ltd. for \$20,000. Seller is headed by James A. Kurts and has no other broadcast interests. Buyer is headed by Steven Herman and has no other broadcast interests. Filed April 27.

■ **KCLB(AM)-KCLB(FM) Coachella, CA** (AM: BAL930607EA; 970 khz; 5 kw-D, 1 kw-N, DA-2, 2; FM: BALH930607EB; 93.7 mhz; 26.5 kw; ant. 640 ft.)—Seeks assignment of license from estate of Edward W. Gorges to his wife and daughter, Grace and Susan (Coachella Valley Broadcasting Co.), for \$1,000. Estate and Buyers have no other broadcast interests.

■ **WDOV(AM)-WDSO(FM) Dover, DE** (AM: BTC930601EA; 1410 khz; 5.4 kw; FM: BTCH930601EB; 94.7 mhz; 50 kw; ant. 377 ft.)—Seeks transfer of control of Benchmark Radio Acquisition Fund Ltd. Bruce R. Spector will increase his interest in licensee to 50%, and general partner of licensee will change from Benchmark Communications Ltd. to Benchmark Communications Radio

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.

Ltd. ("Changing Hands," Jan. 18). Licensee also owns unbuil WYHH(FM) Smyrna, DE. Filed June 1.

■ **WYAY(FM) Gainesville, GA** (BALH930603GE; 106.7 mhz; 99 kw; ant. 1,400 ft.)—Seeks assignment of license from NewCity Communications of Atlanta Inc. to Capital Cities/ABC Inc. for \$19,000,000 ("Changing Hands," March 22). Seller is headed by Richard A. Ferguson and has interests in WEZN-FM Bridgeport, CT; WYAI-FM Lagrange, GA; WZZK-FM-WZZK(AM) Birmingham, AL; KWEN-FM-KRMG(AM) Tulsa, OK; WDBO(AM) and WWKA(FM) Orlando, FL, and KKYX-AM-FM San Antonio, TX. Buyer is headed by Ronald J. Doerfler on behalf of Capital Cities/ABC and has 8 TV's, 9 FM's and 9 AM's. Filed June 3.

■ **WYNX(AM) Smyrna, GA** (BAL930604EA; 1550 khz; 50 kw-D, 500w-N, DA-2)—Seeks assignment of license from Hoffman Media Inc. to GA-MEX Broadcasting Inc. for \$1,100,000. Seller is headed by Hubert N. Hoffman and has interests in WGGM and WDYL-FM Chester, VA; WQCK-FM Clinton, LA and WLSL-FM Crisfield, MD. Buyer is headed by Bernie Eisenstein and has no other broadcast interests. Filed June 4.

■ **KILU(FM) Paauilo, HI** (BALH930527GG; 103.9 mhz)—Seeks assignment of license from Hamakua Broadcasting Corporation to Charles R. Crawford

for \$42,842. Seller is headed by Wyman W.C. Lai, trustee, and has no other broadcast interests. Buyer has no other broadcast interests. Filed May 27.

■ **KWGG(FM) Hampton, IA** (BALH930602GE; 104.9 mhz; 6 kw; ant. 255 ft.)—Seeks assignment of license from Hampton Communications Inc. to Craig Donnelly for \$60,000. Seller is headed by Jeff Birdsell and has no other broadcast interests. Buyer has no other broadcast interests. Filed June 2.

■ **KLKL(FM) Benton, LA** (BALH930528GF; 92.1 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from The Dowe Company Inc. to Progressive United Corp. for \$325,000. Seller is controlled by William Whitley, receiver. Buyer is headed by William R. Fry and has no other broadcast interests. Filed May 28.

■ **KLIP(FM) Monroe, LA** (BAPH930601GJ; 105.3 mhz)—Seeks assignment of CP from Choctaw Broadcasting Corporation to New South Communications Inc. for \$400,010. Seller is headed by Linda M. Melton and has no other broadcast interests. Buyer is headed by Frank E. Holladay and has interests in KLMB-AM and KJLO-FM Monroe, LA; WFTW-AM-WKSM-FM Fort Walton Beach, FL; WALT-AM-WOKK-FM Meridian, MS and WSYE-FM Houston, MS. New South Communications is also a partner of Capital Communications Inc. in stations WXVI-AM Montgomery and WZHT-FM Troy, both Alabama. New South Communications Inc. is also a partner of H & E Communications in WMXA-FM Opelika, AL. Filed June 1.

■ **WHFS(FM) Annapolis, MD** (Washington) (BALH930528GI; 99.1 mhz; 50 kw; ant. 459 ft.)—Seeks assignment of license from Duchossois Communications Co. to Liberty Broadcasting Inc. for \$15.625 million ("Changing Hands," June 7). Filed May 28.

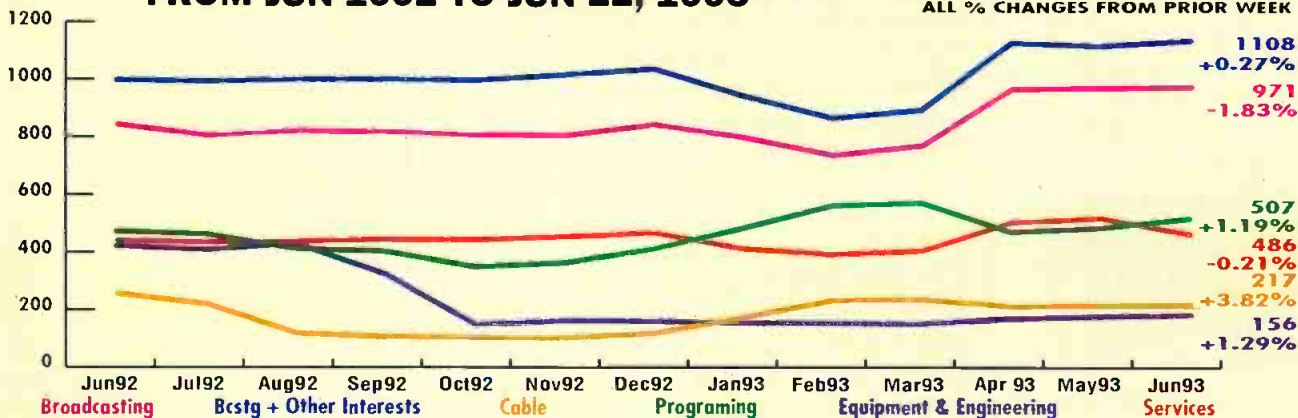
■ **WCEN(AM)-WCEN(FM) Cambridge, MD** (AM: BAL930604EB; 1240 khz; 1kw-U; FM: BALH930604EC; 106.3 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from M. Belmont VerStandig Inc. to MTS Broadcasting, L.C. for \$1,800,001. Seller is headed by John D. VerStandig and has interests in WWSA and WQPO (FM), both Harrisonburg, VA. Buyer is headed by Thomas C. Mullitz and has no other broadcast interests. Broker: Blackburn & Co. Inc.

■ **WLTO(FM) Harbor Springs, MI** (BA-

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1992 TO JUN 22, 1993

NASDAQ: 686.77 (-1.52%)
S&P Ind.: 511.11 (-0.66%)

ALL % CHANGES FROM PRIOR WEEK



LED930528GH; 103.9 mhz; 28 kw; ant. 663 ft.)—Seeks assignment of license from Running Rhodes Inc. to Central Michigan University for \$325,000. Seller is headed by Howard Binkow and has no other broadcast interests. Buyer is headed by Thomas Hunt (station manager) and is licensee of WCMU-FM-TV and WMHW-FM, all Mt. Pleasant; WCML-FM-TV Alpena; WCMW(TV) Manistee; WCMV(TV) Cadillac, WCMZ-FM Sault Ste. Marie, and WUCX-FM Bay City, all Michigan. Filed May 28.

■ **WHB(AM) Kansas City, MO** (BAL930602EA; 710 khz; 10 kw-D, 5 kw-N, DA-2)—Seeks assignment of license from Apollo Radio of Kansas City Inc. to KANZA Inc. for \$600,000. Seller is headed by William L. Stakelin and has interests in KMXV(FM) Kansas City, MO. Buyer is headed by Michael L. Carter and has interests in the licensee of stations KAOL-AM-KMZU-FM Carrollton, and KTRX-FM, Tarkio both Missouri. Carter's son, Miles, is permittee of station KLRI-FM Malta Bend, MO. Filed June 2.

■ **KDZN(FM) Glendive, MT** (BTCH930526GE; 96.5 mhz; 100 kw; ant. 400 ft.)—Seeks transfer of control from Magic Air Communications Co. to Glendive Broadcasting Corp. for \$140,000. Seller is headed by Burt H. Oliphant, et al., and has no other broadcast interests. Buyer is headed by Stephen A. Marks and is licensee of KXGN-AM-TV Glendive, MT. Marks is also 81.95% owner of licensee of WBKB-TV Alpena, MI. Filed May 26.

■ **WFBL(AM) Syracuse, NY** (BAL930601EB; 1390 khz; 5 kw-U)—Seeks assignment of license from WFBL-Syracuse Inc. to Kimtron Inc. for \$425,000. Seller is headed by Donald Wilks and has interests in 6 FM's and 2 AM's. Buyer is headed by Donald

B. Crawford and has interests in licensees of KPBC(AM) Dallas; WYCA(FM) Hammond, IN; KBRT(AM) Avation and KCBC(AM) Riverbank, both California; WМУZ-FM Detroit; WDCX(FM) Buffalo and WDCZ(FM) Webster, both New York; WDJC(FM) Birmingham, AL; KPHP(AM) Lake Oswego, OR, and KLZ(AM) Denver. Filed June 1.

■ **WSSX(FM) Charleston, SC** (BALH930528GG; 95.1 mhz; 100 kw; ant. 361 ft.)—Seeks assignment of license from Faircom Charleston Inc. to Dixie Communications Inc. for \$400,000 plus the assets and properties of WDXZ(FM) Mt. Pleasant, SC. Seller is headed by Joel M. Fairman and has interests in WHFM South Ampton, LI, and WCRZ(AM)-WKMF(AM) Flint MI. Buyer is headed by William G. Dudley III and has interests in licensees of WTMA(AM)-WSUY-FM Charleston, WTMZ(AM) Dorchester Terrace-Brentwood and WDXZ(FM) Mt. Pleasant (assets of which will be exchanged), all South Carolina. Filed May 28.

■ **KVEL(AM)-KLCY(FM) Vernal, UT** (AM: BAL930527EB; 920 khz; 4.5 kw-D, 1 kw-N, DA-N FM: BALH930527EC; 105.9 mhz; 3 kw; ant. 430 ft.)—Seeks assignment of license from MADPAC Inc. to KVEL Inc. for \$300,000. Seller is headed by George C. Hatch and has interest in KUTV in Salt Lake City, UT. Buyer is headed by Carlisle S. Fauver and has no other broadcast interests. Filed May 27.

■ **WJJJ(AM)-WVVV(FM) Christiansburg-Blacksburg, VA** (AM: BAL930430GE; 1260 khz; 2.5 kw-D, 28 w-N; FM: BALH930430GF; 104.9 mhz; 3 kw; ant. 310 ft.)—Seeks assignment of license from Blacksburg-Christiansburg Broadcasting Company Inc. to New River Media Group Inc. for \$512,500. Seller is headed by William R. Rollins and has

interests in WEGO(AM), Concord, NC, and WABZ(FM), Albamarie, NC. Buyer is headed by Ralph B. Davis and has no other broadcast interests. Filed April 30.

■ **WMLJ(FM) Summersville, WV** (BA-PED930604GE; 90.5 mhz; 11 kw; ant. 948 ft.)—Seeks assignment of CP from Mountain State Baptist Church to Grace Missionary Baptist Church for no cash consideration; assignment is a donation. ("Changing Hands," May 30). Seller is headed by William Liston and has no other broadcast interests. Buyer is headed by Clyde I. Eborn and has no other broadcast interests. Filed June 4.

Actions

■ **KGKO(FM) Benton, AR** (BALPH930115GE; 850 khz; 1 kw-D)—Granted assignment of license from Bridges Broadcasting Service to Southern Skies Corp. for \$1.125 million ("Changing Hands," January 11). Action June 8.

■ **KFAY(FM) Huntsville, AR** (BALH930312GE; 95.9 mhz; 3 kw; ant. 295 ft.)—Granted assignment of license from Hendren-McChristian Communications to Vekony Communications Inc. for \$100,000 ("For the Record," April 5). Action June 4.

■ **KOTN(AM) Pine Bluff, AR** (BAL930427EA; 1490 khz; 1 kw-U)—Granted assignment of license from Cornerstone Broadcasting Corp. to Board of Trustees of University of Arkansas for no cash consideration; assignment is gift ("For the Record," May 17). Action June 7.

■ **KEZQ(FM) Sheridan, AR** (BALH930413GE; 102.9 mhz; 50 kw; ant. 488 ft.)—Granted assignment of license from Omni Communications to GHB broadcasting for \$1.3 million ("Changing Hands," April 12). Action June 7.

■ **KOJJ(FM) East Porterville, CA** (BALH930416GL; 100.5 mhz; 1.5 kw; ant. 465 ft.)—Granted assignment of license from Tulare Lite Corp. to Roll-With-It Communications Inc. for \$260,000 ("For the Record," May 17). Action June 7.

■ **KMPG(AM) Hollister, CA** (BAPL930419EE; 1520 khz; 5 kw-D, DA-2)—Granted assignment of license from Milo Communications Corp. to Adela Martinez and Rafael Meza for \$550,000 ("Changing Hands," May 10). Action June 11.

■ **KXEZ(FM) Los Angeles** (BALH930405GE; 100.3 mhz; 5.3 kw; ant. 3,005 ft.)—Granted assignment of license from Westwood One Stations - LA Inc. to Viacom International Inc. for \$40 million ("Changing Hands," April 5). Action June 3.

■ **KAZY(FM) Denver, CO** (BALH921211HX; 106.7 mhz; 100 kw; ant. 987 ft.)—Granted assignment of license from Summit-Denver Broadcasting Corp. to Z-C Radio Acquisition for \$5.5 million ("Changing Hands," Dec. 14, 1992). Action June 9.

■ **WFTY(TV) Washington, DC** (BTCCT930412KF; ch.50; 2,450kw-V; ant. 570 ft.)—Granted transfer of control of Andrews Hill Trust No. 2 for no cash consideration; Peter Cantrell, trustee for licensee is assigning station to Nolanda Hill as new trustee ("For the Record," May 3). Action June 10.

■ **WATC(TV) Atlanta** (BAPET930209KF; ch. 57; 400 kw-V; ant. 693 ft.)—Granted assignment of CP from Acorn Television in Action for Communities to Community Television Inc. for \$79,866 ("For The Record," March 8). Action June 3.

■ **WMGR(AM)-WJAD(FM) Bainbridge, GA** (AM: BAL930422GG; 930 khz; 5 kw-D, 500w-N; FM: BALH930422GH; 97.3 mhz; 100 kw; ant. 1,200 ft.)—Granted assignment of license from Guardian Corp. to Sabre Communications Inc. for \$1.175 million ("Changing Hands," April 19). Action June 11.

■ **WBPS(FM) Winder, GA** (BALED930420GG; 89.5 mhz; 530 w; ant. 130 ft.)—Granted assignment of license from Winder Educational Broadcasting Foundation to Bible Broadcasting Network Inc. for \$104,000 ("For The Record," May 17). Action June 3.

■ **KDLX(FM) Makawao, HI** (BALH930127HN; 94.3 mhz; 3 kw; ant. -22 ft.)—Granted assignment of license from Cub Media Inc. to Visionary Related

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

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

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting & Cable's own research.
¹ Construction permit.

Entertainment Inc. for \$265,000 ("Changing Hands," February 22). Action June 9.

■ **WHQQ(FM) Charleston, IL** (BALH930505GF; 92.1 mhz; 2.2 kw; ant. 140 ft.)—Dismissed assignment of license from Com-Stat Communications to the Cromwell Group Inc. for \$160,000 ("For the Record," June 7). The license is held by Steve Garman. Dismissed May 27.

■ **WNUY(FM) Bluffton, IN** (BTCH930210GE; 100.1 mhz; 3 kw; ant. 130 ft.)—Granted transfer of control of Wells County Radio Corp. Mickey R. Cupp and Robert W. Troxell are each transferring 33% of their 50% shares of licensee to John J. Shanley and Jon M. Lamey; consideration will be assumption of on-going operational expenses and provision of services in management of station ("For the Record," March 29). Action June 4.

■ **KRVR(FM) Davenport, IN** (BALH930426G1; 106.5 mhz; 60 kw; ant. 210 ft.)—Granted assignment of license from Community Radio Inc. to K-River Broadcasting Inc. for \$1 million ("Changing Hands," May 17). Action June 9.

■ **KOAM-TV Pittsburg, KS** (BALC920813KU; ch. 7; 316 kw-V; 63.1 kw-A; ant. 1,090 ft.)—Granted assignment of license from KOAM License Partnership to Scarecrow Inc. for no cash consideration. Assignee is subsidiary of Chemical Bank, which made loan in principal amount of \$13 million to assignor; parties have agreed to resolve defaults on that loan by having bank temporarily acquire assets of station until Buyer is found ("For the Record," Aug. 31, 1992). Action May 28.

■ **KMSS-TV Shreveport, LA** (BTCCT930415KF; ch. 33; 4,570 kw-V; 457 kw-A; ant. 1,813 ft.)—Dismissed app. of transfer of control of Southwest Multimedia Corp. SWMM-Shreveport Corp., debtor-in-possession, will issue to transferees Arthur Latham and Mitchell A. Levy 525 shares of Shreveport common stock at \$1 per share ("For the Record," May 17). Action June 4.

■ **KMBS(AM) West Monroe, LA** (BAL930210EG; 1310 khz; 5 kw-D, 49w-N)—Granted assignment of license from Kay E. Morgan to Red Bear Broadcasting for \$200,000 ("For the Record," March 15). Action June 10.

■ **WHLL(TV) Worcester, MA** (BTCCT930412KH; ch.27; 1.195kw-V; ant. 1,531 ft.)—Granted transfer of control of Andrews Hill Trust No. 2 for no cash consideration. See WFTY(TV), above. Action June 10.

■ **WFST(AM) Caribou, ME** (BAL930407EB; 600 khz; 5 kw-D, 127 w-N)—Granted assignment of license from Four Seasons Communications Inc. to Northern Broadcast Ministries Inc. for \$54,000 ("For the Record," April 26). Action June 8.

■ **KGNG(AM)-KZBK(FM) Brookfield, MO** (AM: BAL930504EA; 1470 khz; 500w-D, DA; FM: BALH930504EB; 97.7 mhz; 3 kw; ant. 203 ft.)—Granted assignment of license from Dwight Carver to Best Broadcasting Inc. for \$70,000 ("Changing Hands," May 31). Action June 14.

■ **KDAM(FM) Monroe City, MO** (BTCH930218GH; 106.3 mhz; 3 kw; ant. 302 ft.)—Granted transfer of control of Monroe City Broadcasting Inc. for \$50,000. Ambrose and Pauline Quinn, husband and wife, are selling their 51% of licensee to John B. and Patricia A. Jamison, husband and wife, for \$50,000 ("For the Record," March 15). Action June 7.

■ **KHAS(AM) Hastings, NE** (BAL930426EA; 1230 khz; 1kw-U)—Granted assignment of license from Nebraska Broadcasting Co. Inc. to KHAS Broadcasting Inc. for \$200,000 ("For the Record," May 17). Action June 11.

■ **WTYN(AM) Tryon, NC** (BAL930412ED; 1160 khz; 10 kw-D, 500 w-N)—Granted assignment of license from Radio Hendersonville Inc. to Anchor Baptist Broadcasting Assn. for \$153,644 ("For the Record," May 3). Action June 9.

■ **WADE(AM) Wadesboro, NC** (BAL930422EA; 1340 khz)—Granted assignment of license from Essex Communications Partners Inc. to Inspirational Deliverance Center Inc. for \$27,500 ("For the Record," May 17). Action June 8.

■ **KZSS(AM)-KZRR(FM) Albuquerque** (AM: BAL930224EC; 610 khz; 5 kw-U; FM: BALH930224ED; 94.1 mhz; 100 kw; ant. 4,130 ft.)—Granted assignment of license from Sandia Peak Broadcasters to Twin Peaks Radio for no cash consideration; assignment is merger between licensee and Progressive Radio Inc., headed by Peter Baumann and licensee of KLSK(FM) Santa Fe, NM (see below), to form Twin Peaks ("For the Record," April 5). Action June 4.

■ **KLSK(FM) Santa Fe, NM** (BALH930224GK; 104.1 mhz; 100 kw; ant. 1,876 ft.; see KZSS(AM)-KZRR(FM) Albuquerque, NM, above).

■ **WETG(TV) Erie, PA** (BTCCT930409KF; ch. 66; 35.5 kw-V; 3.6 kw-A; ant. 886 ft.)—Granted transfer of control of Gannon University Broadcasting Inc. University president M. Daniel Henry resigned; voting control of licensee will transfer to new president David A. Rubino ("For the Record," May 3). Action June 3.

■ **WLXC(FM) Lexington, SC** (BAPH930323GF; 98.5 mhz; 3 kw; ant. 100 m.)—Granted assignment of CP from Lexington Communications Ltd. to Lexington Communications Inc. to convert licensee to corporation ("For the Record," April 12). Action June 7.

■ **WYGO(FM) Madisonville, TN** (BTCH930106HO; 99.5 mhz; 2.51 kw; ant. 515 ft.)—Granted transfer of control of Major Broadcasting Corp. Gordon M. and Jane Dialtha Anderson, husband and wife, are transferring 60% of licensee to Randall W. Slinger, and will retain 40% interest in licensee (see "For the Record," February 1). Action June 9.

NEW STATIONS

Applications

■ **Gridley, CA** (BPH930527MM)—Kidd Communications seeks 101.5 mhz; 6 kw; ant. 100 m. Address: 550 East Plumb Lane, Suite 102, Reno, NV 89502. Applicant is headed by Chris W. Kidd and permittee of KBCH(FM) Kings Beach and KJRC(AM) South Lake Tahoe, both California. He is also permittee of six LPTV's. Filed May 27.

■ **Gridley, CA** (BPH930527MK)—Phoenix Broadcasting Inc. seeks 101.5 mhz; 141 kw; ant. 602 m. Address: Post Office Box 7568, Chico, CA 95927. Applicant is headed by Gary Katz and has no other broadcast interests. Filed May 27.

■ **Dwight, IL** (BPH930526ME)—Electronics Research & Consulting seeks 98.9 mhz; 3.0 kw; ant. 100 m. Address: 120 South Franklin Street, Box 181, Dwight, IL 60420. Applicant is headed by Gary L. Clodi and Thomas W. Hammond and has no other broadcast interests. Filed March 26.

■ **Ferdinand, IN** (BPED930607MB) Sabbath Inc seeks 98.5 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill and has no other broadcast interests. Filed June 7.

■ **Ferdinand, IN** (BPH930604ME) Gem Communications seeks 98.5 mhz; 6 kw.; ant. 100 m. Address: 1075 W. 33rd St., Jasper, IN 47546. The applicant is headed by G. Earl Metsger and has interest in Jasper on the Air Inc., licensee of WITZ-AM-WITZ-FM, Jasper, IN. Filed June 4.

■ **Silver Lake, KS** (BPH930602MD) Richard P. Bott II seeks 92.5 mhz; 6 kw; ant. 100 m. Address: 8603 Buckingham Lane, Kansas City, MO 64138. Bott is vice president and a director of Bott Broadcasting Co. ("BBC"), and Bott Communications Inc. ("BCI"), with interests in 4 AM's and 2 FM's.

■ **Mamou, LA** (BPH930528MG)—SoTo Broadcasting seeks 101.1 mhz; 6 kw; ant. 100 m. Address: 1103 LaNeuveville Rd., Lafayette, LA 70508. Applicant is headed by Simla Baran Ellis and has no other broadcast interests. Filed March 28.

■ **Ruston, LA** (BPH930526MD)—BFH Inc. seeks 99.5 mhz; 6 kw; ant. 100 m. Address: 100 Llanfair Drive, Ruston, LA 71270. Applicant is headed by Beverly Faye Hollingsworth. Dan Hollingsworth, husband of Beverly, has interests in KRUS(AM)-KXKZ(FM) Ruston, LA. Filed May 26.

■ **Bruce, MS** (BPH930526MF)—Russell A. Humphrey and Roberta L. Eaton seek 94.5 mhz; 4.5 kw; ant. 116 m. Address: 905 Blossom Lane, Redondo Beach, CA 90278. Applicants have no other broadcast interests. Filed May 26.

■ **Bismarck, ND** (BPH930528ME)—DCP Broadcasting Corp. seeks 98.7 mhz; 100 kw; ant. 300 m. Address: 724 First Street North, 4th Floor, Minneapolis, MN 55401. Applicant is headed by Christopher T. Dahl and is licensee of one AM and two FM's. Filed May 28.

■ **Brighton, NY** (BPH930527MI)—Auburn Cablevision Inc. seeks 94.1 mhz; 3.2 kw; ant. 139 m. Address: 32 Owasco Street, Auburn, NY 13021. Applicant is headed by Frederik R. L. Osborne and has no other broadcast interests. Filed May 27.

■ **Brighton, NY** (BPH930527MJ)—Brighton Broadcasting seeks 94.1 mhz; 6.0kw; ant. 97 m., AD. Address: 680 Clover St., Rochester, NY 14610. Applicant is headed by James J. Smisloff. Filed March 27.

■ **Lakewood, NY** (BPH930527MG)—Lakewood Communications Inc. seeks 106.9 mhz; 25 kw; ant. 100 m. Address: 93 E. Terrace Avenue, Lakewood, NY 14750. Applicant is headed by Sandra J. Meyers and has no other broadcast interests. Filed May 27.

■ **Lakewood, NY** (BPH930525MD)—Lakewood Broadcasting Corp. seeks 106.9 mhz; 25 kw; ant. 100 m. Address: 49 Elmwood Avenue, W.E., Jamestown, NY 14701. Applicant is headed by Dennis Webster and is licensee of two AM's and two FM's. Filed May 25.

■ **Clarksfield, OH** (BPED930602MC)—Kent State University seeks 90.7 mhz; 3 kw; ant. 100 m. Address: 1613 East Summit Street, Kent, OH 44242. Applicant is headed by John E. Perry (general manager) and owns three FM's. Filed June 2.

■ **Myrtle Point, OR** (BPH930601MD) K/S Riggs Broadcasting Inc. seeks 94.1 mhz; 2,222 kw; ant. 114 m. Address: P.O. Box 1760, Roseburg, OR 97470. Applicant is headed by Susan Riggs, who co-owns KTBR-AM Roseburg, OR, with her husband, Keith. Filed June 1.

■ **Madison, SD** (BPED930607MA) Dakota State University seeks 91.1 mhz; .23 kw; ant. 18 m. Address: 820 N. Washington Avenue, Madison, SD 57042. Applicant is headed by Jerald Tunheim and

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has no other interests. Filed June 7.

■ **Jourdanton, TX (BPH930601MC)**—Reding Broadcasting Co. seeks 95.7 mhz; 6 kw; ant. 88 m. Address: 215 North Main Street, Pleasanton, TX 78064. Applicant is headed by Lawis W. Redding, who is also 100% owner of KBOP-AM-FM Pleasanton, TX. Filed June 1.

■ **Jourdanton, TX (BPH930601MF)**—Seventh Day Christian Group seeks 95.7 mhz; 6 kw; ant. 100 m. Address: 115 West Avenue D; Robstown, TX 78380. Applicant is headed by Humberto Lopez, who also has interests in KMIQ(FM) Robstown and KINE(AM) Kingsville, both TX. Filed June 1.

■ **Richfield, UT (BPH930527MF)**—White Pine Communications Inc. seeks 97.5 mhz; 31.7 kw; ant. 923 ft. Address: Post Office Box 1194, St. George, UT 84771. Applicant is headed by Morgan Skinner and has interests in White Pine Communications, Ltd., Bear River Trust. Filed May 27.

■ **Wenatchee, WA (BPED930607MC)** Growing Christian Foundation seeks 89.9 mhz; 6.0kw; ant 372.5. Address: P.O. Box 535, Colleje Place, WA 99324. The applicant is headed by Kevin Krueger and has principals with interests in Blue Mountain Broadcasting Association, a Washington non-profit corporation. Filed June 7.

■ **Newcastle, WY (BPH930527ML)** Mount Rushmore Broadcasting Inc. seeks 99.3 mhz; 6 kw; ant. 100 m. Address: 437 Montgomery Street, Custer, SD 57730. Applicant is headed by Jan C. Gray and is the licensee of KFRC-AM, Custer, SD, KZMX-AM-FM, Hot Springs, SD, and the permittee of a new FM station on channel 286C2, Custer, SD. Filed March 27.

FACILITIES CHANGES

Applications

■ **Eastman, GA WUFF-FM 92.1 mhz**—May 27 application of Farnell O'Quinn for mod. of license (BLH-7583) for changes in frequency (per docket #88-460).

■ **Haliimaile, HI KPMW(FM) 105.5 mhz**—May 27 application of RC Broadcasting Inc. for mod. of CP (BPH-890503MM) to make changes; ant.: -156 m. TL: behind Old Puunene Airport, approximately 1.3 km east of Rt. 31, 2.7 km SW of Village 13, Maui, HI.

■ **Onawa, IA KOOO(FM) 102.3 mhz**—May 28 application of Barnco Inc. for mod. of CP (BPH-840518ID as mod.) to make changes: change: TL: Dakota County, NE, 4.49 km SW of Homer, NE at bearing of 243.1

■ **Copeland, KS KYBD(FM) 98.1 mhz**—May 27 application of Sound Broadcasting Inc. for mod. of CP (BPH-880825OC) to make changes; ant.: 203 m.; TL: 3.5 mi. south of Ingalls, KS.

■ **Mora, MN KBK(FM) 95.5 mhz**—May 27 application of John J. Godfrey for mod. of CP (BPH-880107NB) to make changes; ERP: 25 kw (H&V); ant.: 100 m.; TL: 1.25 km northwest of junction of County Rd. 7 and State Hwy. 65, Kanabec CO., MN.

■ **Giddings, TX KOKE(FM) 104.3 mhz**—May 27 application of Radio Lee County for CP to make changes; ERP: 100 kw (H&V); ant.: 299 m.; TL: south of SH 535, 4 mi. west of Rosankee, Bastrop County, Texas, on County Road 238; frequency: 268 C1; change class C1 (per MM docket #89-459).

■ **Bowie, TX KRJT-FM 100.7 mhz**—May 28 application of Bowie Nocona Broadcasting Co. Inc. for CP to make changes; change: ERP: 6.25 kw (H&V); ant.: 132.6 m.; change class to C3.

■ **Kawaunee, WI WAUN-FM 92.7 mhz**—May 26 application of Harbor Cities Broadcasting Inc. for CP to make changes; ERP: 6 kw (H&V); ant.: 96 m.

■ **Commerce City, CO KMVP(AM) 670 khz**—June 2 application of KMVP Inc. for MP (BP900907AB) to increase day power to 5 kw and make changes in antenna system.

■ **St. Augustine, FL WFOY(AM) 1240 khz**—March 16 application of Shull Broadcasting Co., Inc. for CP to correct coordinates to 29 54 27 - 81 18 49.

■ **Corydon, IN New FM 107.7 mhz**—April 30 application of Harrison County Broadcasting Company for mod. of CP (BPH-860221MT) to make changes; ERP: 36 kw; change class to B (per docket #87-559).

■ **Greencastle, IN WGRE(FM) 91.5 mhz**—May 24 application of De Pauw University for CP to make changes to ERP: -0- (H) 1 (V).

■ **John Day, OR KGNR(FM) 91.9 mhz**—May 24 application of Life Broadcasting Inc. for mod. of CP (BPED-901123ME) to change antenna supporting

structure height.

■ **Dyersburg, TN WKNQ(FM) 90.7 mhz**—June 3 application of Mid-south Public Comm. Foundation for CP to make changes to ERP: 9.88 (H) 100 (V).

■ **West Covina, CA KBOB(FM) 98.3 mhz**—June 1 application of Westcom Media California Inc. for CP to make changes; change: ERP: .65 kw (H&V); ant.: 296 m.; TL: Johnstone Peak, Angeles National Forest, 4 km at 450 T relative to Glendura High School.

■ **Mammoth Lakes, CA KMMT(FM) 106.3 mhz**—June 1 application of Mammoth Mountain FM Associates Inc. for CP to make changes; change: ERP: .439; change frequency: 106.5 and class to B1 (per MM docket #92-146).

■ **Oak Creek, CO KFUM-FM 104.1 mhz**—May 21 application of KFUM Ltd. for mod. of CP (BPH-920610IG) to make changes to ERP: 1.4 kw H&V.

■ **Clearwater, FL WMTX-FM 95.7 mhz**—June 3 application of Metroplex Communications Inc. for CP to make changes; change ERP: 36 kw (H&V); ant. 102 m.

■ **Clinton, GA WWIQ(FM) 96.5 mhz**—June 14 application of Gray Communications, Inc. for mod. of CP (BPH-900416MK) to make changes; change: ERP: 1.99 kw (H&V), ant.: 126.2 m., TL approx. 2.7 km at 140' from Clinton, Ga.

■ **Belle Plaine, KS KOUY(FM) 92.7 mhz**—June 14 application of Daniel D. Smith for mod. of CP (BPH-920304MA) to make changes; change: ERP 12.2 KW, ant.: 143 m.

■ **Edmond, OK KTNT(FM) 97.7 mhz**—June 14 application of Porter H. Davis for CP to make changes; change: ERP 6.0 KW (H&V); ant.: 96 m.

■ **Sunderland, VT WJAN(FM) 95.1 mhz**—June 14 application of Radio New England Ltd. for CP to make changes; change: ERP: .096 KW(H&V).

■ **Huntsville, AR KFAY(FM) 99.5 mhz**—June 15 application of Hendren-McChristian for CP to make changes; change: ERP: 3.3 KW (H&V); ant.: 135 m. (H&V); TL: 1.1 km south of state hwy 45 and 2.0 km west of state hwy 68 on Keefer Mt. in Madison Cnty, Arkansas.

■ **Hanover, NH WGXL(FM) 92.3 mhz**—June 15 application of RJ Communications, Inc. for mod. of license (BLH-870123KA) to increase ERP (pursuant to MM docket no. 88-375).

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Monday Memo

"Radio cries out for new...dedicated people who will take new approaches."

Radio is in trouble. Why? There are too many stations, the economy stinks, talent in sales is too slim, ratings are terminal cancer, ad agencies are killers.

Sure, there are other problems but the five above are ones we can solve right now. Let's take them one by one and have the courage to aggressively take charge of radio's future.

■ **Too many stations**—The solution is to level the playing field by allowing media mergers and by doing away with harmful FCC rules and limits. "No limits"—that's a battle cry. We demand the same treatment as newspapers and print—and while we're at it why should they be able to carry tobacco and liquor advertising (by the multi-millions) while radio is not?

■ **The economy stinks**—The solution is to drive home the advantages of radio's two major sales points: efficiency and pinpoint target marksmanship. We have a 98% penetration media receiving only 4%-6% of advertising dollars. Advertisers need to be sold (educated) on radio, and there's no easier way than with effective spec spots played for decisionmakers.

■ **Talent in sales too slim**—The solution here is difficult mainly because salespeople have to make enough money or they're forced to move. Radio desperately needs more effective sales training tools. As the number of stations decreases and the economy picks up, the opportunities for making big money in radio will be the best ever. Warning, though, we have to train 'em to keep 'em!

■ **Ratings are terminal cancer**—All we have to do is cancel all audience measurement surveys and concentrate on result measurements. Advertisers don't know, and don't care to know, what the books of audience numbers mean. The present "numbers" do more damage to radio than we'll ever

be able to totally overcome—and look at the costs of today's audience surveys.

■ **Ad agencies are killers**—The solution to this problem is to first analyze exactly whom the ad agency is working for, and then to either let the client do the paying, or to add 17.65% to our "net rates" if an order is to require agency commission. Most newspapers do not pay agency commission, so why should radio? We've been told that ad agencies are spending only .02 cents of their dollars on radio so the 15% "bribes" seemingly are not paying off. Out of respect, since a heavy percentage of my income has been from agencies, I'd welcome a new relationship between agencies and radio stations...one that's a more win/win relationship.



By Carl L. Schuele, KRUZ(FM) Santa Barbara, Calif.

Now, here's the pep talk—as well as workable ideas for a brighter radio future. Radio beats everything for circulation, efficiency, selectivity, affordability and results per dollar spent. It's the best career a job seeker can find. Radio enables you to let your imagination run wild. Who can forget a Stan Freberg series of ads? We need reels of those great old radio ads to play as a challenge to new commercial creators.

Radio cries out for new leadership—we need dedicated people who will take new approaches to the problems...and will refuse to give up until they win. Our "product" is great. We have the listening attention of every customer of every business.

We know that advertisers are now looking for a better way to sell their products. We can point to millions of advertisers who are now using our exciting medium and are getting top results. We have success stories galore—and all it takes to get new success stories is a schedule of 30-50 announcements per week with good copy and a good offer (product). ■

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Fifth Estater

William Henry Grumbles Jr.

There are a handful of top executives at Turner Broadcasting System responsible for overseeing the company's ever-growing reach around the world. Bill Grumbles is one of those key players.

The soft-spoken executive has responsibility for three areas: Turner International Inc., which handles sales and marketing of the company's news and entertainment programming outside the U.S.; Turner Program Services, the company's domestic syndication sales arm, and Turner Cable Network Sales, the domestic cable affiliate division.

His media career follows in the footsteps of his late father, who spent more than 20 years in the broadcasting business. The senior Grumbles held several posts throughout his career and, at one time, operated all of the RKO General broadcast properties.

"It certainly whetted my appetite for the business at a very early age," says Grumbles.

Grumbles became seriously interested in the cable television industry while a student at Southern Methodist University in Dallas. He was taking an investment class and was closely following cable system operator Teleprompter Corp., one of the stocks in his portfolio. He decided he would try to get a job there after graduation.

Grumbles did not know anyone at Teleprompter, so he decided to take his resume to the system manager in Huntsville, Ala., where his mother was living at the time. The resume was forwarded to corporate headquarters, which offered Grumbles a position as regional controller in Atlanta.

Those early days were busy ones, with an enormous amount of purchasing taking place as cable was building up throughout the Southeast. Looking back, Grumbles says he could see cable was booming, but he didn't know that the business would grow as large as it eventually did.

"I don't know that anybody did," says Grumbles.



Following two years in Atlanta, he moved to Texas and spent three years managing small Teleprompter cable systems in the northeastern part of the state. He then moved up to the company's larger operations in Tampa and Galveston. Grumbles had been with Teleprompter for seven years when he was approached with an offer to move to Kansas City to open a regional office for the developing pay TV service Home Box Office. Grumbles was impressed with what he had seen of the programming service on several of the Teleprompter systems and decided to take the job.

He began his 12-year career with HBO as regional manager for eight states throughout the Midwest. Based in Kansas City, he spent his first 18 months on the job traveling from small system to small system trying to convince operators to install receiving dishes and offer HBO to their subscribers. By 1979, he had

moved to HBO's Dallas office to become vice president and general manager for a 16-state area that included a number of major cities, including Chicago, Dallas and Kansas City. In 1983 he was moved to New York headquarters and spent the next six years as vice president of affiliate operations at the pay-TV service.

Grumbles made the move to Turner Broadcasting in 1989 to become executive vice president of Turner Cable Network Sales. His responsibilities grew to include overseas sales and domestic syndication. He says that lately much of his work has been focused on the domestic cable business, a business that has grown considerably difficult.

"It is more difficult in the fact that it is just so much more complex," says Grumbles. "If you look at what the consumer is offered now—from HBO and all its competitors, the multiplexing of all those channels, all of

the basic options, niche networks, sports channels and pay per view—it's just phenomenally complex. Then couple with that reregulation and legislation that is hundreds and hundreds of pages long."

But Grumbles and other Turner executives continue to move forward with plans that include a late summer launch for a CNN International network in the U.S. and a mid-1994 launch for a new domestic movie channel, Turner Classic Movies. Overseas, Grumbles says expansion plans include the European launch of TNT and The Cartoon Network in September, and a possible Asian debut for both services in the future. ■

Vice president, worldwide distribution, Turner Broadcasting System, and chairman, Turner International; b. June 17, 1949, McComb, Miss.; BA, social sciences, Southern Methodist University, Dallas, 1971; Teleprompter Corp., Atlanta: regional controller, 1971-73; various system manager positions, 1973-77; HBO, Kansas City: regional manager, 1978-79; vice president, general manager, central region, Dallas, 1980-83; vice president, affiliate operations, New York, 1983-89; executive vice president, Turner Cable Network Sales, Atlanta, 1989-91; president, Turner International, 1991-92; present position since August 1992; m. Julia Sprunt, Sept. 2, 1989; children: Catherine, 15; Jennifer, 13.

■

Fates & Fortunes

TELEVISION

Appointments at Jim Henson Productions, New York, London: **Patricia Nugent**, associate producer,



Patricia Nugent
Jim Henson Prods.



David Gumpel
Jim Henson Prods.



Peter Coogan
Jim Henson Prods.



Dr. Howard Torman
CBS News



Val Carolin
WBBM(AM)

New York, named director, production; **David Gumpel**, staff editor, director, New York, named director, studio operations; **Peter Coogan**, production supervisor, London, named director, production, there.

Debra Streicker, VP, EMCI Marketing Services Agency, New York joins Republic Pictures Corporation, Los Angeles, in same capacity.

Nancy Overfield-Delmar, VP, marketing, Twentieth Century Fox Licensing and Merchandising, Beverly Hills, Calif., named senior VP.

Katie Chin, director, worldwide promotions, television, Twentieth Century Fox Licensing and Merchandising, Beverly Hills, Calif., named VP.

Howard Torman, M.D., health editor, KCBS-TV Los Angeles, joins CBS News *CBS This Morning*, New York, as health, medical correspondent.

Appointments at Samuel Goldwyn Company, Los Angeles: **Richard Bornstein**, VP, worldwide publicity, named VP, worldwide marketing; **Michelle Abbrecht**, director, national publicity, named VP, publicity; **Michael Kochman**, photo editor,

feature film division, Paramount Pictures, Los Angeles, named director, national publicity.

Michael Pulitzer, president/CEO, Pulitzer Publishing Co., St. Louis, named chairman.

New York, joins ABC News there as broadcast producer, *Moment of Crisis*.

Karen Shiffman, director, research, MTM Entertainment, Los Angeles, joins Bohbot Entertainment

Stuart Smiley, senior VP, Fox Square Productions, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP, creative development, Fox Broadcasting Co., there.

Frank Radice, manager, advertising, promotion, WCBS-TV New York, joins NBC there as director, on-air promotion.

John Chu, research analyst, Camelot Entertainment Sales, New York, named research manager.

Betsy Alexander, producer, ABC News *Day One*, New York, joins King World's *The Les Brown Show* there as co-executive producer.

Sylvester Russo, accounting supervisor, King World Productions, Inc., New York, named manager, budgeting, financial reporting.

Appointments at Columbia Pictures Television Distribution's *Ricki Lake*, Burbank, Calif.: **Stuart Krasnow**, supervising producer, NBC's *A Closer Look with Faith Daniels*, New York, joins in same capacity; **April Benimowitz**, producer, NBC's *A Closer Look with Faith Daniels*, New York, joins as senior producer.

Bret Marcus, senior producer, program development, NBC News,

Inc., Chicago, in same capacity.

Appointments at PBS, Alexandria, Va.: **Michael Styer**, former senior VP, broadcasting, Maryland Public Television, Owings Mills, Md., named director, fundraising programming; **Olivia Kim**, associate director, drama, arts programming, named director, drama, performance, cultural programming.

Carol Buchanan, associate director, corporate marketing, WETA-TV Washington, named director.

Jeffrey Zeller, writer, WKRC-TV Cincinnati, joins WLWT-TV Cincinnati as producer, news.

Appointments at Quincy Broadcasting, Quincy, Ill.: **Ralph Oakley**, VP/GM, WGEM-AM-FM-TV Quincy, assumes additional responsibilities as VP, broadcast operations, QNI Broadcast Group, there; **James Collins**, VP/GM, *New Jersey Herald*, Newton, N.J., joins as VP, newspaper operations, QNI Broadcast Group, Quincy; **Don Hale**, VP/GM, WHBF-TV Rock Island, Ill., joins as director, marketing, WGEM-AM-FM-TV Quincy; **Leo Henning**, station manager, WGEM-AM-FM Quincy, named director, operations, WGEM-AM-FM-TV, there.

Meg Bernot-Rodriguez, VP/media director, Siboney Advertising, New York, joins Telemundo Group Inc. there as director, business development.

Appointments at WNBC-TV New York: **Carolyn Forrest**, assistant general attorney, NBC Inc., there, joins as director, station relations; **James Consolo**, design director, WSVN-TV Miami, joins as art director.

Cheryl Rice Ayoub, promotion producer/public service director, WRCB-TV Chattanooga, Tenn.,

New York, joins D&R Radio there as account executive. **Robin Vorel**, broadcast buyer, Weintraub Advertising, St. Louis, joins D&R Radio there as account executive. **Gay Lord**, sales associate, HNWH Radio Sales, St. Louis, named account executive, D&R Radio, there.

Michael Maiorano, video producer, Visual Services, Detroit, joins The Torbet Radio Group there as account executive.

Jill Angel, former afternoon drive traffic/weather reporter, KNX(AM) Los

Stephen Croncota, marketing, creative services director, *Details* magazine, Atlanta, joins Cartoon Network there as VP, creative services.

Martin Bratman, co-founder, independent distributor, Metropolitan Success Center, New York, joins Cable Networks Inc. there as account executive.

Paul Herzog, account executive, Blair Television, Los Angeles, joins Cable Networks Inc. there in same capacity.



John Mathwick
TWC



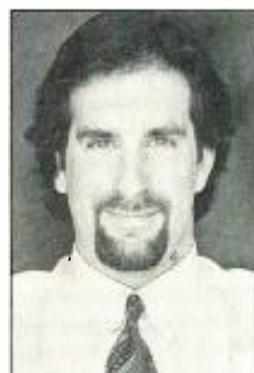
Terry Plannell
Prime Ticket



Sheila Mulcahey
CNI



Stephen Croncota
Cartoon Network



Robert Del Deo
Keystone

joins WOWK-TV Huntington-Charleston, W. Va., as promotion manager.

RADIO

Ricardo del Castillo, VP, operations, Tichenor Media System, Inc., Dallas, elected to National Association of Broadcasters radio board of directors.

Sheila Oliver, director, sales/regional manager, HNWH Radio, Atlanta, named VP, sales, D&R Radio, there.

Val Carolin, central regional manager, CBS Radio Representatives, Chicago, joins WBBM(AM) there as GSM.

Robert Moore, executive VP, Westwood One Stations Group, Los Angeles, joins Metro Networks there as executive director, corporate development.

Jill Godfrey, account executive, WKYS-FM Washington, named national sales manager.

Cynthia Cohen, account executive, HNWH Radio Sales, Los Angeles, assumes similar responsibilities for D&R Radio there. **Jessica Silver**, media buyer, Grey Advertising,

Angeles, named morning personality.

Richard Sutton, manager, WBAB-WGBB Long Island, N. Y., joins WKOP-AM-WAAL-FM Binghamton, N. Y., as GM.

J. Ardell Sink, president/CEO, Mark Media Group, Burnsville, N. C., assumes additional responsibilities as president/CEO, United Broadcasting Enterprises, there.

CABLE

John Mathwick, former group VP, marketing, Jones Intercable, Denver, joins The Weather Channel, Atlanta, as senior VP, sales, marketing.

Dale Moss, VP, sales, client services, Rosenbluth Travel, West Chester, Pa., joins QVC Network there as VP, television sales.

Terry Plannell, director, special events, programming, WXTV-TV New York, joins Prime Ticket La Cadenadeportiva, Los Angeles, as director, programming, production.

Sheila Mulcahey, GSM, WPNT-FM Chicago, joins Cable Networks Inc. there as sales manager.

Earl Rector, manager, text operations, technical services, Prevue Networks Inc., Tulsa, Okla., named director.

Horace Collins, senior VP, chief counsel, West Coast, HBO, Los Angeles, named assistant general counsel.

Marsha Armstrong, director, interstitial programming, Turner Network Television, Atlanta, named VP, program production.

Mario Lopez, partner, Deloitte & Touche, Miami, joins Knight-Ridder there as assistant VP, internal audit.

Sue Panzer, director, field operations, Showtime Networks Inc., New York, named regional director, northeast region.

TECHNOLOGY

Thomas Collins, VP, finance, Comsat Technology Services, Washington, named VP, finance, planning, Comsat World Systems, there.

Wesley (Denny) Minami, CFO, Oxford Realty Services Corporation, Bethesda, Md., joins Comsat Corp., Washington, as treasurer.



NATAS honors Hearst's Bennack

Frank A. Bennack Jr., president/CEO of the Hearst Corp., was honored by the National Academy of Television Arts & Sciences with its Trustees Award at a black-tie dinner and ceremony in New York. His award acknowledged his "continued leadership in the communications industry, especially in television and cable. The viewing public has been enormously enriched by his contributions over many years."

Among the industry and national figures on hand were (l-r): John Cannon, NATAS president; Frank Stanton, CBS president emeritus; Bennack; New York Governor Mario Cuomo; Michael Collyer, NATAS chairman; Robert Wright, NBC president; Thomas Murphy, Capital Cities/ABC chairman.

Robert Del Deo, manager, video services, Hughes Communications, Los Angeles, joins Keystone Communications there as account manager, western region.

Mark Northeast, sales manager/product specialist, Quantel/Canada, Toronto, named district manager.

ADVERTISING

Sherrie Levy, senior VP, music division, Roskin-Friedman and Associates, Los Angeles, joins Bender, Goldman & Helper there in similar position.

Appointments at Abramson Ehrlich Manes, Washington: **Michael Augustoni** and **Raymond Leclair**, art directors, named senior art directors; **Scott Carr**, assistant art director, named art director.

Appointments at DDB Needham, Washington: **Patti O'Connor**, freelance art director, Washington, joins as art supervisor; **Dan Stoner**, former creative intern, named ju-

nior art director.

Appointments at Temerlin McClain, Dallas: **Marcie Kirkpatrick**, marketing manager, Kirkpatrick O'Donnell, Dallas, joins as production coordinator; **Corie Manzullo**, media assistant, Noble & Associates, Springfield, Mo., joins as assistant media buyer; **Rita O'Connell**, GM, Miller Communications, Dallas, joins as account supervisor; **Sara Ostarch**, assistant media planner, Chiat/Day, Dallas, joins as media planner; **John Padwick**, director, client support, planning, Anderson Consulting, Dallas, joins as assistant media planner.

WASHINGTON

Wayne Vreisman, VP, Tribune Broadcasting Co., Chicago, and head of its radio group, elected joint board chairman, National Association of Broadcasters.

Bob Myers, director, Harvard Journalism Fellowship for Advanced

Studies in Public Health, and managing director, Center for Health Communication, Harvard School of Public Health, Cambridge, Mass., named director, Washington Journalism Center.

INTERNATIONAL

Paul Tahjian, sales, marketing manager, home video, BBC Lionheart, New York, named director, sales, marketing, home video.

Nick Neumann, director, strategic planning, development, Lifetime Television, Astoria, N.Y., joins Reiss Media International, New York, as VP, Europe.

DEATHS

Bruce Hall, 42, VP, transponder management, Keystone Communications, Salt Lake City, died June 20 in his sleep at his home there. He had AIDS. Hall began his career at Keystone in 1981 as director, operations. In 1986 he was named director, sports services. He was later promoted to VP, sports. He retired earlier this year. Survivors include his sister, Nancy.

Dr. G. William Jones, 62, professor, cinema, video, Southern Methodist University, and founder, Southwest Film/Video Archives of the Meadows School of the Arts, Dallas, died May 11 of cancer at his home there. In addition to teaching graduate and undergraduate courses at the university, Jones wrote film and TV criticism for newspapers and magazines, and was a film critic for KERA-TV Dallas. He also was a researcher, writer, host and co-producer of *Filmscape* on the Texas Cable Network. Survivors include his wife, Bobbie, and two sons.

Jorge Bicocchi, 67, president, International Broadcast Supply, Pompano Beach, Fla., died March 26 of a heart attack in Buenos Aires while on a business trip there. Bicocchi began his career as a design engineer with CCA Electronics in 1964. Bicocchi founded International Broadcast Supply in 1983. Prior to that, he was sales manager of CSI Electronics and sales manager, Latin American broadcast sales, Collins Radio Co., Dallas. Survivors include his wife, Celica, and two sons.

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PHILADELPHIA

Block talk

Fox's plan to acquire a TV station in Philadelphia is the likely reason Paramount-owned Fox affiliate WTXF(TV) there did not sign on to Fox's retransmission-consent plan—which would have included a five-year affiliation agreement—but chose must carry instead. Sources at Paramount said the company did not want to be left in the lurch should Fox buy Combined Communications' WGBS-TV there, which is on the block along with the Combined stations in Chicago and Miami.

As for the other Combined stations, industry sources have speculated that Renaissance Communications, which owns WDZL(TV) Miami, will enter into an LMA with Combined's WBFS-TV there, and Univision will acquire WGBQ-TV Chicago.

Renaissance declined comment, while Univision executives could not be reached.

MINNEAPOLIS

On the block II

Minneapolis-based SpaceCom Group, headed by Walter Richey, will announce today that its radio properties are on the block. SpaceCom is selling off its stations to concentrate on the company's nonmedia business. Those stations are KOSO-FM

More talk from Twentieth

Having already been among the first studios to roll out a 1994-95 talk show project—with Gordon Elliott (for CBS Entertainment Productions)—Twentieth Television's syndication division is also actively developing several other projects. Already slated for a September 1993 test rollout is a talk show with comedienne Mo Gaffney. In addition, syndication president Greg Meidel hints that an early fringe/prime access strip project, "along the lines of where talk meets reality," is in the offing for fall 1994. The strip project appears to be a counterprogramming strike directed at Warner Bros.' rollout of *Entertainment News Television* and Columbia Pictures Television Distribution's similar development of an "infotainment" strip for access for 1994-95 (see "Top of the Week"). Although he declined to discuss specifics of the show, Meidel said the deal points are close to being finalized, and the project should be announced shortly.

Gaffney will be receiving a minimum 13-week test on Fox's O&O stations in New York, Chicago, Los Angeles, Washington and possibly others, according to Meidel. If everything goes well, he says, the project could be given a slow rollout as early as next season.

Modesto-Stockton, Calif.; KTHT-FM Fresno, Calif.; KQEO(AM)-KMGA-FM Albuquerque; KLBB(AM) Minneapolis, and KQEU(AM) Olympia, Wash. Broker for the sale is Gary Stevens, who expects the stations to sell for in excess of \$8 million.

NEW YORK

Dennis Miller returns

Music video cable network VH-1 plans to resurrect Tribune Entertainment's *The Dennis Miller Show* this fall by rerunning 13 episodes of the talk show, probably in an edited half-hour format. Assisting in the deal

was Cable Ready, which sells programs from syndicators and broadcast station groups to cable networks.

Warhol minus 12

The Chris-Craft station group is working with veteran TV producer and WNBC-TV anchor Bill Boggs to develop a syndicated comedy talk show with the working title *Three Minutes of Fame*. Contestants will each have three minutes to keep the audiences enthralled. Boggs is testing potential hosts for the show at Chris-Craft's WWOR-TV studios in Secaucus, N.J.

Movie star

TriStar pictures has asked The USA Network's Sci-Fi channel for permission to use its outdoor ads in an upcoming feature film. Andy Besch, senior vice president of marketing, Sci-Fi, said last week that TriStar has asked to use the ad in a re-creation of three New York City blocks.

The ad campaign, which features what Besch called the "TV God" super-hero character, will be part of the "Welcome to the Edge" image awareness television campaign released in August.

Home Shoppers pitch FCC

A group of minority broadcasters was making the rounds at the FCC Friday to convince the commission to give home shopping stations must carry. John Oxendine of Blackstar Communications; Steve Roberts, who operates a home shopping station in St. Louis, and Joe Stroud of Jovan Broadcasting called on FCC Chairman James Quello and Commissioners Andrew Barrett and Ervin Duggan. They said that if the FCC doesn't award home shopping stations must carry, a third of the nation's minority-run broadcast operations will be wiped out. The group also argued that they do as much or more programming in the public interest than do the independent broadcasters in their markets. Next, they hope to make their case to House Energy and Commerce Committee Chairman John Dingell (D-Mich.).

In Brief

Cox Broadcasting is buying New-City's WYAI(FM) Atlanta for an estimated \$8 million. The purchase will give Cox quite an Atlanta media lineup: a newspaper, TV station and three radio stations (Cox already owns WSB-AM-FM). Since WYAI is licensed to La Grange, Ga., and New-City has applied for a slight signal modification, Cox may be able to complete the purchase without an FCC waiver.

Television Enterprises Inc. sold its nine Texas cable systems to WT Acquisition Corp., an affiliate of Classic Cable of Austin, Tex. Sources suggest the price is between \$10 million and \$15 million. The buyer, headed by Merritt Belisle, has no other communications interests. Broker: Communications Equity Associates.

KFIZ(AM)-WFON(FM) Fond du Lac, Wis., was sold by Independence

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.5/222/88
2. Jeopardy!	10.9/214/98
3. Star Trek	9.7/245/99
4. Oprah Winfrey Show	9.0/236/99
5. Star Trek: DS 9	7.4/234/99
6. Entertainment Tonight	7.1/187/96
7. Inside Edition	6.9/175/95
8. Magic II	6.5/174/93
8. Married...With Children	6.5/195/96
10. Wheel Of Fortune-wknd	6.0/177/80
11. Designing Women	5.8/207/97
11. Roseanne	5.8/140/87
13. Baywatch	5.7/179/95
13. Current Affair	5.7/183/95
15. Donahue	5.4/217/99

Broadcasting Corp. to Lakeside Broadcasting for **\$3,500,000.** The seller, headed by John C. Goodwill, also owns KEBC-FM Oklahoma City; KOEL-AM-FM Oelwein, Iowa; KSAL(AM)-KYEZ(FM) Salinas, Kan., and

WLIP(AM)-WILL(FM) Kenosha, Wis. The seller is headed by Donald G. Jones, who is also president of Star Cablevision of Fond du Lac. Broker: Blackburn & Co.

WDSC(AM)-WZNS(FM) Dillon, S.C., was sold by Banking Services Corp. and Roger A. Akin as co-receivers of KAT Broadcasting Corp. to Metropolitan Broadcasting Associates for **\$800,000.** The buyer, headed by Stephen J. Garchik, also owns WRCQ(FM) Fayetteville, N.C. Broker: Blackburn & Co.

The broadcast networks, responding to congressional pressure, have pledged to continue voluntary efforts to control gratuitous violence on TV. In letters last week to House Telecommunications Subcommittee Chairman Ed Markey, ABC, CBS, NBC and PBS all promised to join an industrywide violence summit later this summer. They all pointed to their own ongoing study of parental warnings and public service announcements to educate parents on TV violence. The NAB and INTV both supported voluntary standards and raised concerns about any direct government regulation.

NBC has purchased the TV rights to James Clavell's "Gai-Jin," now in its eighth week on the *New York Times* best-seller list. The book will be produced as an eight-hour miniseries for the 1994-95 season. "Shogun," another of Clavell's novels, was NBC's highest-rated miniseries ever. It aired over five nights in September 1980 and averaged a 32.6 rating/51 share.

In another deal to put the Time Warner publications to use in video form (see page 6), ABC Entertainment has entered into an exclusive, multiyear agreement with Time Telepictures Entertainment to develop and produce 4 one-hour specials based on material from Time Inc. magazines *People*, *Time*, *Entertainment Weekly*, *Life* and *Sports* II-

NAB says broadcasters will address TV violence

Broadcasters are heeding the words of Congress and may soon take steps to curb excessive violence on television. TV violence and congressional pressure to do something about it were the main topics of discussion at last week's meeting of the National Association of Broadcasters TV board. NAB President Eddie Fritts would not be specific, but he said there would be future announcements on the subject. Fritts said the industry recognizes there is a problem and is working on it. He also said local broadcasters are sensitive to the need to pre-empt network programs that might not be appropriate for their markets.

The TV board also created a special committee to insure continued broadcaster participation in the testing and evaluation of the "grand alliance" HDTV system at the Advanced Television Test Center. The board asked NAB to develop a strategy to insure broadcasters are players in an interactive multimedia world and to recommend a technical standard for interactive multimedia broadcasting.

John Siegel of Chris-Craft/United Television was elected chairman of the TV board, and Bill Ryan of Post-Newsweek was elected vice chairman.

On the radio side, the NAB radio board, after the fifth ballot, elected Robert Fox of KVEN(AM)-KHAY(FM) Ventura, Calif., chairman, and Skip Finley of WKYS-FM Washington vice chairman. Fox defeated Bud Walters of Cromwell Group by one vote. The radio board also approved spending \$50,000 for NRSC testing of in-band on-channel DAB systems. —KM

illustrated. In addition, ABC will air a two-hour special celebrating the 20th anniversary of *People* that will also be produced by Time Telepictures Television.

Although KNBC-TV Los Angeles's 9-10 a.m. rollout of *Hosted by...*, which features a rotating celebrity host format, didn't start out auspiciously two weeks ago with a 1.4 rating/5 share average (NSI, June 14-18), last week's 1.8/7 four-day average (NSI, June 21-24) represented a 29% gain in rating and 40% uptick in share from the opening week. The MGM Television show is still 42% lower in rating than its NBC *Today* show lead-in (3.1/13), but is 63% higher in rating than the *Best of Donahue* repeats previously airing in the time period.

After its opening week on NBC's daytime lineup, Paramount Domestic Television's *John & Leeza from Hollywood* talk/infotainment strip scored a 14th-ranked 2.1 rating/8 share average nationally (NTI, June 14-18). Although its overall ranking was a bit lower than hoped (but nonetheless tied with the second portion of ABC's *Home* show), among the key 18-49 and 25-54 female demographic categories, *John & Leeza* improved the 10-11 a.m. time period by 33% and 22%, respectively, compared with previous occupants *Scrabble* and *Scattergories*. Also, Cannell Productions' *Caesars Challenge* game show debuted to a 1.5/6 average at 11-11:30 a.m., but improved household ratings by 15% over former occupant *Family Secret*'s second-quarter average.

U.S. District Court in Providence, R.I., overturned a lower court's decision to award group owner AnchorMedia \$19 million in its lawsuit against Narragansett Capital for breach of contract, fraud and misrepresentation. AnchorMedia had claimed Narragansett engaged in maneuvers to generate artificially high operating cash flow at ABC affiliate

KOVR-TV Sacramento. A new trial has been ordered for AnchorMedia's claim.

The Electronic Media Rating Council has suspended the accreditation of Arbitron's soon-to-be-released spring survey in Atlanta, citing on-air promotions of the Arbitron survey that were aired by most Atlanta radio stations. The announcements, intended to boost participation in Arbitron research, urged listeners to complete and return Arbitron diaries.

The FCC has approved new rules for establishing new personal communications services in the 900 mhz range of the RF spectrum. On June 24, the commission voted to allocate 2 mhz of the spectrum in 50 khz blocks for advanced voice paging, data messaging, electronic mail and fax transmissions. A third 1 mhz section was allocated to PCS, but will not be made available immediately. It will be reserved for future expansion of PCS. The new channels would be subject to the spectrum auction rules under consideration by Congress. The commission awarded a pioneer's preference for a license to telecommunication company Mtel, which the commission's staff said had led the way in improving pager equipment and transmission.

Rupert Murdoch's investment in Hong Kong broadcaster TVB (see page 21) may have to be formally approved by the People's Republic of China. Murdoch's News Corp. is bidding for a 22% stake in TVB, although Hong Kong officially restricts foreign ownership in local television to 15%. The Chinese government, which will regain control over the British crown colony in 1997, is wary of excessive foreign investment in Hong Kong and is keeping a close eye on the media.

European Community ministers have finally agreed on a funding



Jim Kitchell, Turner Broadcasting System senior adviser, television operations (r), was presented with the Governor's Award from the southeastern region of the National Academy of Television Arts and Sciences. He was given the award by chapter President Darryl Cohen in recognition of his television career, which has included coverage of Alan Shepard's first space flight, the 1969 moon landing and John F. Kennedy's funeral. He joined CNN in 1979 and has been in charge of a variety of projects, including the Goodwill Games, since then.

package to develop advanced television, approving roughly \$420 million over four years to aid TV program production in a widescreen, 16:9 aspect ratio format.

In the latest ranking of European media companies, German publishing and entertainment conglomerate Bertelsmann came out on top in terms of revenues at \$6.85 billion for 1992, followed by Italy's Fininvest with \$6.4 billion. According to the recently published survey by UK-based CIT Research, French pay TV group Canal+ was the most profitable media company with an annual profit margin of 28.7%.

The deadline to bid for transponder space on Spain's Hispasat satellite has been extended for one more month, as only one bidder—commercial channel Antena 3—has applied for space. The national satellite has been hampered by technical delays and restrictive legislation on satellite broadcasting. The satellite is hoped to spur the development of cable TV in Spain.

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Editorials

Half-price ticket

The House and Senate are working hard on campaign reform legislation in which broadcasters would underwrite a program designed to curb campaign spending. A Senate bill would give a 50% discount off the lowest unit rate to candidates who agreed to the spending limits. It would also institute an honor system of sorts whereby the government would issue vouchers to candidates with which they could purchase this half-off airtime. How and when the government would then reimburse broadcasters is yet unclear (perhaps they will offer a like amount of foodstamps or perhaps shares in Lincoln Savings and Loan).

The House bill would give candidates free airtime to respond immediately to third-party ads.

They have not asked for a 50% reduction in direct-mail costs, hotel bills, limo tabs, print advertising, outdoor, bumper stickers or any of the other costs that make up the majority of campaign expenditures. We'll wager they haven't put in a provision to halve the average pay of campaign managers or paid staffers either. Congress is simply trying to take advantage of its power over the governmentally licensed media to force spending limits on spendthrift politicians.

That dog won't hunt.

P.S. Of potentially greater concern is the National Association of Broadcasters' belief that language in the bill effectively reinstates the fairness doctrine and political editorializing rule, artifacts of overregulation that muzzled the media until the doctrine was abandoned by the FCC as unconstitutional in 1987. The NAB's assertion is disputed by the Democratic backers of the bill (such protesting is enough in itself to send communications lawyers searching for their fine-tooth combs). The legislation is fatally flawed without that determination, but the prospect of a return to government-mandated fairness should be enough to relegate those onerous portions of the campaign reform bills to the round file.

Must-carry must

Don't ask us to explain it, but home shopping is popular interactive television programming—there are 3 million members of the Home Shopping Club alone, and revenues topped \$2 billion for the industry last year. (OK, we do actually have a theory on the subject of the TV shopping rage. We've listened to some of the callers on Home Shopping Club. Their conversations with the pitchmen and -women, often lengthy, animated and personal, remind us of friendly chats with the Main Street

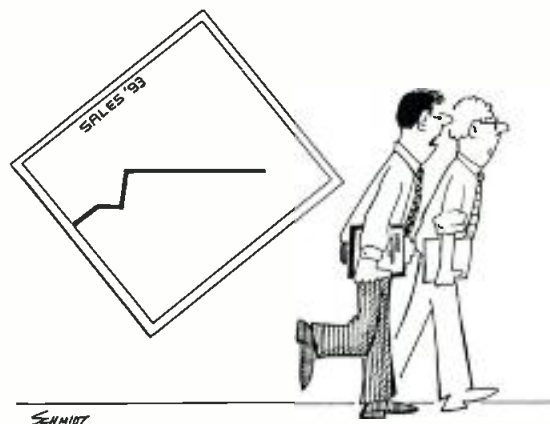
shopkeepers that were a staple of small towns before the mall of America. We're not so sure that home shopping doesn't provide a social function not adequately provided elsewhere.)

The more than 100 Home Shopping Network broadcast affiliates also carry news and special programming (at least three hours a day, which is more than do any number of UHF independents that are among the prime beneficiaries of must carry). There is no scarcity of alternative programming for those who do not wish to buy or browse.

Not surprisingly then, the FCC was preparing last week to grant must-carry status to stations carrying home shopping programming, just as they have granted it to stations carrying every other type of programming. At the 11th hour, however, in the face of complaints from public pressure groups and the two cents of ever-micromanaging John Dingell, the FCC postponed the decision and the commissioners began sounding as if they would not grant the stations must-carry status after all.

We think that about-face would be a mistake. Must carry should be applied content-neutrally. The FCC has not found home shopping stations to be inherently deficient in public service. To withhold must-carry protection from those stations on the basis of their programming content is discriminatory and constitutionally suspect. If a licensee carrying home shopping programming is otherwise meeting public service obligations, argued former FCC Chairman Al Sikes on *Nightline* last week, "and the government decides to discriminate against that licensee because they're carrying shopping rather than *Married ... with Children*, then I think you potentially have a legal issue on the basis that the government is discriminating on the content of the programming."

We agree, and urge the FCC to stay its original course. To do otherwise would be to play favorites in charting the telecommunications future.



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