

NOV 8

Broadcasting & Cable

The Newsweekly of Television and Radio

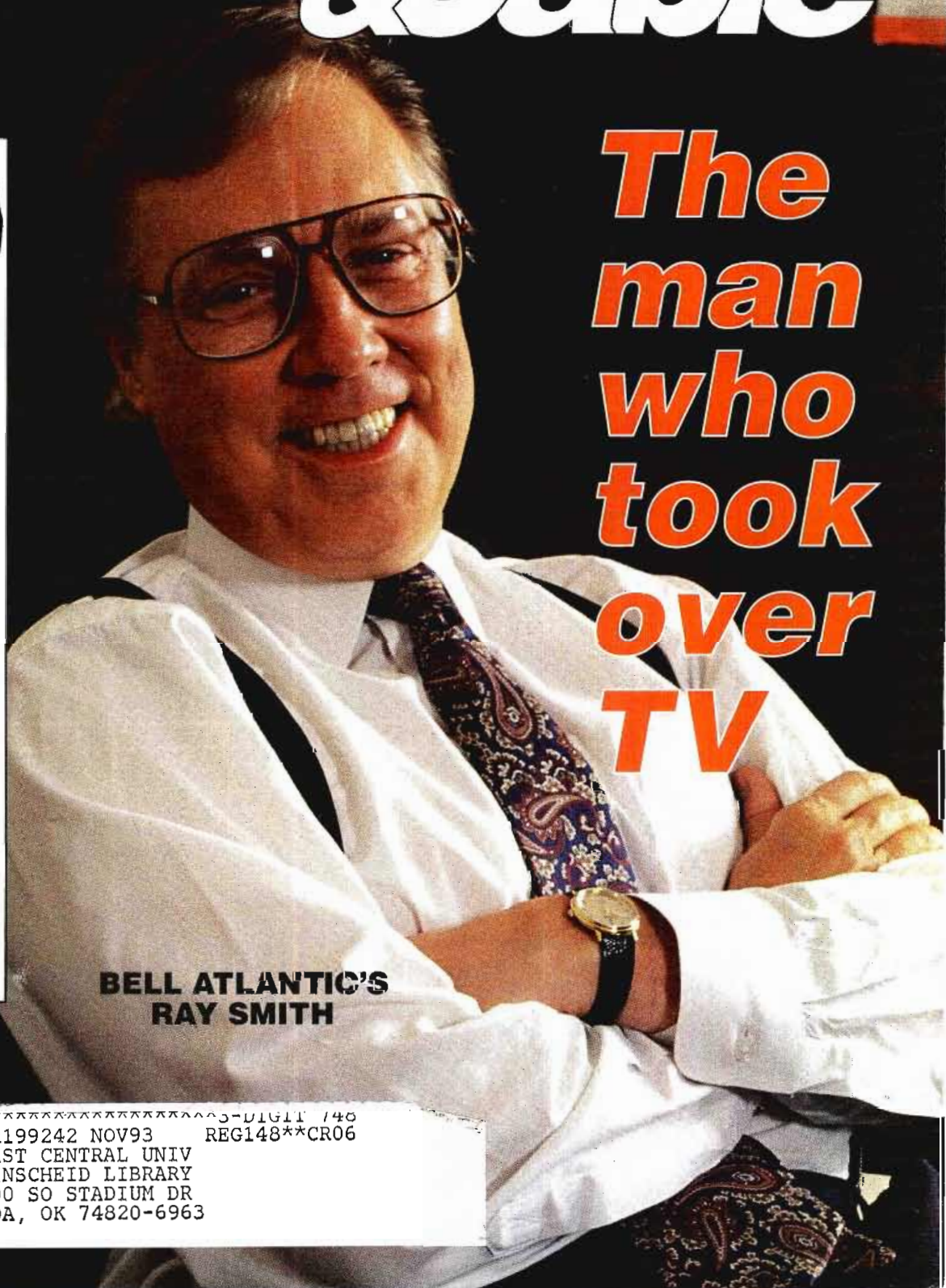


The 1993 Hall of Fame

- Goodman Ace
- Gene Autry
- Dean Burch
- Phil Donahue
- John Hendricks
- Jim Henson
- Don Hewitt
- Ernie Kovacs
- Fulton Lewis Jr.
- Robert Magness
- Bruce Morrow
- Ralph Roberts
- Elton Rule
- Richard Salant
- Lucie Salhany
- Ed Sullivan
- John Walson
- Barbara Walters
- Orson Welles
- Richard Wiley

Their stories on p.35

The man who took over TV



**BELL ATLANTIC'S
RAY SMITH**

Vol. 123 No. 45
63rd Year 1993 \$2.95
A Cahners Publication

*****3-DIGIT 148
BR199242 NOV93 REG148**CR06
EAST CENTRAL UNIV
LINSCHIED LIBRARY
200 SO STADIUM DR
ADA, OK 74820-6963

33 MARKETS. 53% OF

THE U.S. IN 4 WEEKS.

spelling
PREMIERE NETWORK

IT'S ALL IN THE SPELLING.

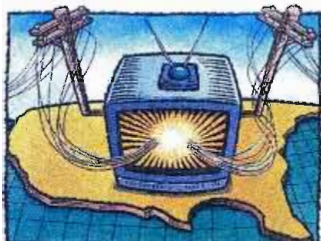


WORLDVISION
A UNIT OF SPELLING ENTERTAINMENT INC.

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



The White House plans to offer its own national information infrastructure bill. / 6

The tumult continues The pace of convergence between telephone and TV appears to be picking up dramatically, with critical action on several fronts: The Clinton administration confirms that the White House will propose its own national information infrastructure legislation to push the issue more quickly through Congress. / **6** — Bell South appears ready to weigh in to the battle over Paramount, offering to back QVC's bid and buy Liberty Media's 22% share in the home shopping network. / **7** — Rumors are flying that the next great cable-telco merger might unite Southwestern Bell and Cox. / **10** — Relying on the precedent set this year by Bell Atlantic's successful challenge of the '84 Cable Act, US West and Ameritech are asking courts to exempt them from the restriction on offering cable within their home service areas. / **10**

Paramount plans 10 hours At full service, Paramount's planned network will deliver 10 hours of programming, including a new *Star Trek* series. / **11**

Baseball at risk? Baseball broadcasting may be thrown into chaos next year. A small band of small-market teams is threatening to scuttle a new broadcast-rights agreement in a dispute over money. Without an agreement, hometown viewers may not be able to see their teams play on the road. / **12**

Canada cracks down on violence While the U.S. Congress debates TV violence, the Canadian government is moving decisively, instituting a tough new antiviolence code. / **14**

Syndicators fear new nets Fearing that one or two new networks will hurt the syndication market, first-run syndicators are criticizing efforts by Warner Bros. and Paramount. / **14**

COVER STORY

Does this man know TV?

Bell Atlantic Chairman Ray Smith may arguably be the most powerful man in the emerging telco-cable partnership, but the question is: Does he know television? This week, Smith talks about TV, cable, telephone and the shape of the telecommunications future. / **18**

PROGRAMMING

Cable looms large in new net

Cable will play a major role in the emerging new networks from Warner Bros. says CEO Jamie Kellner. He raises the possibility that affiliates of the established networks could use cable channels acquired in retransmission-consent negotiations. / **26**



New Warner Bros. network may rely on cable. / 26

Dubrow moves up

Burt Dubrow, executive producer of the *Sally Jessy Raphael Show* and the *Jerry Springer Show*, will move

up to head the new program development division at Multimedia Entertainment. / **30**

Future looks bright for Elliott

Even in the overcrowded talk show market, eccentric Australian Gordon Elliott looks like a good prospect: not only because of his unusual antics but because he has the backing of powerful players, including CBS and Twentieth Television, the syndication arm of Fox. / **30**

Retrans deals make Headline News

Turner Broadcasting's Headline News got a major boost from retransmission deals involving cable channels. To fill new cable space, 45 TV stations and 125 cable systems, representing 4.5 million homes, have signed up to carry Headline News Local Edition. / **32**

TECHNOLOGY

Cleaning up with Kahn

Although the FCC picked Motorola's AM stereo standard, it will allow stations to continue using Kahn Powerside systems, with which Kahn stereo exciters boost and clean up AM signals. Broadcasters say they are pleased by the commission's ruling. / **34**

"Musically, the void for this format was the size of the Grand Canyon."—Rich "Brother" Robbin, PD of KCBQ-FM, San Diego, on the re-emergence of 1970's music, including the Bee Gees and the Bay City Rollers / 42

NOV 8, 1993

SPECIAL REPORT: HALL OF FAME

The Class of 1993

This week, the BROADCASTING & CABLE Hall of Fame welcomes 20 new members, all of whom have distinguished themselves and made their marks on the media, whether it be radio, television, cable or any related field. / 35

RADIO

Duopoly report finally due

The FCC is finally preparing to release a study of the duopoly rules, but the report is late and may not contain the kind of analysis many station owners would like. The problem? The commission has been snowed under by a mountain of work from the 1992 Cable Act. / 41

Bloomberg takes to the air

Financial wire service Bloomberg Business News will target radio stations with a new audio service based out of WBBR-AM in New York. Stations also will have access to the regular news wire, which now serves 65 newspapers. / 42

Rediscovering the '70s

Who'd have guessed that the latest stars of music radio would be the Bee Gees or the Bay City Rollers? Some programers say the coming thing in formats is "modern oldies," songs from the late, great decade of the 1970's. / 42

BUSINESS

V station may get boost

The resolution of a long-standing dispute over music licensing fees may work in the favor of TV stations



On the Cover:
Bell Atlantic CEO Ray Smith suddenly is a big player in the future of television. This week, he talks about the shape of things to come in the wake of the merger with cable giant TCI. / 18
Photo by Harry Benson

that budgeted conservatively. Gaylord Entertainment, for example, stands to get back more than \$2 million because license fees ended up being less than expected. / 43

In search of telco partner

Houston Industries is looking for someone to pick up as much as half of five KBLCOM cable systems, serving more than half a million subscribers. The company has hired CS First Boston to locate a major telecommunications company willing to buy into the venture. / 43

Networks fail economics

Writing in the premiere issue of *Forbes MediaCritic*, two university professors say network coverage of economic issues stinks. The networks favor simple and dramatic numbers, they say, and avoid more complex, and more meaningful, statistics and long-term analysis. / 44

WASHINGTON

Cable opposes rural telco-entry

The National Cable Television Association is worried that the FCC may be about to act on a United States Telephone Association request to allow telcos in communities of as many as 10,000 people to offer cable services; now, they only offer cable in communities of 2,500 or fewer. / 50

ADVERTISING & MARKETING

Agencies eye new net eagerly

Ad agencies are excited about a fifth (and even sixth) network, hoping the increased competition will drive down costs. They worry, though, that competition may decrease coverage for each network. / 52

Infomercials target Latin market

Infomercial producers are beginning to take notice of the growing power of the Spanish-speaking population in the U.S., with even established shows such as *Amazing Discoveries* producing Spanish versions. / 52

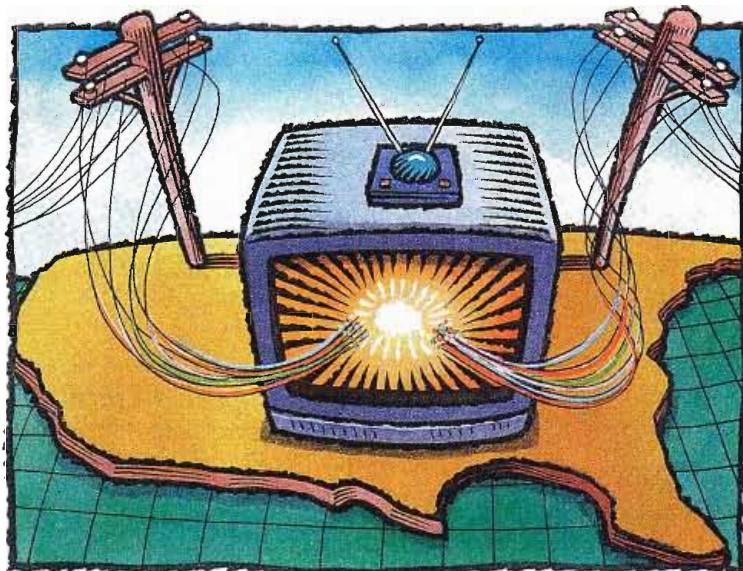
King World Direct signs Sears

King World Direct, infomercial arm of the powerful syndication company, scored big with its first signing, landing Sears for a series of eight half-hour infomercials. Production will be handled by Tyee Productions, known for its upscale infomercials. / 53

Changing Hands.....46	Editorials.....70	For the Record.....60
Closed Circuit.....69	Fates & Fortunes.....66	In Brief.....68
Datebook.....63	Fifth Estater.....65	Masthead.....70

TV/Telcos: The Tumult Continues

Vice President Al Gore says the White House will push its own telco-cable legislation (below) ■ Bell South may be backing QVC's bid for Paramount (opposite page) ■ Southwestern Bell/Cox Cable is said to be next telemedia combo (page 10) ■ Ameritech and US West challenge in court statutory ban against their providing cable services (page 10).



White House plans own telcom bill

By Kim McAvoy

The White House entered the telco-cable debate last week in a big way, announcing plans to draft its own telecommunications infrastructure bill.

Vice President Al Gore revealed the administration's plans in a speech to the Berkeley Roundtable on International Economics.

Gore is expected to work closely with Commerce Secretary Ron Brown on the bill. Brown chairs the administration's Information Infrastructure Task Force, which was assigned to promote the creation of a "national information infrastructure."

The White House's decision reaffirms

its earlier commitment to work with Congress to enact telecommunications legislation by 1994.

"This is not an attempt to end run Congress...or steal anyone's thunder," says one administration spokesman, referring to Congress, which is already wrestling with pressing telecommunications issues.

In the Senate, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.) have introduced S. 1086, which would open the telephone and cable businesses to competition.

In the House, Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) plan a bill dealing with the modified final judgment (MFJ). The MFJ prohibits regional Bell operating companies from manufacturing equipment or entering the long-distance telephone business. The measure also is expected to cover RBOC delivery of information ser-

vices such as electronic publishing.

"This is an effort to bring all the parties together," the spokesman says, adding that the White House will work closely with House and Senate leaders. "We want one concise bill; we want it to move fast."

Just what the administration's bill will look like is unclear. One source says "everything is on the table."

The administration's views on telco-cable ownership and competition in the local telephone loop had been expected to be revealed this week at a Senate Communications Subcommittee hearing on S. 1086.

National Telecommunications and Information Administration head Larry Irving and even Commerce Secretary Ron Brown were expected to testify. However, the hearing was postponed because Commerce Committee Chairman Ernest Hollings (D-S.C.) wants Reed Hundt to testify.

Hundt's nomination to the FCC chairmanship has been on hold in the

Senate. A Senate aide says Hollings thinks that the FCC's views on such a major initiative should be heard. But Hill insiders considered this a maneuver by the White House and Hollings to pressure Republican Danforth, who is anxious to move the infrastructure bill, to persuade Senate Minority Leader Bob Dole (R-Kan.) to clear the way for Hundt's confirmation.

Dole is reportedly holding up Hundt's confirmation until the White House starts filling Republican vacancies at several agencies including the FCC. Still, one Hollings aide says, he's not "aware of any intent to pressure Danforth or anybody else." ■

Bell South set to join QVC party line?

By Geoffrey Foisie

An RBOC as a movie mogul? Rumors of a separate bid for Paramount by Bell South have been updated to suggest that the phone company has already reached an agreement to take sides with one of the two existing bidders.

According to the scenario, Bell South would both add money to QVC's war chest and buy out Liberty Media's stake in the home shopping company, thus removing a possible antitrust stumbling block. The telco's investment, it was suggested, could amount to roughly \$2 billion.

Investors were sensing renewed life in the QVC bid, and Paramount's stock rose toward the end of the week, trading at \$79 on Friday.

Liberty Media's 22% interest in QVC had become a focus of Viacom's lawsuit against QVC and had attracted some attention in Washington. Even if the Liberty backing did not prove a real impediment, just a slight delay from the complications created by Bell Atlantic's proposed purchase of Liberty would have delayed QVC's bid in a battle where timing may prove decisive.

That eliminating QVC's links to Liberty was a major concern seemed confirmed on Friday when the home shopping company announced it had canceled a planned merger with HSN. Because Liberty controls HSN, a swap stock combining the two home shopping companies

TeleMediaWatch

Inouye doesn't like the spin—Taking up where the National Association of Broadcasters left off last week, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) last week warned Bell Atlantic to spin off the TCI systems in the telco's service area to a truly independent company or face his opposition to the Bell Atlantic-TCI merger. "If the in-region cable properties are spun off to the same shareholders that also own Bell Atlantic stock, the possibility for joint management or control could still exist, even if there were no common officers, directors or employees," Inouye said in a floor speech. Without a clean spin-off, he said, "I regret that I would be unable to support the proposed merger."

In this week's interview with BROADCASTING & CABLE (see page 18), Bell Atlantic Chairman and CEO Ray Smith said it is "physically impossible" to spin off the systems and give assurances to Inouye and others that they will not have common shareholders.

Cool on convergence?—According to a new study commissioned by A&E, Discovery Networks, MTV Networks, USA Networks, Jones Intercable and others, only 21% of current cable subscribers are interested in cable service delivered by their phone company, and only 16% are interested in telephone service delivered by their cable system. The survey of 1,005 cable subscribers and 200 cable system operators also found that operators "clearly overstate" consumer interest in interactive shopping and in telephone service delivered by the cable company.

Still going—GTE is awaiting word from the FCC on when the company will be required to end its video experiment in Cerritos, Calif. The company's exemption from the rule barring telcos from providing video in their telephone service areas originally was scheduled to expire in mid-1994, but no specific date was ever given.

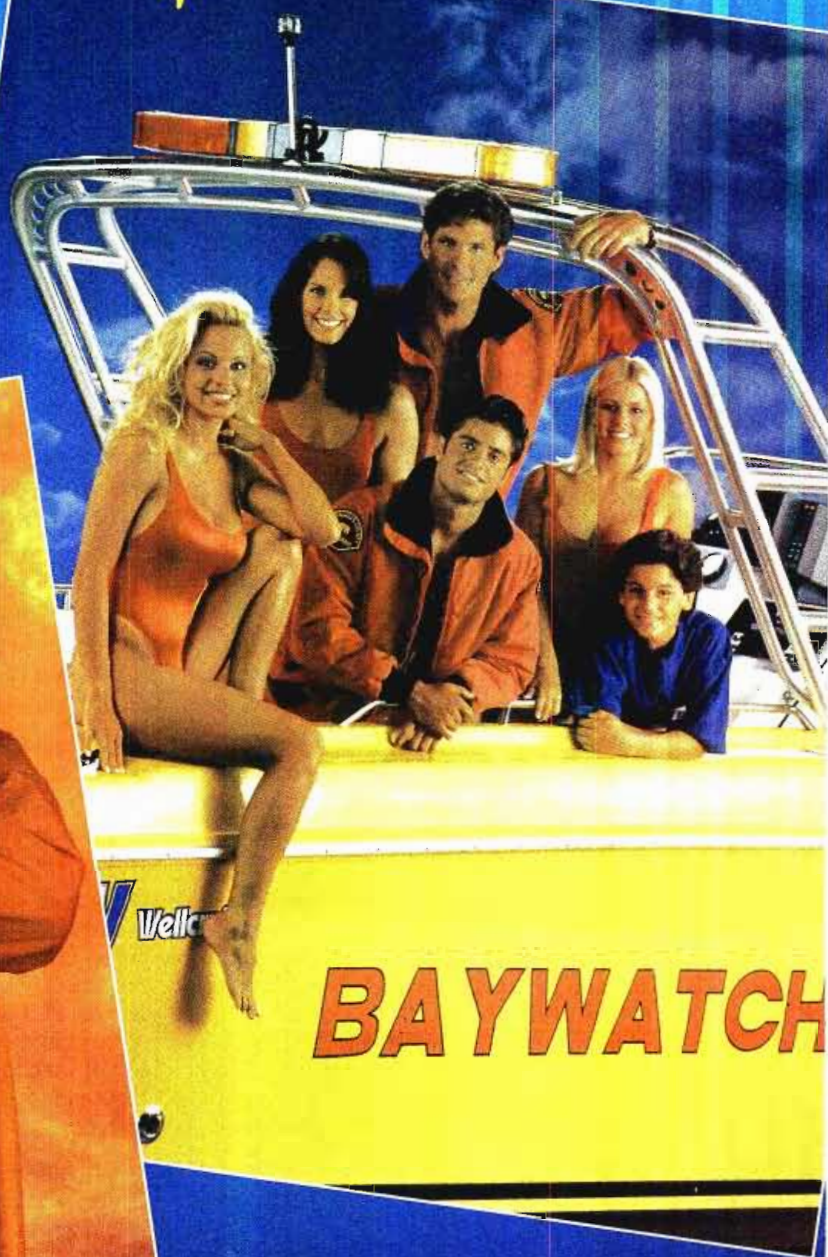
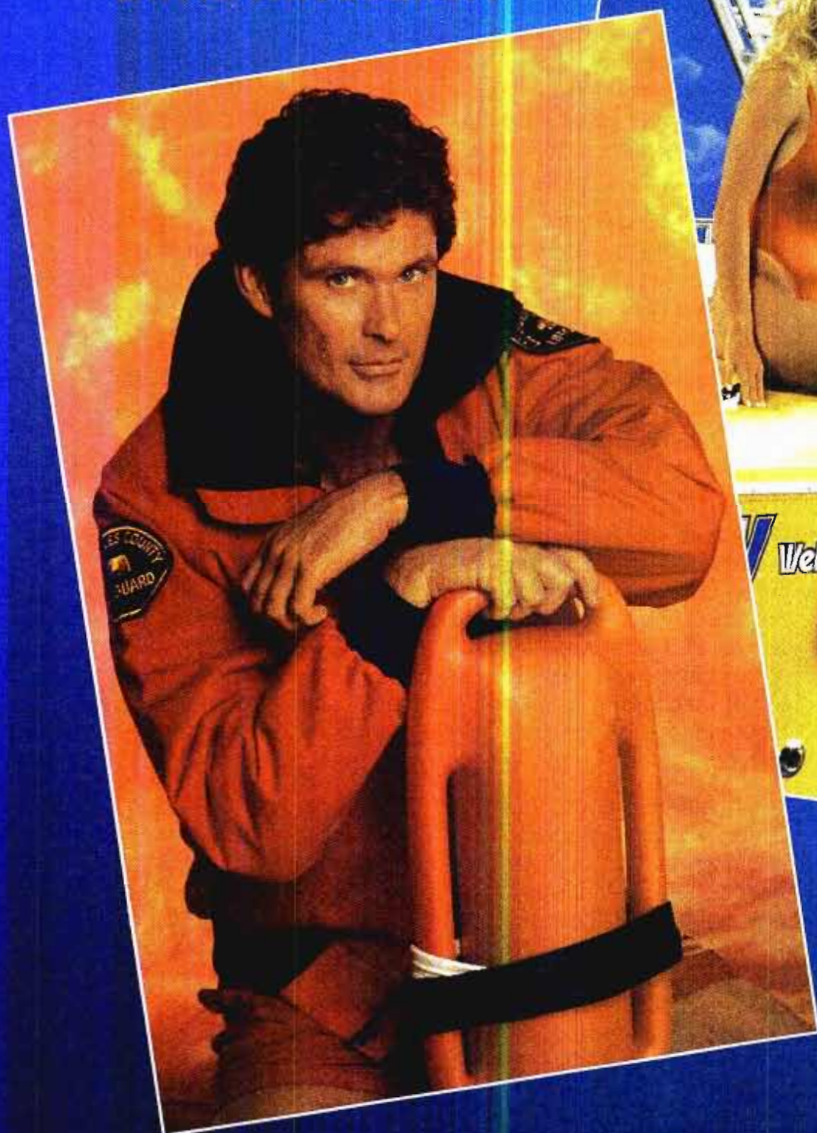
Philips buys into CellularVision—Philips Electronics North America has made a minority investment in CellularVision of New York, a company that will be working with Bell Atlantic to give 6.3 million New Yorkers a wireless TV alternative to cable within the next two years. CellularVision has been testing a 28 ghz system in Brighton Beach, N.Y., for about a year.

GTE shuffle—Stamford, Conn.-based GTE Corp. has shuffled senior management in a move designed to help the telephone company be more responsive to the rapidly changing video-telco environment. Joining GTE Chairman and CEO Charles Lee in the newly created Office of the Chairman are Kent B. Foster and Michael T. Masin, now vice chairmen of the board of directors, and Nicholas Trivisonno, now vice president strategic planning and group president. GTE earlier this year named a vice president of video services, Bob Calafell, who is developing specific plans of opportunity.

Dial "e" for everything—Herndon, Va.-based US Order in April 1994 plans to introduce PhonePlus, a telephone that will enable consumers to bank, pay bills, and catalogue and grocery shop from home using the existing telephone network. GTE Telephone Operations has committed to test the product in early 1994, and US West tentatively plans to conduct consumer testing of PhonePlus with call management services next year. The company says it is also in talks with Nynex, Southern New England Telephone and New Brunswick Telephone. The phone, which will feature a 4-line by 20-character display and a full keyboard, will carry a \$199 retail price, plus a monthly service fee. US Order has a partnership deal with Knight-Ridder to develop future information and entertainment services that will eventually enable PhonePlus users to receive stock quotes, electronic classified ads, customized reports on sports scores and other information.

BAYWATCH COME

STARRING
DAVID HASSELHOFF



HIT THE BEACH
WITH A SURE BET...

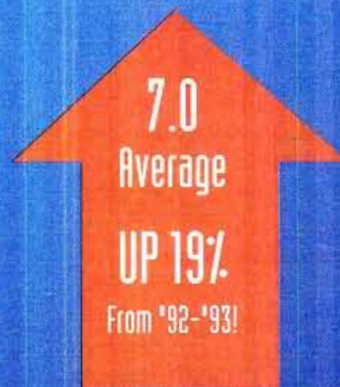
AVAILABLE
FALL '95

ON IN. THE WATER'S FINE!

Beginning Fall '95 Baywatch Brings The Blue Skies Of Southern California To Strip Syndication Five Days A Week, Offering The Winning Combination Of Talent, Action And Terrific Storytelling That Has Made Baywatch A Success In First-Run Syndication.

- Phenomenal Young Adult Demos
- Ranks High Among All First-Run Hours
- Strong Appeal To Teens And Kids
- Advertiser Friendly Environment
 - Action Without Violence
 - Appeals To The Entire Family
- Strong Success In Repeat
 - Retains 95% Of Original Rating
- Well Balanced Audience Composition
 - Ideally Matches Available Early Fringe Audience

Third Season Off To A Hot Start!



Source: NTL GAA STD 9/27 - 10/24/93 vs. 9/28 - 10/25/92

Already Cleared In

New York, Los Angeles, Chicago And On Stations In The
Chris Craft, Paramount, Gaylord And Renaissance Groups.

BAYWATCH: THE STRIP



ALL AMERICAN
TELEVISION, INC.

A Subsidiary Of

ALL AMERICAN COMMUNICATIONS, INC.

would once again have left Liberty holding part of QVC.

The pressure on QVC to up its bid might increase by bringing in Bell South. A revised bid might necessitate resubmitting the tender offer and reobtaining the necessary governmental consents. QVC was to have learned out by today (Nov. 8) whether its bid, as structured with Liberty, conforms with antitrust policy or whether the FTC needs additional information.

Viacom's slight timing advantage—it promised to pay stockholders at least a few days ahead of QVC—would thus be increased unless QVC turned the tables and raised its bid enough to put the ball back in Viacom's court.

Viacom filed information about its \$4.5 billion bank financing commitments, which still are subject to the negotiation of definitive agreements. The package includes a \$3.5 billion "revolving credit facility" that can be used to acquire shares in the cash tender for 51% of Paramount's stock, while a \$1 billion term loan will be available if Viacom-backer Nynex has its investment delayed beyond the offer's close due to regulatory problems. ■

Southwestern Bell and Cox: the next telco-cable pair?

By Rich Brown

Southwestern Bell and privately held media conglomerate Cox Enterprises are said to be hammering out a \$1 billion deal that would combine the two companies' cable holdings into a publicly held spin-off company.

Cox, the nation's sixth largest cable operator (1.7 million subscribers), and the regional Bell operating company expect to reach an agreement around Thanksgiving, according to Cox-owned *Atlanta Journal/Atlanta Constitution*.

A spokesman at privately held Cox Enterprises confirmed that the company had been talking with Southwestern Bell but declined further comment. The nation's top MSO's have all acknowledged merger talks with the telephone companies during the last year as they look for help in building

advanced fiber optic systems. And they are likely to make offensive and defensive moves more rapidly than they wanted, following last month's TCI-Bell Atlantic megamerger, says Eli Noam, professor of finance and economics at the Columbia School of Business and director of the Institute of Tele-Information.

A deal with Cox would not be Southwestern Bell's first entry into the cable system business. Earlier this year, the company agreed to pay \$650 million for two Washington, D.C.-area cable systems with 228,000 subscribers. The deal also would not be the first joint endeavor by Cox and Southwestern Bell, which already

work together to offer combined cable and telephone service in the United Kingdom.

The Southwestern Bell-Cox deal joins a fast-growing list of cable-telco partnerships that now includes Bell Atlantic-TCI; US West-Time Warner; Bell South-Prime Cable, and Nynex-Viacom. Cablevision Systems Corp. and Houston Industries' KBLCOM are among other cable systems aggressively seeking telco deals of their own (see page 43).

Atlanta-based Cox Cable operates systems in 17 states and has 1.7 million subscribers; St. Louis-based Southwestern Bell serves more than 11 million customers worldwide. ■

Ameritech, US West go to court

US West and Ameritech filed separate lawsuits last week seeking the same rights to provide in-market cable television service that Bell Atlantic won in a Virginia federal court. Other telcos, including Southwestern Bell, Nynex and Bell South, have said they are considering filing similar cases.

The federal lawsuits were inspired by Bell Atlantic's victory, in which the company claimed its First Amendment rights to free speech were violated by the 1984 Cable Act's ban on dual media service. Although Bell Atlantic won the lawsuit, Judge T.S. Ellis III's ruling applies only to that case, forcing other regional telcos that want to get into cable in their service areas to wage their own court fights around the nation.

The US West lawsuit—filed in Seattle—and the Ameritech lawsuits—filed in Michigan and Illinois—use the same First Amendment legal arguments found in the Bell Atlantic complaint. Both US West and Ameritech allege that their rights to free speech are being violated by the Cable Act's in-market ban.

"The video programming prohibition is...on its face, an unconstitutional prior restraint on speech," say both the Ameritech and US West complaints. It was that specific issue that Judge Ellis agreed with when he found in favor of Bell Atlantic.

"We intend to follow [Bell Atlantic's] logic fairly closely," said Norton Cutler, attorney for US West. A lawyer for Ameritech said that the company's suit also was based on the complaint filed by Bell Atlantic.

The Justice Department has appealed the Bell Atlantic ruling in Virginia, and the constitutionality of the Cable Act ban is now expected to be decided by the U.S. Supreme Court. Although the Bell Atlantic lawsuit was the first to be filed, it will not necessarily be the first to reach the Supreme Court, according to Cutler.

Ameritech filed suits in Illinois and Michigan because they are the first service areas targeted for video programming, according to Ameritech's Tom Quarles, vice president, assistant general counsel. Unlike US West, Ameritech is worried that a decision in one federal court will not be binding on the company's business outside its jurisdiction.

Nynex, Bell South and Southwestern Bell said they are considering similar lawsuits but have not made a decision yet. Pacific Telesis refused to comment on its legal plans.

GTE is hoping that the recent acquisition of TCI by Bell Atlantic will raise awareness of the issue in Washington, possibly forcing Congress and the FCC to intervene. "We hope that it will be a higher priority," said GTE spokesman Dick Jones. He added that if the federal regulators don't decide to revise the Cable Act "in the reasonable future," the telephone company will consider filing a suit of its own.

—CS

Paramount plans on 10 hours of prime time

By Joe Flint

Paramount's fifth-network blueprint calls for 10 hours of prime time programming when it is at full service, according to Kerry McCluggage, president, Paramount Television Group.

The studio also is looking at using movie packages to fill noon-2 p.m., according to station sources who have heard Paramount's pitch. McCluggage says the studio could announce new affiliation agreements as early as this week. Last week, McCluggage was on the road meeting with stations that have not chosen either Warner Bros. or Paramount.

While Warner Bros. appears to have the edge in planning, some stations and rival studio executives are betting on Paramount.

"Paramount has *Star Trek: Voyager*, and I know whatever follows *Star Trek* will also probably do pretty good," says a rival studio executive.

Warner Bros. executives and affiliates counter that one show does not a network make.

Besides *Voyager*, Paramount also is looking at sitcoms for the first two nights of its network.

While both Paramount and Warner Bros. say they will use outside studios and production companies for their networks, one observer thinks that Paramount—because it is partnered with Chris Craft—will be more open to outside producers.

Warner Bros., some believe, will not have the incentive to look outside for programming, since its affiliates will be paying it for shows.

That component of WB Network is what Paramount hopes will persuade stations to join them.

McCluggage discounts rumors that the studio is negotiating separate deals for a stand-alone *Voyager* should the network not take off. "We are not looking to secure a distribution outlet for *Star Trek* or any other show." ■



Where there's smoke, there's TV

For Los Angeles TV stations, the resurgence of the devastating brushfires that plagued Southern California for two weeks meant back to work after a brief reprieve from around-the-clock coverage. Los Angeles network affiliates and independent stations pre-empted their Tuesday night prime time lineups to cover the fires that destroyed hundreds of homes in the Malibu area. Several stations contacted estimated their ad revenue losses due to coverage at several hundred thousand dollars per station. KABC-TV, which pre-empted its number-one-rated Tuesday night lineup, said it would run *NYPD Blue* on Saturday at 10 p.m. KTTV-TV also was planning to rerun its displaced shows. The fire hit too close to home for at least one television executive: KTTV-TV President and General Manager Tom Capra said his house was in danger for a while, and his wife provided news updates for the station as the fires spread.

Retrans turnabout in Maine

Holding out for money does not always pay off, as WCSH-TV Portland, Me., learned last week.

The NBC affiliate, which took its signal off the Time Warner cable system there when it was unable to get a cash retransmission-consent payment, went back on the system last week after agreeing to compensate the system for carriage.

According to Time Warner executives, the cable operator will receive \$35,000 worth of ad spots promoting cable from the station annually over the next four years. The Time Warner system has 56,000 subscribers.

But there's more. Time Warner cable also got the right to carry any NBC programming the station pre-empts. According to Time Warner spokesman Mike Luftman, the station pre-empts much of NBC's sports programming, which now will be seen in Portland on a Time Warner cable channel.

Time Warner also got the station to waive its syndicated exclusivity rights. Now the station can carry distant signals, such as WTBS(TV) Atlanta and other NBC affiliates, without removing duplicated programming.

Since the station went off the system, the cable system says it has received much ad revenue earmarked for WCSH-TV.

—JF

Teams threaten baseball TV blackout

Small-market teams seek revenue sharing to keep them in financial ballpark

By Steve McClellan

In a grab for a bigger piece of baseball's local broadcast revenues, seven National League teams are threatening to scuttle the decades-old blanket agreement that allows teams to locally broadcast each other's games.

The teams have already triggered a clause that will cause the National League agreement to expire Dec. 28. Unless a new deal is put in place, each team will have to make separate deals with the other teams to televise games next season. And if that happens, the small-market teams could prohibit telecasts of their games as leverage to force revenue sharing among all the teams in the league.

"The you-know-what is about to hit the fan," one source says, because the National League is far from a deal.

Although the season doesn't start until next April, the advertiser selling season begins soon, and broadcast schedules have to be set.

At least five small-market American League teams are taking similar action, throwing into question local coverage of that league starting with the 1995 season.

The National League agreement, enacted in 1956, covers local television rights. A separate agreement covering radio has not been challenged. The American League agreement, enacted in the early 1960s, covers television and radio. National rights deals are not affected.

Money is at the heart of the issue. The small-market teams say they aren't being paid enough for broadcast of their games to the major markets. They want revenue sharing and a piece of the superstition action.

For example, the Montreal Expos contribute to the value of the New York Mets' broadcasts, which generate four times the local revenue that the Expos' telecasts do, says Expos

President Claude Brochu. "It takes two to tango."

The National League challengers include the Expos, Cincinnati Reds, San Diego Padres, Pittsburgh Pirates, Florida Marlins, Astros and St. Louis Cardinals.

In 1993, those teams earned about \$40 million in local TV and cable rights—combined. The Mets earned about \$30 million. ■

Canadians come down hard on television violence

By Sean Scully

While U.S. legislators debate TV violence south of the border, Canadian regulators are taking a firm stand.

In late October, the Canadian Radio-Television and Telecommunications Commission (CRTC), the equivalent of the FCC, passed a tough new anti-violence code for broadcasters, banning any depiction of gratuitous violence. The code was developed by the Canadian Association of Broadcasters in response to pressure from the CRTC following a 1989 shooting at Montreal Polytechnique.

Canadian broadcasters accept the

code but have some concerns, says Doug Hoover, national vice president of programming, CanWest Global systems, a Canadian group TV owner. Since U.S. stations are available over the air or on cable throughout Canada, domestic stations are at a competitive disadvantage against the unregulated U.S. stations.

In unveiling the code, CRTC Chairman Ken Spicer said the commission will watch closely to see that the CAB's system works and "would not rule out more coercive legislative or regulatory action."

In its broadest form, the code bans depictions of gratuitous violence, defined as any violence not playing "an integral role in developing the plot, character or theme of the material as a whole." Adult-oriented violence, or any ad or promotion that contains violence, is restricted to 9 p.m.-6 a.m.

The rules for children's programming are much more specific, prohibiting broadcasters from showing violence in a way that would minimize its effects, encourage violence or invite dangerous imitation.

The CRTC will eventually add a ratings classification system, now under development by the Action Group on Violence and Television, a broadcast industry association, and has called on other Canadian programmers, including cable and satellite operators, to submit anti-violence proposals by Dec. 6. ■

Cable studying violence options

A short-term solution for television programmers trying to resolve the sticky TV violence issue with Washington lawmakers could be to simply ask for an extension of the Jan. 1, 1994, deadline. That's one possibility being suggested by Winston (Tony) Cox, chairman of Showtime Networks Inc. and head of the National Cable Television Association's Satellite Network Committee.

The committee, which includes executives from all of the top cable networks as well as MSO's Jones International and Newhouse Broadcasting, met a week ago to map out a plan to head off possible legislation on TV violence. The group kicked around a number of hush-hush proposals and is expected to reconvene soon to iron out a strategy.

"The goal here is to make sure that viewers are informed...the goal is to reduce the likelihood of young children encountering violent programming," explains Cox, who would not give any details on the plans under discussion.

—RB

A waiter in a tuxedo is holding a silver tray. On the tray is the Food Network logo, which consists of a white arch with an upward-pointing arrow above the letters 'TV', and the words 'FOOD NETWORK' in bold yellow and white letters below it. The background is dark, and the waiter's face is not visible.

“Ahmm...Would
You Care For
More Ad Sales
Revenues?”

TV
FOOD
NETWORK

Not only more ad sales revenues, but new dollars from first-time and reluctant advertisers who have never before acknowledged the power of local cable advertising. After all, what supermarket, local grocery chain or specialty food retailer could resist the tasty programming of **TVFN**. Call Nory LeBrun today at [212] 398-TVFN [8836]. Western Show Booth # 1724

C O M E A N D G E T I T

Some fear 5th-network fallout

Movies, children's TV, action hours could be hurt

By Joe Flint

While Paramount and Warner Bros. slug it out to build the fifth network, one thing is clear: Whoever succeeds will take away even more dayparts from first-run syndicators.

Sensing a dwindling market, one syndicator sent faxes to TV stations criticizing both Paramount's and Warner Bros.' efforts and implying that stations "feel that studios/networks really don't know what is best for individual stations."

"Over time, there will be a squeeze," says Dick Kurlander, vice president, programing, Petry Television, but, he says, "there will be no immediate effect because of the slow rollout of the network."

Warner Bros. plans to have its WB Network at full speed in 1998, with seven nights of prime time programing as well as programing in several other dayparts that syndicators currently count as their own (see story, page 26).

The first casualty of the fifth network likely would be the movie busi-

ness. Studios have already seen sales of movie packages to broadcasters drop dramatically during the past five years and migrate to cable as more first-run syndication programing became available.

"This will really put the nail in the coffin of the movie business. They will be the first to suffer," predicts Phil Oldham, executive vice president, Genesis Entertainment.

But one studio executive counters that for every loser, there will be a winner; in most of the top markets, there will be an independent not affiliated with a network.

For the time being, Oldham does not see the would-be network—or networks—as a threat to hour-long action shows in prime time.

But, he warns, "ultimately, down the road, those nights will be taken away from those producing hour-long dramas."

John Ryan, president and chief executive of Spelling Entertainment's Worldvision Enterprises Distribution, which is rolling out Aaron Spelling's two-hour prime time block, is not

worried yet.

"Fox began in 1987 and now they are sort of up to seven nights. It takes quite some time to get there," he says.

One daypart where a Warner Bros. network would have a dramatic impact is afternoon.

The WB Network plans to make children's programing and animation a major part of its network. That means current suppliers of children's programing may see potential buyers of product disappear.

But David Goodman, senior vice president, Saban Entertainment, whose *Mighty Morphin Power Rangers* has become a hit despite strong competition from Disney and Warner Bros. programing, emphasizes that good shows will have more outlets as cable's need for original programing grows.

Sports programing on over-the-air television, such as professional basketball and Major League Baseball, could also be a casualty. Tribune, which carries baseball on the bulk of its stations, probably will cutback in five years at renewal time. ■

Clear Channel seeks production role

Group owner Clear Channel Communications has joined the swelling ranks of broadcasters that want to enter the programing business.

Clear Channel Productions Inc. (CCP) will initially focus on children's programing for the eight Clear Channel TV stations, with the intention of later establishing a syndication business. John Binkley, creator of the teen soap *Fifteen*, which aired on Nickelodeon, will be president and chief operating officer.

"Our motivation is that there is going to be a heavy demand for programs in the future due to the number of distribution outlets. Also, we have our own stations we can pipe shows through," says Clear Channel Vice President Randall Mays.

An additional motivation to enter the business, Mays says, is the changing regulatory climate that no doubt will affect television stations and their program-buying habits.

"You can't single out any one [motivating] factor," Mays says. "With the changing financial interest and syndication rules and the high costs of programing, we obviously want to control our own destiny.

"This is an opportunity to do our own programing

better and cheaper."

Clear Channel joins other broadcasters including Scripps Howard, which earlier this year created Scripps Howard Productions and the Partner Stations Network, headed by former Twentieth Television syndication President Michael Lambert. Both groups, composed of network affiliates, want to produce their own programing as a hedge against the uncertainty of the markets that now provide the bulk of their own programing.

"Ultimately, it is about increasing the value of their assets. Whether it's Chris Craft, Tribune or Fox affiliates, they want to increase the value of their stations," says David Goodman, senior vice president, domestic distribution, Saban.

CCP's first production, *Jake's Attic*, already airs on seven Fox affiliates. A Thanksgiving special has been cleared in 95% of the country.

CCP also has *No Adults Allowed* and another children's show in the works for early next year.

On the drama front, CCP is developing a detective series to be produced by Bertil Ohlsson, who was executive producer of the movie "Amadeus." —JF

A GOOD CALL IS GETTING BETTER.

UP 18%



RESCUE 911

THE DIRECT LINE TO SUCCESS.

Source: NSI, 8/2-31/93, 9/6-29/93, 9/30-10/27/93.
Share has risen 11% from 9 to 10.
ARB used in markets not metered by NSI. ©1993 MTM. All Rights Reserved.



CBS
ENTERTAINMENT
PRODUCTIONS



it's
hot
in the **str**



Get the st





made!

on-friendly deal that's too hot to miss.

“Station reaction to MTM Television’s re-worked syndication plan for its off-network *Evening Shade* launch has been extremely favorable, according to station reps who have given the so-called ‘station-friendly’ deal the thumbs up.”

— THE HOLLYWOOD REPORTER, *October 14, 1993.*

“MTM’s new marketing plan for *Evening Shade* gives stations more scheduling flexibility than any previous off-network barter sitcom deal, according to program analysts.”

— BROADCASTING & CABLE, *October 11, 1993.*

So if you like it hot, it's time you got into The Shade.



Evening
Shade

Face to face with Ray Smith

Bell Atlantic's Ray Smith has been plotting a TV revolution, and if he closes on the telco's proposed \$30 billion merger with Tele-Communications Inc. next year, he just might pull it off.

In this wide-ranging interview with BROADCASTING & CABLE Executive Editor Harry Jessell, Smith explains why the revolution must come and what it will bring—two competing wires laden with movies on demand, interactive games, long-distance learning and even the long-promised videophone. And that's just for openers, he says. TV is the "store of the future," as well as the theater.

If Smith is unsure of anything, it's the "how." But he says the trials to find the right mix of fiber, cable, satellite and microwave are already well under way.



Do telephone companies have to get into video?

They have to do it, if you think of what's going to be important in terms of business revenue growth in the latter part of the '90s. It's going to be the ability to package all of the services the consumer wants in the home over the new set of information appliances. The telephone, the fax, computer and the television set are coming together. I noticed Apple just came out with a new set (BROADCASTING & CABLE, Nov. 1); it's the first time it's all been rolled into one box.

What's most attractive about the TV business?

Well, obviously, any company like mine has got to take whatever steps are required to keep it from becoming a commodity. If the slope up the value chain starts on the left and it goes up 45 degrees, you've got to keep moving up on the value chain, providing packages of services and unique capabilities and so on to avoid becoming a commodity.

You are constantly searching for

new products to replace the inevitable market-share decline and commoditization down below. And that's why television is very key. It also is the store of the future; it's the theater of the future.

But why is it so important that telcos enter these new businesses? Telephone revenues now dwarf those of either cable or broadcasting.

You have to look under the revenues. Remember, what people refer to as telephone revenues are not all telephone revenues. In those are directory advertising, coin telephones and government revenues. What comes out of the home is probably just 20%-25% of total revenues. So you look ahead and you say, "Well, what is the growth going to be in?"

If a telco decides to get into video, does it have to do it with a cable company like Bell Atlantic did?

I think so. I'm not 100% sure that that's the only way. But it's a build-buy kind of situation. When you buy core capabilities and buy the customers and buy the

COVER STORY

THE POWER BEHIND THE MTM PROMISE.



Once-A-Week
Family Entertainment
Hour Premiering
September, 1994.



**MTM
FAMILY NETWORK**

MTM Television Distribution.
4024 Radford Ave. Studio City, CA 91604
(818) 760-5942

© 1993 MTM. All Rights Reserved.

footprint, you pay a premium. We obviously pay the premium. If you build it, you also pay a premium and it takes you a long time and maybe you miss the market.

So, the question is always: "Do I start from scratch in a field that I'm not familiar with and with customers I don't have yet and try to build myself out from a very modest base?" How long would that take a telephone company to do? That would be forever.

Does the fact that the telephone revenues are threatened by cable help to make your case in Washington for entry into other markets?

Yes. With the exception of [Senator Howard] Metzenbaum, it has made it an easy sell. There will be telephone revenues lost. But the ability of the cable companies to mount a really solid cable phone without a telephone partner is almost zero. They're going to have a hard time doing that and making any money at it.

Even with this new personal communications system technology?

Even with all the technology and so on. The operating systems, the switching, the real-time aspects, the billing of a telephone bill. When you look at all of that, we said, "We can take our expertise into TCI, and we can save these people five years. We know every blind alley there is."

Explain once again this great paradox: Two monopolies are merging and the result, you tell policymakers, will be competition?

When we think traditionally of a monopoly, we think of it in terms of a whole country because what we have in our heads is sort of the manufacturing paradigm: "We're the

only one that produces something." Well, TCI is not a monopoly in the United States in cable, is it? Nor is Bell Atlantic. We're going to take the TCI properties in a third of Chicago and a little bit of another town and all of Scottsdale, and we will provide competition to the incumbent telephone company. So you have to look at it in terms of town by town.

We've learned something from the cellular situation. We can have two very good, strategically financed cellular providers in every town. They can be good businesses, and the consumer gets more choice.

So you go into the telephone business in these TCI markets, and then you fully expect the telcos there to turn around and enter the video business.

Yes, we'll go into the telephone business in Denver and in Phoenix, and we will find that Southwestern Bell will go into the telephone business in Washington, where they own the cable operation. And in Washington, we're already building the network to make it video-ready.

So we'll have a two-wire world or at least a lot of two-wire cities?

No question in my mind that in virtually every major market you will see two terrestrial networks, both broadband, both full-service networks, both competing head-to-head for video-interactive services and telephony.

Is that going to be enough? Some people would say that a duopoly is not much better than a monopoly.

But you'll also have two cellular companies in the same territory, providing competition for voice and data. And you will also have five other PCS licenses that have now

In the driver's seat on the info highway

If Tele-Communications Inc.'s John Malone is the undisputed king of TV, what does that make his soon-to-be boss, Bell Atlantic's Ray Smith?

The answer to that question will have to wait until after the \$30 billion TCI-Bell Atlantic merger closes late next year. It's then that Smith will show whether he can make the telco-cable combine thrive in the competitive telecommunications world he promises the merger (and some regulatory reforms) will trigger.

By most accounts, Smith is up to the task, although he has spent his entire professional career—33 years—doing business within the protected markets of Bell Atlantic.

Smith shatters the stereotype that depicts telco executives as unimaginative, bureaucratic and more inclined to resist change than embrace it. Since assuming the top posts in 1989, he has been an agent of change, tightening and reinvigorating management. Convinced that telco's future lay in aggressively pursuing new businesses rather than in protecting the old, he began to push into the video business last year.

Smith's attraction to TV may be due to more than business. Smith plays on the periphery of show business as an amateur playwright and actor. But unlike Ted Turner, he promises not to insert any of his themes into the programming that Bell Atlantic's far-reaching networks will pump out. Bell Atlantic can give

people more programming choices "not through the managing of content, but through the managing of structure," he says.

And if people are given a chance to choose programming that appeals to their narrow intellectual interests, he believes, they will turn from the "prurient" programming that laces today's TV schedules.

Smith is also convinced the broadband networks of tomorrow will revolutionize education, bringing the power of interactive computerized teaching to every home. His faith in the educational application comes from his own life. A computer program he wrote helped his son overcome dyslexia.

Smith grew up in Pittsburgh, the son of a steel worker. There he received the formal education that seems ideally suited for a high-tech TV business leader—two degrees in engineering from Carnegie Mellon (1959, 1960), an MBA from the University of Pittsburgh (1967) and a postgraduate exploration of literature at Duquesne University.

Despite his accomplishments, Smith realizes the telco stereotype will be hard to shake. Why, he asked friend Gerald Levin after the merger news broke, is Levin described by reporters as "thoughtful, brilliant and introspective," while he is tagged as "plodding"?

"Ray," the Time Warner chairman replied, "you are plodding."

—HAJ

And now for the local news.



Waco. Crown Heights.
The World Trade Center.
They're
all on All News Channel's
local beat, thanks to 150
U.S. bureaus,
and the largest
satellite newsgathering
cooperative in the country.
So when hometown stories
become national news, All
News Channel is
there. We bring you an
insider's perspective,
updates and exclusives, a
flexible schedule and cost
efficiencies that keep our
rates low. And that's news
every American wants
to see.

For more information, call
Jay Nordby at (212) 708-1315,
Carl Schulz at (312) 645-1122 or
Elizabeth Clayton at (212) 708-1546.

In the right place
**ALL NEWS
CHANNEL**
at the right time.™

© 1993 ALL NEWS CHANNEL Joint Venture, a joint venture of
ViacomSatellite News, Inc., and Conus Communications. ALL NEWS
CHANNEL is a service mark of ALL NEWS CHANNEL Joint Venture.
All rights reserved.

VIACOM 

been let in those areas, combining to provide voice, data and video.

There is a growing consensus that telcos be allowed to own cable systems within their telephone service regions as long as they overbuild and do not buy the incumbent cable systems. You say you are going to spin off the TCI systems with the Bell Atlantic regions to a company without common directors or officers. Yet policymakers are concerned that you may keep them in the family by spinning them off to TCI shareholders.

Well, it's physically impossible not to have common shareholders. If you want to own a share of two companies, you're going to own a share of two companies. We can't assure who the shareholders are going to be. It doesn't make any sense. Flat out.

If we're talking about spinning off the in-region cables, where do you think it's going to reside before long? It's going to reside with a large cable company or a telco. And

"Looking ahead seven, eight or nine years, that [broadcast] spectrum is going to be used for personal communications more than for just broadcast."

they are going to compete with us, whether we like it or not.

If you could walk into Washington tomorrow and write the law and the regulation for this business, what would it say?

Open it up. Get rid of crossownership prohibitions. Cable companies should be able to get into telco, and telcos should get into cable, and everybody should get into long distance.

What about a common carrier obligation so anybody would have access to the networks?

The 1992 Cable Act does exactly that. Fifteen percent of the capacity has got to be set aside, and so it's a mini-common carrier rule already. It's very unusual to have it as it is stated in the Cable Act, that you have to provide the programming under the same terms and conditions and out of a separate subsidiary, and you must set aside for unaffiliated programmers 15% of your channels.

Would you like the federal government to pre-empt the states to prevent them from blocking entry into the telephone business?

Yes. What those states are trying to do is to make sure that the local telephone company doesn't get screwed in the deal.

What about the broadcasters? Are the networks and the TV stations being left behind?

No, I don't think so. Their great strength is in their ability to create intellectual property. Now, if the broadcasters continue to see themselves as transportation companies, then they will be pre-empted as these new networks are created. MIT's Nicholas Negroponte says everything that has been going over the air will go through the ground and everything that's gone through the ground will go through

the air.

And you buy that?

Sure. We'll have more and more voice go through wireless and more and more video, which used to go through the air, through the ground.

So what are we going to do with all of these broadcast towers?

Looking ahead seven, eight or nine years, that spectrum is going to be used for personal communications more than for just pure broadcast.

What do you think of TV programming?

Futurist George Gilder says the prurient interests of all humans are about at the same level, but the intellectual interests are at completely different levels. And so if you must produce on the broadcast model something that will appeal to everyone, you tend toward the prurient end rather than the intellectual end.

Because the prurient end is common, the intellectual end is tremendously varied. So the solution to the violence and the banality that we see often on television is to give the viewers genuine choice. The way that you do it is through switched interactivity. The moment you do that, you raise the intellectual level.

The other aspect of it is that the children will always move toward what is the lowest common denominator—not just the cheap laugh, but the violence of a pratfall.

Your view of programming sounds pretty negative?

Oh, no, I think that it's like saying that some people are short and some people are tall. It is an inevitable development from the state of broadcast architecture that you're going to have this. I don't think that it is an indictment of the creative people in the industry.

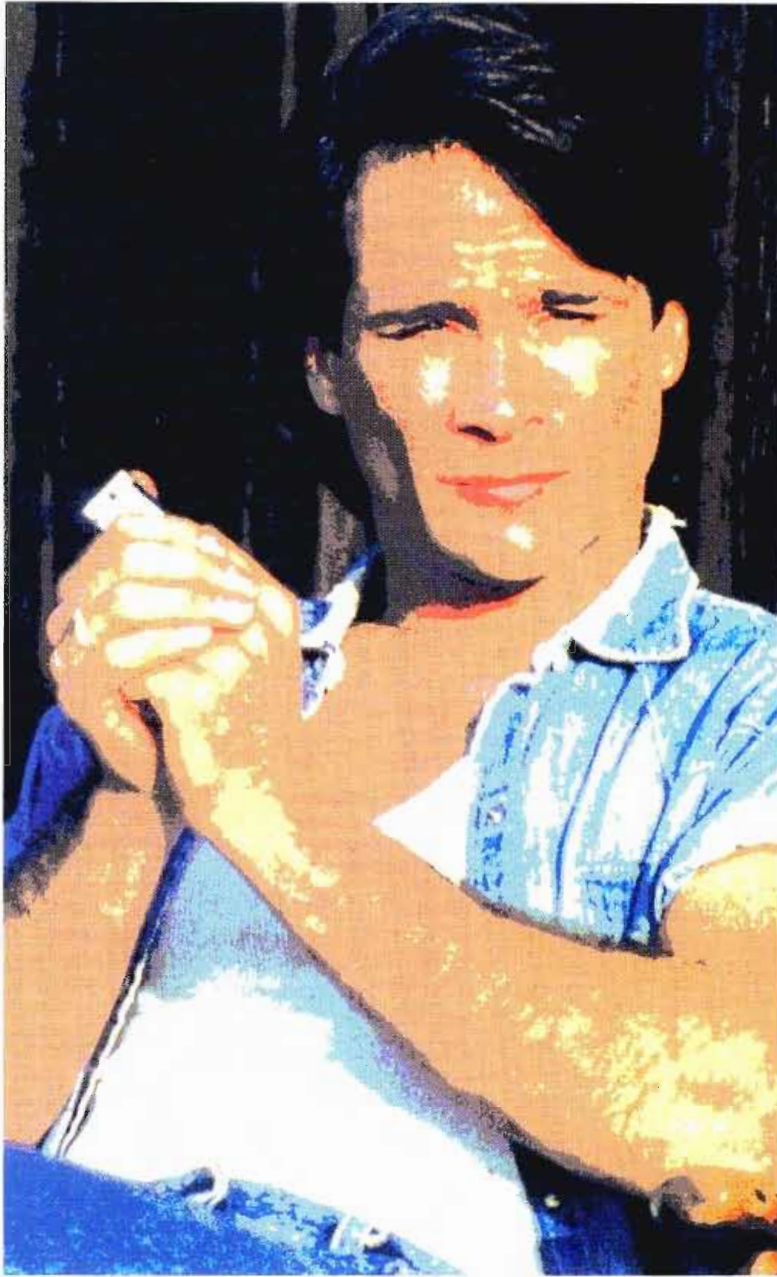
In just the past few years, when we have gone from three or four to 12 or 25 channels, we have raised the intellectual level with The Discovery Channel and The Learning Channel. People now have these kinds of choices.

Should the government regulate violent and indecent content?

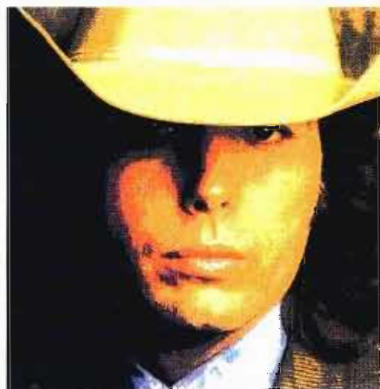
I think it's a terrible mistake. When the industry can't seem to police itself and the government is forced to be called in, the government will then apply an inappropriate linear solution: censorship. I've been a member of the ACLU all my life and just won one of the biggest First Amendment cases ever [U.S. District court ruling that it could provide video in its telephone service area]. I don't think [censorship] helps anything. And the technology will find its way to get around it. When you can't find obvious solutions by very bright people in business and government, it means the structure's wrong.

Are these super-duper interactive services you and Malone talk about real? We all remember Time's Qube services in the early 1980's.

It is going to be real. It is going to be absolutely explosive. Qube was an analog system, and there is no way that a non-switched analog system can produce anything other than increased expense and virtually no margin. The moment that you make it digital, you can store it so cheaply, you can service it so effectively. Since 1980, the advances in storage, logic, digitalization, haven't been an order of magnitude, they have been an order of magnitude of an order of magnitude. We're talking about a hundred



THE
OTHER
SIDE OF
COUNTRY IS
HOT
UNIQUE
NON-STOP
FUN
HIP
BREAK-
THROUGH



COUNTRY MUSIC TELEVISION.

thousand times more efficient. And that is the basic difference.

I'll concede the technology, but where's the consumer demand for interactive services? Are you sure the average Joe wants video on demand?

They want total control of video, not the video on demand that we see. They want to be able to select and choose, they want to be able to fast forward and pause, they want control of it. They now drive an average of 7.1 miles to and back from a store and buy a \$300 machine which they only use to put in the video that they want when they want it. We can deliver that over the wire.

Do you have to have those VCR functions to make it work?

Yes. That's what we're doing in our [Stargazer] trial in northern Virginia. When they dial up the service, it doesn't just start and run. They can fast forward it, they can pause it, they can stop it, they can rewind it. They have control over it. It's saved them the trip. They pay the same price. They get a better selection and they get it right on the tube. It's a gigantic business.

At least \$12 billion, if you look at home video.

I know.

What will come after video on demand?

I think, obviously, video games. It's the same sort of

Interactive television "is going to be real. It is going to be absolutely explosive."

thing—control over a game. No one's going to go out and buy a game anymore. No one's going to buy any kind of game player. Interactive educational services can change the whole nature of education. This is the best part of this whole thing, as far as I'm concerned. It's going to be a very good business, but it is the part of it that makes my heart warm.

And we are now ready for the videophone. Don't underestimate it. We're going to use the television set as the other side of the videophone.

That takes me back to the 1964 World's Fair

Yes, there it was. It was analog, the equivalent of about \$12,000, and it was before its time. And I can produce that right now for a song, and it's all incremental. So you put the capacity in, the incremental capacity's free, and then you screw around with stuff until you get a lot of new services.

Technologically, what is Bell Atlantic's information superhighway going to look like?

It's going to be different for every market. You'll have primarily fiber/coax hybrid early. We'll use the existing coax drop, bringing the fiber up to 500-home or 300-home nodes. We go the last mile with 28 gigahertz microwave or

even the 2.2 megahertz, whatever is required in the various locations. Or we bring fiber technologies directly into the home.

We also have an interest in CellularVision, a 28 ghz wireless cable system. We'll use it in some locations to provide the two-way, interactive video. We have a substantial experiment for every one of these. We're talking about thousands of homes. So it's a very elegant and manageable engineering problem.

What about the ADSL technology you're using in your suburban Washington video-on-demand trial? It permits video transmission over telephone lines. Does it have a future, or is it just a platform to test things on?

Let me be frank with you. The future of ADSL is not whether it's a good technology. It's dynamite, it produces [broadcast quality] pictures, it gives you VCR control and it does everything you want. The question that remains is how much it's going to cost. If the prices [of the ADSL equipment] become reasonable, it's going to be an interim technology that'll be with us for 25 years.

If you've got a block with a hundred people and only seven of them want the service, you're not going to bring broadband there. But you can bring ADSL in. All you need is a little board that goes in the set-top converter and one in the central office. And when you get 30 people on that block who want it, then you bring in the fiber or fiber-wireless or whatever, you take those chips out and move it to the next block.

Prior to the merger announcement, TCI was among several big operators planning to set aside 50 digitally compressed channels and offer a near-video-on-demand service. Will that proceed?

Well, it's probably a good thing to do, but it's extremely interim. All you have to do is do the mathematics. If you want a hundred films, and you want each to be available every five minutes over eight hours, multiply it out. You're up in the thousands and thousands of channels.

The notion of a channel is going to be so quaint in the year 2000, it's going to be "remember when?" The phrase will not even be in the vocabulary 10 years from now.

How quickly will you roll out these technologies and services?

In 1994 in the various trials we'll be well above 10,000 people who will be viewing not just movies but games, educational software and work-at-home services. We hope to have 40,000 by 1994, but it's going to be at least 10,000. By 1995, that'll be above 100,000 for sure.

TCI has been considering plunging into the direct-broadcast satellite business, perhaps in response to Hughes Communications' and Hubbard Broadcasting's expected launch of DBS service next year. Is that something you want to do?

Sure, why not? There's no company like mine that is not going to be interested in providing services by whatever means. You can't just cut yourself off from it. I know that Sumner Redstone says we're in 42% of the United States, but we aren't. There's a whole lump of the United States we aren't in that we should be in. And there are other ways to get there.

Are you still in a buying mode?

Well, I would say that we've certainly stepped to the plate here and we probably have a little digestion to do, but we're not finished developing the corporation. ■

BREAK- THROUGH.

Innovative. Never ordinary.

Video releases you've never seen before.

Give your viewers the video entertainment they want.

CMT: Country Music Television.

For more information, call Francie Leader in the East at (203)965-6427
and Craig Chambers in the West at (303)771-9800.

ALL DAY. ALL NIGHT. ALL VIDEO. ALL RIGHT!



COUNTRY MUSIC TELEVISION.

Warner details hybrid WB Network

Cable complement to broadcast stations is crucial, says Kellner

By Joe Flint

Cable will play a pivotal role in Warner Bros.' efforts to launch the fifth network.

"It's absolutely critical," says Jamie Kellner, chief executive and part-owner of the studio's newly christened WB Network, that the cable element of the network—which will need to reach at least 10% of the country—succeed if WB is to have a fighting chance. Kellner and company officials outlined plans for the new network in Los Angeles last week.

To make it work, Warner Bros. is turning to top affiliates of the established broadcast networks and is asking them to negotiate for a cable channel (on a low channel position) with which the WB Network can affiliate in markets where there is no independent station. The network affiliate would then pay Warner Bros. about 10 cents to 15 cents per subscriber for WB Network programming. The affiliate could sell all the ad time for the WB programming.

Of course, the cable operator would no doubt also want a cut, meaning that the station and cable operator may end up sharing the ad inventory.

In time periods where there are no WB Network shows, the local broadcaster would be responsible for programming. That would likely include local programming and library product from Warner Bros. and other studios.

Broadcasters who become WB cable affiliates would be responsible for promotion costs as well as headend and other technical costs.

Team seen as easier route

Why not go directly to cable? Kellner figures that by teaming with a local station, the WB Network will have an easier go of promoting itself. The stations would have an incentive to see the network succeed that the operator would not have. "Local broadcasters bring programming and promotion expertise," says Kellner.

Group owners of network affiliates already contacted by Warner Bros. include Allbritton Communications,



Gathered for the official christening of the new WB Network (l-r): Ed Trimble, VP, television station division, Gaylord Broadcasting; Barry Meyer, executive VP, Warner Bros.; James Dowdle, president and CEO, Tribune Broadcasting; Jamie Kellner, chief executive, WB Network; Robert Daly, chairman and CEO, Warner Bros., and Dennis FitzSimons, president, Tribune Television.

Retlaw Broadcasting and Granite Broadcasting.

Stuart Beck, president of Granite, says that if WB Network "delivers first-rate programming" that viewers can't get over the air, the operator would have the incentive to make a deal with a broadcaster to carry the network.

But some cable operators aren't convinced. "I'm a little skeptical that too many stations that have managed to secure a channel for some vaguely defined service will be able to put on programs of any impact," says a cable executive at one of the biggest cable operators.

The idea of carrying a channel that may be only partially programmed also causes concern for cable operators.

Says the executive: "I don't want to prejudge, but by and large I'm not sure there are a lot of channels available." But, he adds, "there may be some isolated situations where this could fly."

'Great opportunity'

Kellner counters that broadcasters will jump at this chance to participate. "This is really their chance to become multichannel broadcasters. It's a great opportunity," says Kellner.

That opportunity will start next summer when Warner Bros. rolls out the first night of its network. The cable element, though, would not kick in until year two. During the first year, competing network affiliates would be asked to clear the four hours of WB Network shows in time periods that won't pre-empt the existing network's programming.

But affiliate relations executives at rival networks question what dayparts affiliates have to themselves.

"If they don't pre-empt our programming, there are not too many viable time periods left for WB programming," says ABC affiliate relations chief George Newi, who adds he does not think that any affiliates would pre-empt ABC programming for WB programming.

Another rival network executive says that he "can't imagine an affiliate of any network thinking it would be a good idea to confuse their identity by mixing it with another network."

WB Network plans to be at full speed by 1998 with programming in virtually every daypart (see chart). Part of that programming, though, may consist of Warner Bros.' buying or providing affiliates with off-network shows to air in the 5 p.m.-6 p.m. time

The best address in television is 99° West longitude.

If you want to be seen, this is the star to be seen with. It's name is *Galaxy IV*, and it already shines with some of the world's most prestigious syndicators.

And no wonder. With an address of ninety-nine degrees West longitude, *Galaxy IV* provides full coverage of North America, including Alaska,

Hawaii and Puerto Rico.

Syndicated programmers and distributors starring today on *Galaxy IV* include CBS Television Network, Group W, Warner Bros., Columbia Pictures Television Distribution, Tribune Entertainment, Worldvision Enterprises, Great American Broadcasting, Saban Entertainment, Dow Jones and Raycom, Inc.

If you'd like to be found on a map of the star's homes, call Kirsten Roth at 310-607-4588.

We're on a Mission.

HUGHES
COMMUNICATIONS

A unit of GM Hughes Electronics

©1993 HCI, GM Hughes Electronics, NYSE Symbol GMH

period.

While on the surface that would seem to save stations the expense of buying and choosing shows to air, the stations also would give up much of the ad time they sell in that time period and could lose money.

Many potential affiliates also fear that another afternoon of kids programming would take away more dollars from the local spot market, cutting into a station's bottom line.

"The last thing we want is another batch of nationally delivered animated programing," says a potential affiliate.

The broadcast factor

On the broadcast side, Warner Bros. last week confirmed what most already knew: The Tribune broadcasting stations (except superstation WGN-TV Chicago) will become affiliates of the WB Network. Also signing on is Gaylord Broadcasting, Pacific FM (which owns KOFY-TV San Francisco); Renaissance Communications (WDZL-TV Miami) and a handful of other broadcasters, giving Warner Bros. 11 stations in the top 20 markets.


Tribune is making it even easier for WB to find affiliates. The group owner last week bought Gannett Broadcasting's WLVI-TV Boston (see box, page 43), which it will add to the WB list.

Tribune, which has long preached the value of localism and the importance of sports programing, says that it was thinking of the future when it agreed to sign on.

"In the 200- to 500-channel universe, you have to have a franchise," says Tribune chairman Jim Dowdle. Baseball, long a staple of the Tribune-owned stations, may go more and more to cable and pay TV, making the Warner opportunity something worth considering, the executive says. Dowdle also expressed concern that, in the future, stations will have to spend "enormous amounts of money" on promotion. The WB Network will remove some of that burden, he says. Tribune says it will honor all of its sports contracts.

But WGN-TV will not be a part of WB Network. Aside from several different sports contracts with the local teams, that station is also a superstation, which could cause copyright problems with WB affiliates.

That leaves independent stations WPCR-TV or WGO-TV Chicago as po-

		ROLL-OUT SCHEDULE				
Time Period	1994	1995	1996	1997	1998	
Kids AM 7-9:00AM		Full Schedule	Full Schedule	Full Schedule	Full Schedule	
Daytime Noon-2:00PM		Full Schedule	Full Schedule	Full Schedule	Full Schedule	
Kids PM 3-5:00PM		1 Half-Hour Strip	2 Half-Hour Strips	Full Schedule	Full Schedule	
Family 5-6:00PM			Partial Schedule	Full Schedule	Full Schedule	
Prime time 8-10:00PM	4 Hours 2 Nights	8 Hours 4 Nights	11 Hours 5 Nights	13 Hours 6 Nights	15 Hours 7 Nights	
Late Prime 10-10:30PM		Full Schedule	Full Schedule	Full Schedule	Full Schedule	
Late Fringe 11PM-12:00AM			TBD	TBD (To Be Determined)	TBD	
Saturday AM 8AM- Noon		Full Schedule	Full Schedule	Full Schedule	Full Schedule	

tential WB Network affiliates.

Affiliates would pay studio

Warner Bros. also spelled out its cable-like method of affiliate relations. Instead of Warner Bros. paying stations to carry programing, WB affiliates would pay the studio roughly 25% of the incremental profits from the WB Network schedule. Stations also make an upfront investment that would be credited against the 25% cut.

Tribune executives Dowdle and TV group president Dennis FitzSimons called the WB terms "more than fair."

WB needs the 25% cut because, unlike other networks, the studio does not own any TV stations, which usually provide much of the profit to a network's bottom line.

Warner Bros. CEO Robert Daly says the studio wants in to the network business because "a national distribution outlet not only complements our current television operations but also gives us the opportunity to profit from the original broadcast of programs," something the studio is unable to do in the current environment of deficit financing shows that it provides to the networks.

According to Warner Bros., its affiliation agreements already give WB Network a reach of 40%. But Paramount, which is launching its own fifth network in partnership with the Chris Craft stations, claims WB

reaches only about 30%; just 3% more than Paramount's network.

Paramount Television Group chairman Kerry McCluggage was on the road last week pitching the stations still up for grabs, which include key groups River City Broadcasting, Sinclair Broadcasting (which is in the midst of a bond offering and can't sign with anyone until the offer is done), Clear Channel TV and ABRY Communications.

Spin-doctoring was the order of the week for both Paramount and Warner Bros. Paramount—which is counting on its new Star Trek series *Voyager* to land affiliates, says that WB Network is misleading broadcasters about how many stations it has signed up and lacks the strong programing, such as *Star Trek*, that can deliver audiences.

"They don't have shows, and it is less than a year away," says one Paramount executive commenting on the fact that WB has yet to say what shows would be on its network.

WB executives counter that it does not make sense to announce the lineup now.

But programing is the factor on which many of the stations still up in the air may base their decision.

Says one broadcaster: "My concern with WB is that the studio is the leading network supplier; it supplies the PTEN programing. Am I getting the best stuff or my quota of the best stuff?"

A FIRM GO!

UP
17%*
INTERNATIONAL
ATTENDANCE

UP
29%*
EXHIBITORS

UP
38%*
U.S.
ATTENDANCE

The numbers say it all

Join successful professionals from every segment of the television business who come to buy and sell television programming, explore new technologies, make new business contacts, create partnership ventures and participate in workshops and discussions on vital issues facing the industry.

The 1994 NATPE Conference & Exhibition January 24-27 in Miami Beach will draw more than 10,000 attendees from around the globe, making it the world's largest and most influential television programming conference and market.

call today and be a part of our success story
1-800-94-NATPE

* Numbers based on comparison of official attendance records of past three NATPE Conferences.

NATPE '94
INTERNATIONAL

MIAMI BEACH
PROGRAM CONFERENCE JANUARY 24-27

Dubrow heads Multimedia development

He will give up executive producer slot at 'Sally Jessy' and 'Jerry Springer'

By Steve McClellan

Burt Dubrow, executive producer of both *The Sally Jessy Raphael Show* and *The Jerry Springer Show*, has been named to head a new program development division at Multimedia Entertainment.

Dubrow will relinquish the executive producerhips of both programs, but he will remain "consulting executive producer" and will continue to offer creative input. His new corporate title is executive producer, programming, Multimedia Entertainment Program Development.

The new executive producer of *Sally* is Rose Mary Henri, who had been senior producer. Terry Murphy, who was *Jerry's* senior producer, is now executive producer. Both will report to Dick Thrall, the Multimedia Entertainment senior vice president who oversees production of all the company's programs.

Dubrow and other Multimedia executives downplayed reports of stress between Dubrow and Raphael.

Dubrow produced *Sally* for 10 years, and sources confirmed that Raphael was concerned that it wasn't getting the full attention of an executive producer when Dubrow took on development and production responsibilities for *Jerry Springer* more than a year ago.

"I'm still intimately involved in the creative direction of both shows," says Dubrow. As for *Sally*, which he helped develop, he says, "My heart will always be in that program. But we're both doing other things. She's doing made-for-TV movies and specials, and I have my expanded responsibilities."

Currently, Dubrow is in Los Angeles (although he'll remain based in New York) developing a late-night companion talk show for Rush Limbaugh hosted by Los Angeles radio personality Dennis Prager. ■

Aces high



Home Box Office is off to a good start in the upcoming 15th Annual National CableACE Awards competition with a total of 107 nominations, almost double the number received by its closest competitor, Showtime Networks Inc.

Showtime's *Fallen Angels*, an anthology series from Propaganda Films and Sydney Pollack's Mirage Enterprises, heads the list of individual programs with 12 nominations. Other top nominees include HBO's *The Larry Sanders Show* (11); HBO's *Dream On* (10); HBO's *Stalin* (7); HBO's *Barbarians at the Gate* (5); WTBS's *National Geographic Explorer* (5), and *The Showtime 30-Minute Movie* (5).

The awards ceremony, to be telecast live on TNT, will take place Jan. 16, 1994, at the Pantages Theater in Hollywood.

Gordon Elliott: talk with an Australian accent

CBS/Twentieth syndication project attracting attention

By Steve McClellan

What does "the street" think about *The Gordon Elliott Show*? That the show has a better chance of succeeding next year than any of this year's freshman talk shows have of returning for a second season.

That's a big reason that CBS and Twentieth Television, the Fox distribution arm, have teamed up to syndicate the new hour talk show next fall. Talk continues to be the medium's hottest genre, and no matter how many of the shows fail or falter, stations are anxious to see who the next talk prospect is.

Elliott, which will be produced in New York, is CBS's first foray into first-run syndication. Ironically, CBS signed Elliott away from Fox two years ago with an exclusive development deal. At the time, Elliott had made a name for himself in New York as the somewhat zany Australian who went around the city knocking on people's doors for live offbeat bits on Fox-owned WNYW-TV's morning show *Good Day New York*.

Elliott's presence was considered a key factor in the show's ability to compete with—and frequently beat—

the three network morning shows. Elliott also has done stints with *A Current Affair* and *Hard Copy*. He started in Australia doing morning television, or "breakfast television," as they call it there.

When CBS Daytime Vice President Lucy Johnson signed Elliott two years ago, the original intent was to do a network daytime talk show. But the project stalled until late-night-program vice president Rod Perth picked up additional duties as head of "non-network" program development and reworked it for syndication.

Fox's Twentieth Television is distributing the show, which has been picked up by the Fox station group (BROADCASTING & CABLE, Oct. 25). It is being offered for cash and barter, with stations retaining 10½ minutes and Twentieth keeping 3½. Program executives at several rep firms say that three minutes is more typical, but the extra 30 seconds reflects Twentieth's attempt to generate a little more revenue in year one, when the cash license fees won't be great. Twentieth is promising stations at least 39 weeks of original programs and possibly more.

The read on Elliott is that he is energetic, articulate and humorous.

The C-SPAN School Bus Hits the Road

And C-SPAN representatives—Barkley Kern, Angie Palmer, Mary Mullen, Debbie Lamb, Peter Kiley, Willie Vereen and Maura Pierce—are ready to help educate communities across the country about the value of cable and C-SPAN, America's electronic town hall. Among our first visits are Denver, Los Angeles and San Diego.



Equipment donated in part by Panasonic
Photo by Kevin Weber

C-SPAN IS FUNDED ENTIRELY BY AMERICA'S CABLE TELEVISION COMPANIES AS A PUBLIC SERVICE

On the downside, program analysts say that Elliott shouldn't emphasize the funny, because humor meshed with daytime talk has, for the most part, failed (*Regis and Kathie Lee* being a notable exception). Conventional wisdom, they add, has his Australian accent working against him across the U.S., although it didn't seem to diminish his popularity in New York.

The producers say that each episode of the *Elliott* show will open with an on-location segment relating to the theme of that day's show.

But those on the buying side are skeptical about how long that will last: *Geraldo* and *Maury Povich* started with such segments but rapidly phased them out.

"I take that [opening segment idea] with a grain of salt," says one station programmer. "Sometimes it just doesn't make sense. And you can't have him flying all over the place doing these things. When they fall behind in production, and he's exhausted, they'll junk that idea real fast."

What's left, say some, is your basic talk show—but one with a personality who has a slightly different take on things and who has captured the interest of the industry. ■

Top cable shows and nets

Following are the top 15 basic cable programs (Oct. 25-Oct. 31), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research

Program	Ntwk	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>NFL (Lions-Vikings)</i>	TNT	Sun. 8p	5,442	9.1	5.8
2. <i>NFL Gameday Sunday</i>	ESPN	Sun. 12p	2,449	4.0	2.6
3. <i>NFL Primetime</i>	ESPN	Sun. 7p	2,381	3.9	2.5
4. <i>Sportscenter</i>	ESPN	Sun. 11:30a	2,103	3.4	2.2
5. <i>Murder, She Wrote</i>	USA	Tue. 8p	2,053	3.4	2.2
6. <i>The Guardian</i>	USA	Sat. 4p	2,017	3.3	2.1
7. <i>CF/W.Va.-Syracuse</i>	ESPN	Sat. 7:30p	1,886	3.1	2.0
8. <i>NASCAR Slick 50 500</i>	TNN	Sun. 2p	1,881	3.2	2.0
9. <i>Saved by the Bell</i>	TBS	Wed. 5:35p	1,851	3.1	2.0
10. <i>Perry Mason/Aven. Ace</i>	TBS	Sun. 7p	1,830	3.0	1.9
11. <i>Murder, She Wrote</i>	USA	Mon. 8p	1,823	3.0	1.9
12. <i>Boxing, Tues. PM Fight</i>	USA	Tue. 9p	1,810	3.0	1.9
13. <i>WCW Wrestling</i>	TBS	Sat. 6:05p	1,786	3.0	1.9
14. <i>PAC-10 Conf. Football</i>	ESPN	Sat. 10:45p	1,752	2.8	1.9
15. <i>Rugrats</i>	NICK	Sun. 10:30a	1,744	2.9	1.9

The top five basic cable services for the week of Oct. 25-31 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
TNT	1,448	2.4/3.9
USA	1,369	2.2/3.5
TBS	1,139	1.9/3.0
ESPN	997	1.6/2.6
DISC	665	1.1/1.7

Headline News gets retrans boost

Local Edition was part of deals for 45 TV stations

By Rich Brown

Retransmission-consent negotiations are helping to increase distribution of *Headline News Local Edition*, which in recent weeks has seen a doubling of the number of local TV stations participating in the cable programing service.

A total of 45 television stations and 125 cable systems, representing 4.5 million homes, have so far signed retransmission-consent deals involving *Local Edition*, a local six-minute newscast that appears within each half hour of the national newscast on Turner Broadcasting's *Headline News* cable network. In most cases, the local station will produce about six updates each day with its own anchors and set and then will send those updates via cable or microwave to the local cable system for insertion on the network.

The retransmission-consent deals

represent 38 new markets for *Headline News Local Edition*, including Miami; Indianapolis; Hartford, Conn.; San



Antonio, and Little Rock. In some cases, stations have signed *Local Edition* deals with cable systems that do

not yet even carry *Headline News*.

Local Edition director Paul Bermel says it is possible that some stations have signed deals with operators not yet carrying the channel to prevent a competing station in the market from eventually locking up a deal of its own.

Dale Nicholson, president and general manager at KATV(TV) Little Rock, says that his station welcomes the promotional opportunities available through the *Local Edition* news updates. In fact, the station got a head start last year by supplying local cable operators with roughly 90 hours of footage from local government hearings and other events.

"We have an opportunity to reach news watchers, and they'll come to us for our 5, 6 and 10 p.m. newscasts,"

Continues on page 64

Ratings Week According to Nielsen, Oct 18-24

	abc ABC	CBS	NBC	FOX
MONDAY	15.4/24	14.4/22	13.3/21	6.6/10
8:00	69. Day One 9.0/15	27. Evng. Shade 13.3/21	24. Fresh Prince 13.5/21	82. Fox Night at the Movies—Rocky Horror Picture Show 6.6/10
8:30		17. Dave's World 14.5/22	35. Blossom 12.5/19	
9:00	8. NFL Monday Night Football—Minnesota at Chicago 17.4/29	11. Murphy Brown 15.9/23	24. NBC Monday Night Movies—B.T. Bradford's 'Remember' 13.5/21	
9:30		17. Love & War 14.5/21		
10:00		22. Northern Exposure 14.1/23		
10:30				
TUESDAY	17.0/27	13.2/21	8.1/13	5.0/8
8:00	15. Full House 15.0/25	16. Rescue: 911 14.7/24	73. Svd by the Bell 7.9/13	92. Hermans Head 4.3/7
8:30	21. Phenom 14.2/22		82. Last Halloween 6.6/10	93. Bakersfield, P.D. 4.2/7
9:00	2. Roseanne 22.7/34		77. J. Larroquette 7.5/11	88. America's Most Wanted 5.8/9
9:30	5. Coach 18.8/29	35. CBS Tuesday Movie—Misery 12.5/20	75. Second Half 7.6/12	
10:00	12. NYPD Blue 15.6/26		62. Dateline NBC 9.6/16	
10:30				
WEDNESDAY	15.2/24	8.4/13	11.9/19	9.9/15
8:00	14. Hm Imprvmt 15.2/25	73. Hearts Afire* 7.9/12	43. Unsolved Mysteries 11.8/19	55. Beverly Hills, 90210 10.5/17
8:30	29. Joe's Life 13.2/20			
9:00	1. Home Improvmt 24.4/36	85. South of Sunset* 6.1/9	46. Now with Tom and Katie 11.5/17	64. Melrose Place 9.3/14
9:30	6. Grace Undr Fire 18.7/28	47. 48 Hours 11.2/19	37. Law and Order 12.3/21	
10:00	59. Moon Over Miami 9.9/17			
10:30				
THURSDAY	12.7/20	9.7/16	15.1/25	10.3/16
8:00	72. Missing Persons 8.3/13	50. In The Heat of the Night 10.9/18	37. Mad About You 12.3/20	17. The Simpsons 14.5/24
8:30			13. Wings 15.5/25	42. Martin Special 11.9/19
9:00	27. Matlock 13.3/21	66. Eye to Eye w/Connie Chung 9.2/14	4. Seinfeld 20.4/31	64. In Living Color 9.3/14
9:30		68. Picket Fences 9.1/16	7. Frasier 18.2/29	91. Bakersfield Spc 5.5/9
10:00	9. Primetime Live 16.5/28		40. L.A. Law 12.0/21	
10:30				
FRIDAY	13.5/25	9.2/17	8.7/16	6.0/11
8:00	23. Family Matters 13.7/25	54. Diagnosis Murder* 10.7/20	88. Against the Grain 5.8/11	85. Brisco County, Jr. 6.1/11
8:30	31. Boy Meets World 12.9/24	75. Bob 7.6/14		
9:00	34. Step by Step 12.6/23	81. Family Album 7.1/13	58. NBC Friday Night Mystery—The Return of Ironside 10.2/18	87. The X Files 5.9/11
9:30	32. Hangin w/Mr. C 12.7/23	63. Picket Fences 9.4/17		
10:00	20. 20/20 14.4/26			
10:30				
SATURDAY	9.4/17	11.4/20	10.3/18	6.6/12
8:00	53. ABC Saturday Night Movie—Double, Double, Toil and Trouble 10.8/19	32. Dr. Quinn Medicine Woman 12.7/22	71. Ret TV Bloopers 8.4/15	77. Cops 7.5/13
8:30		60. Harts of the West 9.8/17	55. Empty Nest 10.5/18	79. Cops 7.4/13
9:00		45. Walker, Texas Ranger 11.7/21	48. Nurses 11.0/19	90. Front Page 5.7/10
9:30	82. P. Poundstone Show 6.6/12		43. Sisters 11.8/21	
10:00				
10:30				
SUNDAY	11.3/18	16.1/25	9.9/16	9.1/14
7:00	61. Am Fun Hm Vid 9.7/16	3. 60 Minutes 22.1/35	80. I Witness Video 7.2/12	94. Townsend Television 4.1/7
7:30	70. Am Fun People* 8.7/14	10. Murder, She Wrote 16.2/24	57. seaQuest DSV 10.4/15	50. Simpsons 1 10.9/16
8:00	66. Lois & Clark 9.2/14	30. CBS Sunday Movie—No Child of Mine 13.1/21	48. NBC Sunday Night Movie—One Good Cop 11.0/18	40. Simpsons 2 12.0/17
8:30				37. Simpsons 3 12.3/18
9:00	26. ABC Sunday Night Movie—Columbo: It's All in the Game 13.4/21			50. Simpsons 4 10.9/17
9:30				
10:00				
10:30				
WEEK'S AVGS	13.4/22	12.0/20	11.0/18	7.7/12
SSN. TO DATE	12.9/21	13.5/22	11.1/18	7.2/12

RANKING/SHOW (PROGRAM RATING/SHARE) * PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

AM stations can still clean up with Kahn

Although commission has picked Motorola AM stereo system, stations will be allowed to use Kahn technology to reduce interference

By Sean Scully

Even though the FCC says stations have to drop the Kahn AM stereo system in favor of the Motorola standard, they can keep using the Kahn equipment to boost their signals.

"That's good news," says John Dehnel, chief engineer of KSL(AM) Salt Lake City, one of 40 U.S. stations using the Kahn "Powerside" system.

Powerside uses the Kahn stereo exciter to push the signal into one of the two sidebands, either slightly above or slightly below the exact frequency of the station. That increases the strength of the signal in formerly weak areas and decreases interference from adjacent stations, or from distant stations using the same frequency.

John Hurni, chief engineer of WJJK(AM) Chicago, says he had been concerned that if the commission chose Motorola's C-Quam system as the AM stereo standard, as it did late last month (BROADCASTING & CABLE, Nov. 1), stations would have to turn off all Kahn stereo equipment, even if they were using it only for Powerside.

"We've been fairly pleased with the effect it's had for us," he says, including reducing nighttime interference with KSL(AM), which occupies the same frequency.

Paul Ploener, general manager of WTHe(AM) in Mineola, N.Y., says Powerside has given his station a 20%-30% boost in coverage in some cases, useful in the badly overcrowded

airwaves around New York City. "[The FCC's decision] is definitely good news for us," he says. "We took [Powerside] out and you can definitely tell the difference in coverage."

The commission concluded that using Powerside wouldn't interfere with the new Q-quam stereo standard as long as Powerside stations broadcast the same signal on both Kahn stereo channels, effectively creating a single mono signal, says David Means, chief of the FCC's Engineering Evaluation Branch. In true stereo, stations transmit subtly different signals on the right and left channels. Stations probably will be allowed to keep the stereo pilot signal on, he says, provided they don't use Kahn equipment for stereo. ■

Cutting Edge

Edited by Sean Scully

General Instrument and Scientific-Atlanta

say they've settled a series of patent disputes. The suits in federal court in Newark, Baltimore and San Diego contested control of scrambling systems for satellite and cable signals. The companies wouldn't discuss terms of the settlement other than to say they include cross-licensing of patents between them.

In the wake of last month's decision by the Grand Alliance—a



consortium of companies developing a joint HDTV-system to use the Dolby AC-3 audio compression system,

Texas Instruments says it will develop computer chips incorporating Dolby's system for use in television sets and set-top converter boxes. Digital Compression Manager Ron Slaymaker says TI hasn't decided the exact form of the AC-3 chip—it may stand alone or be incorporated into a chip with a video compression system—so the price remains uncertain. He says TI is discussing

uses with manufacturers but declined to say what deals might be in the works. The chip is expected to be ready for market in the middle of next year.

In what it says is the first computer-board-level use of real-time digital video compression, Optivision of Palo Alto, Calif., is offering the OptiVideo MPEG encoder. The PC board package, which starts at \$20,000, uses the VideoRISC real-time compression system from C-Cubed Microsystems (BROADCASTING & CABLE, Oct. 11). The board includes a separate real-time audio encoder. Under current technology, the board can deliver CD-quality sound and slightly better

than VHS video quality. C-Cubed says, however, that VideoRISC can be upgraded, without having to replace the system, to accommodate future technological advances.

Sony Pictures Entertainment TV Group will be the first independent producer to create programming for the Interactive Network, based in Mountain View, Calif. Sony will create both new programming and services based on existing shows, such as *Wheel of Fortune* and *Jeopardy!*. Interactive Network, backed by major broadcast and cable players including TCI and NBC, offers interactive TV services in Chicago, San Francisco, and Sacramento.



THE THIRD ANNUAL BROADCASTING & CABLE



Hall of Fame

The following are brief biographies of this year's 20 inductees into the BROADCASTING & CABLE Hall of Fame. They represent both the class of 1993 and the class of an industry. All have made indelible marks on the media, whether radio, TV, cable or an allied art. They are marks that this magazine has been privileged to witness and record for well over half a century. This year's inductees raise to 102 the number of industry luminaries so honored. They honor us in turn with their presence and their legacies.



Goodman Ace

"I saw something on television the other night that made me laugh. And I thought to myself, Gee, I wish I'd written that. Then, about five minutes later, it occurred to me: Hey, I did write that."

Few people in the history of radio—or television for that matter—have written more or funnier material than Goodman Ace. His radio career began in 1928 when he began a 15-minute show on CBS affiliate KMBC(AM) Kansas City to augment his newspaper salary. One day, when the next performer failed to arrive, he was told to fill the time. Calling up his wife, Jane, from the audience, they ad-libbed a conversation about a bridge game. So many listeners wrote in that they were given a regular show. CBS took *Easy Aces* national in 1931 and the show ran for 17 years. After a second show failed in 1948, Ace began writing for some of the biggest names in radio, including Danny Kaye and Tallulah Bankhead. His first television job was with Milton Berle in 1952, and with his writing the

program changed from a variety show to a situation comedy. Three years later he went to Perry Como and in 1963 he joined Sid Caesar. In his prime he was considered television's highest-paid writer and was once described as the "six-figure utility man of comic writers, one who can bunt for the smile on demand, or swing for the belly laugh." He died in 1982.



Gene Autry

"I was part of the development of talking pictures, the heyday of radio, the birth and incredible growth of TV. I had the best of two eras—mine and the one I recreated on the movie screen."

Gene Autry, who burst on the scene in the 1920's as "Oklahoma's Yodellin' Cowboy," is the only entertainer with five stars on the Hollywood Walk of Fame—representing his success in radio, TV, films, records and on

the stage. He could as easily have a sixth for business acumen. Born on a farm near Tioga, Tex., in 1907, he was working as a telegrapher on the Frisco Railroad when he took the advice of Will Rogers and tried his luck on radio. What followed was an unpaid singing stint on a 15-minute program in Tulsa, Okla., and then a record contract that resulted in the first gold record ever awarded, for "That Silver-Haired Daddy of Mine." Autry was soon a star in movies as well, but he didn't leave radio behind—his weekly *Melody Ranch* program aired on CBS from 1940 to 1956. Upon returning from service in World War II, Autry acquired his first station—KPHO(AM) Phoenix. He eventually added KOOL-TV Phoenix and KOLD-TV Tucson, before launching Golden West Broadcasters in 1952. That company, which still owns KVI(AM)-KPLZ(FM) Seattle and KMPC(AM)-KLIT(FM) Los Angeles, has also owned radio and TV stations in Los Angeles, Detroit, San Francisco and Portland, Ore. Its KTLA-TV Los Angeles sold for a record \$510 million in 1985.

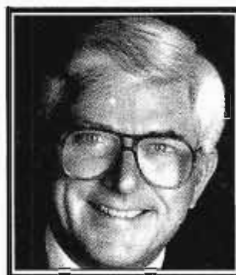


Dean Burch

"The broadcasting industry should proceed along two parallel but distinct tracks...a sharp reduction in gratuitous, needless violence...and the creation of substantial amounts of diversified programing, not

just the usual cartoons, to open the eyes and expand the minds of young viewers."

Roy Dean Burch was a deregulator before his time. During the five-year tenure (1969-74) of the lawyer-turned-FCC chairman, rules shackling cable were undone, the fairness doctrine was contained and more objective standards for license renewal were proposed. Burch fought to limit government regulation of the industry, sometimes as a lone dissenter as he was on the vote over the prime time access rule, which he felt would never lead to a programing renaissance. That Burch should have a free-market philosophy was not a surprise; he was appointed by Richard Nixon. But Burch was not an unthinking free-market chairman. He also was vocal on the responsibilities of broadcasters to their communities, including the constituency of children. For most of his post-FCC years, Burch was partner in the Washington-based communications law firm of Pierson, Ball & Dowd. He crowned his career in 1987, when he was named director general of Intelsat, a post he held at his death in 1991.



Phil Donahue

"Television does not suffer so much from controversy as it suffers from blandness."

With his dramatic gestures, shock of white hair and ever-present microphone, Phil Donahue is the father of the modern

talk show. In more than 6,000 shows spanning 26 years, *Donahue* has provided a television forum for social and political issues and celebrity interviews. In 1985, Donahue and international journalist Vladimir Pozner mediated a cultural discussion through a series of satellite hook-ups between Russia and the United States. In 1987, Donahue became the first Western journalist to visit Chernobyl after the nuclear accident. In 1992, then-presidential candidates Bill Clinton and Jerry Brown debated campaign issues on *Donahue* in a revolutionary format: without a host or an audience. Between the man and the show, they have collected 19 National Emmy Awards and a Peabody, among numerous other honors. He is married to actress and producer Marlo Thomas.



John Hendricks

"The first step was television on demand, which was the world of broadcasting brought to us beginning in the 1940's. The second step has been cable, which is bringing people genres of television

on demand, and this third step is merely programs on demand, the very best programs."

John Hendricks envisions a future in which we will have greater control than ever over our TV sets, and where we will no longer think in terms of channels. He hopes to accomplish this through a technology he calls Your Choice TV, a menu-based system that will enable viewers to call up programing on demand. Missed *60 Minutes* last Sunday? No problem, just press a button and you'll be able to watch it whenever you want—for a fee. It is a revolutionary concept that takes up a lot of Hendricks's time these days. As founder, chairman and CEO of Discovery Communications Inc., Hendricks oversees a growing media company that includes not only Your Choice TV but also well-established cable programing services The Discovery Channel and The Learning Channel. Hendricks spent about 10 years in academia before launching the documentary-based TDC, a network that has grown to more than 60 million homes since its 1985 launch. Always looking to expand, Hendricks is now mapping an ambitious

multimillion-dollar plan to take the services worldwide. "We hope to blanket the world by late 1995 or early '96," he says of his latest voyage of discovery.



Jim Henson

"The old Punch and Judy booth was a little box they used to carry around on their shoulder. If you think about it, it could be very much like a television set. We used the set itself like a puppet stage, with the

characters moving in free space, framed by the television set. Everything we did was designed for television."

Jim Henson's first love was not puppetry. The Greenville, Miss., native was a teenager living in Washington when WTOP-TV put out a call for a young puppeteer. Henson, enthralled by the new medium of television, made some puppets, auditioned and got the job. That led to his own show on WRC-TV Washington, *Sam & Friends*, in 1954. Once in college, Henson decided to make puppetry his career. His local station success led to a series of Wilkins coffee ads that gained him national attention and numerous TV guest stints and specials on shows including *Ed Sullivan* and *The Jimmy Dean Show*. In 1969, the Children's Television Workshop asked Henson to do the puppet segments for a new show, *Sesame Street*. Kermit, Bert & Ernie and Big Bird became the country's best-known preschool teachers. The first-run syndicated *Muppet Show* became one of the most successful shows in first-run, appearing in over 100 countries. The Muppet kingdom has grown from a handful of figures to a cast of international stars of stage, screen and toy store. Henson, who died in 1990, left an indelible mark not only on the medium but on an entire generation.

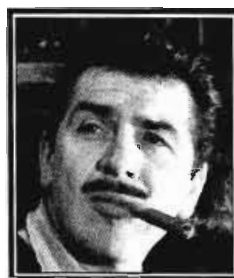


Don Hewitt

"America is all laid out there in the 60 Minutes' vaults. If I said I wasn't proud of that, I'd be kidding you. I'd be lying to you. You bet I'm proud."

"They think Mike [Wallace] and I are going to die soon. They're making a big mistake if that's what they're counting on, because Mike and I have no plans to die." The "they" that *60 Minutes* executive producer Don Hewitt was referring to was

ABC, which earlier this year planned to launch its new prime time magazine, *Day One*, Sundays at 7 p.m.—head-to-head with Hewitt's program. *60 Minutes* has dominated the time period for more than two decades, frequently finishing as the top-ranked prime time program of the season. Apparently, ABC executives thought long and hard about that, and bumped their new show to 8 p.m. when it premiered last March. It has since moved to Monday nights. Last season, *60 Minutes* was again the top-ranked prime time show. Hewitt, winner of seven Emmys, two Peabodys and the proverbial host of others, is a 45-year veteran of CBS News. He started in 1948 as associate director of *Douglas Edwards with the News*. He directed the first televised presidential debate, between John F. Kennedy and Richard Nixon, in 1960. Hewitt developed the concept for *60 Minutes*, which generates about \$200 million in annual revenue, and has headed the program since its debut in September 1968.



Ernie Kovacs

"I like to be onstage because nobody can bother me there. Lawyers, process servers, insurance salesmen—anyone."

What Ernie Kovacs brought to television in its infancy was a pioneering sense of the medium's visual potential, usually bending or altering the electronic boundaries to fit his perceptive and irreverent humor. The son of Hungarian immigrants who settled in Trenton, N.J., at the turn of the century, the six-foot-two, mustachioed, cigar-smoking Kovacs cut his comedic teeth in live theater at the start of World War II. During the war, Kovacs launched his broadcast career on WTTM(AM) Trenton, N.J., as host of *Coffee with Kovacs*. His first TV job was as a booth announcer at WPTZ(TV) Philadelphia (now KYW-TV) in late 1949. Kovacs's break into improvisational comedy came with the launch of the first locally produced morning talk show, *3 to Get Ready*, where he hired, and later wed, singer-actress Edie Adams. The two-hour morning show quickly became a Philadelphia staple and got the notice of NBC brass. Looking for a summer replacement for its highly rated *Kukla, Fran and Ollie*, NBC gave *Ernie in Kovacsland* a shot. *The Ernie Kovacs Show*, which aired on all three networks (and the aborted DuMont network) during the early 1950's, developed a loyal following of fans. Kovacs briefly hosted NBC's *Tonight* show (Oct. 1, 1956-Jan. 22, 1957), but his understated brand of esoteric humor often prevented him from reaching a mass audience in a medium that demanded exactly that. Kovacs was 42 when he died in a Los Angeles car crash in 1962.



Fulton Lewis Jr.

"That's the top of the news as it looks from here."

Broadcasters and the public both take for granted radio's and television's access to the government. Indeed, the President and Congress often come to the

Fifth Estate when they need to address the nation. But before 1939, radio reporters were not admitted to the congressional press galleries and other Washington institutions. It took Mutual Broadcasting System commentator Fulton Lewis Jr. to win the fight for equality for radio reporters at White House press conferences and in Congress. Lewis was a newspaper reporter who entered radio locally in Washington in 1936 and quickly became a national fixture over Mutual, where he remained for 30 years. Lewis's show was believed to have been the first co-op program; it did not have any national sponsors. Throughout the 1930's and '40s he was a familiar voice on more than 300 radio stations, offering conservative commentary and challenging Presidents Roosevelt and Truman. In 1943 he was awarded the first DuPont award for "aggressive, consistently excellent and accurate gathering and reporting of news." In the 1950's his influence and audience began to lessen as he offered support to Senator Joseph McCarthy. He died in 1966.



Robert Magness

"Microwave transmission of information and entertainment, and cable TV distribution thereof, are integral parts of the expanding communications business."

Over nearly 40 years, Bob Magness built Tele-Communications Inc. into the most potent force in the TV business—one that Bell Atlantic has announced it will pay \$30 billion to acquire. The Bell Atlantic deal confirms Magness's stature as one of the nation's handful of multibillionaires. A native of Clinton, Okla., and graduate of Southwestern State College (1949), the 69-year-old Magness is a true cable pioneer. He turned on his first system in Texas in 1956. To amass the fortune he has, Magness has made some smart moves. But his smartest was undoubtedly his hiring of John Malone as president of TCI 20 years ago when the industry was experiencing growing pains. Starting in the early 1980's, the Magness-Malone team grew TCI through aggressive franchising and acquisition into the largest cable companies. At the same time, they acquired substantial

stakes in many of the leading cable networks, including Turner Broadcasting System. The vertical integration gave them unparalleled power in the TV industry and ultimately attracted the attention of Bell Atlantic.

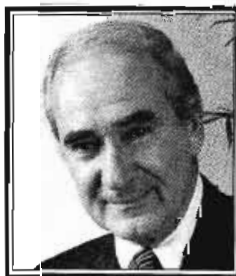


Bruce "Cousin Brucie" Morrow

"My favorite part about broadcasting is the feeling of reaching out, helping and touching people. And the instant response is the greatest thing about radio."

Radio has truly been interactive since its inception. The give and take between audience and performer—if there's an art in broadcasting, that is it."

Bruce Morrow, the indefatigable promoter of music, good times and radio, has become an institution to generations of New Yorkers. "Cousin Brucie," as he is universally known, has been the jovial chaperone of Saturday night dates for more than three decades. Still host of WCBS-FM's Saturday night *Cruisin' with the Cuz*, Morrow has taken requests, dedicated songs and spun his favorite records—those from the late 1950's and early '60s, naturally—at WINS(AM), WABC(AM), WNBC(AM) and nationally on CBS Radio. Morrow still remembers the day he became "Cousin Brucie." He was working at WINS when an elderly woman walked into the studio, appearing somewhat confused. She looked at Morrow and asked calmly, "Do you believe that we're all related?" Morrow replied, "Yes ma'am, I do." And then, Morrow remembers, "she looked at me with the sweetest smile and said: 'Cousin, lend me 50 cents to get home, because I'm broke.' And from that moment on, I was Cousin Brucie." Morrow, in partnership with Robert Sillerman, has also tried his hand at station ownership and management. He is currently chairman/CEO of Multi-Market Radio Inc.



Ralph Roberts

"I am now looking forward to the evolving electronic highway that soon will make possible the convergence of the computer, telephony and interactive consumer services over cable and

wireless...to make the 21st century mankind's most exciting and elevating era."

It was in 1961 that Ralph Roberts formed International Equity Corp., an investment, venture capital and management company that saw early promise in the cable TV industry. It was not Roberts's style to rush into things, and he took a careful approach to building a cable system portfolio. The strategy worked. By 1969, he had become chairman and president of Comcast Corp. Today, Comcast is the nation's fourth largest multiple system operator with 2.7 million subscribers in 19 states. Roberts is chairman of the board (his son, Brian, was named president in 1990), and the company has grown to include cellular telephone operations serving an area of more than 7.3 million people; alternate access telephone services; international cable and telephone systems in the UK; wireless communications investments; interests in cable programming services QVC, Turner Broadcasting System, E! Entertainment Television, Digital Cable Radio and Viewers Choice, and Muzak.

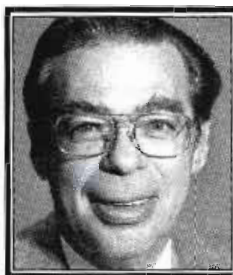


Elton Rule

"Television is beyond doubt the most exciting profession anyone could be exposed to. I can't imagine any happier lot than to go on working in TV from now on, and I certainly hope that's what

lies ahead for me."

Elton Rule shared those sentiments with a BROADCASTING reporter in 1960, the year he was named general manager at KABC-TV Los Angeles. He must have meant it, because he spent the rest of his career in television—and with ABC—rising to president and chief operating officer of ABC Inc. in 1972. It was during his tenure that ABC rose from being the butt of the industry joke that there were two-and-a-half networks to a dominant first-ranked position in the late 1970's. He retired in 1984. Upon his death in 1990 at the age of 73, ABC co-founder Leonard Goldenson said that while Rule was president of the company, ABC "moved into the number-one position in large part because of his contributions." Among those contributions: signing Aaron Spelling, who produced a string of hits for the network; giving the go-ahead on *Monday Night Football*, and expanding the company's commitment to highly popular made-for-TV movies and miniseries.



Richard S. Salant

"On balance, network journalism does serve a societal purpose in a nation whose viability as a form of government depends on the availability of information on the basis of which its citizens can

make their judgments and chose and govern their governors."

Dick Salant, a lawyer by training and bent, spent much of his career running CBS News at a time when that organization set the standards to which others in the television news business aspired. Salant was a vocal advocate of First Amendment rights for journalists, but he could also be a harsh critic. There were times, he once said, when the networks ran news stories that "compete with the reading material at the checkout counter." But most of the time, he said, network newscasts are "surprisingly informative," if somewhat of a "headline service." Salant served two terms as president of CBS News—from 1961 to 1964 and from 1966 to 1979, when he was forced to retire. (He then spent three years as vice chairman of NBC until retiring in 1983.) Salant hired such CBS News stalwarts as Dan Rather, Mike Wallace and Roger Mudd. He expanded the *CBS Evening News* from 15 minutes to a half-hour. Programs launched during his watch included *60 Minutes*, *The CBS Morning News* and *Sunday Morning*. He remained active, giving speeches and lectures about media and journalism, until his death earlier this year at the age of 78.



Lucie Salhany

"The thing I like best about this job is that I can interface with television stations, and that's probably the most redeeming part of my job."

It should come as no surprise that working with local stations is the part of the job Lucie Salhany likes best. She worked her way up through the station ranks—beginning at Cleveland's WKBF-TV in 1967 and including stints as promotion manager at the station and ultimately VP of television and cable programming of the Taft Broadcasting Group. That career is currently capped by her post as chairman, Fox Broadcasting Co., a job she assumed following six years heading up syndication for Paramount. Among the most influential executives in television, Salhany made her mark in Hollywood not in

the network television business but in syndication, dealing with stations and establishing Paramount Domestic Television as one of the most powerful distributors in the business. Under her aegis the syndicated *Star Trek* series flourished, and helped pave the way for an avalanche of first-run syndicated hours. As the executive in charge of the fourth network, Salhany's mandate has been to expand Fox as a full-service programming provider. During her tenure she has seen the network grow to a full seven nights, and it now is poised for a new plunge into cable with the FX channel.



Ed Sullivan

"I was on the ground floor of radio and dropped out of it, like a big dope. Now, I'm in on the ground floor of television, and I'm not giving up my lease until the landlord evicts me."

There was a time not too long ago when there was only one place for entertainers who wanted to reach the American public. Even in the heyday of the variety show, and before Carson, Letterman and Leno, there was Ed Sullivan. For 23 years his was the "really big shew." During his reign, Sullivan presented show-business luminaries and introduced countless future stars. Appearances by Elvis Presley and the Beatles became touchstones for the Baby Boomer generation. Born in New York on Sept. 28, 1901, Sullivan started out as a sportswriter, then became a Broadway columnist for the *New York Daily News*. But covering entertainment wasn't enough. While reporting, Sullivan also was doing vaudeville and radio, and in 1932 he landed his own radio show on CBS. In 1948, CBS gave Sullivan a chance on television after seeing him MC the annual Harvest Moon Ball sponsored by *The Daily News*. The show—originally called *Toast of the Town*—was an immediate success. In 1955, CBS renamed it after Sullivan, and for the next 16 years he usually owned his Sunday night time slot. CBS canceled the show in 1971. Sullivan died of cancer in 1973.



John Walson

"I always thought this would turn into a large business once that first service was installed."

Before 62% cable penetration, mega-mergers, superstations and satellite dishes, there was John

Walson, cable pioneer, who with an antenna and some wire turned an obstacle into an industry. In 1948, Walson was selling TV sets in Mahanoy City, Pa., when he realized he had a problem: the mountains surrounding the town made it virtually impossible for residents to receive TV signals. The solution: Walson put a tower on one of those mountains and ran cable down to several TV sets, first in a shed and later in his store. The result was a rush of people coming in to get their first glimpse of television. In one day he sold 25 sets and grossed about \$12,000; an industry was born. He quickly wired 1,200 homes when he realized that people would pay to watch television over a cable. By 1950, Walson had 1,500 subscribers paying \$2 a month for three Philadelphia channels (he charged \$100 for installation). Today, Service Electric Cable still has systems in eastern and central Pennsylvania as well as northwestern New Jersey. Walson died earlier this year at 76.



Barbara Walters

"Television is 50, an age often associated with middle-age maturity. It's time we who work in TV started acting our age and accepting our responsibilities" [toward violence].

Barbara Walters is famous for probing the softer side of the hardest newsmakers. Holding court with presidents and prime ministers, movie stars and legends, she has made a career out of firsts. The daughter of entertainer Lou Walters, she began as the youngest producer of NBC's WNBC-TV New York. She was a writer for CBS News when NBC tapped her as the first female co-host of the *Today* show, a post she held for 15 years. ABC lured Walters away in 1976 to be the first woman network news co-anchor. Since joining ABC's news magazine *20/20* and hosting her subsequent specials, she has interviewed a host of celebrities from Hollywood, Washington and around the world, including Fidel Castro and every American President since Richard Nixon. Walters held court over the first interview between Egypt's president Anwar Sadat and Israel's prime minister Menachem Begin after the signing of the Middle East Peace Accord.

Continues on page 64

Duopoly takes backseat to cable at FCC

FCC's first report on duopoly due soon; comprehensiveness questioned

By Peter Viles

With its resources drained by the huge task of cable reregulation, the FCC may not have the time or manpower to thoroughly review the impact of new ownership limits on the radio industry.

Under the ownership rules adopted in March 1992 and implemented some 15 months ago, the FCC's Mass Media Bureau was directed to prepare an annual report detailing the effect of the changes on competition, diversity and minority ownership.

FCC officials say the report should be completed by year's end. They say the study will be based largely on applications filed with the commission that address the issue of minority ownership, but not issues of competition and programing diversity. FCC officials say no decision has been made on the extent to which the commission will conduct further research.

"How much other analysis we'll do I'm not yet sure," says Doug Web-

bink, chief of the Mass Media Bureau's policy and rules division. "There are a lot of issues about how comprehensive the study will be and what will be in it that haven't been answered at this point."

Webbink says two factors are slowing the process: the cable issue, which has sapped resources, and the delay in confirming a new FCC chairman.

A look at duopoly

There is little doubt that new ownership rules, which allow a company to own as many as four radio stations in a market, are changing the radio industry. In a series of reports beginning next week, BROADCASTING & CABLE will analyze the impact of duopoly on several aspects of the radio business, including employment, programing and advertising sales.

"It has kind of taken a backseat to cable work and cable analysis," he says. "There will be a report at some point, but I can't honestly tell you when."

He adds, "We're waiting on our new chairman to see if he would have any specific instructions on directions we would take in the report."

To date, the most specific analysis of the duopoly issue has come from the trade press covering radio and from Wall Street analysts covering radio companies. A presumably impartial FCC report would be an important resource for both the FCC Congress if the radio industry pushes for further changes in the ownership limits.

Says Bill Johnson, deputy chief of the Mass Media Bureau: "The people who ordinarily would be spending a lot of time on [the report] are doing cable things. So it may be later than it otherwise might have been. And perhaps it will be less detailed than it might have otherwise been." ■

Bloomberg starting radio news network

Based at WBBR New York, service will offer stories on demand

By Peter Viles

Bloomberg Business News, the financial information services company that operates WBBR (AM) New York, will launch a national radio network offering stations "news on demand" in return for commercial time.

The network, which will be available in two to three weeks, will be similar to the wire service under which Bloomberg now distributes business news to 65 newspapers.

Radio stations joining the network will receive Bloomberg's steady stream of financial news via computer terminal, plus access to audio stories

Bloomberg now creates for its New York station.

"Stations can look through the list of stories, pick the story they want, press a button, and get the story downloaded to them with broadcast quality," says WBBR General Manager Fran Sharp.

In return, stations will give Bloomberg 30 commercial spots per week plus on-air credit for the Bloomberg-generated audio stories they use. Bloomberg, in turn, will try to assemble a national network and sell advertisements. "We'll sort of start our own little mini rep firm," Sharp says.

While most of Bloomberg's stories deal with business and financial matters, Bloomberg also covers political and international news.

Bloomberg already has signed two affiliates: WTOP(AM) Washington and WPTR(AM) Albany, N.Y., Sharp says.

Bloomberg, which is named for its creator and chief executive, former Wall Street trader Michael Bloomberg, has taken an unorthodox approach to the radio business. When Bloomberg launched WBBR, he said he envisioned the station primarily as a marketing tool to help increase awareness of his main business, which provides financial information services.

The company distributes financial news to 35,000 computer terminals—known as Bloomberg machines—which allows users quick access to business news and information.

WBBR, meanwhile, has not attracted much of a following. In the summer Arbitron survey, it drew a .3 share (total week, listeners 12-plus), ranking it 40th in the New York market. Among men ages 25-54—a target audience for a business news station—it ranked 32nd. ■

'70s music is stayin' alive

Stations discovering new format: oldies for 30-something generation

By Peter Viles

Buckle up those platform shoes and dig out that polyester vest. The '70s are back.

The radio business, meanwhile, has discovered a new format. Some of its musical stars: KC and the Sunshine Band, the Bay City Rollers, the Bee Gees and Bachman Turner Overdrive.

Some programmers firmly believe that this is much more than a short-lived nostalgia craze. Music from the '70s and '80s, they say, could be the basis of the hottest new format of the '90s.

"It's the last of the great undiscovered formats," says Rich "Brother" Robbin, program director, KCBQ-FM San Diego, which switched to "Modern Oldies" this summer. "Musically, the void for this format was the size of the Grand Canyon," he says. "You had big band standards, then oldies, and then nothing."

Robbin predicts "within a year and a half from when it kicks in here ...

you're going to have 100 of these stations in the top 150 markets."

While programmers argue that there are several new formats developing that draw on music from the late '60s through the mid-'80s, and the differences are significant (see box), the target demographic is roughly the same: the 30-somethings.

Although pride of authorship is always a point of contention, the '70s revival on radio probably began at WPLJ-FM in New York, which began playing hits from the '70s in 1991, about the time Scott Shannon signed on as program director and on-air personality.

"We wanted to have a Top 40 station that served adults," Shannon says. "We didn't want to be like a light music station, nor did we want to be a mix station."

In picking songs, WPLJ-FM favors "good-time rockers—songs with a little attitude to 'em," Shannon says. For example: Manfred Mann's "Blinded by the Light" ('76); The Hollies' "Long Cool Woman" ('72).

WPLJ-FM, which also plays Top 40 hits, has enjoyed a ratings revival. The station's Arbitron 12-plus share more than doubled, from 1.9 in winter 1991



CBS's Calarco: "For people who are now 35, 36, 37 years old, this is their music."

to 4.0 this summer. Among listeners ages 25-54, the station has climbed from 23rd in the market to third.

The '70s-based formats in Los Angeles, San Diego and Tampa are still too new to judge based on ratings. In Los Angeles, KCBS developed the "Arrow" format, "All Rock-and-Roll Oldies," in an attempt to create a younger-skewing oldies station to avoid head-to-head competition with KRTH-FM, a straight '60s oldies station. CBS recently rolled out a slightly different version of Arrow format at KLRX-FM Dallas.

"We didn't want to just blow up the station and start over as country or hot jazz or whatever," says Rod Calarco, CBS Radio's vice president for FM stations. "So the assumption was, where can we take this radio station to the next generation of oldies?"

Calarco acknowledges for baby-boom radio executives loyal to 1960's music, embracing '70s music wasn't easy. "Our music was '60s music, and we always had a negative connotation of '70s music," he says. "But we've got a new generation of program directors in radio now, and for them, it's really their music."

Westwood One Radio Networks has also embraced the '70s craze. Earlier this year, Westwood replaced its weekly dance show of current music with "The Retro Show," which draws heavily on disco.

"We didn't have to dig very deep to put our finger on this '70s trend in movies, fashion, lifestyle and culture in general," says Andy Denemark, Westwood's director of programming. "I mean, there's a bar on my street called Polyester."

Four versions of radio's new oldies

Market	Station	Format	Target Demo	Notes
New York	WPLJ-FM	Adult CHR	25-44	Top 40 hits, 1970-85, plus currents. "No rap, no heavy metal, no sleepy elevator music." Created by Scott Shannon
L.A.	KCBS-FM	'Arrow'	28-46	"All Rock-and-Roll Oldies"; some late '60s hits; No disco, no Bee Gees, no Donna Summer
San Diego	KCBQ-FM	Modern Oldies	27-44	Greatest hits of '70s and '80s; some disco; no '60s music
Tampa	WCOF-FM	Hits of the 70's	28-42	No '60s, no '80s; sponsors "Disco Night" at local club

Music accord is upbeat for TV profit

Publicly reporting station groups are about to get windfall

By Geoffrey Foisie

Stations have found a way to jazz up their bottom lines.

For the past 10 years, television stations have had to expense a music-licensing-fee dollar figure that was in dispute. Not knowing how the dispute would be resolved, most publicly reporting broadcasters followed the accounting philosophy of better-safe-than-sorry. Rather than anticipate an improvement, they expensed their music-licensing obligations at the rates that applied before the dispute began.

A settlement with ASCAP finally was reached in September. Covering 1983-93, the settlement says that TV stations owe music-license fees significantly lower than they would have been under the old rate. Thus, stations that overexpensed now can gather all 10 years of that excess and "reverse" it to income in a stroke of the pen.

Several group owners already have done so. Gaylord Entertainment reports \$2.2 million in extra income due to the settlement. That works out to more than 5% of the TV group's third-quarter revenue, although for shareholders of the media conglomerate, it works out to only a few pretax cents per share.

For Outlet, the reversal amounted to 20 cents per share, pretax, of the results it reported last week. The \$1.3 million in extra income represented more than 10% of the group's third-quarter revenue. At least one other group, BHC Communications, also mentioned an undisclosed third-quarter music-licensing gain.

But most TV station groups will wait until the fourth quarter to report the windfall, says Jay Gold, vice president of finance for the CBS Television Network. By then, a similar deci-

sion with BMI also may be resolved. The total gains that stations report will result largely from how conservative they were in accruing expenses during the past 10 years.

On a cash basis, the settlement will make little difference, says Willard Hoyt, chairman of the TV Music-Licensing Committee. The amounts that stations actually paid to ASCAP during the past 10 years, below what they recorded for accounting purposes, worked out almost exactly to the final settlement. ■

Telco partners for Houston Industries' cable holdings

Utility's cable venture with Time Warner not included

By Rich Brown

Houston Industries Inc. is officially throwing its hat into the ring of cable system operators seeking telco partners and has hired CS First Boston to carry out the task.

The company is looking for a major telecommunications company that would be willing to acquire a minority interest or a full 50% partnership in KBLCOM, the company's five wholly owned Paragon Cable systems which reach 592,000 subs in Texas, California, Minnesota and Oregon.

Also included are Houston's advertising sales subsidiary KBL-TV; Paragon Business Systems, which repackages cable TV for business subscribers, and Fibrcom, which provides fiber optic alternate access to business customers.

KBLCOM does not intend to involve its potential new partner in its separate partnership with Time Warner, according to a spokeswoman. KBLCOM has a 50-50 joint venture with Time Warner that involves additional Paragon Cable systems with more than 900,000 subs.

The company's 25-year joint venture agreement with Time Warner is scheduled to expire in 2012.

KBLCOM's cable operations have an estimated value of about \$2.16 bil-

Shoring up for the fifth

Tribune Broadcasting planted its flag in Boston last week in the name of a fifth network.

The company bought Boston independent WLVI(TV) from Gannett for \$25 million plus the working capital at closing, which should amount to another \$3 million to \$4 million, Tribune officials say. The station will likely become a Warner Bros. affiliate when the network launches in the fall of 1994 (see story, page 26).

Gannett bought the company's only independent station in 1983 for \$47 million. But Gannett will report little, if any, loss, having already depreciated the station for accounting reasons.

With the purchase of WLVI, Tribune's household penetration reaches 20.7%, making it the fifth largest station group in the country. Tribune also is expected to acquire independent stations KPLR-TV St. Louis and KRBK-TV Sacramento from Koplak Communications (BROADCASTING & CABLE, March 29). Tribune Television owns stations in New York, Los Angeles, Chicago, Philadelphia, Atlanta, Denver and New Orleans.

—JAZ

lion. That figure is based on cash flow of \$180 million last year multiplied times 12, a typical formula in recent deals, according to the spokeswoman.

KBLCOM executives say they are not interested in an outright sale of their cable systems, which the company bought in 1986. Rather, they say, the company's cable operations need to find a telecommunications partner to keep pace with rapid technological developments.

"We know how to market video," says a KBLCOM spokeswoman. "But we need their cash and their switching capabilities."

The company's search for a partner marks the latest development in a growing cable-telco partnership arena that already has seen the proposed pairings of Bell Atlantic-Tele-Communications Inc.; US West-Time Warner; Southwestern Bell-Hauser Communications; Bell South-Prime Cable, and Nynex-Viacom. Among others, Cablevision Systems Corp. is said to be closing in on a deal.

Houston Industries, based in Houston, is a publicly traded company that also has as its subsidiaries Houston Lighting & Power Company and Houston Industries Energy, Inc. ■

Dismal coverage of the dismal science, says study

By Geoffrey Foisie

Network news coverage of economic matters was panned last week by two university professors. In the premiere issue of a quarterly journalism magazine, *Forbes MediaCritic*, authors Robert Lichter and Ted Smith said that economic news appearing on ABC, CBS and NBC "convey[s] a relentlessly negative view."

The article, "Bad News Bears," drew conclusions from two studies that, according to the authors, analyzed more than 17,000 economic stories broadcast on the three networks.

Lichter and Smith claimed that network news neither adequately reports nor interprets economic statistical information. Certain numbers, such as housing starts, are reported frequently, they said, but other "vital but slightly more complex measures such as labor and capital productivity...are almost

never mentioned."

Asked about such criticism, Ray Brady, economics correspondent for CBS News, said, "We do unemployment stories a lot because they are what affects the broad bulk of people and interests them."

The article said TV journalists like to use dramatic language in describing statistical information, while usually failing to place it in "long-term historical context." One of the studies, by the Center for Media and Public Affairs, Washington, found that of those stories containing statistics, "fewer than one...in 10 related the figure to any other aspect of the economy, and only one in 20 discussed its likely impact...it is common to hear an increase in the unemployment rate interpreted to mean that large numbers of workers have 'lost their jobs' even when the principal cause of the change was actually a surge in new entrants to the labor force."

Lichter and Smith said two separate studies found roughly 85% of economic news stories "had a negative tone." Ironically, said the article, the highest periods of "negative" reporting came not during the recession but during more recently when the gross domestic product has been expanding.

CBS's Brady, whom the authors criticized for a negative story about the Detroit automobile industry, said he has since done five or six "bullish stories" on Detroit. The TV journalist, who used to work at *Forbes*, added: "This is really the pot calling the kettle black. *Forbes* does more negative pieces than just about anyone." ■

Which superhighway is it?

TCI President/CEO John Malone recently seemed surprised to learn that the company's vice president of technology was pessimistic about the outlook for the video-on-demand business. Bruce Ravenel had made the assessment at a conference in Washington in September.

It turns out that the cable industry's own research consortium, Cable-Labs, is not marching down the superhighway to the same drummer, either. A booklet that the consortium distributes to explain the industry to the technical community has this to say about the potential of interactive cable: "A wide variety of...services has been repeatedly offered to cable subscribers: videotext, teletext, other forms of 'electronic publishing' and 'information age' services, home security and digital audio programming. Subscribers to date have shown a remarkable lack of interest in these services. (However, current efforts in digital audio should be watched carefully.) It is interesting to speculate on the reasons for this disinterest, but the negative experience has been without exception.... This has caused cable operators to concentrate their cable system design efforts on efficient, cost-effective video delivery. Until there is evidence that subscribers have changed their tastes, any other course of action is imprudent and ignores hard-won lessons."

Consumer tastes probably haven't changed since the book was last printed—almost a year ago—says its author, Time Warner's vice president of technology, Walter Ciciora. What he says has changed (and why he might modify his description) is that the cost of building fiber systems and their reliability continue to improve, making interactive services "more practical...we can tackle them with much less demand and more confidence."

—GF

Help us help you get your magazine delivered on time

If you are now receiving BROADCASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call 800-554-5729 prior to 9:45 a.m. for a same-day replacement copy.



CAROLCO PICTURES INC.

has completed its financial restructuring in which approximately \$283,000,000 of securities were exchanged or retired and \$160,000,000 of securities and commitments were issued:

**\$33,755,000 14% Senior Notes,
\$12,700,000 13% Senior Subordinated Notes, and
\$15,000,000 10% Debentures and Series D Preferred**
were exchanged for new securities or retired;

**\$32,200,000 of Senior Loans held by the Company's Strategic Investors
(Pioneer LDCA, Inc., Le Studio Canal+ and
RCS Video International Services B.V.)**
were exchanged for Carolco's Common Stock in LIVE Entertainment Inc.
and newly issued shares of Common Stock of Carolco;

**\$161,696,135 in liquidation value of Securities held
by the Company's Strategic Investors**
were exchanged for newly issued shares of Common Stock of Carolco
or transferred to Carolco as a capital contribution;

**All outstanding shares of Common Stock of The Vista Organization Ltd.
(including the Carolco Series A Put Rights)**
were exchanged for cash or new securities;

**\$82,500,000 of 5% Convertible Preferred Stock, and
\$30,000,000 of 5% PIK Convertible Subordinated Notes**
were purchased by Pioneer, a subsidiary of Canal+ and MGM Holdings Corporation;

\$27,500,000 of 7% Convertible Subordinated Notes
were committed by the Strategic Investors; and

\$20,000,000 of Co-Production Commitments
were issued by Canal+ and Tele-Communications, Inc.

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

DANIELS & ASSOCIATES

JEFFERSON CAPITAL GROUP, LTD.

Turner Broadcasting opens Hong Kong office

Beefing up its Asian efforts, Turner Broadcasting will open a regional program sales and distribution headquarters as well as a production facility in Hong Kong. Turner's new base will consolidate the company's regional activities.

The regional production base will be modeled on CNN's European production center in London. Scheduled to open by the end of 1994, the multimillion-dollar broadcast unit will provide dedicated segments for CNN's Asian news and the program *Business Asia*. Competition among news services is growing fierce in Asia, with BBC World Service TV, CNN and, potential-

ly, Murdoch's Sky News battling for audience and ad share in the burgeoning satellite market.

Asia is a prime growth area for CNN and other cable program exports. According to CNN President Tom Johnson, the new Hong Kong base will help to increase and internationalize CNN's subscriber base, which, he says, is growing at 30% annually, with ad sales that have increased by 200% this year alone. Anxious to attract more Western TV business into the metropolis, the government of Hong Kong is considering allowing wholly owned foreign companies to broadcast from the territory.

-MA

Changing Hands

This week's tabulation of station and system sales

WDCG-FM Durham, N.C. □ Purchased by Prism Radio Partners LP (William Phalen) from the Durham Herald Co. (James G. Alexander) for \$6.5 million. **Buyer** owns WOKV(AM)-WKQL-FM Jacksonville, Fla.; KWFM-AM-FM/KNST(AM)-KRQQ-FM Tucson, Ariz.; WWKY(AM)-WVEZ-FM/WTFX-FM Louis-

ville, Ky.; WZZU-FM Burlington, N.C., and KNSS(AM)-KKRD-FM Wichita and KRZZ-FM Derby, both Kansas. **Seller** owns WDNC(AM) Durham, N.C. WDCG-FM has CHR format on 105.1 mhz with 100 kw and antenna 1,141 ft. Filed Oct. 18 (BALH931018GH). **Broker:** Americom Radio Brokers Inc.

WSYW(AM) Indianapolis, WSYW-FM Danville and WCBW-FM Columbia, all Indiana □ 50% of stock purchased by Marvin B. Kosofsky from Howard Warshaw and Miriam Warshaw, all of Continental Broadcast Group Inc., for \$5.7 million. **Buyer** has interests in WVNJ(AM) Oakland, N.J.; WSYW(AM) Indianapolis; KPPC(AM) Pasadena, Calif., and 14% stock in Jacor Communications Inc. **Seller** owns WTHE(AM) Mineola, N.Y.; WVNJ(AM) Oakland, N.J.; KPPC(AM) Pasadena, Calif., and WKIX(AM)-WYLT-FM Raleigh, N.C. WSYW(AM) has classical format on 810 khz with 250 w day. WSYW-FM has classical format on 107.1 mhz with 883 w and antenna 480 ft. WCBW-FM has adult contemporary Christian format on 104.9 mhz with 11.5 kw and antenna 480 ft. Filed Oct. 20 (WSYW[AM]: BTC931020GG; WSYW-FM: BTCH931020GH; WCBW-FM: BTCH931020GK).

WEMT-TV Greenville, Tenn. □ Purchased by MaxEncore of Tri-Cities LP (John Trinder) from Chesapeake Bay Holding Co. (for Television Marketing Group of Tri-Cities Inc., Richard Davis) for \$3 million. **Buyer** has interests in WEMT-TV Greenville and WLMT-TV Memphis, both Tennessee; WSYT-TV Syracuse, N.Y.; WTVZ-TV-WNVZ-FM Norfolk and WWDE-FM Hampton, both Virginia. **Seller** owns WLMT Memphis and WMTU Jackson, both Tennessee. WEMT-TV is Fox affiliate on ch. 39 with 3,020 kw and antenna 2,628 ft. Filed Oct. 20 (BALCT931020KE).

WSYA-AM-FM Montgomery, Ala. □ Purchased by Colonial Broadcasting Co. Inc. (David Coppock) from U.S. Broadcasting LP (Douglas M. Grimm) for \$1.350 million. **Buyer** owns WLWI-AM-FM Montgomery, Ala., and WUSY-FM

NOTICE

On June 9, 1993, the states of New York, California, Maryland, Massachusetts, Ohio, Pennsylvania, Texas, Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Oregon, South Dakota, Tennessee, Utah, Vermont, Virginia, Washington and Wisconsin, and on August 18, 1993, the states of Hawaii, Missouri, Oklahoma, South Carolina, West Virginia and the District of Columbia filed complaints in the Federal Court for the Southern District of New York alleging violations of federal and state antitrust laws against PrimeStar Partners L.P., Comcast Corporation, Continental Cablevision, Inc., Cox Enterprises, Inc., G.E. Americom Services, Inc., Newhouse Broadcasting Corporation, Tele-Communications, Inc., Time Warner, Inc., and Viacom, Inc. (the "Defendants"). The Defendants agreed to settle, without any admission of wrongdoing, the allegations in the complaints. The Final Judgments, which set forth the terms of the settlement, were filed in the Federal Court for the Southern District of New York on September 14, 1993. Upon written request, a copy of the Final Judgment As to All Defendants Except Viacom, Inc., and Viacom K-Band, Inc., may be obtained from any of the following:

PRIMESTAR Panners L.P.
100 North Presidential Blvd.
Bala Cynwyd, PA 19004
Attention: General Counsel

Comcast Corporation
1234 Market St.
Philadelphia, PA 19107-3723
Attention: General Counsel

Continental Cablevision, Inc.
Corporate and Legal Affairs Dept.
Pilot House, Lewis Wharf
Boston, MA 02110

Cox Enterprises, Inc.
Andrew A. Merdek, Esq.
Vice-President - Legal Affairs
1400 Lake Hearn Dr.
Atlanta, GA 30319

G.E. Americom Services, Inc.
4 Research Way
Princeton, NJ 08540
Attention: General Counsel

Newhouse Broadcasting Corporation
c/o Sabin, Berman & Gould
350 Madison Ave.
New York, NY 10017

Tele-Communications, Inc.
Steve Brett, Esq.
Senior Vice President
and General Counsel
5619 DTC Parkway
Englewood, CO 80111

Time Warner, Inc.
Richard M. Hirsch, Esq.
Chief Counsel - Litigation
75 Rockefeller Plaza
New York, NY 10019

Upon written request, a copy of the Final Judgment As to Viacom, Inc., and Viacom K-Band, Inc., may be obtained from:

Viacom, Inc. 1515 Broadway New York, NY 10036
Attention: General Counsel

Cleveland, Tenn. **Seller** owns WDEN-AM-FM Macon, Ga. WSYA(AM) has adult contemporary format on 950 khz with 1 kw. WSYA-FM has adult contemporary format on 103.3 mhz with 100 kw and antenna 1,007 ft. Filed Oct. 14 (AM: BAL931014GL; FM: BALH931014GK).

WCZX-FM Hyde Park, N.Y. □ Purchased by Beehive Entertainment Corp. (Robert R. Dyson) from Valley Communications Inc. (Bruce Morrow) for \$950,000. **Buyer** owns WEOK(AM)-WPDH-FM Poughkeepsie, N.Y. **Seller** has no other broadcast interests. WCZX-FM has oldies format on 97.7 mhz with 300 w and antenna 1,030 ft. Filed Oct. 19 (BALH931019GE).

KKPR-AM-FM Kearney, Neb. □ Purchased by Platte River Radio Inc. (David H. Oldfather) from Koehn Radio Inc. (Gene A. Koehn) for \$750,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KKPR(AM) has oldies format on 1460 khz with 5 kw daytime and 56 w night. KKPR-FM has CHR format on 98.9 mhz with 100 kw and antenna 700 ft. Filed Oct. 15 (AM: BAL931015EB; FM: BALH931015EC).

KLTT(AM) Brighton, Colo. □ Purchased by KLZ Radio Inc. (Donald B. Crawford) from Mortenson Broadcasting Co. (Jack Mortenson) for \$700,000. **Buyer** owns KPBC(AM) Garland, Tex.; WYCA-

FM Hammond, Ind.; KBRT(AM) Avalon and KCBC(AM) Oakdale, both California; WDCX-FM Buffalo, WDCZ-FM Rochester and WDCW(AM) Syracuse, all New York; WDJC-FM Birmingham, Ala.; KPHP(AM) Lake Oswego, Ore.; KLZ(AM) Denver, Colo., and WMUZ-FM Detroit. **Seller** owns WCGW(AM) Nicholasville and WJMM(FM) Versailles, both Kentucky; WTOF(FM) Canton and WHLO(AM) Akron, both Ohio; WEMM(FM) Huntington, W.V., and WBGR(AM) Baltimore. KLTT has religious, news/talk format on 800 khz with 1 kw daytime. Filed Oct. 13 (BAL931013EG).

KHSJ(AM)-KHYE-FM Hemet, Calif. □ Purchased by Lazer Broadcasting Corp. (Alfredo Plascencia) from 2588 Newport Corp. (H. Kandy Rohde) for \$550,000. **Buyer** owns KXLM-FM Oxnard, Calif. **Seller** has no other broadcast interests. KHSJ has news/talk, sports format on 1320 khz with 500 w day, 300 w night. KHYE-FM has country format on 105.7 mhz with 170 w and antenna 1,023 ft. Filed Oct. 12 (KHSJ: BAL931012GL; KHYE-FM: BALH931021GK).

WYFZ-FM Evans and WAGW-FM Waynesboro, both Georgia □ Purchased by Jones Eastern Radio of Augusta Inc. (C.J. Jones) from Bible Broadcasting Network Inc. (Lowell L. Davey) for

\$500,000. **Buyer** owns WVBS(AM) Burgaw and WRSF-FM Columbia, both North Carolina; WUJM(AM) Charleston and WSSP-FM Goose Creek, both South Carolina. **Seller** owns 2 AM's and 28 FM's. WYFZ-FM has religious format on 92.3 mhz with 3 kw and antenna 328 ft. WAGW-FM has religious format on 107.1 mhz with 6 kw and antenna 328 ft. Filed Oct. 21 (WYFZ: BALH931021GJ; WAGW: BAPH931021GI).

WFEL(AM) Towson, Md. □ Purchased by Capital Kids' Radio Co. (Lawrence A. Kessner) from Guardian Communications Inc. (Mark McNeil) for \$483,250. **Buyer** owns WKDL(AM) Silver Spring, Md., and WKDV(AM) Manassas, Va. **Seller** owns KFEL(AM) Pueblo, Colo.; KKIM(AM) Albuquerque, N.M.; WCCD(AM) Parma and WTSJ(AM) Cincinnati, both Ohio. WFEL has contemporary Christian format on 1570 khz with 5 kw day, 236 w night. Filed Oct. 14 (BAL931014EB). *Broker: Questcom Radio Brokerage Inc.*

WDSP-FM Arlington, N.Y. □ Purchased by CHET-5 Broadcasting of Poughkeepsie Inc. (Gary H. Chetkof) from Bridge Broadcasting Group Inc. (Ronald and Wendy Rizzi) for \$420,000. **Buyer** has no other broadcast interests. **Seller** has interests in WNEZ(AM)-WRCH-FM New Britain, Conn., and

You Can Help Prevent the Silent Disaster

No howling winds, no crackling flames, no trembling earth... only a mess in the house and a costly cleanup.

That's the condition faced by hundreds of thousands of homeowners when Mother Nature and Jack Frost conspire to create the silent disaster - frozen water pipes.

This is one disaster that's avoidable. Your station can help by telling audiences how to keep pipes from freezing. We can help by sending you free, non-commercial public service announcements and brochures.

Order them with the form below.

Please send me the following "Prevent Frozen Pipes" public service materials.

Materials Preferred:

- TV PSA's (3/4" tape)
- TV PSA's (1" tape)
- Radio PSA's (reel-to-reel tape)
- Brochures (Quantity needed: _____)

Name _____
 Station _____
 Address _____
 City _____ State _____ ZIP _____

Mail to: Frozen Pipes, Public Relations Dept.
 State Farm Insurance
 One State Farm Plaza
 Bloomington, IL 61710-0001
 For Information Call: (309) 766-5514



State Farm Fire and Casualty Company Home Office: Bloomington, Illinois

WBEU(AM)-WYKZ(FM) Beaufort, S.C. WDSP-FM has adult contemporary, jazz format on 96.9 mhz with 3 kw and antenna 1,010 ft. Filed Oct. 20 (BALH931020GE).

WLLV(AM) Louisville, Ky. □ Purchased by Almighty Broadcasting Co. (Argie Dale) from Full Force Inc. (Robert F. Bell) for \$375,000. **Buyer** has no other broadcast interests. **Seller** has interests in WPJM(AM) Greer, S.C., and WCLY(AM) Raleigh, N.C. WLLV has gospel format on 1240 khz with 1 kw. Filed Oct. 20 (BAL931020EB).

WKNX(AM) Frankenmuth, Mich. □ Purchased by Bell Broadcasting Co. (Wendell T. Arnold) from Radiocom Ltd. (R. Dana MacVay) for \$270,000. **Buyer** owns WCHB(AM) Taylor and WJZZ(FM) Detroit, both Michigan. **Seller** owns WKMF-FM Tuscola, Mich. WKNX has oldies format on 1210 khz with 10 kw daytime. Filed Oct. 20 (BAL931020EA).

WCVX-TV Vineyard Haven, Mass. □ Purchased by Boston University Communications Inc. (Robert Gordon) from Cape Television Inc. (Paul Flynn) for \$250,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WCVX-TV is independent on ch. 59 with 1,191 kw and antenna 470 ft. Filed Oct. 13 (BALCT931013KK).

KTRI-FM Mansfield, Mo. □ Purchased by Country Music Communications Inc. (Max H. Pearson) from Terry Clear for \$250,000. **Buyer** owns WLEE(AM) Richmond, Va. and KBCN-FM Marshall, Ark. **Seller** has no other broadcast interests. KTRI-FM has religious format on 95.9 mhz with 3 kw and antenna 312 ft. Filed Oct. 20 (BALH931020GF).

WDNT-AM-FM Dayton, Tenn. □ Purchased by Walter E. Hooper III from Dayton Broadcasting Co. (George R. Johnson) for \$159,730. **Buyer** owns WXQK(AM)-WAYA-FM Spring City, Tenn. **Seller** has no other broadcast interests. WDNT(AM) has C&W format on 1280 khz with 1 kw daytime and 345 w

Proposed station trades

By dollar volume and number of sales

This week:

- AM's □ **\$1,900,260** □ 11
- FM's □ **\$9,573,071** □ 12
- Combos □ **\$9,049,730** □ 7
- TV's □ **\$3,325,565** □ 4
- Total □ **\$23,848,626** □ 34

So far in 1993:

- AM's □ **\$62,230,144** □ 211
- FM's □ **\$587,085,020** □ 339
- Combos □ **\$672,611,124** □ 191
- TV's □ **\$1,627,435,951** □ 87
- Total □ **\$2,949,362,239** □ 828

For 1992 total see Feb. 1, 1993 BROADCASTING.

night. WDNT-FM has modern country format on 104.9 mhz with 420 w and antenna 699 ft. Filed Oct. 25 (AM: BAL931025GH; FM: BALH931025GI).

WYOY(FM) Rutland, Vt. □ Purchased by Katie Adams from Rutland Community Broadcasting (Howard Ginsberg) for \$150,000. **Buyer** has no other broadcast interests. **Seller** has interests in WWSR(AM)-WLFE(FM) St. Albans and WSNO(AM)-WORK(FM) Barre, both Vermont. WYOY is off-the-air on 94.5 with 3 kw and antenna 389 ft. *Broker: New England Media Inc.*

KCCZ-TV Cedar City, Utah □ Purchased by Seagull Communications Corp. (E. Morgan Skinner Jr.) from Liberty Broadcasting Co. (Stephen W. Rupp, trustee) for \$75,000. **Buyer** has interests in KSGI-AM-FM St. George, KNFL-AM-FM Tremonton, KNUC-FM Smithfield and KFMD-FM Delta, all Utah. **Seller** has no other broadcast interests. KCCZ-TV is independent on ch. 4 with 38 kw and antenna 2,700 ft. Filed Oct. 20 (BAPCT931020KF).

WZJO-FM Ocean Pines, Md. □ CP purchased by Prettyman Broadcasting Co. (William E. Prettyman Jr.) from Ocean Pines Broadcasting Co. (George V. Delson) for \$60,000. **Buyer** owns WICO(AM)-WICO-FM Salisbury and WXCX-FM Havre de Grace, both Maryland.; WYUS (AM)-WAFL-FM Milford and WXJN-FM Lewes, both Delaware, and WEPM (AM)-WKMZ-FM Martinsburg, W.Va. **Seller** has no other broadcast interests. WZJO-FM is unbuilt and will be on 97.1 mhz with 2.1 kw and antenna 394 ft. Filed Oct. 18 (BAPH931018GE). *Broker: William B. Schutz Jr.*

WRMJ-FM Aledo, Ill. □ Stock purchased by John W. Hoscheidt from William Hoscheidt and Eugene Cooper, all of Western Illinois Broadcasting Inc. for \$49,500. John W. Hoscheidt is the son of William Hoscheidt. **Buyer** and **seller** have no other broadcast interests. WRMJ-FM has country format on 102.3 mhz with 3 kw and antenna 300 ft. Filed Oct. 22 (BTCH931022GK).

WTNL(AM)-WRBX-FM Reidsville, Ga. □ Purchased by Nassau Baptist Ministries Inc. (Larry W. Montgomery) from WRBX WTNL Inc. (Bob Ritchie) for \$40,000. **Buyer** and **seller** own WNLE(FM) Fernandina Beach, Fla. WTNL has southern gospel format on 1390 khz with 500 w daytime. WRBX-FM has southern gospel format on 104.1 mhz with 3 kw antenna 187 ft. Filed Oct. 13 (WTNL: BAL931013EE; WRBX: BAPH931014-GM).

WVBX(AM) Georgetown, S.C. □ Purchased by Melbar Broadcasting Co. (Barbara Huell) from Black Broadcast Communications Inc. (Sam Bonds) for \$37,500. **Buyer** and **seller** have no other broadcast interests. WVBX has urban contemporary format on 1470 khz with 1 kw daytime. Filed Oct. 5 (BAL931005ED).

WWWC(AM) Wilkesboro, N.C. □ Purchased by Jeff B. Wilson and Paul L. Cashion from Tomlinson Broadcasting Corp. of Wilkes County for \$34,500. **Buyer** owns WEGG and WBSY-FM Rose Hill, N.C. **Seller** has no other broadcast interests. WWWW has adult contemporary format on 1240 khz with 1 kw. Filed Oct. 5 (BAL931005EB).

KERC-FM Clovis, N.M. □ Purchased by Hi-Plains Broadcasting Inc. (Jim Day) from Taber Communications Corp. (Michael Garr) for \$20,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KERC-FM has country format on 107.5 mhz with 100 kw and antenna 550 ft. Filed Oct. 13 (BALH931013GT).

KBDG-FM Turlock, Calif. □ Purchased by Assyrian American Civic Club of Turlock (Cyrus Amirfar) from Turlock Joint

Benchmark Acquisition Fund I, LP
 Cablevision of Loudoun, VA
 \$32,500,000 Debt Facility

The Undersigned Assisted in the Placement and Negotiation

JB Financial Advisors, Inc.

Gregg E. Johnson • Thomas J. Buono
 Chantilly, Virginia • (703) 818-8115

Union High School District for \$17,000 (plus 7.25% sales tax). **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KBDG-FM is noncommercial educational on 90.9 mhz with 150 w and antenna 94 ft. Filed Oct. 22 (BALED931022GE).

KHCR-FM Potosi, Mo. □ CP purchased by Joseph and Donna Bollinger from Prime Time Radio (Kenneth W. Kuenzie) for \$15,000. **Buyer** has no other broadcast interests. **Seller** has interests in KBMX-FM Eldon, KFEX(AM) Cuba, and KSLQ-AM-FM Washington, all Missouri. KHCR-FM is unbuiltd and will be on 97.7 mhz with 6 kw and antenna 328 ft. Filed Oct. 20 (BAPH931020GI).

KGOZ-FM Gallatin, Mo. □ CP purchased by PAR Broadcasting Co. Inc. (Michael L. Ransdell) from Missouri Valley Broadcasting Inc. (Marvin E. Luehrs) for \$11,571. **Buyer** owns KTTN-AM-FM Trenton, Mo. **Seller** has no other broadcast interests. CP is licensed for 101.7 mhz with 15 kw and antenna 129 m. Filed Oct. 13 (BAPH931013GR).

WYDC-TV Corning, N.Y. □ Purchased by Standfast Broadcasting Corp. (David A. Grant) from Cornerstone Television Inc. for \$565. **Buyer** has no other broadcast interests. **Seller** owns WPCB-TV Grennsburg and WKBS-TV Atlanta, both Pennsylvania, and WOCD-TV Amsterdam, N.Y. WYDC-TV is independent on ch. 48 with 136 kw and antenna 423 ft. Filed Oct. 12 (BALCT931012KH).

KZTY(AM) Winchester, Nev. □ Purchased by Robert Adelman from Winchester Broadcasting LP (Clair Higgins) for \$10.00. **Buyer** owns KRAJ-FM Johannesburg and KMYX-AM-FM Taft, both

Cahners publishes '94 economic report

Now you can minimize the risks associated with your business planning decisions with the *Cahners 1994 Economic Outlook*. This 60-plus-page report features forecasts for the general economy, as well as for more than 30 industrial and service industries, and includes an electronics and technology section.

Published in early October and regularly \$75, the *Outlook* will be available to BROADCASTING & CABLE readers for only \$29. Send your name and address with a check made out to Cahners Economics or your Visa/MasterCard number and expiration date to Cahners Economics, P.O. Box 59, New Town Branch, Boston, MA 02258-9908.

Georgia duopoly

Albany, Ga., has its first duopoly deal. Jon Peterson, owner of WWGS(AM)-WSGY-FM Albany, bought WMGR(AM)-WJAD-FM Bainbridge (Albany) from Guardian Corp. (Lindi Dunn) for \$1.28 million plus all real estate. Peterson also owns WWGS(AM)-WSGY(FM) Tifton, Ga. Broker: Bergner & Co.

California. **Seller** has interests in KCPC(AM) Cathedral City, Calif. KZTY is on 620 khz with 500 w day, 450 w night. Filed Oct. 5 (BAP931005EC).

WMKB-FM Ridgebury, Pa. □ Donated to Lighthouse Ministries (Love Church Ministries Inc., Rev. James R. Pierce) by Markey Broadcasting Co. (Nanette Markunas). **Buyer** owns WLNL(AM) Horseheads, N.Y. **Seller** owns KLZK Farwell and KDOA Tulia, both Texas, and KLUB Milton-Freewater, Ore. WMKB-FM, currently off the air, is licensed for 96.9 mhz with 1.55 kw and antenna 430 ft. Filed Oct. 5 (BALH931005GF).

WSDT(AM) Soddy Daisy, Tenn. □ Purchased by Johnny Godgiben from Lee College (Dr. Charles P. Conn). **Buyer** and **seller** have no other broadcast interests. WSDT has southern gospel format on 1240 khz and 1 kw. Filed June 18 (BAL930618EB).

WZZJ(AM) Pascagoula-Moss Point, Miss. □ Donated to Judah Broadcasting Network Inc. (Kevin Grady) from Evangelistic Association Inc. (Bron and Darlene Barkley). **Buyer** and **seller** have no other broadcast interests. WZZJ has modern country format on 1580 khz with 5 kw day, 50 w night. Filed Sept. 30 (BAL930930EA).

KMNY(AM) Pomona, Calif. □ 80% shareholder Money Radio LP to be dissolved under bankruptcy reorganization; 11% shareholder Vera Gold to become largest single stockholder and president. **Buyer** and **seller** own KMNY(AM) Pomona, Calif. KMNY has news/talk format on 1600 khz with 5 kw. Filed Oct. 4 (BTC931004EB).

WCNX(AM) Middletown, Conn. □ Foreclosure on property by Radio Middletown Inc. (Berkshire Broadcasting Co. Inc. and Corydon L. Thurston) from Jan Peek Communications Inc. (Edward J. Creem). **Buyer** owns WNAW(AM)-WMNB-FM North Adams and WSBS(AM) Great Barrington, both Massachusetts. **Seller** has no other broadcast interests. WCNX has news/talk format on 1150 khz with 2.5 kw daytime and 46 w night. Filed Oct. 4 (BAL931004EG).

CLOSED!

KKIS(FM), Walnut Creek, California from Diamond Broadcasting, Inc., to KZWC Broadcasting, Inc., for \$1,325,000.

Elliot B. Evers
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Solutions.

GEORGE I. OTWELL
513-769-4477

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Cable opposes rural telco entry expansion

By Kim McAvoy

The cable industry is asking the FCC not to act on a proposal to permit more rural telephone companies to offer cable in their service territories.

Under the proposal, telephone companies could offer cable services in rural areas with populations of 10,000 or fewer. Currently, the FCC exempts from its telco-cable crossownership rule only telcos in communities of 2,500 or fewer.

The proposal has been in circulation since August, says one commission source. But, adds the source, "it's not been a front-burner issue." Apparently, Acting FCC Chairman James Quello is the only one to sign off on the idea of increasing the exemption. Neither Duggan nor Barrett has made a decision.

Fearing that the FCC was close to a decision on the proposal, National Cable Television Association Acting President Decker Anstrom wrote Quello last week urging the FCC not to act. Anstrom says the FCC should not decide this issue "until a more complete record is assembled and the cable-telco landscape is more clearly perceived."

Cable rates to be investigated

The FCC last week was preparing to send letters of inquiry to between 25 and 30 cable operators about possible violations of its rate regulations, according to a commission source. The source says the letters may go out this week. Some of the letters will address alleged violations of the rate freeze, as well as improper à la carte pricing and the use of so-called negative billing options.

In other news, as of Nov. 3 the commission had received 3,239 consumer complaints on cable rates. However, the FCC says it has returned about half of the complaints because they were not filled out correctly. The FCC also says it has received 3,684 certification requests from cities wishing to regulate cable rates. —KM

NCTA was not the only one to express concern. FCC staffers say that they've experienced a "flurry of phone calls" on the subject from cable operators.

Quello says that he favors raising the exemption, and after talking with cable representatives, he wants to see what the agency can do to "allow cable to compete with phone companies...it's only fair."

According to the United States Telephone Association, which is pushing to raise the exemption to 10,000, figures from the 1990 census show

that raising the exemption from 2,500 to 10,000 "would affect an additional 6% of the U.S. population living totally outside of urbanized areas."

In his letter to Quello, Anstrom says that such an action would "harm the very cable companies that have delivered cable television service to less populated communities in this country." He also calls it a "one-sided approach" that puts the FCC in the position of favoring one competitor. "Allowing telco entry now in these communities, without providing proven safeguards against anticompetitive behavior by the telcos, and while doing nothing to undo the substantial restrictions that prevent cable companies and others from competing with telcos, would further restrict these cable companies' access to capital. Some may not survive." ■

This Week in Washington

Events and dates of importance

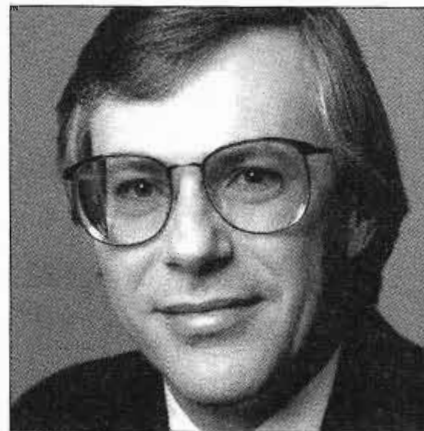
Nov. 9—Broadcasting/Cable Interface 7, sponsored by BROADCASTING & CABLE magazine and the Federal Communications Bar Association, Omni Shoreham Hotel.

Nov. 9—The National Information Infrastructure: Communications and Computing—Converging or Colliding?, sponsored by The Annenberg Washington Program, 1455 Pennsylvania Ave., N.W.

Nov. 10—FCC meeting. Commissioners are expected to propose rules governing technical compatibility of TV sets, VCR's and cable TV.

Nov. 10—Comments due at FCC on auctioning of nonbroadcast spectrum.

Nov. 12—Comments due at FCC on revamping of the emergency broadcasting system.



NCTA's Anstrom asks the FCC to wait.

Campaign finance reform legislation appears dead for the year. At least that's what Hill insiders have been saying since it became apparent that House Democrats could not agree on a package. Even House Speaker Thomas Foley (D-Wash.) and Senate Majority Leader George Mitchell (D-Me.) say there is no consensus and that congressional action on campaign reform won't come until next year. The Senate approved a campaign bill earlier this year 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. The Senate measure also contained language that would codify the fairness doctrine and political editorial rule. Among the proposals in the House was one requiring that broadcasters give candidates free airtime to respond immediately to third-party advertisements.

According to the Washington Post, salaries for President Clinton's chief of staff and his senior advisers are less than those of staffers who held comparable positions in the Bush administration. Under Clinton, \$125,000 is the top salary, compared with \$134,000 under Bush. David Gergen, counselor to the President, receives \$125,000, as does Clinton's director of communications, Mark Gearan. Among those reporting to Gearan: White House Press Secretary Dee Dee Myers, \$100,000, and Jeffrey Eller, deputy assistant to the President and director of media affairs, \$100,000.

The People for the American Way has issued a report criticizing legislation aimed at curbing TV violence. The group's Action Fund commissioned the study, which says that TV violence bills pending in the House and Senate are constitutionally flawed.

The report concludes that legislation offered by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) is in "clear violation of the First Amendment." Under Hollings's bill, broadcasters would be prohibited from airing violent programs at times when children are in the audience. The report says that "unlike indecent programming, programming depicting violence has never been held to enjoy less First Amendment protection than other expression with violent content." Indeed, it notes, the First Amendment "shields networks from tort liability for violence allegedly inspired by television violence."

Broadcasters have started responding to Senator Paul Simon's (D-Ill.) request to air public service announcements on TV violence. Simon wrote to every TV station and to the top 100 cable MSO's asking them to run PSA's. The senator suggests that broadcasters air messages such as: "Warning: Watching too much television violence may be harmful. Research has determined that watching television violence has a negative impact on children and youth."

Responses to Simon appear mixed. One letter to Simon from Cullie Tarleton, general manager of WCCB-TV Charlotte, says: "I'd be the first to admit that there is room for improvement within my industry. But the problems facing America, Senator, are not caused by television in general and violence on television in particular." But another letter, from WJHL-TV Johnson City, Tenn., says the station will take a "positive step toward self-regulation."

Time Warner and the National Cable Television Association last week petitioned the U.S. Court of Appeals to review the FCC's cable rate regulations. The filing is brief and was a procedural step to insure that NCTA and Time Warner can file a more detailed challenge of the rules sometime in the future. According to NCTA's petition, the FCC's rules violate the First and Fifth Amendments, are arbitrary and capricious, and "exceed the statutory jurisdiction of the commission."

FCC Commissioner Ervin Duggan has a novel idea. He's suggesting that Congress earmark a portion of the revenues raised through spectrum auctions to promote the administration's national information infrastructure.

In a speech last week in Washington, Duggan said that the funds could be used to "explore fruitful educational uses of information technology." Earmarking, he added, "a portion of funds from spectrum auctions for hopeful educational and cultural uses of technology, it seems to me, would be a great achievement for a nation facing an education crisis."

The FCC will finally take up compatibility between cable systems and consumer electronics when it puts a proposal out for comment at its Nov. 10 meeting.

Deputy Chief Engineer Bruce Franca says the proposal will probably closely mirror the commission's compatibility report to Congress, submitted early in October (BROADCASTING & CABLE, Oct. 11). That report in turn closely mirrored suggestions from a joint committee of the Electronic Industries Association and the National Cable Television Association, drafted over the summer. At the time, the commission adopted most of the joint recommendations but decided to go a bit further, suggesting that cable systems be prohibited from charging customers any money for in-home descrambler units. The change was billed as an attempt to push cable companies toward technologies that do not require sending scrambled signals, which interfere with some features on consumer electronics, into a subscriber's home.

Who was that former regulator among all those network and studio executives at the Warner Bros. press briefing for its fifth network? It was none other than ex-FCC Commissioner Sherrie Marshall, who relocated to Hollywood last spring to start a consulting business. According to Warner Bros. executives, the studio retained Marshall to consult on its fifth-network plans and to insure that no regulatory rules were broken. No doubt Marshall's pro fin-syn stance while at the FCC made her an appealing choice as a consultant.

Former FCC Chairman Mark Fowler also was in the news last week. The president of Bell Atlantic's PCS division resigned last week, citing a conflict of interest with PowerFone Holdings Inc., a mobile-radio company he founded in 1990, which last week was acquired by Nextel Communications Inc., a company looking to offer cellular in Bell Atlantic's service area for almost \$400 million. Daniel Behuniak, vice president of Bell Atlantic PCS, will take over for Fowler. ■



Washington Watch

Edited By Kim McAvoy

Ad agencies anxious to take the fifth

Many feel new network plans will help lower media costs

By Christopher Stern

Advertising agencies are looking forward to a fifth broadcast network, if for no other reason than the increased competition will help keep their media costs down.

Agency executives also express confidence that the strong syndication records of Paramount and Tribune bode well for the programming of a future network.

One drawback to the Warner Bros./Tribune or rival Paramount/Chris Craft proposal is the lower coverage the proposed networks can expect to obtain. And several agency executives say they would be skeptical of any plan that called for cable to be a significant portion of coverage.

Western National Media's William Croasdale fears a hybrid cable-broadcast company will provide a confusing ratings picture. "The problem is that cable numbers are so minuscule," he says.

"It's still a little early, but to me they have a big uphill battle," says Croasdale, president of the media buying firm's national broadcast division. "The big thing is going to be the distribution system."

While advertising executives as a group believe there is room for a fifth network, they are skeptical about a sixth. "You could wind up with two halves of a network—they could cancel themselves out," says Paul Schulman, president of Paul Schulman Co., a subsidiary of Advanswers Media Programming Inc.

Beyond having enough stations to offer at least 70% national coverage, Schulman says finding a programming niche among the five established competitors will be difficult.

Paramount/Chris Craft hopes to fill a younger male audience niche more along the lines of Fox's, according to Saatchi & Saatchi's Betsy Frank, senior vice president. Frank believes the Warner/Tribune proposal is aimed at a slightly older 25-49 demographic, more along the lines of ABC's demos. Frank has no fears the new broad-

cast networks will overly segment the audience: "Fragmentation has been a fact of life since the late 1970's."

Foote Cone & Belding's Howard Nass believes the ideal scenario would have Tribune, Warner Bros., Chris Craft and Paramount banding together to form a single network rather than two new ventures. Nass, senior vice president, director, spot broadcast, be-

lieves neither partnership can reach critical mass by itself: "They both would end up getting half the universe," he says.

Nielsen Media Research defines a network as a programming distributor that has coverage in 30% of the nation with at least 15 hours of programming a week, according to Nielsen spokesman Jack Loftus. ■

Hispanic infomercial market heats up

Growing audience underserved but increasingly recognized by long-form commercial producers

By Jim Cooper

Susan Powter may want to brush up on her Spanish.

The nation's growing Hispanic community has caught the attention of TV's direct marketers. In south Florida and Los Angeles, for example, a cottage infomercial industry has sprung up, led by hair-care products and beauty aids. Meanwhile, producers of established English-language infomercials, such as industry veteran Amazing Discoveries, have recognized the buying power of U.S. Hispanics and now dub long-form ads in Spanish, says Steve Dworman, pub-

lisher of the *Infomercial Marketing Report*.

The budding interest is not surprising. The 1990 census showed that the group is one of the fastest-growing segments of the population, roughly 10% of the total. Advertisers and infomercial producers see the marketing potential.

"It's a peripheral side-market right now that potentially will become very large," says Dworman. And, says First Class Media President Jeffrey Glickman, "The Hispanic market is the most untapped market in both spot and infomercial advertising."

One difficulty for Hispanic direct-response ads is the low credit card saturation among that population, compared with that of non-Hispanics, but that is quickly changing, says Glickman. Infomercial producers say Hispanic clients in general have a good reputation for paying COD orders. The COD collection rate for the mainstream market is 50% and Dworman says; it is between 70% and 75% for Hispanics.

Checking accounts and even telephones are also difficulties for recent



An infomercial directed to Hispanics for a facial toner product called 'Toma'

arrivals, which represent a significant portion of the growing Hispanic population, says Gene Williams, a partner in the newly formed Power Media Spanish Marketing Group, Los Angeles. Not only do they lack references, but those who are here illegally may avoid financial instruments for fear of being traced, he adds.

The credit card problem combined with the fact that COD deliveries are made when most Latinos are working, says Williams, has prompted his company to search for solutions. He expects to have a system in place by January, but he declines to discuss it. Power Media has spent the last year testing a Spanish-language infomercial, *Speaking of Beauty*, in a variety of West Coast markets.

While he knew the hurdles facing a direct-response company that targets Hispanics, Williams says that he entered the Spanish-language infomercial industry because "they do want product and they respond to both Anglo and Hispanic advertising." He says his company is pleased with the success of its first effort and is looking for ways to sell houseware products and debit calling cards to Latin Americans.

Perhaps the most successful Spanish-language infomercial to date is produced by Samy Salon Systems. A Miami-based hair-styling guru, whose clientele ranges from Barbara Bush to Gloria Estefan, Samy last year introduced a skin-care line through infomercials aired on Univision's Miami affiliate. The ads attracted more than \$1 million in sales in the first month. Samy Salon Systems is presently producing a second infomercial line for his hair-care products.

Dworman says that the smart money in the nascent Spanish-language infomercial market capitalizes on the glamour associated with an international hair stylist such as Samy and the popular Mexican soap opera stars who are beginning to appear in long-form ads.

Miami-based Attraction Collection, a newcomer to infomercials, recently introduced *Tona*, a beauty product to tone the face through gentle electronic pulses.

A spokesperson for the company says that after running one *Tona* infomercial a week for two months on Univision's Miami affiliate, the company recorded gross sales of approximately \$180,000. ■

King World, Sears tackle infomercials

Eight single-product ads scheduled at first

By Christopher Stern

King World Direct has signed Sears as its first infomercial client.

Terms of the joint venture call for King World to produce 30-minute, single-product advertisements for Sears. The syndicator will participate in the profits of all sales, including those rung up at any of the retailer's 900 stores.

The venture calls for up to eight infomercials initially, according to Burl Hechtman, president, King World Direct. Production will be handled by Tyee Productions of Portland, Ore., which recently made several upscale infomercials, including those for Philips Electronics's interactive compact disc player and Soloflex exercise equipment.

King World will be responsible for all aspects of the infomercial, including time-buying. "We are participating in the profits at all levels because we are participating in the risks at all levels," Hechtman says.

The first infomercial, for a new Kenmore vacuum cleaner, is set to air in January. King World will be work-

ing directly with Sears suppliers to find products that lend themselves to the infomercial format.

King World has a strong record in syndication but has never produced infomercials. Its first-run syndicated programing includes *Wheel of Fortune*, *Jeopardy!*, *The Oprah Winfrey Show* and *Inside Edition*. Although King World Direct was officially unveiled last month, the division has been organizing and negotiating with potential clients for a year and a half, Hechtman says. "We look at this as an exciting new business," he says. "We have been developing our direct-response business over the past few years as television marketing has been evolving, and we think Sears is an ideal partner with King World."

Sears is the latest in a lengthening list of mainstream advertisers, including Volvo, McDonald's and Kodak, that have decided to market themselves through 30-minute infomercials.

The National Infomercial Marketing Association estimates that infomercials will rack up \$90 million in sales during 1993. ■

On a learning curve

The Learning Channel reports that it has added 7.4 million new subscribers this year, more than any other cable network. And although it has not yet turned a profit, TLC projects that advertising revenue will increase more than 100% this year compared with last. The basic network, bought by Discovery Communications two years ago, now claims 26 million subscribers in the U.S. and 2.9 million in Canada.

Although the network is in fewer than half of the cable homes in the U.S., it is attracting attention from advertisers that like its high-end demographics and attractive programing.

Leo Burnett Co. Inc. has placed three of its clients—the Beef Industry Council, Black & Decker and Sony—on the network. "We feel pretty good about The Learning Channel," says the agency's Jack Hanrahan, senior vice president, media director. TLC's mix of cooking, home improvement and travel shows appeals to Burnett clients, he says.

TLC spends approximately 55% of its budget on original programing and plans to increase that to 65% next year, according to John Ford, senior vice president, programing. Ford also says that the average rating for TLC's prime time programing has doubled from .2 last year to .4 this year.

Although the network projects slower growth for 1994, it still plans to add another 4 million subscribers next year. —CS

Classifieds

For rates and other information, see last page of classifieds.

RADIO

HELP WANTED MANAGEMENT

General manager, Myrtle Beach, SC area: Major radio station. Knowledge of the area would be a plus. EEO. Reply in confidence to Box Q-47.

GSM: For Northeast smaller market client. Committed long term local operator needs enthusiastic, motivated sales leader. Stations dominate their market. MF, EEO. Resumes to Jim Doyle, Top Performance Selling, 4555 Las Brisas, Sarasota, FL 34238. This is a unique opportunity with a quality group.

Top-rated CHR radio station needs dynamic sales manager on the booming tropical island of Guam, in the Western Pacific. Competitive market place with 6 other radio stations and Gannett newspaper. We need seasoned sales manager with successful track record who can lead, train, motivate, innovate, and get results. Show history how sales increased when advertisers stopped buying spots. Send resume to: Ernie Galito, General Manager, Hit Radio 100, 530 W. O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EOE.

Sales manager: New England's super station, covering 5 states and 2 countries with an adult CHR format, seeks an experienced sales manager. Excellent compensation package and great place to live in White Mountains of New Hampshire. Reply in confidence with resume to Jack O'Brien, WZPK, Box 1408, North Conway, NH 03860. EOE.

Midwest, competitive top 75 market GM. Great station/already winning. Good comp package. Proven track record a must. Reply to Box R-2. EOE.

GM/GSM for WKDW AM/FM and WANV AM/FM duopoly combo Staunton, Waynesboro, VA. Candidate should have well developed people skills and successful sales management track record. EOE M/F. Resume to: President, Clark Broadcasting Company, 7500 Old Georgetown Road, 15th floor, Bethesda, MD 20814.

Midwest group operator has a general manager opportunity. The successful candidate will have previous small/medium market GM experience in the mid-west. It is important that the candidate show a cost conscious operating aptitude and the ability to maintain strict budgetary control. A background in sales is a must. We are only interested in individuals with a stable employment record. Please respond promptly. We encourage all minority applicants. Reply to Box R-14. EOE.

HELP WANTED SALES

Sales manager: Urban leader WLWZ seeks assertive leader to move station to next level. If you've been waiting to make your mark as a sales manager, this position is for you. Send cover letter and resume to Curtis Downey, PO Box 19104, Greenville, SC 29202. EOE.

Sales manager: Market leader WCEI/WCEI-FM has a rare opening for a sales manager. We're looking for an experienced leader to motivate, supervise and direct our 5 person sales staff. Competitive compensation package. Resume to James A. Hammond, WCEI, 306 Port Street, Easton, MD 21601. EOE.

Sales managers wanted: For top billing stations in medium markets. Applicants must have good track record and be capable of managing and training people to excellence. Opportunities to move to GM with stock option available. Resumes to Roy Faubion, 3810 Brookside, Tyler, TX 75701. EOE.

Network sales rep for nationally syndicated computer radio program. National sales experience required, high-tech a plus. Fax 415-771-3447. PO Box 641444, San Francisco, CA 94164. EOE.

Top list available for hard working professional. \$50,000 + commissions, 2 FM's—Country/Oldies. Thriving market, college town of 250,000. WNNW-FM/WFAT-FM, 6021 S. Westledge Ave., Kalamazoo, MI 49002. EOE.

Account executive: Step up to a regional 100,000 watt FM. A take-charge sales career opportunity. \$26K-\$32K+ minimum + benefits. WMMZ-FM, Gainesville/Ocala, FL. Fax resume 904-622-7822. EOE.

Account executives/radio stations: PA area, full or part time. Marketing the most exciting, effective and new international advertising medium in golf. Exclusive territory. Fax resume to 412-825-5126. EOE.

Midwest AOR in search of a selling GSM. Qualified candidates will possess strong leadership skills and the ability to develop a young sales staff. Send resume, track record, and salary requirements to Box R-15. EOE.

HELP WANTED PERSONALITY/TALENT

BMW, New London, Connecticut has an immediate opening for morning show air-talent. Call Shirley Sherman at 401-539-8502. EOE.

HELP WANTED NEWS

The radio stations of the New York Times need a full-time experienced newscaster. If you can deliver news to the nation's smartest audience, send your tape and resume to "News Auditions," WQXR/WQEW, 122 Fifth Avenue, New York, NY 10011. No phone calls, please. EEO.

News/air personality for morning zoo. Insanity helps. Incredible career development opportunity for right beginner. Some sales. Very picky FM near Phoenix. 602-425-NEWS. Females greatly encouraged. EOE.

News director: Northeast medium market News/Talk AM seeks player-coach for team of five. The person we're looking for is enthused, resourceful, has a can-do attitude, writes crisp copy and can teach others to, and knows how to keep local news from becoming boring news. If you've got at least 5 years experience, demonstrated people skills, and a willingness to take complete ownership of the news product at one of America's most respected stations, send resume, references, writing samples, and tape. No calls. My client is an equal opportunity employer. Holland Cooke Media, 3220 N Street, NW Washington, DC 20007.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Radio talk show producer sought for nationally syndicated, issue-oriented program originating in New England. Mandatory 2-3 years experience in news reporting and booking guests. Strong interests/background in politics a must. Please send resume and letter to: Jarvis Productions, 229 Buckingham Street, Hartford, CT 06106. EOE.

SITUATIONS WANTED MANAGEMENT

GM/GSM: Small or medium market, experienced, sober, reliable. East, AM, FM, TV. Sales intensive. Phone 912-267-7356.

Take charge individual with experience in every aspect. Running successful AM. Wife and I desire return to Midwest. Darryl 701-227-4936.

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

General manager: Highly experienced GM available for your small/medium operation. Outstanding background and record of success including 250% 3-year revenue increase at most recent station. CRMC, VA/surrounding states preferred. 703-382-9056.

TELEVISION

HELP WANTED MANAGEMENT

General manager: Fox 43, WYZZ-TV serving Central Illinois is seeking a sales oriented general manager. Will consider a GSM with proven performance. Call in confidence, G.J. Robinson 1-800-733-2065. EOE.

General sales manager: WNWO-TV seeks an innovative GSM to energize department. We have good people and product. We need a proactive leader who possesses cutting edge skills and traditional values. Send resume and cover letter, no later than Nov. 26, 1993, to Business Manager, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. WNWO-TV is an equal opportunity employer.

Central Florida's leading television station is searching for a national sales manager with management credentials or national rep experience. Candidate must think out of the box, be creative and a team player. Are you this person? Inquiries to Louis Supowitz, General Sales Manager, PO Box 999, Orlando, FL 32802. EOE.

Local sales manager: WLNE-TV, the CBS affiliate in Providence, Rhode Island, is looking for a local sales manager. Are you a manager who can sell beyond the ratings, establish and maintain client relationships, enable a highly motivated and skilled sales staff, and lead by example? If so, send a top ten list of the reasons why we should consider you to Nancy Lammon, Personnel Director, WLNE-TV, 10 Orms Street, Providence, RI 02904. EOE.

General sales manager: Excellent network affiliate in very desirable sunbelt market. Candidates must have both local management and national experience, with rep experience being most desirable. All responses treated in total confidence. Reply to Box R-16. EOE.

HELP WANTED SALES

Experienced account executive needed for Richmond, Virginia's premier television station. Must have proven ability to sell special projects, promotions and develop new business. Please send resumes to Box R-5. EOE.

National sales: WLIG-TV 55, Long Island, seeks experienced sales pro to develop and expand national and regional sales with NYC agencies. Station or rep experience required. Growth opportunity with full benefits. Resume to: Michael Wach, GM, WLIG-TV, PO Box 1355, 270 South Service Road, Melville, NY 11747. EOE.

Operations & engineering director: Market leading CBS affiliate, located in the Pacific Northwest, seeks manager to oversee production and engineering departments to insure superior technical and production standards and pursue innovative technologies. Responsible for budget preparation (capital & operating) and management of a dedicated staff. 3-5 years engineering/production management experience. Send resume and a letter of introduction to: Terry Coker, Human Resources Director, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer: UHF CBS affiliate. Studio and transmitter experience required. Send resume to General Manager, WJKA-TV, 1926 Oleander Drive, Wilmington, NC 28403. EOE/EF.

HELP WANTED NEWS

Paint Box artist/designer: Designs and produces on-air graphics utilizing Quantel Paint Box & Harriet. Minimum 3-5 years experience in television production/design required. College degree preferred. Typing skills and Macintosh experience a plus. Reply to: Allan Beutler, Design Director, WFAA-TV, 606 Young St., Dallas, TX 75202-4810. EOE, M/F.

Wanted: Technical director to punch nightly newscast for successful Fox affiliate. Must have at least two years working experience in all phases of news production, including hands-on experience with the GVG 250, Abakas A53 and Chyron Max. This is your opportunity to grow with a first class operation at the Gulf Coast's most progressive news station. Send resume and reel to: Jon Esther, Creative Services Director, Fox WFTX-TV, 621 SW Pine Island Rd., Cape Coral, FL 33991. An equal opportunity employer.

Television engineer: Educational Television Services. Responsible for maintenance of broadcast equipment including: GVG, Ikegami, RCA, Abekas, Sony Beta and SA & MCL transmission equipment. Requires two years college or technical training in electronics or related field and two years in broadcast television. Equivalent combinations may substitute. Experience with C and Ku-band uplinks preferred. SBE Certification or FCC license required. Call Oklahoma State University (Stillwater, OK) Personnel Services, 405-744-5373 for an application form. EOE.

TV transmitter engineer: WABC-TV is seeking an experienced professional with proven technical skills to maintain the TV transmitter plant and microwave equipment. Qualified candidates should have five years of TV transmitter or related professional experience. Knowledge of FCC rules and regulations is required. Send resume to: Raymond Johns, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

WSAZ-TV has an immediate opening for a full-time maintenance engineer. The successful candidate must possess at least 3 years of previous television maintenance experience and knowledge of computer control systems. SBE certification or FCC General Radiotelephone license is required. Persons applying for this position must be able to work well under deadline pressure and be highly motivated. WSAZ-TV is looking for a team player who must demonstrate proven ability to work with members of a top notch engineering team. Candidates must be willing to work all shifts, including weekends. Physical requirements: Individuals applying for this position must be able to sit or stand for extended periods of time. Maintenance engineer must have the mobility and functional use of hands and arms to operate required equipment. Must be able to lift 70 to 80 pounds of heavy equipment. WSAZ-TV is an equal opportunity employer. Interested persons should submit resume to: Jill DeKeyser, Human Resources Manager, WSAZ-TV, PO Box 2115, Huntington, WV 25721.

RF maintenance technician: Advanced technical school education or completion of engineering courses specializing in electronics and RF Technical Systems is desired. Demonstrated knowledge of FCC rules regulations pertaining to RF and microwave transmission, as well as an FCC and radio telephone license is required. Must possess demonstrated technical knowledge of all mobile, portable and fixed RF audio and video equipment ranging in frequency from 170 MHz to 23 MHz. Amateur or 2 way experience a plus. Extensive travel to remote television origination sites is required. Qualified interested applicants should forward resumes to: Human Resources Dept., ESPN, Inc., ESPN Plaza, Bristol, CT 06010. ESPN is an affirmative action/equal opportunity employer.

Videotape editor: We're looking for an aggressive videotape editor, a self-starter who thinks like a producer and thrives on the pressure of daily deadlines. This person must also have a creative touch for a stylized edit technique. Must have experience on GVG 300-200-100 switchers. GVG editor, Abekes or ADD. Post House clients range from NBC to MTV. Send tape & resume to: Kristin Petrovitch, YEAH STUDIOS, 3900 W. Alameda #700, Burbank, CA 91505. EOE.

Two openings: Anchor/reporter to complement our Monday-Friday female anchor. This position requires at least two years anchor desk experience and outstanding reporting credentials. Candidates must exhibit ability to interact with field reporters during "Live" segments. Weekend anchor/reporter. Position requires some anchor experience and strong reporting skills. When applying indicate position by writing to: "Anchor" or "Weekend Anchor", WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. 3/4 tape, resume/references. No calls. EOE.

Producer: WTVD, the Cap Cities/ABC O&O in Raleigh-Durham, is looking for someone who can produce programs with pacing and passion. The incumbent for this position has been promoted to one of our larger sister stations. Send tape and resume to Rick Willis, Executive Producer, WTVD, PO Box 2009, Durham, NC 27702. No phone calls. Equal opportunity employer.

Regional news coordinator: The Carolinas News Link is looking for someone to lead our daily news exchange between ABC affiliates. CNL originates from WTVD, the Cap Cities/ABC O&O in Raleigh-Durham. Send letter, resume, etc., to Lee Meredith, News Director, WTVD, PO Box 2009, Durham, NC 27702. No phone calls. Equal opportunity employer.

Anchor/reporter: Strong communicator wanted to complement veteran male anchor. Must have strong journalism background and live reporting experience. This is not an entry level position. Medium midwest market. Send resume and qualifications to Box R-17. EOE.

Anchor/reporter needed to anchor weekend evening newscasts and report during the week. Send resume and 3/4" tape to: Dorothy White, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Assignment manager: Small market network affiliate seeks qualified person to assist the news director in the daily operation of the newsroom. The successful candidate will have solid news judgment and strong organizational abilities and be willing to work long hours. This is a management track position. Previous experience in assignments a plus. Resumes and management/assignment philosophy to: Drew Hadwall, News Director, KQTV, PO Box 6247, St. Joseph, MO 64506. No phone calls please. EOE.

Western New York's number one source for news has immediate openings for two creative newscast producers. Our morning and noon producer will be responsible for getting the day moving in the right direction. Our late producer will be responsible for putting together a fast-paced, well-written half hour. Ingenuity, people skills and a positive, can-do attitude are all a must. One year experience and college degree preferred. If you're the best producer in your shop but want the freedom and guidance to be even better, send a non-returnable 3/4" tape and resume to: Keith Connors, News Director, WOKR-TV, 4225 W. Henrietta Rd., Rochester, NY 14623. WOKR is an equal opportunity employer. Minorities are encouraged to apply.

News director/anchor for small southwest network affiliate. This position requires a minimum of 3 years news management experience, preferably as a news director and anchor. Must be able to supervise & motivate employees. Individual will responsible for entire news operation. Reply to Box R-18. EOE.

Medical reporter/anchor: Here we grow again! Medstar Communications—the nation's leader in televised medical news—seeks medical reporter for its syndicated medical news programs. 2 yrs + experience with strong writing and packaging skills. Anchoring experience a plus. Significant nationwide travel and excellent benefits. Non-returnable tape, resume, and salary requirements to Peter Pellegrino, Medical News Director, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. Points off for phone calls/EOE.

TV news photographer: Top 40 Southeast affiliate looking for experienced TV news photographer. Must be able to creatively shoot and edit. No beginners. Send non-returnable tape and resume to: Chief Photographer, Jeff Myers, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

Producer: Western New York's dominant news leader needs someone who can produce "Eyewitness News". Applicant must be creative, a solid writer, an idea generator and a newsroom leader. No calls. Send resume and non-returnable tape to: Chuck Samuels, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

News promotion producer to increase viewership. Must have three years promotion experience, complete working knowledge of production/news process and meet daily deadlines. This hands-on position is looking for innovation with results. Demo reel will be reviewed to establish interviews. Send non-returnable tape with resume to Cary Collette, WCSH-TV, One Congress Square, Portland, ME 04101. EOE.

Weekend anchor: WSMV-TV is seeking an experienced journalist with strong communication skills to anchor weekend news casts and report 3 days a week. We're looking for a superior communicator. Send resume and tape to: Alan Griggs, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

Photojournalist: WSMV-TV is seeking a general assignment photojournalist. Minimum 2 yrs. experience. Must be a strong communicator so that viewers will be compelled to watch. Superior production skills a must. Send resume and non-returnable tape to Alan Griggs, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

General assignment reporter: WSMV-TV seeks a person with strong reporting skills, enthusiasm, high energy and ability to communicate your information so that people will pay attention to what you say. Minimum 2 years experience. Send tape and resume to Alan Griggs, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

WSYX-TV is looking to fill these positions: **Assistant news director; Executive producer; News producer; General assignment reporter.** Send resume only to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 Attn: (position applying for). No phone calls please. Applications to be received by 11/25/93. WSYX-TV is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

#1 television station in 85th market looking for an experienced writer/producer. Must be an "idea person" able to write creative copy for station image campaigns, news, weather & sports promotion; able to juggle multiple projects; organized, conscientious & motivated. This job demands an experienced promo pro. Send resume and writing and tape samples to WISC TV3, Box 44965, Madison, WI 53744. EOE/M-F. No calls, please.

Producer/director: Texas A&M University is seeking qualified candidate to be responsible for overall quality of television productions including both live and video tape. Will generate program ideas, write grant proposals, sell ideas, publish production schedules and be able to operate all broadcast video equipment. Requires Master's degree in related field with 5 years experience in producing and directing for a TV station, production house or corporate production facility with 2 years as manager. Salary \$32,000 with excellent benefits. Refer to job #940147 and send resume to: Employment Office, Human Resources Department, Texas A&M University, College Station, TX 77843-1475. An affirmative action/equal opportunity employer committed to diversity.

Director of on-air promotions: Highly creative producer/director sought to head on-air division of promotion department. Writing skills a must, hands-on editing experience preferred. Send resume and demo reel to: "Promotions", WUHF 360 East Avenue, Rochester, NY 14604. No phone calls please. EOE.

Production manager: Small market network affiliate, located in the Southwest, is looking for the right person to lead our production department. We are #1 in news and are ready to be #1 in production. The ideal candidate will have a college degree, at least 2 years management experience, broad knowledge of equipment, and the ability to lead and motivate personnel. All inquiries will be held in the strictest confidence. We strongly encourage inquiries from women and minorities. EOE. Send resume to Box R-9.

Promotion producer/director: Seeking an enthusiastic team player to oversee the production of news, programing and sales event promotions. Creative writing skills are essential. Applicants should have at least 2 years of experience in television promotion. Experience with MII off-line editing a plus. Send resume and tape to General Sales Manager, WTVQ-TV, PO Box 470, Rockford, IL 61105. EOE. No phone calls please.

SITUATIONS WANTED NEWS

If your southeast news room would be apprehensive working with a super enthusiastic, experienced, creative, workaholic photographer/editor, don't call 706-628-5914.

Production team with reporters based in NYC. Seek freelance assignments. Complete packages. 718-356-7700.

Seeking freelance work: Female anchor/producer with network & major market experience. News/entertainment/medical/legal. Excellent presentation and writing skills. Willing to travel. Reply to Box R-19.

MISCELLANEOUS

Bill Slatter and Associates helps you move up—creates your audition tape and resume... offers coaching and placement help. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The Poynter Institute for Media Studies seeks a broadcast journalist to add to its faculty. This person will organize and teach in advanced seminars for professional journalists in a wide variety of subjects, collaborate with other faculty in special projects, and maintain close connections with the professional and academic journalism communities. Qualified candidates should have a passionate commitment to great journalism and recent experience in broadcast news, preferably in newsroom management. They need to demonstrate professional excellence in the world of journalism, show potential to become outstanding teachers, be intellectually curious, write well, and have the ability to collaborate with a creative faculty. Advanced academic degrees are not required, but are desirable. The Institute has a diverse administration, faculty, and staff, and is committed to affirmative action in its hiring. The Poynter Institute is a private, nonprofit school whose programs are funded by dividends from the stock of the St. Petersburg Times Publishing Company, which the institute owns. Compensation: Starting salary in the \$60,000-\$70,000 range, plus generous benefits. While that may not match some salaries in broadcast journalism, people who teach at Poynter gain other benefits: satisfying and influential work; bright and challenging students; an inspiring workplace; immersion in a group of professionals committed to great journalism; and, of course, a lifestyle at the water's edge in the Florida sunshine. Deadline for applications is January 15, 1994. Please send letter of interest with current resume to: Roy Peter Clark, Chairman of Search Committee, The Poynter Institute for Media Studies, 801 Third Street South, St. Petersburg, FL 33701. EOE.

Due to a retirement Southern Illinois University at Edwardsville seeks: Assistant/associate professor to teach in the Mass Communications undergraduate and graduate program. The successful candidate should have competencies in communications theory, production, and one or more of the following: Corporate communications, ethics, and management. Would share in the teaching of entry level coursework. Special consideration will be given to candidates with experience in interdisciplinary studies and intercultural issues. Earned doctorate and some teaching and quality professional media experience desirable. The normal course load is three per semester plus usual faculty responsibilities. Exact responsibilities will be dependent upon candidate's interest and the needs of the department and the university. The academic year contracts are for tenure track positions and will become effective August 16, 1994. The salary ranges are competitive and commensurate with experience. Closing date is February 1, 1994, or until positions are filled. SIUE, with a student population of 11,000 students, is situated on 2600 acres twenty minutes from downtown St. Louis, and 30 minutes from Lambert International Airport. Faculty can live in rural, suburban, or urban settings all in proximity to the university and are able to take advantage of the benefits of the 18th media market. Submit nominations, resume, or letter of application, plus names and phone numbers of three references to Barbara C. Regnell, Chairman, Department of Mass Communications, Southern Illinois University at Edwardsville, Edwardsville, IL 62026-1775. AA/EEO employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

First class university television production facility seeks a creative, energetic field director/video-grapher/editor to shoot and edit research and documentary videos. The University Television Center at Mississippi State University has comprehensive, broadcast quality production studios with Betacam SP field and A/B roll editing systems, Ampex ADO, satellite uplinks, and Wavefront and Aurora graphics systems. We are looking for a creative individual who can write, shoot, direct, and edit promotional and educational videos for the university. Bachelor's degree is required with an emphasis in television or film production, or closely related field, with at least four years experience in documentary or news production. Must be able to demonstrate excellent field production skills. Experience with Sony Betacam field and editing equipment important. Interested applicants should send resume, and the names and addresses of three references to: Search Committee Chair-Documentary Videographer/Editor, PO Box 6101, Mississippi State, MS 39762. Deadline - December 8, 1993, or until an acceptable candidate is found. MSU is an AA/EEO.

Air directors/video tape operators: Northern California post production facility seeking individuals with 2 to 3 years broadcast experience to be trained as editorial assistants. All applicants should have hands-on experience with VTR's and CG's. Reply to Box R-20. EOE.

Producer/director: Plan, design and coordinate all phases of assigned video projects. Produce and market VNR's EFP/ENG camera and lighting experience essential. Strong scriptwriting skills, hands-on editing and post-production required. Two years video production experience. Bachelor's Degree in TV/Film, Communications or related field. Salary low 20s. Excellent benefits. Send resume and references by November 15 to Sue Gibson, Personnel Services, Purdue University, Freehafer Hall, W. Lafayette, IN 47907. Refer to job number 85580. Equal opportunity/affirmative action employer.

DONATION WANTED

Non-profit educational institution needs 2 teleprompters compatible with Panasonic OLE-200 camera. Donation or cheap sale. Will provide tax letter. Contact: Jay R. Wheeler, California University of PA, Natali Student Center, 428 Hickory Street, California, PA 15419.

FINANCIAL SERVICES

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

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

EMPLOYMENT SERVICES

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

Home typists, PC users needed: \$35,000 potential. Details. Call 1-805-962-8000 ext. B-7833.

EDUCATIONAL SERVICES

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

Faculty production competition: The Broadcast Education Association, production division, seeks videotapes and interactive presentations produced by college faculty for the 1994 BEA Juried Faculty Production Competition. Entry deadline is November 12, 1993 — 5:00 p.m. EST. For details write/call: Andy Marko, Miami University, 153 Williams Hall, Mass Communication, Oxford, OH 45056. Tel. 513-529-3548.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

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.

Blank tape, half price! Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog. 800-238-4300.

KU Band truck: Centro Networker, Ford F350 chassis. RSI antenna, MCL 300TWT, SA exiter, 20KW generator. Fully equipped, available now. WVSCO 215-754-6800.

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

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

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

CABLE

HELP WANTED LEGAL

Expanding medium-sized New York City firm seeks attorney with cable TV and telecommunications law experience for junior level associate position. Familiarity with 1992 Cable Act preferred. Reply to Box R-12. EOE.

**RADIO
SITUATIONS WANTED MANAGEMENT**

WANTED: RADIO MANAGEMENT—OWNERSHIP
I'm seeking new challenge and possibility to earn equity. ANY size market-location. Former owner, major market G.M. and P.D. (Pittsburgh, L.A., S.F., D.C., Detroit, Denver, Sacramento). Great successes-top references. Let's talk! A turnaround? New competition? Low ratings? Sales probs? Call to request history/resume and to discuss your needs.

TED ATKINS (412) 734-5441
Repeat: ANY situation considered!

LEASED TIME PROGRAMS

PRIME RADIO TIME AVAILABLE
FOR LEASE ON WEEKENDS
ROCKLAND COUNTY, N.Y., UPPER WESTCHESTER,
N. BERGEN & NATIONWIDE SATELITE
VERY COMPETITIVE RATES!
CALL: 212/769-1925 1-800-628-TALK
FAX: 212/799-4195

**TELEVISION
HELP WANTED MANAGEMENT**

Creative Services Director

KMSP-TV (Mpls./St. Paul) has an immediate opening for the position of Creative Services Director. This position oversees promotion, programing and operations. We would like a person who is strong with creative ideas, can be a team player with excellent people skills and wants to work for the #1 independent station in the country. Must have at least four years experience. Salary is commensurate with experience. EOE. Please send resume to:

Stuart Swartz V.P., and General
Manager KMSP-TV
11358 Viking Dr.
Eden Prairie, MN 55344-7258

No phone calls please. EOE.

HELP WANTED TECHNICAL

**Associate Director,
Engineering Development
PBS**

We are seeking an experienced engineer to manage engineering development projects, and participate in other department projects. Responsible for supervising communications systems engineers and engineering lab staff, and managing the PBS Equipment Evaluation Service and other activities to support PBS member stations. Will represent PBS at industry organizations and activities, and maintain knowledge and understanding of new technologies. Qualifications: BS in Electrical Engineering with at least 5 years experience in broadcast engineering, including both technical and management experience. Experience with all areas of TV production and transmission engineering preferred. Must be able to manage people and projects simultaneously and perform in-depth technical analyses of communications, TV, and other advanced systems. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:



PBS
Attn: Carla J. Anderson
1320 Braddock Place
PBS Alexandria, VA 22314

PBS is an equal opportunity employer

**HELP WANTED TECHNICAL
CONTINUED**

Director, Engineering

We are seeking an individual to function as the Station's chief engineer to oversee the operation and maintenance of state-of-the-art facilities at a top three market owned & operated station. Responsibilities also include developing and implementing the Station's long-term capital plan.

Qualified candidates will have experience managing engineering, maintenance and operating departments in a top 10 market television station or network. Must also possess a thorough understanding of technical operations of a major broadcast facility from production through transmitter operations. Working knowledge of television technical unions & contracts is necessary. Experience with a fully automated master control room a plus.

If you possess the above requirements, plus a strong sense of competitiveness, demonstrated leadership and strong interpersonal skills, we'd like to hear from you. Please submit your resume with salary history to:

NBC Employment Dept. EK
3000 W. Alameda Ave.
Burbank, CA 91523



KNBC is an equal opportunity employer.

HELP WANTED NEWS

**GENERAL ASSIGNMENT
REPORTER**

KGO-TV is seeking an energetic, experienced General Assignment Reporter with proven on-air skills. Prior co-anchoring experience preferred. Must have a minimum of 5 years television reporting experience preferably in a major market. Application deadline November 15, 1993. EOE. Send resume, cover letter and tape to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111

SALES TRAINING

**LEARN TO SELL
TV TIME**
Call for FREE Info Packet
**ANTONELLI MEDIA
TRAINING CENTER**
(212) 206-8063

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**



Freelance writer opportunities available with **NUMBERS ALIVE!** project.

Must have previous experience in writing for televised drama (specifically targeted to upper-elementary and lower-middle school students); background in mathematics helpful.

Positions will be responsible for drafts of treatments and scripts and must work in concert with project staff including mathematics experts to assure product quality. Will involve attendance at numerous meetings with project staff, many of which will be conducted during normal work hours.

Send resume and two writing samples of scripts that have been produced by November 15 to:

Human Resources Department
Maryland Public Television
11767 Owings Mills Boulevard
Owings Mills, MD 21117. EOE.

**HELP WANTED PROGRAMING
PROMOTION & OTHERS CONTINUED**



POST-NEWSWEEK STATIONS, CT

CREATIVE SERVICES MANAGER

We're looking for a star! This is a once-in-a-career Creative Marketing opportunity. You'll be responsible for Promotion and Graphics. Our Station has a great story to tell. If you're a leader capable of crafting the vision and implementing the details, we offer an exciting challenge, a great Station and the best Company in Broadcasting. Position reports to the General Manager. Send resume and letter (no phone calls) to Judi Addabbo, Personnel Manager, WFSB/TV3, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**ALLIED FIELDS
EMPLOYMENT SERVICES**

STARTING A TV WEATHER CAREER?

PROVISION

*ProVision Introduces...
Demo Tape Weather Workshops*

Receive the most comprehensive weather demo tape services available - studio and remote weather segments plus reporter package - conducted by a major market meteorologist.

phone: 408-446-3323

TV JOBS
Get a job without going broke.

Medialine
THE BEST JOBS ARE ON THE LINE

for more about how you can get daily updated job information call
800-237-8073
Since 1986 **9800**

EMPLOYMENT SERVICES CONTINUED

The only service specializing in media!

Innovative temporary staffing solutions for

- ▲ Sales
- ▲ Promotions
- ▲ Traffic
- ▲ Research
- ▲ Engineering
- ▲ Sales assistants

Rep
TEMPS, INC.

Chicago • New York • (800) 556-5550

California Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

1-900-40-RTNDA Updated Daily

RTNDA Job Service

85 cents a minute. Listings free.
Call 202-659-6510 (Fax 202-223-4007).

RTNDA Radio-Television News Directors Association
6000 Connecticut Ave., N.W., Suite 615
Washington, D.C. 20036

JOBPHONE
Inside Job Openings, Nationwide

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

1-900-726-JOBS
\$1.99 Per Minute (5027)

JOB OPPORTUNITIES NATIONALLY

- Professional, Technical & Production
- Cable & Broadcast TV, Film...

2x/month, 6 issues/\$35, 12/\$60, 22/\$95.

Subscribe today. Send check/MO to:
ENTERTAINMENT EMPLOYMENT JOURNAL™
Dept. 550, 7095 Hollywood Bl. #815
Hollywood, CA 90028
For more info call: (800)335-4335
In CA: (213)969-8500

TV JOBS

Anchors • Reporters • Producers
Videographers • Editors • Personalities

DIRECT VIA SATELLITE

Your Tape Uplinked Nationwide to
News Directors • Agents
Head Hunters • Programmers

ENTRY LEVEL TO MAJOR MARKET

High Impact • High Visibility
Low Cost • Tremendous Value

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

CABLE

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

**NETWORK OPERATIONS
COORDINATORS**

DirecTv, Inc., a unit of GM Hughes Electronics, will soon launch North America's first high-powered, direct-to-home satellite service, offering 150 channels of premium entertainment programming via a small 18-inch satellite dish installed on homes throughout the U.S. and Canada.

We are seeking individuals with 2-5 years experience in satellite communications or television broadcast operations to monitor and troubleshoot multiple video and audio signals on the DirecTv network. Successful candidates will verify traffic data for completeness and accuracy (correcting any deficiencies as needed) and assist in planning for live sporting and entertainment events. Requirements include AA certificate in radio/TV, technical training or equivalent broadcast industry experience. Must also be able to cope effectively in high-pressure situations and be willing to work all shifts, including nights and weekends. Strong communications skills also essential.

In return for your professional abilities, we offer an attractive salary and an outstanding flexible benefits package. For immediate consideration, please send your resume with salary history to: DirecTv, Inc., Attn: Employment-SPYNE, P.O. Box 92424, Worldway Postal Center, Los Angeles, CA 90009. No phone calls please. Proof of legal right to work in U.S. is required. Equal Opportunity Employer.

DirecTv™

**EARLY
DEADLINE
NOTICE**

Due to the
Thanksgiving Day
holiday, the
deadline for the
Nov 29, 1993 issue
will be
Wednesday, Nov
17, 1993 at Noon.

FOR SALE EQUIPMENT

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

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



USED SATELLITE TRUCK WANTED

Used Satellite Truck Wanted

Uplink firm seeks a used "SNG" satellite uplink truck to purchase immediately.

Please call 601-352-6673.

FOR SALE STATIONS

**Central PA. FM
For Sale!**

New Equipment, Growing Mkt, Positive CF, Serious and Qualified Buyers Only.

Respond to: Box Q-54

KANSAS SMALL MARKET 1000 WATT DAYTIME AM. CLASS A FM. PROGRESSIVE COMMUNITY. NICE LOCATION, SITUATED ON 3 ACRES OF LAND, 1 MILE FROM TOWN ON PAVED ROAD. PRICED TO SELL IN THE LOW 200'S.
REPLY TO BOX R-21.

TX Class C 100 KW \$195K
FL Coastal Resort C 100 KW
TN AM/FM cash flow \$2.9M

HADDEN & ASSOC.
407-365-7832

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

SHERWOOD INC.
4171 Dundee Rd., Suite 208, Northbrook, IL 60062
708-272-4970



Blind Box Response???

**Box Letter-Number
1705 DeSales St., NW
Washington, DC 20036**

**We will now
forward tapes!**

FOR SALE STATIONS CONTINUED

PUBLIC SALE

The bankruptcy trustee for Windsor Communications, Inc. of Wyoming, will publicly sell radio stations KUUY-AM, Orchard Valley, and KKAZ-FM, Cheyenne, on Friday, November 19, 1993, in Cheyenne, Wyoming. For information contact:

Les Kleven
Box 687 Sturgis, SD 57785
(605) 347-4557

W. John Grandy

BROADCASTING BROKER
117 Country Club Drive
San Luis Obispo, CA 93401
Phone: (805) 541-1900
Fax: (805) 541-1906

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$20 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

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

For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 46). FCC actions on ownership change filings with file numbers and action dates follow:

Granted

KSUA-FM College, AK (BALH930827GE)—Action Oct. 22.

WMXA-FM Opelika, AL (BALH930730GG)—Action Oct. 18.

KBTM(AM)-KJBR-FM Jonesboro, AR (AM: BAL921118EE; FM: BALH921118EF)—Action Oct. 25.

KKYK-FM Little Rock, AR (BALH930729GF)—Action Oct. 26.

KERX-FM Paris, AR (BALH930806GF)—Action Oct. 18.

KTHQ-FM Eagar, AZ (BAPH930127GY)—Action Oct. 21.

KMF(AM) Sierra Vista, AZ (BAL930830EC)—Action Oct. 22.

KOJJ-FM East Porterville, CA (BAPLH930813GH)—Action Oct. 15.

KKSA(AM) Folsom, CA (BAP930824EA)—Action Oct. 22.

KNAC-FM Long Beach, CA (BALH930827GG)—Action Oct. 25.

KHOT(AM)-KXMX-FM Madera, CA (AM: BAL930514EG; FM: BALH930514EH)—Action Oct. 22.

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.

KBLA(AM) Santa Monica, CA (BAL930827EG)—Action Oct. 25.

WFTY-TV Washington (BTCT930805KF)—Action Oct. 15.

WPDQ(AM) Jacksonville, FL (BAL930811EB)—Action Oct. 22.

WXTO(AM) Winter Garden and WXXU(AM) Cocoa Beach, both Florida (WXTO: BAL930820EA; WXXU: BAL930820EB)—Action Oct. 13.

WWRK-AM-FM Elberton, GA (AM: BTC930719GJ; FM: BTCH930719GJ)—Action Oct. 26.

KSSK(AM) Honolulu and KSSK-FM Waipahu, both Hawaii (BAL930826EC)—Action Oct. 25.

WAJG-FM Indianapolis (BALH930714GG)—Action Oct. 7.

KOJO-FM Lake Charles, LA (BAPE930503GE)—Action August 20.

KTCM-FM Kingman, KS (BALH930817GH)—Action Oct. 26.

KICR(AM) Oakdale, LA (BAL930816ED)—Action Oct. 26.

WUNI-TV Worcester, MA (BTCCT930805KG)—Action Oct. 15.

WVRT-FM Baltimore (BALH930805GE)—Action Oct. 15.

KCMO-AM-FM Kansas City, MO (AM: BAL930902EA; FM: BALH930902EB)—Action Oct. 27.

KWND(FM) Springfield, MO (BAPED920903GS)—Action Oct. 15.

KCFE(FM) Eden Prairie, MN (BTCH930720GH)—Action Oct. 25.

WKQB-FM Jackson, MS (BALH930804GF)—Action Oct. 12.

WZJS-FM Banner Elk, NC (BTCH930826GH)—Action Oct. 27.

WCCA-FM Charlotte, NC (BALH921022HD)—Action Oct. 16.

WENC(AM) Whiteville, NC (BAL930827EA)—Action Oct. 26.

KRBL-FM Los Alamos, NM (BALH930723GE)—Action Oct. 19.

KOCB(TV) Oklahoma City (BTCCT930723KH)—Action Oct. 15.

KBIX(AM) Muskogee, OK (BAL930803EB)—Action Oct. 26.

KCMX-AM-FM Ashland, OR (AM: BAL930827EH; FM: BALH930827EI)—Action Oct. 22.

KRSR-FM Coos Bay, OR (BALH930809GG)—Action Oct. 25.

KBND(AM) Bend and KLRR(FM) Redmond, both Oregon (KBND: BTC930827EEKLRR; BTCH930827EF)—Action Oct. 14.

WXXZ-FM Port Matilda, PA (BTCH930907GF)—Action Oct. 27.

WVPO(AM)-WSBG-FM Stroudsburg, PA (WVPO: BTC930715GL; WSBG: BTCH930715GM)—Action Oct. 27.

SERVICES

BROADCAST DATABASE
dataworldSM
MAPS
Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS
BROADCAST DATA SERVICES
A Div. of Moffer, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

DSI
COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4661

LDL
COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

IDB FOR WORLDWIDE
SATELLITE
TRANSMISSION
SERVICES CONTACT:
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3904

TNS TOWER NETWORK
SERVICES
NATIONWIDE SERVICE
(305) 771-7180
WE • STROBE LIGHT SYSTEMS
SERVICE • TOWERS AND ANTENNAS

Products wanted for
Infomercials

310/574-4400
Interactive Media Group

NATIONWIDE TOWER COMPANY
COMMUNICATIONS TOWER CONTRACTOR
ERECTOR - DISMANTLER - ANTENNA - RELAPM
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING
P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-6600 FAX (502) 533-0044
24 HOUR EMERGENCY SERVICE AVAILABLE


NATIONAL INDEPENDENT BILLING
INCORPORATED
• Billing Services
• Billing Software
• Business Management Software
Robert A. Holzinger
(507) 388-0300

**PROFESSIONAL/SERVICE
DIRECTORY RATES**
52 weeks - \$45 per insertion
26 weeks - \$60 per insertion
13 weeks - \$75 per insertion
There is a one time typesetting charge
of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.
240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611
MEMBER AFCCCE

CARL T. JONES CORPORATION
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488

Since 1944 Member AFCCCE

COHEN, DIPPELL AND EVERIST, P.C.
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCCE

MLJ
Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 (415) 342-5200
(202) 396-5200
Member AFCCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCCE


F.W. HANNEL & ASSOCIATES
Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

STRUCTURAL SYSTEMS TECHNOLOGY, INC.
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101(703) 356-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCCE

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400


COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS
Clarence M. Beverage
Laura M. Mizrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124


LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCCE
(805) 733-4275 / FAX (805) 733-4793

STEVEN J. CROWLEY, P.E.
Consulting Engineer
1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 383-2906
Member AFCCCE

Suffa & Cavell, Inc.
Consulting Engineers
10300 Eaton Place, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCCE


SPECTRUM ENGINEERING COMPANY
BILL CORDELL, P.E.
11111 Katy Freeway, Suite 360
Houston, Texas 77079
(800) 966-8885 Fax: (713) 984-0066
Communications Engineering Consultants
Member AFCCCE

DON'T BE A STRANGER
To Broadcasting & Cable's 117,323 Readers
Display your Professional or Service Card here
It will be seen by station and cable TV system
owners and decision makers
1989 Readership Survey showing 3.7 readers
per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(301) 776-4488

PROFESSIONAL/SERVICE DIRECTORY RATES
52 weeks - \$45 per insertion
26 weeks - \$60 per insertion
13 weeks - \$75 per insertion
There is a one time typesetting charge of \$20. Call (202) 659-2340

Oct. 15.

WGSN(AM)-WNMB-FM North Myrtle Beach, SC (AM: BAL930517GE; FM: BAPLH930517GF)—Action Oct. 27.

KUPL-AM-FM Portland (AM: BAL930813ED; FM: BALH930813EE)—Action Oct. 20.

WWGM(AM) Nashville (BAL930422EB)—Action Oct. 25.

WHVK-FM Tullahoma, TN (BALH930812GI)—Action Oct. 26.

KLMN-FM Amarillo, TX (BALED930503GG)—Action Aug. 20.

KAMY-FM Lubbock and KGRN-FM Amarillo, TX (KAMY: BAPED930503GH; KGRN: BALH930504GG)—Action August 20.

KGGR(AM) Dallas (BAL930908ED)—Action Oct. 26.

KIKK-AM-FM Houston (AM: BTC930811EE; FM: BTCH930811EF)—Action Oct. 20.

KHOS-AM-FM Sonora and KYXX-FM Ozona, TX (AM: BAL930715GH; FM: BALH930715GI; KYXX: BALH930715GJ)—Action Oct. 15.

KUTV-TV Salt Lake City and KUSG-TV St. George, both Utah (KUTV: BTCCT930812KE; KUSG: BTCCT930812KF)—Action Oct. 18.

WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia (AM: BAPL930811EA; FM: BALH930811HZ)—Action Oct. 21.

KKRT(AM)-KSSY-FM Wenatchee, WA (KKRT: BAL930825EA; KSSY: BALH930825EB)—Action Oct. 15.

Dismissed

WBFG-FM Effingham, IL (BALH921109HQ)—Action Oct. 26.

NEW STATIONS

Applications

■ **McCarthy, AK** (BPED931015MC)—Terminal Radio Inc. seeks 89.7 mhz; 0.102 kw; ant. -169 ft. Address: P.O. Box 467, Valdez, AK 99686. Applicant is headed by Eric Nielsen and owns noncommercial KCHU-FM Valdez, AK.

■ **DeWitt, NY** (BPED931022MA)—The People's Voice Inc. seeks 90.3 mhz; .600 kw; ant. 81 ft. Address: 4853 Manor Hill Dr., Syracuse, NY 13215. Applicant is headed by Craig L. Fox and has WOLF (AM) Syracuse, WTJA-TV Jamestown, WFXV-TV Ulster, all New York, and is permittee of WNHA(AM) Concord, NH.

Actions

■ **Altoona, WI** (BP930831AA)—Returned app. of Metro Media Broadcasting Inc. for 1560 khz; 1 kw night; 2.5 kw daytime. Address: 617C Walden Court, Altoona, WI 54720. Applicant is headed by George and Sharon Scoufis and has no other broadcast interests. Action Oct. 20.

■ **Ephrata, PA** (BPED910115MD)—Granted app. of Temple University of the Commonwealth System of Higher Education for 90.7 mhz; 0.19 kw; ant. 261 ft. Address: Broad and Montgomery Sts., Philadelphia, PA 19122. Applicant is headed by W. Theodore Eldredge and has WRTI-FM Philadelphia, WJAZ-FM Summerdale, WRTQ-FM Harrisburg, and WRTY-FM Jackson Township, all Pennsylvania. Action Oct. 8.

FACILITIES CHANGES

Applications

FM's

■ **Roanoke, AL** WELR-FM 102.3 mhz—Eagle's Nest Inc. seeks mod. of CP (BPH-901114IB) to change antenna supporting-structure height.

■ **Carnelian, CA** KODS(FM) 103.7 mhz—Americom LP seeks CP to make changes: antenna supporting-structure height.

■ **Garberville, CA** KWEO(FM) 103.7 mhz—Brett E. Miller seeks mod. of CP (BPH-910717MB) to correct coordinates; 40 07 13 123 41 32 change ERP: 8 kw; ant. 789.5 m.

■ **Independence, CA** KDAY(FM) 106.3 mhz—Bennett Kessler seeks mod. of CP (BPH-880519MF) to make changes, ERP: 0.85 kw, ant. 908.5 m., TL: Silver Peak Communications Site, Inyo National Forest, 14.2 km; E of Laws, CA, frequency from 106.3 mhz to 92.5 mhz, class: to class B, and to change antenna supporting-structure height (per MM docket 91-284).

■ **Morgan Hill, CA** KSQQ(FM) 96.1 mhz—Coyote Communications Inc. seeks mod. OF CP (BPH-911009ID) to make changes: ERP: 4.7 kw, ant. 49 m., TL: transmitter site is S of McKean Rd., 0.9 km W of Calero Reservoir in Santa Clara Co., CA.

■ **San Luis Obispo, CA** KWQH(FM) 97.1 mhz—Clamshell Communications Corp. seeks CP to make changes; change: ERP: 2.5 kw; ant. 311 m.; TL: seven (7) miles West of San Luis Obispo, CA; San Luis Obispo Co. on Perfumo Canyon Rd.

■ **Colorado Springs, CO** KILQ(FM) 93.9 mhz—Colorado Springs Radio Broadcasters Inc. seeks CP to change frequency from 93.9 mhz to 94.3 mhz.

■ **St. Augustine, FL** WAYL(FM) 91.9 mhz—Ocala Radio Ministries Inc. seeks mod. of CP (BPED-900423MA) to make changes; change: ERP: 5 kw; ant. 66 m.; TL: 567 Lewis Point Rd. Extension, St. Johns Co., St. Augustine, FL.

■ **Griffin, GA** WQUL(FM) 97.7 mhz—Design Media Inc. seeks mod. of CP (BPH-920218IB as mod.) to make changes; change: ERP: 8.5 kw; ant. 169 m.; TL: Swanson Rd., 3.15 km NE of Tyrone, Fayette Co., GA; change city of license to Fayetteville, GA, frequency to 97.5 mhz, and class to C3 (per MM docket 92-227).

■ **Edwardsville, IL** WSIE(FM) 88.7 mhz—Southern Illinois University seeks CP to make changes; change: ERP: 36 kw; ant. 177.5 m.

■ **Wamego, KS** KHCA(FM) 95.3 mhz—KHCA Inc. seeks mod. of license (BLH-860425KC) to increase ERP: 6 kw (pursuant to MM docket 88-375).

■ **Elizabethtown, KY** WQXE(FM) 98.5 mhz—Hardin County Broadcasting Co. Inc. seeks CP to make changes: ERP: 13.29 kw; ant. 137 m.; TL: on Hansborough Rd., 1 km; S of Franklin Cross Rds in Hardin Co., KY.; frequency changed from 253 to 252; class changed from A to C3 (per MM docket 90-535).

■ **Grand Rapids, MI** WBYW(FM) 89.9 mhz—Grand Rapids Public Broadcasting Corp. seeks CP to make changes; change: ERP: 4.5 kw; ant. 59 m.; TL: co-located with WGVU(AM) nighttime site.

■ **Pentwater, MI** WSAB(FM) 94.1 mhz—C&S Broadcasting Inc. seeks mod. of CP (BPH-890511ML) to make changes: ERP: 13 kw; ant. 141 m.; TL: W side of Hogenson Rd., 0.45 km; S of Meisenheimer Rd., 12.4 km; NE of Pentwater, site in Mason Co., MI.

■ **New Madrid, MO** KMIS-FM 106.5 mhz—New Madrid County Broadcasting Co. seeks mod. of CP (BPH-920512ID as mod.) to make changes, ant. 143 m., TL: 0.6 km; E of Portageville on Hwy 162E, and to change antenna supporting-structure height.

■ **Lenoir, NC** New FM 103.3 mhz—Foothills Broadcasting Inc. seeks mod. of CP (BPH-890616MR) to make changes; change: ant. 239 m.

■ **Hanover, NH** WEVH(FM) 91.3 mhz—New Hampshire Public Radio Inc. seeks mod. of CP (BPED-900403MF) to make changes: ant. 360 m.

■ **Delaware Township, NJ** WDV(FM) 89.7 mhz—Penn-Jersey Educational Radio Corp. seeks CP to make changes; change from DA to non-DA (omni-directional).

■ **Tuckerton, NJ** WTUC(FM) 99.7 mhz—Richard Lee Harvey seeks mod. of CP (BPH-900117MS) to make changes, ant. 100 m., TL: 1.2 km; ESE from

intersection of Garden State Parkway and Stage Rd.; New Gretna; Burlington Co., ND; and to change directional antenna pattern.

■ **Gallup, NM** KGLP(FM) 91.7 mhz—Gallup Public Radio seeks mod. of CP (BPED-900813MI as mod.) to make changes; antenna supporting-structure height.

■ **Winnemucca, NV** KWNA-FM 92.7 mhz—Sheen Broadcasting Co. seeks CP to change ERP: 0.14 kw, and class: to C3 (per MM docket 89-150).

■ **Avon, NY** WYNQ(FM) 93.3 mhz—Radio Livingston Ltd. seeks MP (BPH-911226IB) to change ERP: 4 kw, ant. 51 m. and install directional antenna.

■ **Buffalo, NY** WBFO(FM) 88.7 mhz—State University of New York seeks mod. of CP (BPED-920123MF) to make changes; change: non-directional antenna.

■ **Utica, NY** WPNR-FM 90.7 mhz—Syracuse University Utica College Branch seeks CP to change; ERP: 0.43 kw; -43 m. (-142 ft.); TL: 1600 Burrstone Rd., Utica, Oneida Co., NY.

■ **Tiffin, OH** WHEI(FM) 93.3 mhz—Heidelberg College seeks CP to change freq.: 93.3 mhz.; change ERP: 15.1 w; ant. plus 52 ft., replace transmission line and make changes.

■ **McClellanville, SC** WZJQ(FM) 98.9 mhz—Gilchrist Communications Inc. seeks CP to make changes; change: TL: 1.6 km E of Honey Hill, Berkeley Co.

■ **Quanah, TX** KIXC-FM 100.9 mhz—Glen A. Ingram seeks CP to make changes: ERP: 15 kw; ant. 128 m. TL: 12 km; SE of Quanah, Hardeman Co., TX on Highway 1167, class changed from A to C3 (per MM docket 89-235).

■ **Seattle** KNDD(FM) 107.7 mhz—KHOW Inc. seeks CP to change ERP: 57.3 kw h and 49.8 kw v, ant. 714 m., and TL: West Tiger Mtn., 3.3 km; S of High Point, WA.

■ **Green Bay, WI** WORQ(FM) 90.1 mhz—Lakeshore Communications Inc. seeks mod. of CP (BPED-880406MK) to make changes; ERP: 1.81 kw; ant. 172 m.; TL: Town 22 N, Range 21 E, Township of Glenmore, Co. of Brown, WI; antenna supporting-structure height.

TV's

■ **Lake Worth, FL** WHBI(TV) ch. 67—Hispanic Broadcasting Inc. seeks MP (BPCT-910517KFBPCT-840306KE) to change ERP vis: 504 kw; ant. 60 m.; TL: Centurion Tower Building, 1601 Forum Place, Palm Beach Co., West Palm Beach, FL.

■ **Corning, NY** WYDC(TV) ch. 48—Cornerstone Television Inc. seeks MP (BPCT-870610KM) to change ERP: 12.2 kw; ant. 166 m.; TL: Denmark Hill, 4 km; NE of Corning, NY; Steuben, NY.

Actions

AM's

■ **Roseburg, OR** KTBR(AM) 950 khz—Dismissed app. of Riggs Broadcasting Inc. for CP to operate nighttime with 180 w. Action Oct. 20.

FM's

■ **Fort Walton Beach, FL** WJUS(FM) 96.5 mhz—Granted app. of Juanita Inc. of Fort Walton Beach for CP to make changes to ant. 203 m. Action Oct. 26.

■ **Coosa, GA** WSRM(FM) 95.3 mhz—Dismissed app. of Jean M. Gradick for mod. of CP (BPH-900226MD) to make changes; ERP: 0.7 kw; ant. 207 m.; TL: atop Mount Alto on N side of Mount Alto Rd. in Floyd Co., GA. Action Oct. 18.

■ **Hampton, IA** KLMJ(FM) 104.9 mhz—Granted app. of Hampton Communications Inc. for mod. of license to increase ERP: 4.5 kw (pursuant to MM docket 88-375). Action Oct. 26.

■ **Bedford, PA** WAYC-FM 107.5 mhz—Cancelled app. of Cessna Communications Inc. for CP to make changes; change ERP: 0.34 kw. Action Oct. 22.

Captioning addenda

EDITOR: We applaud BROADCASTING & CABLE for its attention to the issue of captioning local news in the Aug. 30 article "Closed captioning picks up speed." The topic is of great interest to local stations that want to respond to the needs of deaf and hard-of-hearing viewers. The advent this year of television sets with built-in decoding capability should help accelerate the growth of this vital service.

However, the article may leave readers with some mistaken impressions about real-time captioning and related hardware, software, personnel and funding issues. Court stenographers have been making live newscasts accessible to deaf and hard-of-hearing viewers for years on both the national and the local level. The first captioned local newscast was pioneered by the Caption Center and Boston's WCVB-TV in 1986 and continues today, thanks to the support of Bull Worldwide Information systems, Dunkin' Donuts and Liberty Mutual Insurance.

More than 200 stations around the country provide captions for their local newscasts, using either the real-time or electronic newsroom method. Stenograph is to be lauded for its commitment to improving its system, but most real-time captioning software systems already allow court reporters to switch between a station's newsroom systems and the stenocaptioned data.

The quoted estimate of \$5,000 as the total investment for a station to begin closed captioning may also mislead some stations about the expense. Captioning software alone may cost that amount, but the requisite hardware, such as encoding devices, decoders, fax machines, telephones, monitors and tape machines, represents an additional \$10,000-\$20,000.

Most important, the cost of the stenocaptioner is omitted. Rates for live captioning range from a few hundred to a few thousand dollars per broadcast hour, depending on the station's interest and need for technical depth, emergency coverage and back-up, the type of program and the captioning agency.

The Caption Center, a service of

the WGBH Educational Foundation, is happy to share information about captioning technology, current and future FCC-mandated capabilities, staffing and funding approaches. We distribute a comprehensive list of captioning software and hardware as well a list of those stations around the country that are captioning. Your readers are welcome to contact us for more information.—*Trisha O'Connell, director, The Captioning Center, Boston (617-492-9225).*

Another answer

EDITOR: Janet Reno, the U.S. attorney general, is threatening to seek legislation to curb TV violence. This is commendable.

But why not enforce the existing laws? The Communications Act of 1934, as amended, requires that new and renewal applicants promise to operate in the public interest, convenience and/or necessity in return for the exclusive use of a scarce and valuable public resource in their area.

At renewal time the FCC can, and should, review the past programming of the applicant, and if there is evidence of operations not in the public interest, such as repeated airings of violence, mayhem and nudity, then subject the renewal applicant to a nonrenewal. The burden of proof would rest upon the applicant. That applicant could then appeal the nonrenewal to the U.S. Court of Appeals, D.C. Circuit.

Licensees invariably cite their First Amendment rights to air what they please, regardless of whether or not their airings are in the public interest. However, the issue before the court would not be First Amendment rights. The issue is whether the applicant has kept its promises to the commission and the public to operate in the public interest. There is nothing in the Communications Act that guarantees renewal.

The real problem is a spineless FCC whose personnel are more interested in self-preservation than in seeing to it that the licensee operates in the public interest, as promised.

The cure is to replace the commissioners who are suffering from rigor mortis.—*Vincent L. Hoffart, Spokane, Wa.*

THIS WEEK

Nov. 9—The National Information Infrastructure: Communications and Computing—Converging or Colliding? conference sponsored by *The Annenberg Washington Program Communications Policy Studies Northwestern University*. Willard Office Building, Washington. Contact: Lisa Spodak; (202) 393-7100.

Nov. 11-13—*National Broadcasting Society-Alpha Epsilon Rho* 1993 quad regional. Sam Houston State University, Huntsville, Tex. Contact: Keith West; (915) 837-8219.

Nov. 12-14—*American Women in Radio and Television* board of directors and foundation meetings. Washington. Contact: Donna Cantor; (202) 429-5102.

Nov. 12-14—*National Broadcasting Society-Alpha Epsilon Rho* 1993 mideast regional. Kansas City, Mo. Contact: John Smead; (816) 543-4926.

Nov. 12-14—*National Broadcasting Society-Alpha Epsilon Rho* 1993 southeast regional. Nashville. Contact: Ruth Brake; (615) 595-9645.

NOVEMBER

Nov. 10—First Annual *Media Battle of the Bands* benefiting Citymeals-On-Wheels. Tramps, New York. Contact: (212) 687-1234.

Nov. 11—*International Press Freedom* awards dinner honoring R.E. (Ted) Turner, chairman of the board, Turner Broadcasting Systems, Inc. Grand Hyatt Hotel, New York.

Nov. 12-14—*Foundation for American Communications* journalists conference. Westchase Hilton, Houston. Contact: Christina Gardner; (213) 851-7372.

Nov. 18—*Southern California Cable Association* annual dinner. Union Station, Los Angeles. Contact: Rosie Roope; (310) 316-0558.

Nov. 18—"The Cable Follies: Cable Surfin' USA," sponsored by *New York Women in Cable*. The Hudson Theatre, New York. Contact: Tom Meli; (201) 279-6696.

Nov. 30—*Cable Television Administration and Marketing Society* western regional confer. Anaheim, Calif. Contact: William Coble; (703) 549-4200.

DECEMBER

Dec. 1-3—*Western Cable Show*. Anaheim, Calif. Contact: (800) 898-2282.

Dec. 2—*American Sportscasters Association* ninth annual hall of fame awards dinner. Marriott Marquis Hotel, New York. Contact: Louis Schwartz; (212) 227-9080.

JANUARY 1994

Jan. 14-20—*National Association of Broadcasters* winter board meeting. Carlsbad, Calif. Contact: (202) 429-5300.

Jan. 23-24—*Association of Independent Television Stations*. Miami. Contact: (202) 887-1970.

Jan. 24-27—*NATPE International*. Miami Beach. Contact: (310) 453-4440.

Jan. 25-26—*South Carolina Cable Television Association* convention. Columbia Marriott Hotel, Columbia, S.C. Contact: Nancy Horne; (404) 252-4371.

Jan. 29-Feb. 1—*National Religious Broadcasters*. Washington. Contact: (703) 549-6990.

FEB—MAY 1994

Feb. 7-11—*34th Monte Carlo Television Festival*. Monte Carlo. Contact: (33) 93-30-49-44.

Feb. 8-9—*Cable Television of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Horne; (404) 252-4371.

Feb. 10-12—*Satellite Broadcasting and Communications Assn*. Anaheim, Calif. Contact: (703) 549-6990.

March 18-21—*Broadcast Education Association* Las Vegas. Contact: (202) 429-5354.

March 21-24—*National Association of Broadcasters*. Las Vegas. Contact: (202) 429-5300.

April 10-12—*Cable Advertising Bureau*. New York. Contact: (212) 751-7770.

April 15-20—*MIP-TV*. Cannes, France. Contact: (212) 689-4220.

May 22-25—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.

• **Major Meetings**

Headline News

Continued from page 32

says Nicholson, whose station last week began supplying 13 fresh updates daily for the around-the-clock Headline News inserts. "If you're out there throwing news to a news junkie on that channel and you can't bring him in at 5, 6 and 10, you don't belong in this business."

In many of the retransmission-consent deals, Local Edition was just one element in a package of agreements that included other bargaining chips such as guaranteed channel placement, says Bermel. Many of the stations that have arranged Local Edition newscasts as part of their retransmission-consent negotiations also will be sharing in the 90 seconds of ad revenue that is tied to each 6-minute installment. Only about

10 of the 48 stations with Local Edition newscasts prior to retransmission consent were involved in ad revenue sharing.

Retransmission-consent negotiations also have helped to boost distribution of some existing Local Edition newscasts. Prior to retransmission consent, few stations had agreements with all of the cable systems in their ADI's to carry Local Edition, says Bermel. But some TV stations—including WJW-TV Cleveland, WDAF-TV Kansas City, Mo., and WFTV-TV Orlando—were able to use retransmission-consent negotiations to fill any gaps in carriage.

Once all of the deals go through, the local editions will be seen in 95 of the nation's 209 ADI's, says Bermel. Local Edition will be available to more than 13 million cable homes via 250 cable systems in 92 markets. ■

Interactive post

Gordon Cooke, formerly CEO of Bloomingdale's By Mail, has been named to the new post of president, Time Warner Interactive Merchandising. Cooke will focus on developing programming alternatives for marketers in both existing Time Warner cable systems and the company's upcoming state-of-the-art interactive cable system in Orlando, Fla.

Berman returns

ESPN commentator Chris Berman has signed a new deal with the cable sports network that will keep him on the channel at least through the year 2001. He joined the network in October 1979.

Hall of Fame

Continued from page 40



Orson Welles

"At the very outset of the broadcast and twice during its enactment, listeners were told that this was a play, that it was an adaptation of an old novel by H.G. Wells. Furthermore, at the conclusion, a detailed

statement to this effect was made."

George Orson Welles was born May 6, 1915, in Kenosha, Wis. Legend has it that Welles staged a puppet show adaptation of Shakespeare at age six and began smoking cigars at age 10. Welles was nothing if not precocious. While still in his 20's he had been acclaimed as a pioneer in radio drama production and direction (in addition to a commanding presence in the theater and motion pictures), with numerous acclaimed radio dramatic adaptations to his credit. That resume notwithstanding (and not to mention books, lectures and recordings), he will be forever linked to his Oct. 30, 1938, *Mercury Theater* adaptation of H.G. Wells's "War of the Worlds." The use of simulated newscasts on the CBS broadcast helped convince nervous listeners that a real Martian invasion was at hand, to the amazement of Welles and the consternation of some radio executives and the FCC. Following the broadcast, the commission moved to curtail the use of such news simulations. His other broadcasting credits included the on-air role of *The*

Shadow, producer-director on *CBS Workshop* and numerous dramatic TV roles. He died in 1985.



Richard E. Wiley

"More competition and less regulation—that's a winning combination for a dynamic communications industry. And we certainly have one in this country."

Dick Wiley served seven years at the FCC, three as chairman. But his mark-making on the Fifth Estate has continued since his departure from the commission in 1977. Using the agency experience as a springboard, Wiley emerged during the 1980's as Washington's preeminent communications attorney representing a who's who of clients—everyone from CBS to Viacom to Paramount to Comsat. Rarely does a major policy issue go by without Wiley's involvement. A native of Illinois, Wiley earned law degrees from Northwestern University and Georgetown law schools. During the 1960's, he paid his Republican dues by campaigning for Senator Charles Percy and the Nixon-Agnew ticket. He arrived at the FCC as general counsel in 1970. After assuming the chairmanship, Wiley advanced a deregulatory agenda that became an ongoing trend. Wiley's public service continues as chairman of the FCC's advisory committee on advanced television; he may come to vie for the title of "father of HDTV." For the past five years he has worked with industry leaders and three FCC chairmen in developing standards for the high-definition TV service.

Alexander Vadime Netchvolodoff

Two years ago, Cox Enterprises decided that it was time to have a permanent presence in Washington. The company's varied interests in the broadcast, cable and publishing arenas made it essential to have a representative who could convey their concerns to policymakers.

The company found its advocate in seasoned political veteran Alexander V. (Netch) Netchvolodoff. He had been chief of staff to Missouri Republican Senator John C. Danforth for 15 years. His reputation was spotless, and his knowledge of communications issues, due to Danforth's tenure on the Senate Commerce Committee, made him a logical choice.

Netchvolodoff's political skills appear to have paid off for Cox. James C. Kennedy, chairman and CEO, Cox Enterprises, says of him: "Netch has tremendous legislative experience and a solid reputation, both professionally and personally."

Hill staffers enjoy working with him. They say he's a "straight shooter and knows the issues." Moreover, says one Senate Commerce Committee aide, he understands that members and staff work on tight schedules. He can give a "quick, concise and direct" presentation.

And last month, his ties and experience in the Senate helped the company obtain language in an FCC appropriations bill that paved the way for a more liberal FCC policy on newspaper-radio crossownership waivers (BROADCASTING & CABLE, Oct. 25).

Cox, which owns one TV station, two radio stations and a newspaper in Atlanta, is seeking to buy a third radio station there. Because of the company's broad interests in communications, Cox is a player in most, if not all, of the telecommunications policy debates on the Hill and at the FCC today. Netchvolodoff is closely involved in the deliberations over the Senate's so-called infrastructure bill, S. 1086, and the expected introduction of legislation in the House dealing with the modified final judgment (MFJ). The MFJ prohibits telephone companies from manufacturing equipment and delivering long-distance



phone service. The measure is also expected to address some of the issues related to the delivery of electronic publishing and information services by regional Bell operating companies.

The infrastructure bill is the handiwork of Danforth and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Cox, he says, is "very supportive of the goals in 1086. There are a few things we'd like to see added, but it's a really important step in the right direction." It's important, he says, because it would preempt state and local barriers that now prohibit cable from entering the local telephone business. "We see the promise of new telecommunications services as one of the most exciting areas in the whole business sector."

The 57-year-old St. Louis native, son of a Russian immigrant, also happens to be a boyhood friend of Danforth's; they went to grade school and high school together. When Netchvolodoff came to Washington in 1977, he had just engineered Danforth's successful election to the Senate.

He is an "absolutely brilliant politi-

cal strategist," says Walter McCormick, who worked with Netchvolodoff when he was the Republican counsel on the Commerce Committee. McCormick credits Netchvolodoff with helping establish the Republican party in Missouri, which had been a one-party state. "He understands politics, he understands people and he understands the process," says McCormick, now an attorney with Bryan, Cave, McPheeters & McRoberts in Washington.

By 1991, Netchvolodoff felt it was time for a change. He was ready to leave government and get back into the business world. (He had given up a successful career in retailing in 1968 to help Danforth become Missouri's attorney general and consequently served as Danforth's administrative assistant for the next eight years.) "I had a glorious career in the Senate and I had been

uniquely blessed with the opportunity to work with someone like Jack Danforth, but it was really time for me to move on," he says.

He had several offers, but Cox Enterprises wanted him to establish, for the first time, a Washington office.

Despite his departure from the Senate, Netchvolodoff remains close to Danforth, although they were on opposite sides of the cable

reregulation debate last year. Danforth was a sponsor of legislation that Cox and others in the cable industry opposed. Netchvolodoff is quick to point out, however, that Cox supported an earlier, more moderate, cable bill introduced by Danforth.

But it's clear that Danforth holds Cox's vice president for public policy in high esteem. Says Danforth: "One of the best parts of my life is to have Netch as my friend and for him to have given so much of his life to my public career." ■

Vice President, public policy, Cox Enterprises Inc., Washington; b. Sept. 7, 1936, St. Louis; manager, Boyd's clothing store, St. Louis, 1959-61; assistant to the president, California Tanning Co., St. Louis, 1962; buyer, May Department Stores, Famous-Barr Division, St. Louis, 1963-68; merchandise manager, Associated Dry Goods's River Roads Division, St. Louis, 1968; administrative assistant to then Attorney General John C. Danforth, Jefferson City, Mo., 1968-76; chief of staff, U.S. Senator John C. Danforth, Washington, 1976-91; current position since 1991; m. Carol Shilkett, Jan. 29, 1961; children: Nicholas, 32; Caroline McCall, 30.

TELEVISION



Bruce

Betsy Bruce, VP, multiplex sales, marketing, market analysis, HBO, New York, joins Time-Life Video & Television, Alexandria, Va., as president.

New members, board of directors, Academy of Television Arts & Sciences, North Hollywood, Calif.:

Jonathan Goodson, president/CEO, Mark Goodson Productions; **Leslie Moonves**, president, Warner Bros. Television; **Richard Riordan**, mayor of Los Angeles; **Hank Rieger**, editor/publisher, *Emmy* magazine, and chair of ATAS Past Presidents Council.

Carole Weitzman, VP, production, Sunbow Productions Inc., New York, named senior VP.

Larry Adoff, research manager, KCOP-TV Los Angeles, joins ACI there as manager, research.

Jacob Weisbarth, president, Opti-mark International, New York, joins King World Direct there as director, operations.

Kelly Kahl, manager, research, Warner Bros. Television, Burbank, Calif., named director, network research.

Sandy Knox Ellis, promotion manager, Warner Bros.' *The Jenny Jones Show*, Los Angeles, joins Twentieth Television's *The Bertice Berry Show* there as director, advertising, promotion.

Bob Roy, senior broadcast producer, ABC News's *World News Tonight with Peter Jennings*, New York, named executive producer, special events.

Susan Holliday, West Coast counsel, CBS Inc., Los Angeles, and **Douglas Jacobs**, associate general counsel, CBS Inc., New York, named deputy general counsels, West Coast and East Coast, respectively.

Debra Roue Ryan, manager, Katz

American Television, Minneapolis, assumes additional responsibilities as divisional VP there.

Bruce Kallner, national sales manager, Katz American Television, New York, assumes additional responsibilities as divisional VP there.

Rick Schwartz, national sales manager, Katz Continental Television, Los Angeles, assumes additional responsibilities as divisional VP there.

Craig Broitman, national sales manager, Katz National Television, New York, assumes additional responsibilities as divisional VP there.

Nick D'Arienzo, director, comedy development, Warner Bros. Television, Burbank, Calif., joins Addis/Weschler and Associates, Los Angeles, as VP, television.

David Roche, account executive, MMT Sales, Los Angeles, joins Katz National Television, Boston, as sales manager.

Greg MacGregor, manager, Katz Television Group, Jacksonville, Fla., named VP there.

David Sheehan, marketing coordinator, Worldwide Television News, New York, named marketing manager.

Lauren Cohn, general assignment reporter, WLS-TV Chicago, named co-anchor.

Shelly Spencer, producer, WTTW-TV Chicago, named director, program production, national television production center.

Rip Riordan, VP/GM, KSAS-TV Wichita, Kan., joins KITN-TV Minneapolis in same capacity.

Appointments at WLWT-TV Cincinnati, Ohio: **Kathleen Sullivan King**, staffer, prop and floor department, named creative services assistant; **Martha Kerr**, master control operator, WKRC-TV Cincinnati, joins as assistant director.

Appointments at Gray Communications, Albany, Ga.: **Jere Pigue**, president/station manager, WKYT-TV Lexington, Ky., named president/GM, WALB-TV Albany, Ga.; **Wayne Martin**, VP, sales, WKYT-TV Lexington, Ky., named presi-

dent/GM; **Kathy Plomin**, sales manager, WKYT-TV, named VP/GSM; **Ernestine Cornett**, station manager, WYMT-TV Hazard, Ky., named president/GM; **Jim Boggs**, sales manager, WYMT-TV, named VP/GSM; **Jim Wilcox**, sales manager, WALB Albany, Ga., joins WYMT-TV as VP/GSM.

Benjamin McKeel, VP, television, Nationwide Communication Inc., Columbus, Ohio, named GM, WRIC-TV Richmond.

Appointments, marketing and development division, Maryland Public Television, Baltimore: **Joan Frangos**, VP, regional development, named senior VP; **John (Jack) Gilmore**, director, regional marketing, named VP, marketing.

RADIO

Stu Heifetz, director, sports sales, Katz Radio Group, New York, named senior VP.

Darrin Klayman, VP/manager, western region, Katz Radio Group Network, Los Angeles, named VP/GSM, Katz Radio Group Network, New York.

Diane Nader, manager, Eastman Radio, Chicago, named VP.

Ann Pantalone, manager, Banner Radio, Detroit, named divisional VP there.

Appointments at Banner Radio, New York: **Til Levesque**, VP/manager, special sales, named VP, marketing; **Claire Browne**, research manager, named director, research.

Vince Gambino, manager, Banner Radio, Philadelphia, named VP/regional manager, Banner Radio, eastern division, there.

Ira Wechsler, VP/West Coast manager, Banner Radio, Los Angeles, named VP/regional manager, Banner Radio, western division, there.

Bob McArthur, VP, stations, central region, Banner Radio, Chicago, named VP/regional manager, central region, there.

Dominick Milano and **Mark Gray**, sales managers, Katz Radio, New York, named divisional VP's there.

Erik Hellum, sales manager, Katz Radio, Chicago, named divisional VP there.

Maribeth Dorn, sales manager, Katz Radio, San Francisco, named divisional VP there.

Nancy Logan, West Coast sales manager, BROADCASTING & CABLE, Los Angeles, joins Katz Radio Group there as western sales manager.

John Felt, local sales manager, KHYL-FM Sacramento, Calif., named GSM.

Frank Murphy, producer, *Jay Thomas Show*, KPWR-FM Los Angeles, joins KROQ-FM there in same capacity.

Terry Peters, GM, WZTR(FM) Milwaukee, joins WOKY(AM)-WMIL-FM there as director, sales.

CABLE



Lazaroff

Appointments at Lifetime Television, Astoria, N.Y.: **Lynn Lazaroff**, VP, advertising, promotion, Turner Program Services, Atlanta, joins as VP, audience promo-

tion, programming, production; **Barry Kresch**, senior VP, research, named senior VP, research, marketing; **Sarah Holt**, entertainment senior publicist, CBS Inc., New York, joins as director, press relations; **Thomas Yaroschuk**, supervising producer, CNBC, Fort Lee, N.J., joins as producer, *Clapprod Live*.

Jane Tollinger, senior VP, business, legal affairs, human resources and group VP, Hearst/ABC-Viacom Entertainment Services, Astoria, N.Y., named executive VP, administration, and group VP.

George Bodenheimer, VP, affiliate sales, marketing, ESPN, Bristol, Conn., named senior VP.

Appointments at Arts & Entertainment Network, New York: **Delia Fine**, director, film, drama, named VP; **Michael Cascio**, director, documentary production, named VP, documentary programming.

Appointments at MTV, New York: **Sara Levinson**, executive VP, named



Networking in New York

Four network executives kicked off the American Women in Radio and Television's New York City chapter luncheon series with a discussion of the future of network television in the '90s. Pictured l-r: Preston Padden, executive VP, affiliate relations, Fox Broadcasting; Krys Keller, president, AWRP's New York chapter; Mark Mandala, president, ABC Television Network; Lucille Luongo, senior VP, corporate relations, The Katz Corp.; Peter Lund, executive VP, CBS/Broadcast Group, and Pierson Mapes, president, NBC Television Network.

—MB

president/business director; **Judy McGrath**, executive VP, creative director, named president/creative director.

Mary Harrington, supervising producer, *Nicktoons*, Nickelodeon, Los Angeles, named executive producer/VP, production, development.

Appointments at Nickelodeon Pictures, Los Angeles: **Stephen Bulka**, director, creative affairs, Paramount Pictures, Hollywood, joins as executive of development; **Pola Ayllon**, story editor, 21st Century Films, Hollywood, and **Craig Titley**, staff reader/executive assistant, Renfield Productions, Hollywood, join as creative associates.

Colleen Abdoulah, VP/GM, Telecommunications Inc.'s Netlink, Englewood, Colo., named VP, marketing, business development, TCI Cable Management Corporation, there.

Appointments at CNN, Atlanta: **Jim Meyers**, group controller, named VP; **Lynn Gutstadt**, director, audience research, named VP; **Dave Henn**, meteorologist, WTVG-TV Toledo, Ohio, joins in same capacity.

Carol Buckland, writer/movie reviewer, CNN, named Joan Shorenstein Barone Congressional Fellow.

Larry Smith, anchor/reporter, WPTV-TV West Palm Beach, Fla., joins CNN Sports, Atlanta, as anchor.

INTERNATIONAL

Lawrence Dam, VP/general counsel, legal, governmental affairs, Univisa Inc., Mexico, named president, Univisa Inc., Century City, Calif.

Joseph Kennedy, VP/communications manager, Burson-Marsteller, New York, joins BBC Lionheart there as VP, public relations.

DEATHS

Bonnie Lampkin, 42, former account executive, WRC-TV Washington, died Oct. 12 in a plane accident between Nassau and Long Island, Bahamas. Lampkin was with WRC-TV sales and marketing for nine years before leaving to join Chicarney Beverage in Nassau in 1988. Survivors include her husband, Ignatius Carroll, and a daughter.

Terry Alley, 41, chief engineer, WTAM-TV Altoona, Pa., was found dead Oct. 2 on Wopsononock Mountain there. Cause of death will be determined by a pathologist. Alley had been missing since Sept. 23. His vehicle was found near the TV station's control room on Wopsononock, where he worked. Alley's body was found a half mile's walk from his truck. Survivors include his parents.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 24. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.9/221/97
2. Star Trek	11.9/247/99
3. Jeopardy!	11.6/212/97
4. Oprah Winfrey Show	9.7/236/99
5. Star Trek: DS9	9.3/237/99
6. Entertainment Tonight	7.9/176/93
7. Roseanne	7.7/181/96
8. Inside Edition	7.1/162/94
9. Wheel of Fortune-wknd	6.9/177/78
10. Baywatch	6.7/196/96
11. Married...with Children	6.5/184/95
12. Current Affair	6.1/180/94
13. Hard Copy	6.1/157/89
14. Imagination I	5.9/181/97
15. Sally Jessy Raphael	5.5/209/98

In a move calculated to concentrate on acquiring major-market duopolies, **Shamrock Broadcasting** (Bill Clark) **sold its Cleveland combo to OmniAmerica Communications** (Carl E. Hirsch) last week for an **estimated \$12 million-\$14 million**. Hirsch currently owns WMJI-FM Cleveland and WYHY-FM Lebanon, Tenn., and is awaiting FCC approval on the purchase of WRVF(FM) WHOK(FM)-WLOH(AM) in the Columbus, Ohio, market. WHK(AM)-WMMS-FM were originally owned by Mairite Communications and joined Shamrock when the two companies merged in July. Shamrock is owned principally by the Roy E. Disney family and operates 21 radio stations.

KFMF(FM) Chico, Calif. has been purchased by the Park Lane Group (Jim Levy) from Nova Broadcasting (Gregg Peterson) for **\$1.675 million**. Park Lane also owns KPPL-FM Chico, so this purchase will make the area's first FM-FM combo. In addition, Park Lane owns KAAA(AM)-KZZZ(FM) Kingman and KZGL(FM) Cotton-Flagstaff-Prescott, both Arizona, and KTPI(FM) Tehachapi,

Capcities buying back 12% of its stock

Capcities/ABC, citing what it considers an overpriced market for media properties, last week announced plans to use some of its excess cash to buy back 2 million shares of its stock for an estimated \$1.2 billion.

The company also confirmed that Chairman Tom Murphy will add duties as CEO beginning Feb. 4, 1994, when current CEO Daniel Burke retires. Murphy's return is seen as a temporary move that will give the company more time to choose a successor.

The company said that it has considered potential acquisitions, but has not found them available at prices the company believes would produce good returns for its shareholders.

Wall Street analysts said Capcities could still handle a major acquisition after the buyback. While the company does not appear to feel pressure to make a deal, there also exists the possibility that Capcities could find a merger partner, or could attract bids from potential buyers.

The company said that Warren Buffett, who controls 18% of Capcities' common stock, would tender 1 million of the 3 million shares he controls. If those shares are sold, Buffett's stake in Capcities would drop to 14%.

Under the buyback, Capcities will determine, by Dec. 1, the lowest price for which it can buy 2 million shares of common stock, within a range of \$590-\$630 per share.

-PV

KVOY(AM) Mojave, KQMS(AM)-KSHA(FM) Redding, KOWL(AM)-KRLT(FM) South Lake Tahoe, all California. KFMF has rock/AOR format on 91.7 mhz with 7.71 kw and antenna 1,219 ft. *Broker: Media Venture Partners.*

The FCC waived the one-to-a-market rule for Burt Ellis, clearing the way for the Elcom acquisition of wmc-AM-FM-TV Memphis from Scripps Howard Broadcasting Co. for \$65 million. The ruling breaks up Scripps Howard's crossownership of newspaper and broadcast in the market, with the intention of promoting diversity and competition, the FCC memorandum states. Arbitron ranks Memphis 39th among TV markets.

Nielsen Media Research announced plans to add meters to the Cleveland and Detroit markets in 1994. Nielsen expects to inaugurate

service in Cleveland in May and in Detroit by mid-year. The rating service recently announced plans to add metered service to the West Palm Beach-Fort Pierce, Fla., market in February.

Infinity Broadcasting and Westwood One announced last Friday that they have **signed a definitive agreement** under which Westwood buys Unistar Radio Networks for \$101.3 million and Infinity takes an ownership interest in Westwood. Also: Infinity CFO Farid Suleman will assume those duties at Westwood, replacing Bruce Kanter. And Westwood announced that Westinghouse Credit Corp. has acquired *Radio & Records* magazine and has relieved Westwood of \$20 million of debt and accrued interest.

Beginning early next year, **NBC**

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Televesting*® introduced in 1945. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable*® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123197457) is published weekly, except at year's end when two issues are combined, by the Cahnes Publishing Co., Cahnes Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02458-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Bem, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$309; Foreign Surface, \$149. Except for special issues where price changes are indicated, single copies are \$2.95 US. Please address all subscription mail to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0691).

News will use all of its programming to launch what it calls "a major effort to examine the growing problem of violence in America." NBC News programs in the project include: *Today*, *NBC Nightly News with Tom Brokaw*, *Now with Tom Brokaw and Katie Couric*, *Dateline NBC*, *Meet the Press*, *NBC News at Sunrise* and the weekend version of *Today*.

Reports last week that campaign finance reform legislation appears dead this year (see page 51) **may have been greatly exaggerated.** The House Administration Committee has a markup scheduled for Wednesday on a campaign reform bill. NAB is "cautiously optimistic" that broadcasters will be "treated fairly" in the House legislation.

FCC appears to be in gridlock over its plans to extend the cable rate freeze beyond the Nov. 15 deadline to early next year. The commissioners are reportedly in agreement on the idea of extending the freeze, but Chairman Jim Quello's office has not been able to come to terms with other commissioners on a date or implementation of the freeze.

The California branches of the NAACP and the League of United Latin American Citizens are urging the FCC to deny license renewals for a dozen TV stations throughout the state. The organizations say a four-year study of 12 California stations found "substantial underrepresentation of minority employees." Meanwhile, The National Hispanic Media Coalition is challenging the license of KCAL(TV) Los Angeles, claiming similar EEO violations and saying the station violated children's advertising rules.

Changes at Group W Radio: Warren Maurer, VP/GM of WINS(AM) New York, named VP of development for Group W Radio, overseeing new business initiatives in sales and programming. Scott Herman, director of news programming for Group W radio and television stations in Philadelphia, replaces Maurer as VP/GM at WINS.

Errata: The correct formats of WXYU(AM)-WJJS(FM) of Lynchburg-Roanoke, Va., are urban gold and urban contemporary, respectively. They were incorrectly identified in the Nov. 1 "Changing Hands" column.

LOS ANGELES

Rosenzweig returns

Barney Rosenzweig, whose last project, *Rosie O'Neill*, ran on CBS in 1990-91, will return to the network later this season with *Christy*. The hour drama stars Kellie Martin of *Life Goes On* fame and reunites the producer with Tyne Daly, the co-star of his most popular series, *Cagney & Lacy* (*Rosie O'Neill* had starred *Cagney's* other co-star, Sharon Gless). CBS has ordered six episodes (including a two-hour pilot) and the series is currently scheduled as a mid-season replacement. In the show, which is set in 1912 and is being filmed on location in Tennessee, Martin plays Christy, a sheltered young woman from the city who moves to the Smoky Mountains to teach at a mission school for children from primarily poor rural homes. Daly plays her mentor.

Spelling signed-ups

Spelling Entertainment's two-hour prime time block, set to premiere in June 1994, has signed 12 stations and cleared more than 50% of the country, according to John Ryan, president, Spelling Entertainment's Worldvision Enterprises distribution division.

PSA's pronto

The Natpe*Net computer communications/entertainment network is developing the software to list more than 650 public service announcements for the Ad Council. Natpe*Net, which services 70% of the nation's commercial television stations, will provide an on-line menu of the council's PSA's that will include a list of titles and a description of their contents. Station managers will be able to pick a spot and order it up through e-mail.

WASHINGTON

Cable's violence strategy

The Satellite Network Committee of the National Cable Television Association, which includes execu-

tives from all the top cable networks as well as MSO's Jones International and Newhouse Broadcasting, is mapping out a plan to head off possible legislation on TV violence. The group kicked around a number of hush-hush proposals at a meeting two weeks ago and is expected to reconvene soon to iron out a strategy.

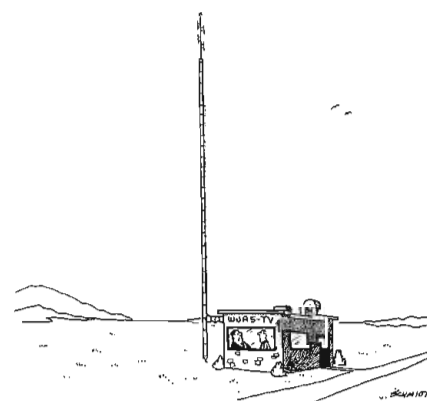
NEW YORK

Changing judges

Viacom's lawsuit against TCI, Liberty Media and QVC has been reassigned in U.S. District Court in Manhattan to Judge Kenneth Conboy. The case was taken from Judge Kimba Wood (who gained renown handling the Michael Milken securities case) due to a conflict of interest. Wood's husband works for *Time*, whose parent company, Time Warner, shares common investments with some of the defendants. Conboy will be familiar with media, since he also was recently assigned an Infinity/Howard Stern lawsuit against Evergreen Media.

No numbers

Court TV, metered by A.C. Nielsen Co. since Oct. 1, is keeping its ratings data close to the vest. Court TV executives say they are still deciding whether or not to release internal ratings data prior to Nielsen's official release of Court TV's numbers in first quarter 1994. Court TV is now available in 13.24 million households, according to Nielsen.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"How are we going to get a handle on our market without Arbitron?"

Like a dive into troubled waters

Paul Simon (the senator, not the singer) has hit on an idea whose time will hopefully never come. He expended his and others' energy sending letters to every TV station and to the top 100 cable MSO's asking them to use their public service airtime for PSA's warning about the supposed dangers of violent TV programming. His suggested wording included this gentle reminder: "Warning: Watching too much television violence may be harmful." And eating too much meat may be harmful, and drinking too much coffee, and exercising too strenuously, etc., etc., ad infinitum. By that reasoning we might have a warning on everything cautioning against the dangers of excess.

What we have is an excess of people telling programmers how to do their jobs. Janet Reno writing TV scripts, Paul Simon drafting PSA's. Perhaps the post-master general has some suggestions on what Fox should do with that vacant *Chevy Chase* time slot.

Don't blink

We're going to break the magician's rule of "never show them how it's done" and reveal a little of the editorial process.

We wondered at the beginning of last week whether our decision to feature Bell Atlantic's Ray Smith on the cover was the right one. The TCI deal was huge news, but we'd covered the "Mr. Smith goes to Denver" story wall-to-wall when it broke. Smith may well become the most powerful man in television, but perhaps events weren't moving as swiftly as we thought, perhaps TV wasn't being remade almost overnight, perhaps the floodgates, while clearly cracked, were not opening wide for a telco rush into the video business.

The subsequent events of last week erased all doubt,

as stories burst like a cannonade around us. First there was Ameritech's announcement that it was going to follow Bell Atlantic's lead and challenge its exclusion from video in its telephone service areas. US West quickly followed with a similar suit. Then came the news that Southwestern Bell and Cox were close to a deal, and then the rumor that Bell South might be dropping a couple of billion into the hat to help QVC in its bid for Paramount. Not to be left out, Washington weighed in with the news that the White House was working on its own omnibus infrastructure bill to provide a new blueprint for the media future that is threatening to arrive, like hungry house-guests, before Washington has had time to set the table.

We said two weeks ago that events in the telecommunications marketplace were moving at the speed of light. Einstein may have been wrong. Last week, at least, they seemed to be moving even faster.

Label it pragmatic

The Motion Picture Association of America, with the support of NAB, has decided to label films that have been altered to fit other media, including broadcast, cable and home video. Editing techniques such as panning and scanning, time compression and changes such as colorizing black and white films will now be clearly identified. This page opposed the Metzbaum bill requiring such labels, objecting—as we still do—to the characterization of the TV business's inherent marriage of commerce and creativity as a violation in need of government repair. And frankly, we could do without the congressional meddling and threats of legislation that were the spur to the MPAA's self-policing. Still, as a practical matter, the industry steps appear reasonable. "It is our intent to clearly and concisely inform consumers, through the use of labels, of any changes that have been made to the original film." We can live with it, and Congress can drop its labeling bill and turn its attention to a laundry list of real problems.

Lawrence B. Taishoff, chairman.
Peggy Conlon, publisher.

Editorial

Donald V. West, editor/senior vice president
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene (special projects), John S. Eggerton, assistant managing editors
David R. Borucki, art director

Kim McAvoy, bureau chief. Elizabeth Rathbun, assistant editor. Sean Scully (technology), staff writer.
Marsha L. Bell, Julie A. Zier, editorial assistants.
Winslow Tuttle, Catharine Garber, proofreaders: Denise P. Smith, Kenneth R. Ray, production artists.

New York □ 475 Park Avenue South 10016.
212-340-9860; Fax 212-340-9874.

Geoffrey Foisie, bureau chief. Stephen McClellan, chief correspondent. Rich Brown (cable), Peter Viles (radio), assistant editors: Christopher Stern, Jim Cooper, staff writers.

Los Angeles □ 5700 Wilshire Blvd., Suite 120 90036.
213-549-4100; Fax 213-937-4240

Steve Coe, bureau chief. Mike Freeman (syndication), Joe Flint, assistant editors

London □ Europa House, 54 Great Marlborough St., W1V 1DD; 44-71-437-0493; Fax 44-71-437-0495.
Meredith Amdur, international editor

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting & Cable

1705 DeSales Street, N.W.,
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Advertising

New York □ 212-340-9860; Fax 212-340-9869

Lawrence W. Oliver, advertising director; Randi T. Schatz, international sales director; William C. Schenck, account executive; Antoinette Fasulo, executive assistant; Joan Miller, executive secretary

Los Angeles □ 213-549-4100; Fax 213-937-5272

Gary Rubin, national marketing director, director of syndication advertising; Sandra Klausner, editorial advertising assistant.

Washington □ 202-659-2340; Fax 202-293-3278.

Doris Kelly, sales service manager; Mitzi Miller, classified advertising manager.

Advertising Representatives

Lewis Edge & Associates (Southwest regional and equipment advertising); 609-683-7900; Fax 609-497-0412.

Ayer Communications (West Coast equipment advertising); 714-366-9089; Fax 714-366-9289.
Yukari Media (Asia); (06) 925-4452; Fax (06) 925-5005.

Circulation/Distribution

Michael Borchetta, subscription promotion director; William Cunningham, distribution manager; Leonard Weed, fulfillment director.

Production

Harry Stevens, production manager; Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Yearbook

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

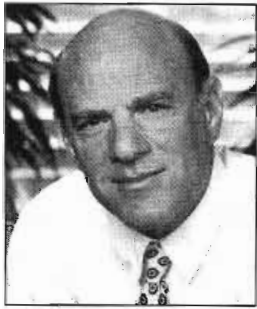
Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager.
Lawrence B. Taishoff, adviser.
Richard Vitale, VP-operations & planning.
Robin Ruskin Linder, VP-telemarketing.
Barrie Stern, VP-creative services.
Kip Winchester, VP-circulation.

Cahners Publishing Co./Reed Publishing (USA) Inc.

Robert L. Krakoff, chairman-CEO.

Heads of the Class



Barry Diller
QVC



Rich Frank
Disney



John Hendricks
Discovery



Stan Hubbard
Hubbard Broadcasting



Alex Mandl
AT&T Communications



Barry Meyer
Warner Bros.



Brian Roberts
Comcast



Lucie Salhany
Fox



Ray Smith
Bell Atlantic



Howard Stringer
CBS



Robert Wright
NBC

Not a moment too soon, **BROADCASTING & CABLE** and the **Federal Communications Bar Association** are assembling a "Mega-Panel" of broadcasting/cable/telecommunications experts to make sense of today and give order to tomorrow. Their forum: the 2 hours and 15 minutes "Where Do We Go From Here?" segment of the **Seventh Annual Broadcasting/Cable Interface**.

Among the questions they'll answer: Will cable be in the telephone business or will telcos be in the cable business? Will broadcast television still be relevant in a universally wired nation? Will the mega-mergers lead to mega-monopolies? Are 500 channels doable? Where will DBS fit in? Where will all the programming come from? Is the global village a television reality?

The day's key word: Interactivity.

We're designing Interface to be just that: a place where the electronic nation comes together. And where audience and faculty can talk across the media gap.

Bring questions. Not only for the mega-panel, but for all the others. FCC Commissioners **James Quello**, **Ervin Duggan** and **Andrew Barrett** talking policy. **Steven Rattner** of Lazard Freres, **David Londoner** of Wertheim Schroder, **John Reidy** of Smith Barney Shearson, **Dennis Leibowitz** of Donaldson, Lufkin & Jenrette and **Donald Russell** of Communications Equity talking money. **Jerry Pearlman** of Zenith and **Russell Neuman** of Tufts debating HDTV. Plus:

Chairman **Edward J. Markey** of the House Telecommunications Subcommittee talking the nation's business. FCC Chairman **Reed Hundt** in what is expected to be his Washington debut. ABC News commentator **Sam Donaldson** examining journalism's place in a multichanneled world. NTIA Administrator **Larry Irving** laying down the information highway.

All it needs is you.

Broadcasting & Cable Interface 7 Registration Form

Interface registration fee (including lunch and continental breakfast) is \$295 (FCBA members \$250).

Name _____	_____ Regular
Company _____ Title _____	@ \$295 \$ _____
Address _____	_____ FCBA
City _____ State _____ Zip _____	member(s)
	@ \$250 \$ _____
	Total \$ _____

Mail or Fax to: Joan Miller, BROADCASTING & CABLE
475 Park Avenue South, New York, NY 10016 Fax 212-340-9869

See The Media World's Top Groups
Battle Against Hunger!

The First Annual
MEDIA BATTLE
OF
THE BANDS

Benefiting Citymeals-on-Wheels

November 10, 1993

6PM - 11PM

Tramps

51 West 21st, New York City



Sponsors:
Advertising Age
Adweek/Mediaweek
Broadcasting & Cable
Cablevision Magazine
Inside Media
Multichannel News

Ticket
\$35

To Order,
(212) 687-1



60984 81800