

MAR 14

# Broadcasting

# Cable

The Newsweekly of Television and Radio

## TOP OF THE WEEK



**Anxious stations  
await word on  
Oprah 7**

## PROGRAMING

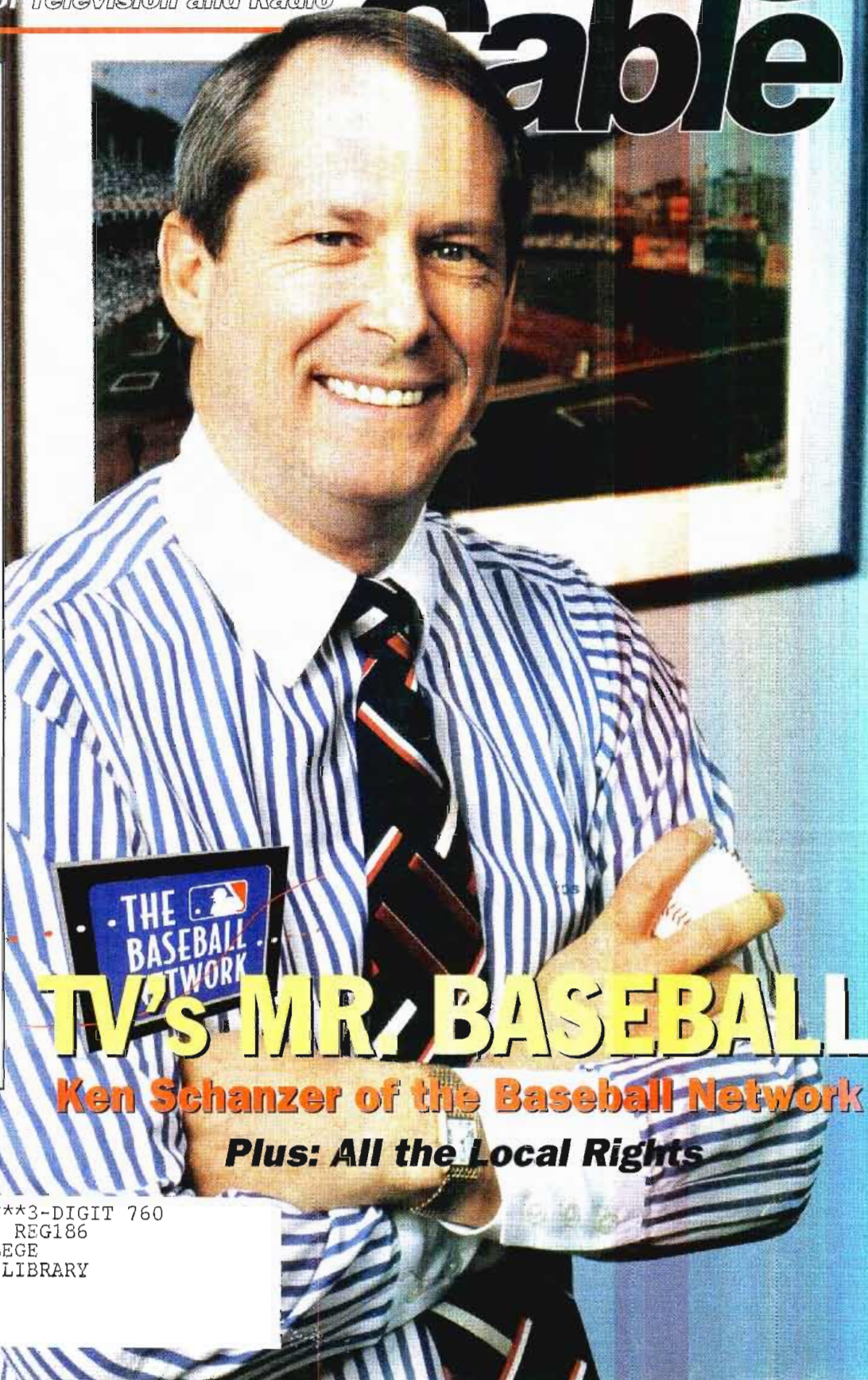


**Spokane AM-FM-TV adds  
cable to combo 18**

## WASHINGTON



**First Lady criticizes  
news coverage of  
violence 47**



# TV'S MR. BASEBALL

**Ken Schanzer of the Baseball Network**

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Reports of networks' deaths are greatly exaggerated** For 1994, ABC, CBS and NBC are headed toward posting their highest collective operating profit in at least five years—perhaps in more than 20 years. And this prosperity appears to be based not on one-time events or accounting gimmicks, but on their steady improvement in business fundamentals. / 6

**What does Oprah want?** The facts that negotiations continue between King World Productions and Oprah Winfrey and that a deal has not been reached are a signal to many that Winfrey is not happy with the current arrangement. KWP competitors would love nothing better than to see a split between the two. / 7

**Columbia plumbs 'Seinfeld' gold mine in major markets** Stations in New York, Chicago and LA last week were hearing Columbia TriStar Television's pitch for the off-network *Seinfeld* sitcom hit. What Columbia gets per week may set the tone for the rest of the country. / 8

**Fox uses pigskin as bait in affiliate war** With the addition of the independent station in Corpus Christi, Tex., Fox covers about 93% of the country and reportedly is looking to sign more affiliate deals in small markets. Some say the network is wooing CBS affiliates by using its football rights as bait. / 8

**Congress urges FCC to deal with fairness doctrine** Congress is looking to the FCC to resurrect the fairness doctrine, according to agency and industry sources. The agency may take up the issue in the context of a petition to repeal the prime time access rule. / 12



'Seinfeld' looks good in New York, but may not rate as high a price in Chicago, where demand is not as great, a Chicago station executive says. / 8

## PROGRAMMING

### What a mouthful: KXLY-AM-FM-TV-CABLE

KXLY extra!, a local cable channel from ABC affiliate KXLY-TV Spokane, debuts April 4 with a lineup that includes syndicated shows and a range of original news and talk programming. Much of the original programming will be a rebroadcast or simulcast of programming aired on KXLY-TV, KXLY(AM) or KXLY-FM—all owned by the same company. / 18

### MTV heads for the beach

Preparations for MTV's Spring Break began in February. It's one of the network's three big events of the year. This year, roughly 16 hours of original programming are expected from seven shows taped in San Diego, Calif., including the pilot for a possible new series, *Sandblast*. / 20



MTV takes to California for its Spring Break this year and will use the resulting shows for much of the year. / 20

## SPECIAL REPORT: BASEBALL '94

### MLB gets lead with networks

This summer, Major League Baseball will produce and distribute its own games for network television in a venture with NBC and ABC. Ken Schanzer, head of The Baseball Network, talks about the company he set up and its mission of making baseball "appointment television" for viewers and advertisers. / 30

### Network nears home

New York-based The Baseball Network has sold about \$80 million in advertising. That puts the company well on its way to its first-year goal of \$180 million in gross sales. / 31

### Burns examines world beyond the diamond

Four years in the making, Ken Burns's next epic, *Baseball*, is more than a documentary about the sport. Baseball, he says, is as much about American social history as it is about the game. / 34



Ken Burns has been an independent documentary filmmaker for most of his adult life. / 34

**"If you really wanted to know over the whole arc of American history who we were, there was no better metaphor...than the story of baseball."**

— Ken Burns, producer, 'Baseball'

MAR 14, 1994

### Local rights hit \$375 million

The value of local baseball rights and revenue packages rose by roughly \$22 million—or 6%—for the 1994 season, according to BROADCASTING & CABLE'S exclusive survey of the 28 Major League Baseball franchises and their rightsholders. That 6% might have been higher were it not for market forces that affected the 1994 local rights picture. / 35

### The local lineup

Here's your guide to every league's baseball team, regional cable network, and flagship TV and radio station. Plus, what was paid for rights to the games. / 36

## BUSINESS

### Katz may make public offering

What was billed as an attempt by outside investors to liquidate their holdings in Katz Communications has evolved into a proposed public offering of stock in which Katz would retain most of the proceeds. / 40

### Fox seeks ownership answers

Even though Fox Broadcasting's purchase of WGBS-TV Philadelphia has been canceled, Fox is asking the FCC to rule on a petition alleging that Fox has excessive foreign ownership. Fox's ownership structure has been questioned by the FCC. / 42

## TECHNOLOGY

### Panasonic unveiling editing system

Panasonic next week will introduce The Postbox, a "nonlinear" editing system featuring random access storage on computer hard-disk drives. / 43



**On the Cover:** Batter up! The start of the 1994 regular season also is the first for The Baseball Network. Company President Ken Schanzer says "Our basic imperative in year one is to keep it as simple as we can." / 30  
Photo by Tom Sobolik/Black Star

## RADIO

### Fox launching global kids network

Fox Broadcasting Corp. will enter the kids-only radio market on May 8 with a two-hour kids music countdown show to be aired Sunday mornings. FOX Kids Radio programming will consist of a weekly countdown of top-rated songs chosen by kids. / 44

### Country celebrates in Nashville

Results of a country radio survey of 600 stations show that 80% of the major-market country stations say they are number one in the 25-54 demographic. / 44



Garth Brooks accepts an award at the recent Country Radio Seminar in Nashville. / 44

## WASHINGTON

### FCC outlines terms for PCS auctions

The FCC has laid down generic ground rules for the billion-dollar spectrum auctions to begin late this fall or early next year. The auctions will cover new and emerging personal communication services. / 47

### Hillary Clinton decries violence in TV news

First Lady Hillary Clinton says excessive news coverage of violence may have a harmful effect on children. Such coverage may glamorize violence and give children the impression that violent behavior is acceptable, she says. / 47

### Top FCC officials investigated

The FCC is being hauled into court to explain why it reversed a decision canceling a construction permit for a TV station in Orlando, Fla. The reversal followed a meeting last summer between the permittee and top FCC officials, which the agency's inspector general says violated commission rules. / 51

## AD/MARKETING

### No playing around for kids upfront

There are several takes on the kids upfront marketplace, which began the week of Feb. 28. Turner says it will be "hot into" upfront selling. Meanwhile, an ad agency official doesn't see action "as fast and furious" as in the recent past. / 53

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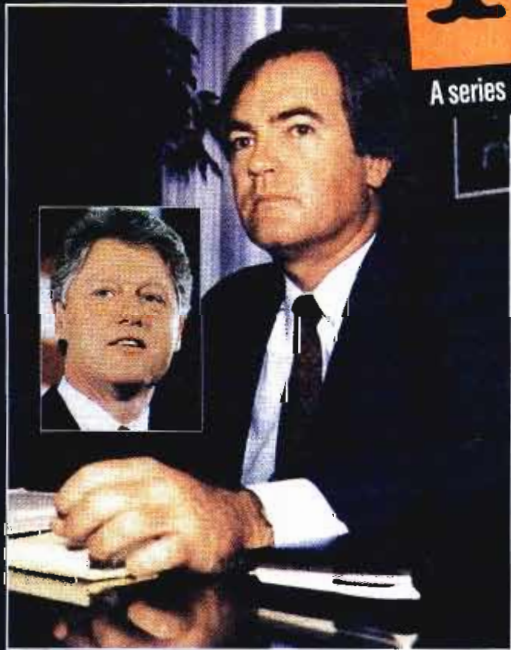
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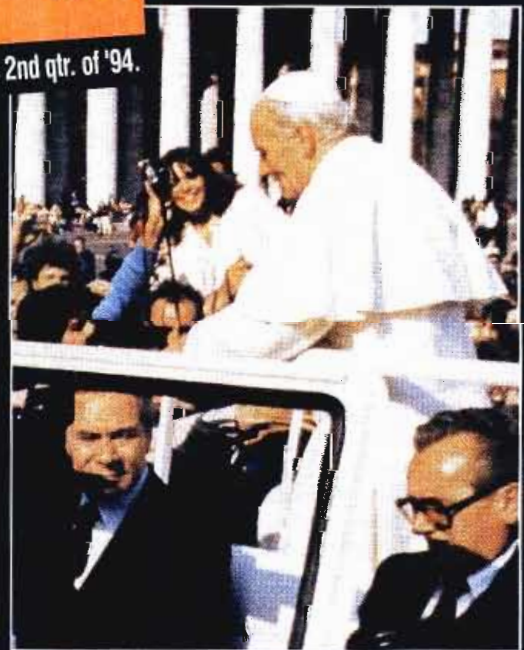
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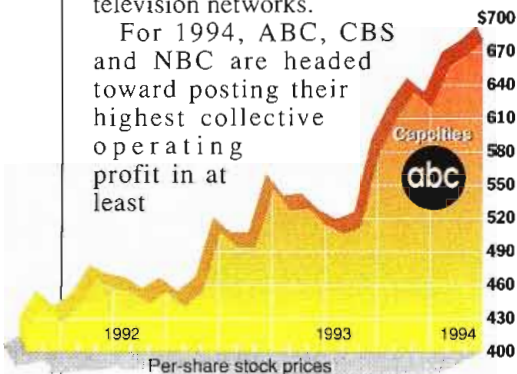
## Reports of network deaths exaggerated

Revenues edge up; three-network profits could be headed for record

By Geoffrey Foisie

**R**eregulation...digital delays... merger cancellations and renegotiations. Now that we know the information superhighway won't be all smooth sailing, guess who may be around for a while? Yes, the television networks.

For 1994, ABC, CBS and NBC are headed toward posting their highest collective operating profit in at least



five years—perhaps in more than 20 years. And this prosperity appears to be based not on one-time events or accounting gimmicks, but on their steady improvement in business fundamentals.

Revenue this year could be up at least several percent, even without including the Olympics. Most of the improvement appears to come from increased sales in the ongoing scatter market.

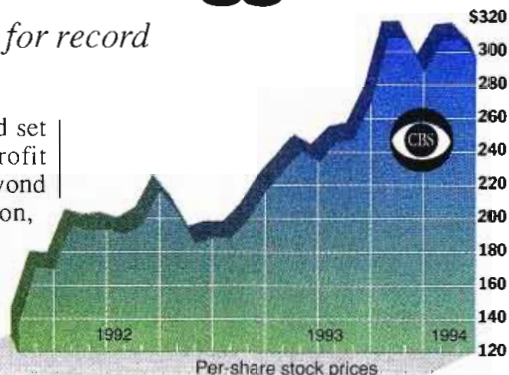
As one network executive says, the yearly upfront market of May 1993, which accounts for at least half of the following year's revenue, was bought at a time when "the economy looked sluggish; the [gross domestic product] didn't see a push until the fourth quarter of 1993."

As the networks head into a new round of upfront sales, they have more wind at their backs. The three-network prime time audience share, excluding the Olympics, has not declined. Advertiser demand generally is stronger, evidenced by the fact that despite money draining into the winter Olympics, there still was enough around to keep prices high in non-Olympic sales. And the economy now has a history of growth, despite continuing uncertainty.

A good upfront this May would set the stage for further network profit gains in 1995. It is hard to see beyond the 1994 Olympics, says Jay Nelson, a securities analyst with Brown Brothers Harriman & Co., but "as long as the economy is growing 3%, or corporate profits are growing 10% or so, that is all that would be required." Last Friday, Nelson increased his per-share earnings estimate for both Capital Cities/ABC and CBS by \$1 each.

While the cyclical economic rebound is taking care of the networks' top line, with occasional exceptions, the networks are trying to restrain cost inflation.

Their most noticeable success may be in sports, excluding the foundation-building NFL bid by Fox. ABC's NFL bid worked out to be a decline in inflation-adjusted dollars, and that network's sports division recently became profitable. The bottom line, Nelson says, is that if the networks



can keep expense growth to 3%-4% while growing revenue by at least 1%-2% better than that, their bottom lines should be "in pretty good shape, because their margins aren't too high."

While that kind of fundamentals formula promises a slow, steady growth, the networks' expansion in the production and syndication business also looks good to Wall Street.

A few weeks ago, Lehman Brothers analyst Raymond Katz reappraised his valuation of CBS and

*continued on page 14*

## Cox, Southwestern Bell restructure deal

Telco executives reportedly say move follows FCC rate regs

By Rich Brown

**J**ust two weeks after the collapse of the Bell Atlantic/Tele-Communications Inc. merger, another would-be telco/cable alliance is hitting snags.

According to reports, Southwestern Bell officials say they are renegotiating their \$4.9 billion deal with Cox Enterprises in the wake of the FCC's new cable rate regulations. Those regulations, which further cut back the rates that cable systems can charge customers, last month were cited as a primary reason for the collapse of the Bell Atlantic/TCI deal.

The newly imposed 7% rate roll-

back is expected to reduce MSO cash flow and thereby alter the value of various cable system deals in the works. According to some estimates, Cox's cash flow could take a hit of close to \$40 million annually. Other pending cable/telco deals struck before the new rate regulations went into effect include BellSouth's \$1 billion purchase of a stake in Prime Cable and BCE Telecom's \$400 million investment in Jones Intercable.

Some industry observers say the cable rate regulations likely will delay most deals and there may be less of the feeding frenzy that developed between telcos and cable companies



late last year. Since the collapse of the Bell Atlantic-TCI deal, the RBOCs have felt less competitive pressure to pair with cable companies and already have begun to redirect their focus to other areas, such as wireless communications, says Rick Michaels, chairman of Communications Equity Associates.

Southwestern Bell and Cox origi-

nally announced their partnership plans in December. Under the terms of the original deal, the regional Bell operating company would have committed \$1.6 billion to expand Cox's programming interests and double its current cable subscriber base of 1.62 million. In return, Southwestern Bell would get a 40% stake in the cable company, with an option to increase

that stake to 50%. Cox Cable's subscriber base at the time had an estimated value of \$3.3 billion.

Southwestern Bell officials indicated that the company's deal with Cox is expected to move forward and close by the end of the year. A Cox spokeswoman said the deal is proceeding as planned and would not confirm that any renegotiations were taking place. ■



By Steve McClellan

**W**hat does Oprah want? That's the looming question in the syndication business as negotiations over the renewal of the distribution agreement between King World Productions and Oprah Winfrey drag on.

The fact that negotiations continue and a deal has not been reached is a signal to many that Winfrey is not happy with the current arrangement, which extends through the 1994-95 season.

Rumors of Winfrey's growing restlessness with the arrangement have been circulating for months, no doubt fueled, in part, by KWP competitors that would love nothing better than to see a split between the two.

The speculation in a nutshell: Winfrey thinks that KWP's current distribution fee is exorbitant. (Oppenheimer entertainment analyst Jessica Reif estimates that fee as roughly 43% of the revenues taken in by the show.) Winfrey feels the company is using her unfairly to build itself, particularly by using her show as leverage to launch other ones. And she wants to hang up her microphone and try other things, such as producing films or prime time television programs.

One rumor Winfrey took the time to deny vehemently last week, through a

## Oprah + King World: not a done deal

*Negotiations continue over contract renewal, but odds are on eventual pact*

spokeswoman, is that she is irked that KWP has launched *Rolonda Watts* in talk syndication, hoping *Watts* will develop into the next, well, Oprah. "That is the one false rumor that irritates her the most," said the spokeswoman. "It's just not true."

There's a good reason for that, of course. In the distribution agreement with KWP, a clause bars any company but King World from distributing *Oprah* in talk syndication. For how long a time is the subject of some dispute. Numerous reports have said Winfrey could not syndicate her own talk show, or have someone other than King World do it, for at least two years after a split with KWP. She could, however, do a show on network television.

But according to Reif, the noncompete clause is for an "indefinite period of time." She said the two-year speculation probably comes from a sense that Harpo likely would take steps to get the clause redefined as a specific period of time, through the courts if necessary.

The short-term impact of losing *Oprah* on publicly traded KWP would be severe but not fatal, say Reif and other analysts. "The stock would drop 30% in day one," said one analyst. "It would be dead money." Last Friday, the stock was trading at around \$35.

Reif, in a report completed last week on the "Oprah issue," predicted that Winfrey will renew—but on more favorable terms. "The fact that they are still talking indicates to me that Oprah is interested in renewing her contract," said Reif, who is confident enough in that position to give KWP stock a "buy" rating.

It's likely, says Reif, that Winfrey will re-up, with KWP getting a distribution fee in the 25%-35% range, compared with the current 43%. She pegs *Oprah's* current revenue at approximately \$180 million annually, with \$144 million coming from cash license fees and \$36 million from the barter. The show accounts for roughly 42% of KWP's operating cash flow.

(Money also may be an issue, if one believes that one can never be too rich or too thin. Winfrey already earns a reported \$60 million annually from the talk show.)

Asked to comment, King World said it has "enjoyed a good relationship" with Oprah, and the company expects that relationship to continue.

If Winfrey re-ups, there will be good and bad news for her TV affiliates. The good news: they likely will continue to dominate whatever time period and surrounding time periods in which they put her. The bad news: with a smaller distribution fee, KWP is sure to seek higher license fees and possibly more barter time to make up the revenue shortfall. The show is already one of the most expensive in first-run syndication.

Stations won't like that, but the alternative, giving up the show, might result in a disastrous ratings and revenue decline. According to a tracking survey by Petry Television, stations that lost *Oprah* in November 1993 dropped to an average 4.9 rating and a 14 share from a 13.3/39 the previous November. The news lead-out dropped an average 2.6 rating points. In a large market, one rating point can mean as much as \$1 million in annual revenue. ■

# Columbia plumbs 'Seinfeld' gold mine in major markets

*Winning bids expected to set tone for sales in rest of country*

By Steve McClellan and Steve Coe

Late last Friday, Columbia TriStar Television distribution still was engaged in "spirited negotiations" with the independent stations in New York for the rights to the off-network *Seinfeld* property. Meanwhile, Los Angeles stations expect early this week to hear the floor price for the show that Columbia has set for the market.

Stations in Chicago will get the *Seinfeld* presentation this week. Columbia then will focus on completing deals for those three markets before moving on to others after the National Association of Broadcasters convention, set for March 21-24.

All three independent stations in New York—Chris Craft-owned WWOR-TV, Tribune's WPIX-TV and Fox-owned WNYW(TV)—submitted bids by the close of business last Wednesday.

Columbia set a floor price in New York of \$125,000 per week. Some stations grumbled that the floor was too high, but as one executive put it, "If it's a must-have anywhere, it's New York." WNYW(TV) paid \$125,000 for *Home Improvement*, which was one of the highest prices ever paid in New York for a sitcom.

The fact that negotiations were ongoing in New York late Friday indicated either that two or more stations submitted very close bids or none met

the floor price and Columbia was trying to convince one of the stations to meet it. "How they do here in terms of price largely sets the tone for the rest of the country," said one station executive in the market.

Evan Thompson, L.A.-based head of Chris Craft, was said to be heading



Floor price for 'Seinfeld': \$125,000 in NY

negotiations for WWOR. Rupert Murdoch was to be involved in the WNYW bidding. And Tribune Broadcasting head Dennis FitzSimons is spearheading the WPIX talks from Chicago.

In Los Angeles Friday, all of the stations had heard Columbia's pitch and were waiting to find out where the floor price would be set. One source expected the floor to be somewhere

between \$100,000 and \$125,000 per week. "It'll probably be lower than the New York price because it's obviously a New York show," the source said.

Rick Feldman, vice president and station manager, KCOP-TV Los Angeles, said of Columbia: "They've got a gold mine, and they know it. Their number in New York is extremely high. We haven't gotten the number here yet, but if it's like the number in New York, it would be very high."

As for terms he was aware of, including the barter element built into the show, Feldman said, "It's not the most station-friendly show I've seen. We're not crazy about the barter because [Columbia] doesn't let you double-run the show." He likened the terms to those of another Columbia off-net sitcom, *Married...With Children*. "As with *Married*, we thought the deal was restrictive and had what we considered to be a short shelf-life. *Seinfeld* is coming in a little differently in that it's very strong and looks to have more legs."

Jim Zerwekh, director of programming, WGN-TV Chicago, described the presentation as "a good pitch, but with not as much flexibility as some other shows." Like Feldman, Zerwekh compared the deal with the terms of *Married...With Children*, "except for the weekend run with the barter element for the first two years."

The floor price in Chicago, expected to be set by the end of this week, will be roughly \$100,000 per episode, according to one source in the market. Just as the floor price still is to be determined, so apparently is the demand in Chicago. "I don't see as many players for this show in Chicago as, say, *Home Improvement*," Zerwekh said. ■

## Fox uses pigskin as bait in affiliate war

Fox last week signed independent KDT-TV Corpus Christi, Tex., as its newest affiliate, continuing its search for affiliates to air the pro football coverage it wrested from CBS.

With the addition of the Corpus Christi station, Fox covers roughly 93% of the country and reportedly is looking to sign more affiliate deals in small markets, stealing CBS affiliates by using its football rights as bait. Fox outbid CBS for the NFL's National Football Conference rights in December 1993.

"We've seen the wooing that's being done," says Bill Sullivan, president/general manager, CBS's KPAX-TV Missoula, Mont, and president of the CBS affiliate board.

But a Fox spokesman denies that there is any plan to target CBS affiliates in its search for new stations.

"This is an equal-opportunity affiliate search. We are having conversations with stations of all kinds," says Preston Padden, senior vice president, affiliate relations, Fox.

Since Fox was awarded the football contract, it has added independent stations in Chico/Redding, Calif.; Eureka, Calif.; Corpus Christi, and a former ABC affiliate in West Monroe, La., as affiliates.

Some CBS affiliates in markets without an over-the-air Fox presence might cut individual deals for football coverage, but CBS won't be dropped from the air just for football, Sullivan predicts. —JC



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# Down to wire on wireless

*Fate of proposal to give broadcasters more flexibility in spectrum use is unclear*

By Kim McAvoy

**K**ey House policymakers late last week were trying to cut a deal on a proposal that would give broadcasters "flexibility" to use their spectrum for "ancillary or supplementary services."

The fate of the proposal rests in the hands of powerful Energy and Commerce Committee Chairman John Dingell (D-Mich.). "If Dingell wants it to happen, it will," says one broadcaster.

National Association of Broadcasters President Eddie Fritts told BROADCASTING & CABLE last Friday that he was hopeful a deal could be worked out.

"We are willing to pay the going rate for spectrum that we use for ancillary businesses," Fritts said.

Dingell two weeks ago put a stop to an amendment offered by Billy Tauzin (D-La.) to H.R. 3636, an information superhighway bill.

The amendment would have permitted broadcasters to use their spectrum for nonbroadcast services if they paid for that spectrum (BROADCASTING & CABLE, March 7). But Dingell

wanted to know what "ancillary and supplemental" services broadcasters would offer and how that might affect broadcasters' plans to deliver advanced TV services. Moreover, the chairman also expressed concern that such a move might "reduce, restrict or eliminate" broadcasters' obligation to serve the public interest.

Dingell and Tauzin have until

sources say might limit the scope of new services that broadcasters could offer, as well as insure their public interest obligations would not be eroded.

There has been a storm of protest against the broadcasters' proposal from a number of telecommunications industries, including cable and cellular telephone companies, that do not relish the idea of broadcasters competing in the wireless communications market.

Cable companies and others already vying to enter the personal communications systems business point out that broadcasters would get additional spectrum without having to competitively bid and would pay far less than they would.

Dingell himself raised enough questions about the proposal to lead House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) to seek comments on the

idea from industry groups, the FCC and other interested parties.

Most of the responses, Markey said, "suggest that this proposal raises a number of questions that have yet to be thoroughly explored."

The major concerns, he said, were the effect the proposal would have on HDTV; the impact it would have on revenue generated from spectrum auctions; whether broadcasters should be allowed to use scarce spectrum for nonbroadcast services; how broadcasters' traditional obligations to serve the public might be affected, and what impact the proposal would have on minority ownership or diversity of ownership.

Broadcasters, for their part, are trying to allay such concerns. The National Association of Broadcasters, Association of Independent Television Stations, ABC, CBS, NBC and Fox have assured Markey they "will continue to meet their public interest obligations and will operate subject to all present and future FCC regulations." Further, they said, broadcasters will use their second channel to "further the FCC's goals with respect to advanced television." ■



Chairman Dingell



Representative Tauzin

Wednesday, March 16, when the Commerce Committee is scheduled to vote on H.R. 3636, to work out their differences. There were reports late last week the two were close to an agreement on a new amendment that

## Cities skeptical about cable rate regs

Community officials attending the first of the FCC's cable regulation seminars questioned whether the rate rollbacks are realistic or effective.

The Boston meetings last week will be followed by similar sessions in Chicago this Tuesday and Wednesday, in Kansas City March 22-24 and in San Francisco April 12-14.

Despite the FCC's claims about the 10% reduction ordered last April, said Dean Shankler, assistant town manager, Merrimack, N.H., his community's basic cable rates went up. Of the latest 7% reductions, he said, "We hope these work better, but we'll believe it when we see it."

Charles Tomlinson came from Pamlico County, N.C., where 10 towns have a total population of 11,000. "It is ridiculous for each municipality to assume it has the expertise to deal with a cable franchise," he said. "We have to stay on top of this stuff, or the cable company will eat us up."

Linda Sykes of the Prince George's County, Md., cable commission, said cable companies have been "extremely creative" in mitigating the effects of mandated cuts. In the last round of 10% reductions, she said, companies simply switched tiers around to maintain their old rates.

Portland, Maine, Assistant City Attorney Elizabeth Boynton agreed. Programmers can cost-shift by establishing more à la carte tiers, she said, adding that for most consumers, the bottom line on their cable bill will be the same.



*NOTHING*

can beat “Wheel”  
and “Jeopardy.”



# Congress urges FCC to deal with fairness doctrine

*Commission may take up issue in context of petition to repeal prime time access rule*

By Harry A. Jessell

In what appears to be a case of passing the buck, Congress is looking to the FCC to resurrect the fairness doctrine, according to agency and industry sources.

"Certain concerns have been expressed," one top FCC official said. But there is "no mandate from Congress like cable and no timetable," he said. "We haven't heard anything in recent weeks."

The FCC may take up fairness in the context of a petition to repeal the prime time access rule, which limits the amount of network and off-network programming that affiliates may air in prime time.

The petition argues that the FCC undercut the prime time access rule when it repealed the fairness doctrine in 1987. A federal court has given the FCC until March 23 to respond to the petition.

Congressional proponents last year threatened to revive the doctrine, but backed off in the face of protests led by Rush Limbaugh and other outspoken radio talk-show hosts.

The Capitol Hill proponents may have the votes they need at the three-man FCC. Commissioner Andrew Barrett is on record in support and most believe FCC Chairman Reed Hundt favors it.

FCC Commissioner James Quello voted with the commission that unanimously repealed the doctrine in 1987 under the leadership of then-Chairman Dennis Patrick, a Reagan appointee.

The politics could change once the White House fills the commission's two vacancies. Republican Rachelle Chong and Democrat Susan Ness are expected to get the appointments, and nobody knows how they might vote.

## TeleMediaWatch

**The Consumer Federation of America and National Cable Television Association have joined forces to voice their concerns to the FCC about the agency's video dialtone policy.** A letter signed by both groups asks the FCC to develop a more detailed policy for video dialtone before commercial systems are authorized. The CFA and the NCTA suggest several areas about which the FCC should seek more information from video dialtone applicants, including cost allocation, cost accounting, access charges and consumer privacy.

**US West's video dialtone applications face a challenge from the Minnesota and Oregon cable television associations.** The two state cable associations filed a joint petition against US West. The petition claims the telco plans to make telephone rate payers foot the bill for the rollout of video dialtone services. The cable associations also complain that US West's proposal would create a discriminatory bottleneck for video programmers that want access to the system. US West has submitted video dialtone applications in Denver, Minneapolis and Portland, Ore., that cover a total of 624,000 subscribers.

**Multiple system cable operator Continental Cablevision on Tuesday began providing cable subscribers in Cambridge, Mass., with high-speed access to Internet,** billed as the first such hookup of its kind. The service, available to cable subscribers at \$125 per month, will give computer users access to Internet databases at a speed hundreds of times faster than conventional telephone lines, according to Continental officials. Continental is working on the Internet hookup with Performance Systems International, a large provider of commercial Internet access.

**Carlsbad, Calif.-based interactive company NTN Communications is teaming with Event Entertainment and Kingvision Pay-Per-View to form NTN Event Network,** enabling boxing fans to interact by predicting knockouts, counting punches thrown by rounds and predicting the outcome of each fight. The game will be available in more than 1,500 bars, taverns and restaurant lounges. The deal covers two major closed circuit and PPV telecasts as well as 8-12 additional fights this year.

**ESPN is providing on-line computer service Prodigy with extensive sports information tied to the cable network's coverage of the NCAA basketball tournament.** The network provides Prodigy users with game previews and a bulletin board where they can ask questions of ESPN commentator Dick Vitale.

"I'm hearing the same thing, big time," says David Bartlett, president of the Radio Television News Directors Association, when told Congress was encouraging the FCC to move on fairness.

No one on the Hill was admitting to anything. But that didn't surprise Bartlett: "I would be surprised if they did admit to it."

Such pressure "raises serious questions about the independence of the agency and about their doing with a sneak attack what they were unable to do out in the open," Bartlett said. "I admire them for their cleverness, but I

wonder what they are embarrassed about."

The Hill's own fairness efforts ran aground last summer after the talk-show hosts began telling their listeners that the doctrine's obligation to present opposing viewpoints could cripple talk radio. Those listeners were heard in large numbers in Washington. Religious broadcasters also lobbied aggressively against the legislation.

"The flurry of activity had a significant role in putting it on the back burner," Bartlett said. "Even the supporters admit that it's dead for this session." ■



There's much  
ado about  
*NOTHING.*

## Networks

continued from page 6

ABC. Where analysts were saying that a network could sell for seven to eight times its annual cash flow, Katz decided to jump to an 11-times-cash-flow multiple, a difference of almost \$1 billion. Behind the jump is Katz's belief that investors could "begin to value the company as a producer and creator of copyrighted entertainment product and not purely as a distributor."

Seeing a similar logic is Capital Cities/ABC Senior Vice President Ron Doerfler: "Given the valuation that people are prepared to pay for the

**Where analysts were saying that a network could sell for seven to eight times its annual cash flow, Katz decided to jump to an 11-times-cash-flow multiple.**

Paramounts of the world, perhaps the networks have enough similarity and potential that they should have their multiples upgraded." Oppenheimer and Co.'s Jessica Reif also sees logic in using a higher multiple.

CBS, for one, already has begun

noting the contribution of syndication profits from international markets in its earnings reports.

The time-honored benefit of economic cycles and the lure of syndication benefits have not been ignored by investors (see chart). Built into the higher stock prices is some expectation that one or more networks could be sold to a studio.

Summing up the continued investor interest, Nelson says, "If you look at the factors that surprised the 'bears' here, it is that audience levels aren't falling and that the economy is coming around and so has demand for spots. None of those should be a surprise, but people have felt that if they were bullish on a 500-channel world, then they had to be negative on the networks. Their mistake was thinking all this would happen soon, or maybe even that it would happen at all."

The intellectual arm-wrestling about whether broadcast networks are dinosaurs undoubtedly will continue. But for at least the present, the network partisans appear to have the upper hand. ■

# Maryland Cable Corp. forced into Chapter 11

*Company wants to transfer ownership of system to holders of its junk bonds*

By Christopher Stern

**M**aryland Cable Corp., a 76,000-subscriber system in the Washington suburbs, has filed for protection in New York bankruptcy court after failing to pay off an \$85 million bank loan.

In its filing last Thursday, Maryland Cable Corp., managed by Greenwich, Conn.-based Multivision Cable TV Corp., requested permission to transfer ownership of the system to holders of its junk bonds. Goldman Sachs & Co.'s Water Street Fund owns 85% of the \$162 million in bond debt. In return for control of the company, the junk debt would be eliminated, reducing the company's liability by two-thirds.

Although Maryland Cable was able to reach an agreement with its bondholders, a banking consortium led by Citibank refused to extend \$85 million in senior debt, forcing the company into Chapter 11.

The reasons for the collapse of the cable system are complicated, but do not include the cable rate rollbacks recently ordered by the FCC, according to Multivision's Ewan Mirylees, vice president, sales and marketing. The company had reached an agreement with its junk-bond holders last

spring, but the deal fell apart in April, when the FCC announced plans to roll back rates by 10%.

Multivision began negotiating with bond-holders in early 1993, when it became clear that the company could not meet its \$162 million obligation due this May 15. "Clearly there were financial problems that were not caused by the [FCC rate rollback]," Mirylees says.

Multivision's chairman and chief executive officer, I. Martin Pompadur, also is chairman and CEO of Maryland Cable Corp. Pompadur heads an investment group that in 1988 bought the system for \$198 million, or more than \$2,700 per subscriber. The purchase took place during a peak market for cable systems.

Under the reorganization plan, a new company owned by the junk-bond holders will assume control of the company. Talks are under way with Marcus Cable Partners to take over the management of the cable system. Goldman Sachs owns 82% of Marcus Cable. The reorganization is scheduled to be completed by Sept. 30.

Multivision says the system will continue to serve its customers without interruption and that all vendors will be paid in full. ■



### Reaching children through television

Industry executives were joined by Senator Paul Simon and PBS President-CEO Ervin Duggan by satellite last Thursday to discuss the impact of children's television and the marketing and promotion techniques used to reach the young audience. The discussion was part of the PROMAX Video Forum held in Hollywood. Gary Knell, CTV; John Culliton, WCCO-TV; Judy Price, CBS Entertainment; Terry Tingle, Turner Entertainment; Bob Cook, Columbia Pictures Television; John Miller, NBC Entertainment; Lise' Markham, KMPH-TV.



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## KXLY-AM-FM-TV-CABLE set to debut

Group owner launches cable channel in Spokane

By Rich Brown

**T**alk about synergy. Beginning next month, households in Spokane, Wash., will have the option of tuning in to a TV station, an AM station, an FM station and even a local cable channel all owned by the same company.

KXLY extra!, a new local cable channel from ABC affiliate KXLY-TV Spokane, debuts on April 4 with a lineup that will include syndicated shows such as *Star Trek* and *Golden Girls* as well as a broad range of original news and talk programming. Much of

the original programming will be either a rebroadcast or a simulcast of programming aired on KXLY-TV, KXLY(AM) or KXLY-FM.

New shows on the cable channel will include *NewsTalk*, a twice-daily, half-hour call-in show that will immediately follow the KXLY-TV news at 5 p.m. and 6 p.m. Viewers and listeners to *NewsTalk*—which will be simulcast on KXLY(AM)—will be invited to call in to discuss issues and breaking news seen on the preceding newscast.

Other original programming on the cable channel will include expanded local and regional news coverage not featured on KXLY's TV and radio stations, including news specifically designed for north Idaho.

The bulk of the KXLY extra! schedule during the week will feature news and information programming. In addition to *NewsTalk*, the daily schedule will include four delayed broadcasts and three simulcasts of news programs airing on KXLY-TV. The overnight schedule and various time slots during the day will be filled with programming from All News Channel, the Minneapolis-based syndicated news service. Rounding out the schedule will be movies and other syndicated programming, including a

movie every weeknight at 9 p.m.

Among cable operators carrying the channel will be Cox Cable, which is the main carrier in the Spokane area with roughly 86,000 households. Others carrying the channel include Cablevision, which serves approxi-



mately 16,000 households, including Coeur d'Alene, Post Falls and other north Idaho communities. Agreements are in place with other area cable systems to launch later this year.

Advertising on the channel will be

sold by KXLY, and the cable systems will not share in the ad revenue, says George Kessler, director of marketing. But there will be an ongoing review of the cable channel and there could be some potential for revenue sharing down the road, he adds.

KXLY is not, technically speaking, a retransmission-consent channel. The companies involved say that the channel was in the works long before passage of the 1992 Cable Act. But the companies also say that the project was helped along by the law, which entitles local television stations to negotiate a fee or other compensation from a cable system operator in exchange for carriage of their broadcast signal.

Many other such channels are in the works. Top multiple system cable operator Tele-Communications Inc., for example, has deals with at least 30 broadcasters to program second channels. Among those already up-and-running is The Pittsburgh Cable News Channel, a TCI-WPXI(TV) joint venture that debuted in January. ■

## TCI, Microsoft boot up new cable channel

Cable network would be aimed at home computer crowd

By Rich Brown

**T**op multiple system cable operator Tele-Communications Inc. and computer software giant Microsoft plan to develop a new cable network aimed at home computer users. It will be the third such computer cable network in the works.

TCI and Microsoft in the next 12-18 months plan to launch a channel that would target the estimated 30 million homes now equipped with personal computers. The programming format would include magazine-style and home shopping shows. And, employing modem technology, the

network also would deliver a range of related interactive services to personal computers in the home.

While cable system channel capacity continues to be a problem for new networks, the TCI-Microsoft venture likely would receive a strong boost in distribution through TCI's more than 10 million cable subscribers. It is the first of many new programming services expected as a result of a planned restructuring of TCI.

The move places TCI in head-to-head competition with another major MSO, Jones Intercable, which plans to launch its Jones Computer Network

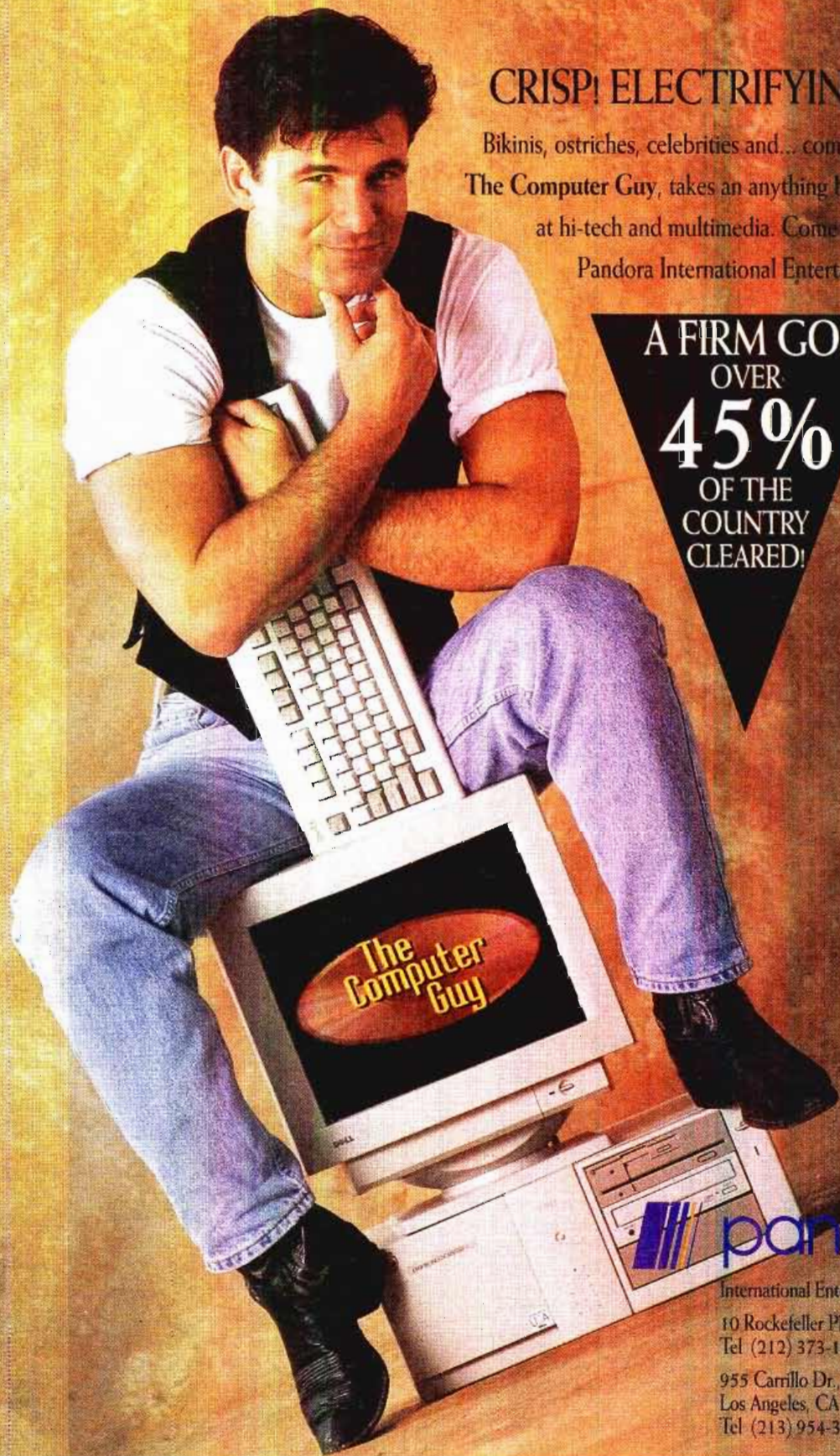


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full-time during the third quarter of this year. Colorado-based Jones International since May 1993 has offered a nightly four-hour block of JCN programming on co-owned network Mind Extension University.

"We have a high degree of respect for TCI and Microsoft, and we expect that they will have a superb cable channel," says Glenn Jones, CEO, Jones International. "When we

announced Jones Computer Network nearly a year ago, it was with the anticipation that we would be joined by other cable programming networks."

Meanwhile, another would-be cable network for computer users, San Francisco-based C-NET: The Computer Network, plans to launch part-time by the third quarter of this year. C-NET executives say that they are talking with a number of existing net-

works about launching the computer network as a part-time program block.

Heading C-NET's programming and marketing efforts is Kevin Wendle, who previously held top programming posts at Fox Broadcasting and Quincy Jones Entertainment. The planned computer network already has signed MTV personality Mark Curry as a host and has shot several pilots in anticipation of its launch. ■

## MTV heads for the beach

*Spring break programming is among cable channel's most popular*

By Steve Coe

For many teens and young adults, the clearest sign that winter has ended is not the emergence of a groundhog or the beginning of spring training, but MTV's annual Spring Break coverage. Now in its ninth year, the beach programming has become one of the channel's biggest investments of time and money as well as one of its most popular.

This year, MTV taped seven shows from Mission Bay in San Diego, including the pilot for a possible new series, *Sandblast*. Taping ran from March 8-14, with programming from the week scheduled to begin airing March 18. Regularly scheduled MTV series that taped from Mission Bay were *Lip Service*, *The Grind*, *The Jon Stewart Show* and *Jams*. The MTV Spring Break specials *Blind Date* and *Beauty and the Beach* also were taped from the location.

Joel Stillerman, vice president, production, MTV, who oversees the effort on-site, says preparations for the



Coverage of Spring Break festivities has become a mainstay of MTV's programming strategy.

event began in February. A week or so before taping, MTV brought in production trucks and began constructing the sets. "It's one of our three big events of the year," says Stillerman, also citing the MTV Music Awards and the MTV Movie Awards. "We use

approximately 400 crew members and take up about 2,000 [hotel] room nights."

From the week of taping, MTV will produce roughly 16 hours of original programming. This is the third year that MTV has moved production of many of their shows to the spring-break site. For the first six years of MTV Spring Break, the channel used the beach mainly as wraparound programming.

"We definitely get our money's worth from Spring Break," says Doug Herzog, senior vice president, programming, MTV Networks. "As opposed to the MTV Music

Awards, which is programming for basically one night only, we use these shows for much of the year."

Herzog says the channel sees an "uptick in viewership every year when the channel returns to the beach. One of the main reasons we do it is because our viewers look forward to it every year. It's developed from a good idea to franchise programming for us." ■

### 'Critic': pick or pan?

ABC was denying reports last week that it has decided not to renew *The Critic*, the animated half-hour comedy from Jim Brooks's Gracie Films and Columbia Pictures Television. Six episodes of the ABC series have aired, averaging a 10.5 rating/15 share during its run. An ABC spokeswoman said, "The show is on hiatus but will return later this season for its final seven episodes and will be considered for renewal at the end of the season." Airing in the Wednesday 8:30-9 p.m. time slot, the show's last telecast on March 2 pulled in a 10.5 rating/16 share. Those numbers were more than 8 rating points and 12 share points off its *Home Improvement* lead-in. The show is the third project from Brooks's Gracie Films under the producer's deal with ABC. The first series from the pact, *Sibs*, lasted a season-and-a-half and the second, *Phenom*, now airs in the Tuesday 8:30-9 p.m. time slot.

—SC

### Errata

Story in March 7 issue on off-network *Seinfeld* package misreported New York station purchaser and price (excluding barter) of off-net sitcom *Home Improvement*. Purchaser was WNYW(TV). Price: between \$200,000 and \$220,000 per episode, or roughly \$120,000-\$130,000 per week.



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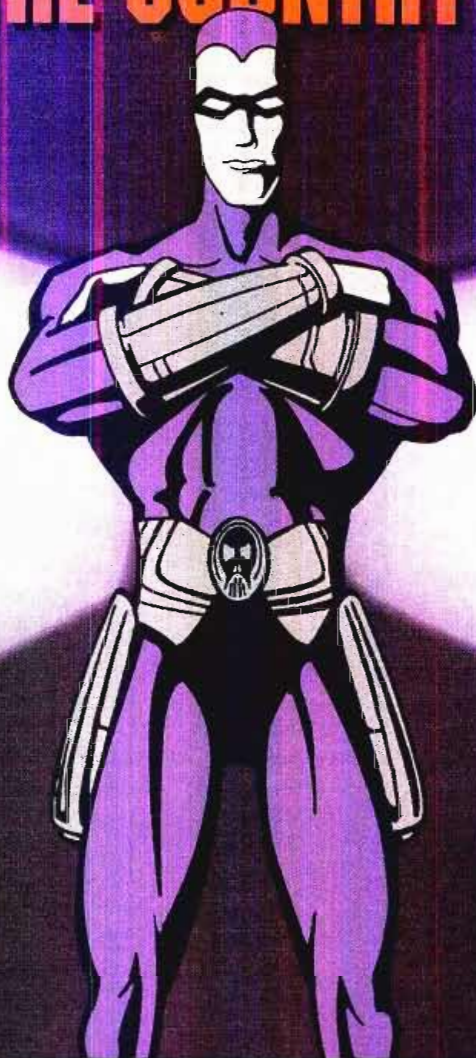
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MARGOT KIDDER  
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# WRC-TV unveils heads-up for hearing impaired

By Marsha L. Bell

**A** new system has been developed for broadcasting emergency information in crawls without interfering with closed captioning for the hearing impaired.

WRC-TV Washington, its Deaf and Hard of Hearing Advisory Board and the Television for All Coalition last week unveiled the new method, Television Online Bi-screen Information.

WRC-TV is making the know-how available free of charge, says Allan

Horlick, president and general manager. "We just want stations to implement the technology."

Stations frequently use crawls to alert viewers to emergencies without breaking into programming. But closed captioning blocks the crawls, depriving all those using closed captioning of that emergency information.

The TOBI system squeezes the picture and shifts it to the left-hand side of the screen, leaving room for crawls at the top, a graphic on the right and

the closed captioning at the bottom.

According to WRC-TV Managing Director of Station Operations Jim Powell, any station can modify its closed captioning with a digital effects generator and a switcher with mix effects. In digitizing and downsizing the picture, the effects generator strips the closed captioning, he says, but it is retrieved and reimposed on the screen with the switcher. "It's not simple," says Powell, "but once you figure it out, you have the method." ■

## SYNDICATION MARKETPLACE

### ENT clearances top 75%

*ENT*, from Warner Bros. Domestic Television Distribution, has been cleared in 85 markets representing 76% of the country, with the company signing WBAL-TV Baltimore last week. WBDTD left the NATPE convention in January with the show cleared in 67% of the country. Warner's *Jenny Jones*, meanwhile, continues to grow, scoring its highest national rating ever with

a 3.3 NTI for the week of Feb. 21-27, a 22% increase in a year-to-year comparison. For the comparable week last year, the show averaged a 2.7 rating.

### Green lights

All American Television and DIC Entertainment, the distributor and producer, respectively, of *Superhuman Samurai Syber-Squad*, have pronounced the live-action first-run

strip a firm go for a fall launch. The series has been cleared in 64% of the country, including eight of the top 10 markets.

*Phantom 2040*, the animated weekly half-hour from Hearst Entertainment, has been given the green light for a fall launch. The show has been cleared in 45 markets representing 60% of the country.

### Bertice upgrade

Twentieth Television's *The Bertice Berry Show* was upgraded on Fox's KTTV-TV Los Angeles from 10 a.m. to 12 noon. The move was effective Monday, March 7. The show recently pulled in its highest metered-market rating to date when it scored a 3.4 rating and 12 share Feb. 10.

### Gold recoined

Samuel Goldwyn Television has cleared its Samuel Goldwyn Premiere Showcase film package (formerly titled November Gold) of 15 new theatricals and three HBO titles in 27 of the top 30 markets. Overall the package has been cleared in 70% of the country. The name change reflects the new barter network created for the premiere of recent theatrical releases as well as movies acquired from HBO. The HBO titles are *The Positively True Adventures of the Alleged Texas Cheerleader Murdering Mom*, *Citizen Cohn* and *Teamster Boss: The Jackie Presser Story*. ■



### Downey eyes return to syndication

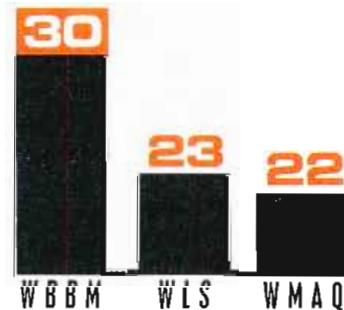
Morton Downey Jr. (above left), the mouth that roared in syndication in 1987-89, is looking to return with a new half-hour show produced out of the studios of noncommercial WTTW-TV Chicago. Chicago-based Major Broadcasting, which syndicates Downey's daily radio show to approximately 40 stations, is shopping the distribution rights to the weekly, all-barter strip for a planned June rollout. Downey's earlier syndicated outing, distributed by MCA TV, was marked by controversy over his abrasive treatment of guests. According to Jim Langan, senior producer of Downey's radio show, the new Downey vehicle will be similar to the show syndicated by MCA TV, with some modifications. Downey will listen more, he says, calling "valid" the criticism that Downey tended to talk over guests. And, he says, there will be no personal attacks. Serving as executive consultant to the show will be Sheldon Cooper, formerly chairman of Tribune Entertainment Co., who oversaw the launch of *Geraldo* and *The Joan Rivers Show*, among others. —JE



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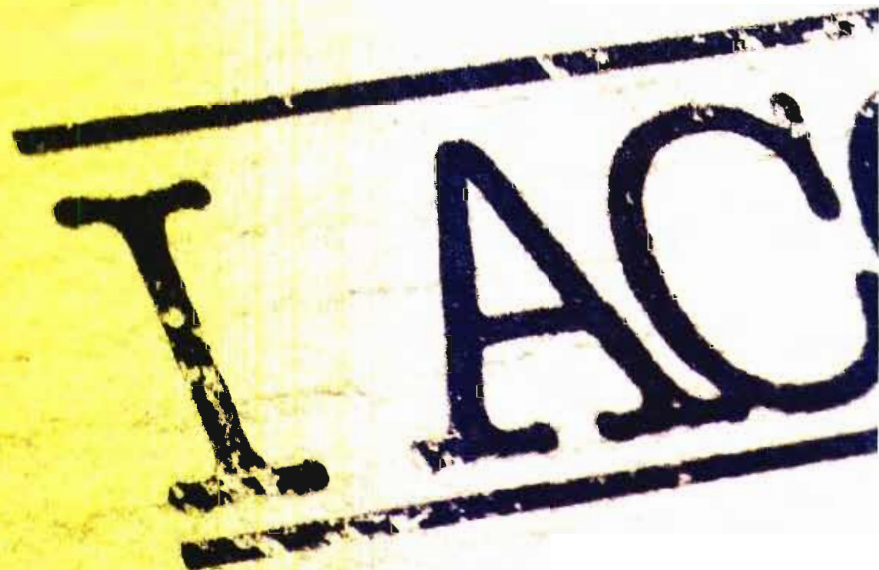
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**PROGRAMING**

**Top cable shows and nets**

Following are the top 15 basic cable programs (Feb. 28-Mar. 6), 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	Network	Time (ET)	HHs. (000)	Rating	
				Cable	U.S.
1. <i>Movie: "Turner &amp; Hooch"</i>	USA	Sun 3:00p	4,488	4.6	4.8
2. <i>Movie: "Turner &amp; Hooch"</i>	USA	Sat 8:00p	3,442	3.9	3.7
3. <i>Pontiac 400</i>	TBS	Sun 1:00p	3,222	3.9	3.4
4. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,824	3.6	3.0
5. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,771	3.5	2.9
6. <i>WWF Wrestling</i>	USA	Mon 9:00p	2,218	3.4	2.4
7. <i>Murder, She Wrote</i>	USA	Thu 8:00p	2,045	3.3	2.2
8. <i>Movie: "Blood Sport"</i>	TBS	Wed 8:05p	2,038	3.3	2.2
9. <i>ACC: North Carolina vs. Duke</i>	ESPN	Sat 7:30p	1,993	3.0	2.1
10. <i>Movie: "K-9"</i>	USA	Fri 9:00p	1,984	3.0	2.1
10. <i>Movie: "K-9"</i>	USA	Sun 1:00p	1,962	3.0	2.1
12. <i>Movie: "Heart Condition"</i>	TBS	Sun 10:35a	1,928	3.0	2.0
13. <i>Weird Science</i>	USA	Sat 10:00p	1,928	2.8	2.0
14. <i>Wings</i>	USA	Sun 6:30p	1,910	2.8	2.0

The top five basic cable services for the week of Feb. 28-Mar. 6 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 sets on during prime time. Source: cable networks based on Nielsen Media Research.

	HHs. (000)	Rating/ Share
1. <b>USA</b>	1,519	2.4/3.7
2. <b>TBS</b>	1,288	2.1/3.3
3. <b>TNT</b>	927	1.5/2.4
4. <b>ESPN</b>	876	1.4/2.2
5. <b>DISC</b>	712	1.2/1.8

**HEAD ENDINGS**

**Interactive guide**

Time Warner's Greater Rochester Cable system in Rochester, N.Y., by June plans to offer Quikvue, a new interactive program guide from Tulsa, Okla.-based Prevue Networks. Quikvue, currently being tested in Media General's Fairfax County, Va., system, will be offered to GRC's 195,000 customers through Scientific-Atlanta's new SA 8600X interactive set-top converters.

**Sega sign-up**

Adelphia Communications has become the latest multiple system cable operator to sign up to launch Sega Channel, the new interactive video game channel scheduled to debut in fall 1994. Adelphia represents more than 1 million additional subscribers for the channel.

**Grasshopper hops to TNT**

Turner Network Television has picked up rights to *Kung Fu*, the action-adventure-western series

that originally aired on ABC in 1972-75. The hour dramas, starring David Carradine was the forerunner of the *Kung Fu: The Legend Continues* series currently in first-run, which also features Carradine. The original series will air Monday-Friday at 7 p.m. ET, beginning April 11. Carradine will host a TNT marathon of classic *Kung Fu* episodes April 9.

**Pay double play**

Pay-per-view distributor Action Pay Per View in May and June will offer "Action Double Play," a national marketing campaign offering two PPV movies for the price of one. A total of 18 different Double Play combinations will be offered at a suggested retail price of \$3.99 per combo. Action will promote each combination through cross-channel spots on sister cable network Black Entertainment Television and The Prevue Guide an hour before its start.



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# Ratings Week According to Nielsen, Feb 28-Mar. 6

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>	
<b>MONDAY</b>	<b>10.0/15</b>	<b>15.3/24</b>	<b>12.5/19</b>	<b>7.1/11</b>	
8:00		19. Evening Shade 14.0/22	32. Fresh Prince 12.8/20	74. Fox Night at the Movies—Rise and Walk: The Dennis Byrd Story 7.1/11	
8:30	54. Day One 10.4/16	15. Dave's World 14.9/23	40. Blossom 12.3/19		
9:00		7. Murphy Brown 17.2/26	39. NBC Monday Night Movies—One Woman's Courage 12.4/19		
9:30	58. Heaven and Hell: North and South Book III, Part 2 9.8/15	14. Love & War 15.0/23			
10:00		13. Northern Exposure 15.4/25			
10:30					
<b>TUESDAY</b>	<b>16.9/26</b>	<b>16.1/25</b>	<b>13.0/19</b>	<b>4.9/7</b>	
8:00	15. Full House 14.9/23	10. 36th Annual Grammy Awards 16.1/24	20. Ancient Prophecies 13.8/20	86. World's Greatest Stunts 4.8/7	
8:30	12. Roseanne 15.9/23			48. Dateline NBC 11.4/18	88. Cops 4.4/6
9:00	1. Roseanne 21.0/30				83. Cops 5.6/8
9:30	8. Coach 17.1/25				
10:00	10. NYPD Blue 16.1/26				
10:30					
<b>WEDNESDAY</b>	<b>11.4/17</b>	<b>13.1/20</b>	<b>12.5/19</b>	<b>12.5/18</b>	
8:00	4. Home Improvmt 18.8/28	66. The Nanny 8.7/13	26. Unsolved Mysteries 13.1/20	24. Beverly Hills, 90210 13.3/20	
8:30	52. The Critic 10.5/16	50. Tom* 11.1/16	36. Now w/Tom and Katie 12.7/19	44. Melrose Place 11.7/17	
9:00		30. Dave's World 12.9/19			
9:30	61. Heaven and Hell: North and South Book III, Part 3 9.7/15	32. Murphy Brown 12.8/19	44. Law and Order 11.7/19		
10:00		9. 48 Hours 16.4/27			
10:30					
<b>THURSDAY</b>	<b>12.8/20</b>	<b>10.5/16</b>	<b>14.4/23</b>	<b>7.5/11</b>	
8:00	44. Byrds of Paradise* 11.7/18	58. Dr. Quinn, Medicine Woman 9.8/15	32. Wings 12.8/20	55. The Simpsons 10.2/16	
8:30		48. Eye to Eye with Connie Chung 11.4/17	3. Seinfeld 19.2/29	70. Sinbad 7.9/12	
9:00	37. Matlock 12.6/19		55. Young and the Restless Prime Time Special 10.2/17	6. Frasier 17.4/26	82. In Living Color 6.1/9
9:30			22. Mad About You 13.7/22	83. Herman's Head 5.6/9	
10:00	18. Primetime Live 14.1/24		52. J. Larroquette 10.5/19		
10:30					
<b>FRIDAY</b>	<b>13.1/22</b>	<b>12.1/21</b>	<b>7.3/12</b>	<b>5.4/9</b>	
8:00	24. Family Matters 13.3/23	37. Diagnosis Murder 12.6/22	79. Viper 6.6/11	87. Adventures of Brisco County Jr. 4.5/8	
8:30	26. Boy Meets World 13.1/22	42. Burke's Law 12.2/20	72. NBC Friday Night Mystery—Perry Mason: Case of the Reckless Romeo 7.7/13	80. The X-Files 6.2/10	
9:00	32. Step By Step 12.8/22				
9:30	43. Hangin w/Mr. C 12.0/20	47. Picket Fences 11.6/20			
10:00	22. 20/20 13.7/24				
10:30					
<b>SATURDAY</b>	<b>7.3/13</b>	<b>13.0/23</b>	<b>7.4/13</b>	<b>7.2/13</b>	
8:00		20. Dr. Quinn, Medicine Woman 13.8/24	80. The Mommies 6.2/11	76. Cops 7.0/13	
8:30		40. Road Home* 12.3/21	74. The Mommies 7.1/12	70. Cops 7.9/14	
9:00	73. ABC Saturday Night Movie—Never Say Never Again 7.3/13		28. Walker, Texas Ranger 13.0/24	66. Empty Nest 8.7/15	77. America's Most Wanted 6.9/12
9:30			65. Nurses 9.0/15		
10:00			78. Friends and Lovers 6.8/12		
10:30					
<b>SUNDAY</b>	<b>11.3/18</b>	<b>17.0/28</b>	<b>9.9/16</b>	<b>7.6/12</b>	
7:00	57. Am Fun Hm Vid 10.1/18	2. 60 Minutes 20.4/36	83. I Witness Video 5.6/10	90. Code 3 2.8/5	
7:30	62. Am Fun People 9.5/16	5. Murder, She Wrote 18.7/29	69. seaQuest DSV 8.0/12	89. Code 3 3.8/6	
8:00	63. Lois & Clark 9.4/15			17. CBS Sunday Movie—Thicker Than Blood 14.5/23	63. Martin 9.4/15
8:30			28. NBC Sunday Night Movie—Pure Luck 13.0/21	58. Living Single 9.8/15	
9:00				51. Married w/Chld 10.8/16	
9:30	30. ABC Sunday Night Movie—One More Mountain 12.9/20			66. George Carlin 8.7/13	
10:00					
10:30					
<b>WEEK'S AVGS</b>	<b>11.8/19</b>	<b>14.0/23</b>	<b>11.0/18</b>	<b>7.4/12</b>	
<b>SSN. TO DATE</b>	<b>12.4/20</b>	<b>14.5/23</b>	<b>11.3/18</b>	<b>7.2/11</b>	

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*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





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BASEBALL '94

## MLB gets its first start

By Steve McClellan

**T**his summer, Major League Baseball enters uncharted waters. It will produce and distribute its own games for network television in a venture with NBC and ABC called The Baseball Network. In an unprecedented deal, the league won't get a nickel in rights fees but will keep and sell most of the ad time.

In the following interview, TBN President Ken Schanzer talks about the company he has set up and its mission of making baseball "appointment television" for viewers and advertisers.

**You've been on the job seven months. You have your team in place and new 6th Avenue headquarters. Now all you have to do is get advertisers to pay piles of money for baseball telecasts that generate 20% higher ratings. Does that sum up where things stand for The Baseball Network?**

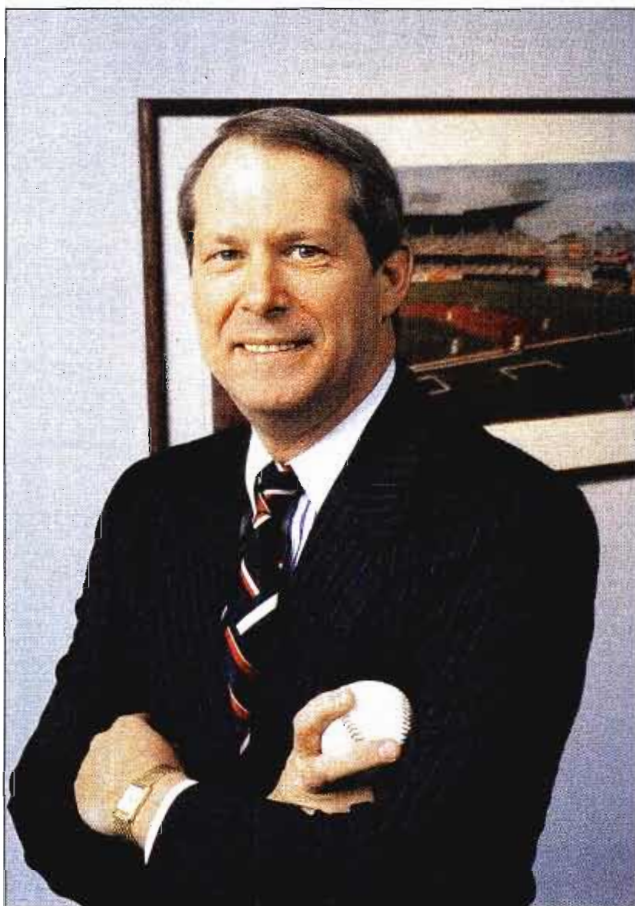
That's a fairly accurate description of what the strategic imperatives are. It's probably not fair to say we're asking advertisers to pay gobs of money, but we are trying to re-establish the pricing of Major League Baseball.

**Re-establish pricing to levels achieved when?**

The pricing integrity is less driven by time period than it is by the relative value of the product. What we've proposed to the marketplace is a rational level of pricing of baseball. We are under the impression that over the past four years baseball was under-priced in the marketplace.

**Which is why CBS got killed with baseball?**

The CBS deal was always a bad eco-



TBN President Ken Schanzer

omic deal. It was made worse by the fact that the market was not very good. And made worse still by the fact that it seems, based on the evidence, they were not as aggressive in trying to maintain the price of baseball once they had accepted as a corporate fact that they were going to lose money. Once they accepted the losses on their books they had very little incentive to place premium value on baseball inventory. Our imperative is to re-establish that pricing value and integrity.

**Is there any sense that the market itself is improving?**

You'll get various assessments from different people, but it seems to be healthier. But also, the program elements of this package are fundamentally different than the previous package.

**How so?**

All of our inventory is in prime time. The regular season is not only in prime time, it's regionalized to take advantage of local interest, which should drive a significantly higher rating. Unlike the past four years, there will be a consistent baseball presence on network television from the All-Star Game through the end of the postseason. There is a new round of playoffs in which you have up to eight local markets represented. That should not only drive a significant rat-

**Ken Schanzer, president, The Baseball Network, in July 1993 was hired to put together and oversee the new venture. He joined TBN after 12 years at NBC Sports, where he served as executive vice president and top aide to NBC Sports President Dick Ebersol and Ebersol's predecessor, Arthur Watson. Before that, Schanzer, 48, was chief lobbyist for the National Association of Broadcasters. After graduating from law school in 1970, Schanzer began his political life as legislative aide to Senator David Pryor (D-Ark.).**



COVER STORY





ing but also help boost late-season ratings because more teams will be involved in the postseason race.

**The league championship series are also regionalized for the first time.**

That also should drive a higher rating. So we believe we've come to market with a much-enhanced package.

**Who's producing the TBN regular-season games?**

The networks will provide the above-the-line personnel for two of the 14 telecasts, including the on-air talent, producer and director. We will provide the below-the-line talent [camera crews, technical staff, etc.] for those games and the remaining games. In addition, we'll provide the above-the-line talent for the remaining games.

**Where will your on-air talent come from?**

Well, we are doing up to 14 regional telecasts each week. So we have to create crews for each of those games. And because each of the telecasts is going to go to each of the markets

playing the game, you have to tailor the announcing crews to those market needs. It would be very difficult to take a local New York Yankee broadcast team into the Boston market when the Yankees are playing the Red Sox.

**But you will be tapping local market talent for the regional telecasts?**

Yes, but we have to find a way to reach a happy medium in terms of creating announcing teams who will be compelling to all of the markets viewing and listening to the telecast. It's an interesting creative challenge.

**Have you figured it out yet?**

We're working on it now. There's no way to have an absolute consistency. However, the reason the networks will provide the above-the-line talent for two of the games is to help them prepare for their postseason responsibilities and also provide some consistency. Bob Costas and Bob Uecker as a team will be on NBC from the All-Star Game through the League Championship Series in year one. ABC's Al Michaels, Tim McCarver and Jim

Palmer will be there from the regular season through the World Series in year one.

**How will you present the regular season on the air?**

We're calling it Baseball Night in America. That's the title as well as the theme.

**How big is the on-air talent pool for the regular season?**

Probably around 60 people, from which you would draw 24 in any one week. The pool may be larger than that because we're also looking at people who aren't working for individual clubs.

**As you've said, the package of games is different now, but will viewers notice changes in TBN's approach to covering baseball, compared with CBS's?**

We have not spent a lot of time analyzing what CBS did or what ABC did, or NBC. Our basic imperative in year one is to keep it as simple as we can, to make the telecasts as uncluttered and unfettered as we can. But we

**Baseball Network nears home**

With about four months to go before it airs its first telecast, the pioneering sports television venture The Baseball Network is a reality—albeit an unproven one.

Nevertheless, the company, a joint venture of Major League Baseball, ABC and NBC, is making progress on a number of bases. To date, New York-based TBN, with a staff of 40 and an operating budget of around \$16 million, has sold roughly \$80 million in advertising. That puts the company well on its way to its first-year goal of \$180 million in gross sales.

A major new client is Texaco, which in addition to its media buy is sponsoring the All-Star Game balloting. Russell Athletic continues as the official MLB uniform supplier and, per TBN policy, also has agreed to buy media time. Gatorade and Sherwin-Williams are said to be finalizing their renewals of media buys.

MLB's net cut of its first-year goal would be about \$140 million. By comparison, CBS paid the league roughly \$265 million in rights fees last year and netted approximately \$150 million in ad sales, sources say.

TBN President Ken Schanzer would not confirm TBN sales figures, but says he is pleased with the sales pace to date.

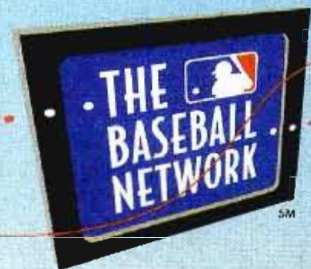
More important, he says, advertisers so far have agreed to pay rate-card prices, which are significantly higher than the rates CBS charged a year ago. TBN declined to provide its rate-card fees, but advertising agency sources say the company has set the regular-season rate at \$75,000 per 30-second spot, at least double what CBS got in 1993.

TBN is said to be asking \$100,000 per spot for the new round of divisional playoffs, the winners of which will face off in the League Championship Series. Spots in the LCS, newly regionalized and all in prime time, are \$175,000.

Agency executives last week said TBN was much more aggressive in pricing baseball than CBS. But they also acknowledged that this season's package, a consistent prime time presence from mid-July through the World Series, is more valuable.

How much more valuable remains to be seen. Agency executives complained the loudest about the pricing of the World Series, with an estimated spot range of \$300,000-\$325,000, a World Series rate that hasn't been achieved since the mid-1980s. CBS asked \$200,000 last year.

Meanwhile, coordinating producer John Filippelli is sorting out how the venture will go about producing and integrating the simultaneous coverage of 14 games for its 12 weekly regular-season telecasts. The weekly package is titled Baseball Night in America. TBN has just closed a deal with Culver City, Calif.-based IDB Communications to coordinate the multitude of satellite feeds involved.



—SM





also need to take advantage of regionalization.

**How will you do that?**

We need to convey the breadth of baseball to as many people as possible. That's our compact with the viewer—to bring him as much baseball as we can, as well as focus on our players.

**Did CBS fail to do that?**

It doesn't really go to anything CBS did or did not do. It really goes to the fact that the underlying purpose in all this is our very strong feeling that at the end of the day this game will prosper if its players become American icons. We intend to be player focused.

*The underlying purpose in all this is our very strong feeling that at the end of the day this game will prosper if its players become American icons. We intend to be player focused.*

**That really hasn't been the case up to now.**

One gets the sense it might not have been. We have a terrific crop of young stars, all of whom are right on the edge of becoming major American personalities. Names like Ken Griffey Jr., Juan Gonzalez, Raphael Palmeiro, Roberto Alomar and a host of others.

**How does regionalization help you promote baseball's stars?**

Well, when was the last time the Seattle Mariners [and Ken Griffey Jr.] were on the national television package? You're likely to see more of Ken Griffey Jr. on our telecasts than you ever were in the past. Because we have the capacity to go from game to game, take highlights from different games, because we'll be covering all of them. It's much more like network coverage of professional football.

**Did CBS do a decent job covering MLB?**

Some of the criticism they received may well have been justified in the early years of their contract, but at the end they did a terrific job.

**Will it take TBN some time to get it right?**

I suspect there may be some rough spots early on because of the complexity of what we have to do. To do 14 games a night is an enormously complicated task.

**You say regionalization will revolutionize the coverage in some respects. Why do you think it's been controversial?**

The negative comments have been largely focused on the regionalization of the league championship series. Most people accept regionalization of the regular season and the new first round of playoffs. That derives from the fact that up to now all the LCS games have been available to everybody.

**Is it a legitimate concern?**

Sure. But by the same token there are some strengths that derive from it. There have been complaints over the years about some of the games being too long and "boring." The attempt to cover two games is likely to provide a much more intense telecast than would be the case in covering just one game. We think in both sets of playoffs, covering those multiple games is going to provide a faster-paced telecast.

**What about the viewers who want to see every minute of LCS action?**

The reason it was done was that audiences for afternoon LCS games had eroded significantly. At some point one has to recognize the reality of the marketplace and acknowledge and respond to the viewing public. If they say we are not as interested or as available in the afternoon as we used to be, it makes some sense to recognize that and respond to it.

**The advertising inventory with the LCS has not been sold out since 1985. Won't another layer of playoffs compound the problem?**

No, to the contrary, the new round of playoff games is an enormous strength to us on a number of bases. Virtually everybody to whom we speak thinks these may well be the sleeper in the deck.

**How so?**

Eight teams will be in these playoffs. They will be high-intensity telecasts because they are life-or-death games for the teams involved. They either win or they're out. What drives [sports] viewership in this country is playoff games, in which a team faces elimination, and localized television. And the essence of The Baseball Network package is those two elements.

**The season is already so long that some viewers lose interest in the last month as races get decided. Won't this exacerbate the problem?**

We think it will help. Those playoffs also drive back into the season. More teams will be fighting for more spots in the postseason. Having eight spots is virtually certain to maintain interest all the way through the end of the season. That should in turn drive higher interest in the playoffs. So this new round of playoffs works in both directions.

**Are you trying to recraft the sport's image in the minds of consumers?**

We're only a part of baseball's focus—an emerging focus—on the marketing of the game. We are not the be-all and end-all or even at the head of it. We hope to be an excellent vehicle for the marketing of baseball and to that end—to the extent that we can—we will work cooperatively with all of our constituencies, the fans, owners, players and sponsors, to realize that goal. We're putting together this grandiose marketing plan, but we hope to be an effective marketing vehicle for baseball.

**Of all the things you have to do, getting sponsors to sign on the dotted line has got to be job one. How's it going?**

We think we are on track and where we should be at this juncture. We are succeeding in doing what we promised to do, which is re-establish the pricing integrity in baseball. By doing that we insure that in years two, three and four this thing is viable economically. I could sell everything I have tomorrow





if I lowered the price enough.

**How has the advertising community responded?**

The response of most of the advertisers to whom we have spoken has been enormously encouraging. There are going to be people in the advertising community who are going to say it's overpriced. That's their job. That's fine. My job is to rationally price this and convince advertisers that baseball is a property they want to be associated with.

**Whom have you signed?**

We've announced only two deals, Texaco and Russell Athletic. We've done others, and most of those represent new money to baseball. And all of them are our rate card. There's been a lot of activity.

**Do any of the packages of inventory that you're selling involve non-baseball inventory?**

None.

**Was it considered?**

It's been considered, but quite frankly there has been no need to do that to date.

The baseball package itself is very strong, and once advertisers see the intrinsic strength of the package, the less concerned they are about packaging with something else. Baseball is akin to an enormous prime time miniseries that plays throughout October. It's unique in terms of its ability to do a solid number for an entire month, all in prime time.

**Will you surpass CBS's baseball net revenue total last year, estimated to be about \$150 million?**

My hope is that we will. But what's most critical to us is not the gross sales. What is critical to us is the pricing of the sales. If we dump this inventory we will never establish the pricing we feel is rational.

**With substantially less at stake under the new joint venture, how committed are the networks to promoting baseball on the air?**

NBC in each postseason football game—through the Super Bowl—and the NHL and NBA All-Star Games, included promotions for Major League Baseball. ABC has had pro-

motion for baseball the last several weeks in its weekend telecasts. So, already the networks are demonstrating their commitment to promoting this game in a manner in which it has not been promoted during the past four years.

**Are you talking with either or both networks about developing baseball-related programs for other dayparts, such as NBA and NBC have done with Saturday morning's *Inside Stuff*?**

We talk about such opportunities all the time. It is too early for that to occur now. If baseball performs I can see all kinds of extensions down the road. But first we have to perform.

**How are you addressing the issue of baseball's aging demographics?**

On a lot of levels. We are working on some projects to drive young people and baseball closer together. But in addition to that, all of our evidence is that the demographics of game attendance are much younger than the

demographics of baseball viewership on television. And one of the things we hope is going to occur is the more regionalized the network telecasts are the more likelihood of attracting the young fan that follows his local team rather than baseball per se.

**What about earlier start times?**

We'll have a 7 p.m. Eastern post-season start time on the weekends. For the rest of the country that's 6 p.m. or earlier. That should help drive a young audience.

**Mike Trager, the head of marketing and sales for TBN, projects a 20% ratings gain this season. Correct?**

It will vary. The All-Star Game won't be up 20%. The regular season will be up a hundred-plus percent, and the postseason will be up significantly for the reasons we talked about earlier.

**Are there ratings guarantees for advertisers?**

No. ■

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# Burns examines world beyond the diamond in *Baseball*

More than a documentary, filmmaker says, it's a history of popular culture

By Steve McClellan

**F**our years in the making, Ken Burns's next epic film, *Baseball*, is scheduled to debut on PBS Sept. 18, as the major league pennant races head down the final stretch of the season.

But the film is much more than a documentary about the game, says Burns, who is best known for his film *The Civil War*, which set new prime time ratings records for PBS in 1990. *Baseball*, he says, is as much about American social history as it is about the game.

The idea of a baseball film first was pitched to Burns in 1985 by longtime collaborator Mike Hill, who is coordinating producer on the baseball project.

"When Mike asked if I had thought about doing something on baseball, I realized that the animating question of all my work is what it means to be an American," Burns says. "I felt the *Civil War* was this sort of defining epic moment, like the American 'Iliad.' But if you really wanted to know over the whole arc of American history who we were, there was no better metaphor, or past to follow, than the story of baseball."

The film is entirely about baseball. But within that context, it is about the history of race relations, labor and management tensions, immigration and assimilation. It is, Burns suggests, the history of popular culture. "I think it's the whole national narrative depicted in one wonderfully satisfying example," he says. "If the *Civil War* is the American 'Iliad,' then baseball is the American 'Odyssey'—this long epic journey home, which is of course the object of baseball."

Asked what viewers should bring away from this film, Burns replies: "That they felt more strongly what it's like to be an American. We're an incredibly diverse and complicated group of people. I think that what happens in the diamond is

reflective of who we are. So [I would hope they would] come away with a poignancy about our national narrative, particularly with regard to race. Jackie Robinson and his story are sort of the center of gravity for the film, the Gettysburg Address and Emancipation Proclamation rolled into one."

Indeed, Robinson, the first black player to crack the color barrier in modern baseball, is one of Burns's greatest heroes, along with Abraham Lincoln.

Robinson's story, Burns says, "is almost biblical in scope. This is a man

who for three years turned the other cheek in the face of the most vicious racial insults you can imagine from his own teammates, opposing players and the crowd. And he carried the load for his own race and did so nobly—and with a spirit of play that we will never see again. He made baseball what it had always claimed to be, our national pastime."

Burns tapped retired NBC newsman John Chancellor to narrate the 20-hour film. Burns says the role had to be filled by

someone who would serve as the viewer's "best friend, somebody you can't live without, but also absolutely invisible. And that's John Chancellor. I was trying to describe the style I was looking for and he said, 'Ah, you want me to be God's stenographer.' That's exactly what he is—a strong third-person presence amid all of these first-person subjective voices."

General Motors is the largest underwriter for the film, the budget for which is roughly \$7 million. GM has been sponsoring Burns's projects since 1985, and the company has pledged its support through the rest of the decade.

Many believe the game of baseball has faded from its past glory, with warring owners, an ousted commissioner, spoiled players and declining fan interest.

Burns disagrees. "I believe that off the

**"I think it's the whole national narrative depicted in one wonderfully satisfying example," he says. "If the Civil War is the American 'Iliad,' then baseball is the American 'Odyssey'"**



Ken Burns, 40, has been an independent documentary filmmaker most of his adult life. He is best known for *The Civil War* (1990), public television's highest-rated series. *The Civil War* garnered more than 40 film and television awards, including two Emmys, two Grammys, a Peabody and a duPont/Columbia award.

Before *Civil War*, Burns produced films, including *Brooklyn Bridge* (1981), *The Shakers: Hands to Work, Hearts to God* (1984), *Huey Long* (1985), *The Statue of Liberty* (1985) and *Thomas Hart Benton* (1988). In 1992, Burns produced *Empire of the Air: The Men Who Made Radio*. He lives in Walpole, N.H., with his wife and two daughters.





field it is all of those things. But if you look, more people are going to baseball games than ever in its history. It's more exciting than it has ever been. In the past dozen years, people have broken the cherished records of baseball. You had one 10-year period in the 1980s and early '90s when 10 different ball clubs won the World Series."

But what about the greed, the scandals and the less-than-heroic behavior on the part of some involved in the game?

"That has always been the case," Burns replies. "And I think that more than anything else, baseball is floundering because it has an identity crisis. It isn't sure what it is about. With these expanded playoffs, it's trying to appear like basketball. It's hoping it can find one single superstar like Michael Jordan to market itself. You have to remember the best ratings the NBA ever had [were] equal to the worst ratings baseball ever had. And that tells you baseball is our national pastime." ■

### Nine "innings" and 20 hours of baseball

- Sept. 18. First Inning:** 1840s-1900. "Our Game" chronicles the rise of baseball from a gentleman's hobby to a national sport in one generation.
- Sept. 19. Second Inning:** 1900-1910. "The look of Eagles" examines the game's early legends, including Ty Cobb, Walter Johnson, manager John McGraw and others.
- Sept. 20. Third Inning:** 1910-1920. "The Faith of Fifty Million People" culminates with the Black Sox scandal of 1919.
- Sept. 21. Fourth Inning:** 1920-1930. "A National Heirloom" focuses largely on Babe Ruth.
- Sept. 22. Fifth Inning:** 1930-1940. "Shadow Ball" covers the Depression years, Ruth's fading career, a new generation of stars (Williams, DiMaggio) and the parallel world of the Negro Leagues.
- Sept. 25. Sixth Inning:** 1940-1950. "The National Pastime" covers the great years of Williams, DiMaggio and others and culminates with the collapse of the color barrier on April 15, 1947, when Jackie Robinson took the field for the Brooklyn Dodgers.
- Sept. 26. Seventh Inning:** 1950-1960. "The Capital of Baseball" celebrates the domination of New York City baseball.
- Sept. 27. Eighth Inning:** 1960-1970. "A Whole New Ball Game" takes place against the backdrop of the turbulent 1960s, when the game's relevance was questioned by many.
- Sept. 28. Ninth Inning:** 1970-the present. "Home" covers the resurging popularity of the sport and the influence of TV and free agency.

## Local rights hit \$375 million

By Jim Cooper

The value of local baseball rights and revenue packages rose by about \$22 million—or 6%—for the 1994 season, according to BROADCASTING & CABLE's exclusive survey of the 28 Major League Baseball franchises and their rightsholders. The 1994 total: \$375 million, which includes estimates in cases where revenue-sharing plans are in place. The 1993 total was \$353 million.

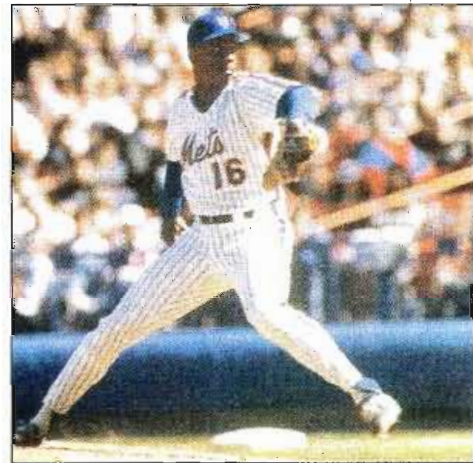
That 6% boost might have been higher were it not for several market forces that affected the 1994 local rights picture. One is the ongoing battle between Warner and Paramount for affiliates for their respective fifth-network efforts. According to Bryan Burns, a sports television consultant with Paragon Alliance Inc., there were fewer bidders because more independents were keeping their prime time schedules open in anticipation of hooking up with one studio or the other. Another factor depressing the bidding was that, in several markets, there was only one cable system where there had been two in

1993, says Burns.

Out of the 28 local major league franchises, eight teams cut new contracts with local television, cable or radio. Of the eight, the Pittsburgh Pirates and the Cincinnati Reds were the only teams to have their total rights packages diminish as the result of new contracts. The Pirates package dropped to \$5 million for 1994, down from \$7.5 million for the 1993 season.

During Pittsburgh's 1993 season, the broadcast rights were owned by KDKA-TV. The station reportedly was not interested in buying as many games for the 1994 season. Under the terms of a one-year contract that has yet to be finalized, the rights package for both broadcast and cable will be held by cable operator KBL Sports, which will carry 60 games and sub-lease 35 to KDKA-TV.

A spokesman for the Reds broadcast outlet, WLWT(TV), told BROADCASTING & CABLE the station is not paying as much as it did last year—\$4 million—for the team's rights, but would not say how much less they will pay in 1994.



While the San Diego Padres and the California Angels saw slight increases in overall revenue from the previous year, the Baltimore Orioles was the only franchise to have a significant hike in total revenue and rights fees: from \$10.7 million to \$11.3 million in 1994.

The St. Louis Cardinals added cable to their 1994 media mix with a deal with Prime Sports to air 43 regular-season games. Prime Ticket will carry games of the San Diego Padres, which retains rights. Cox Cable had the games in 1993. ■

For a team-by-team breakout of local rights fees, see pages 36 and 37.





## '94 BASEBALL'S LOCAL LINEUP

Team	BROADCAST TV					CABLE				RADIO				TOTAL
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1994 rights (in millions)	Regional network	# of regular season games	Contract status (year of years)	1994 rights (in millions)	Flagship	# of stations in network	Contract status (year of years)	1994 rights (in millions)	Revenues & rights fees (in millions)
<b>NATIONAL LEAGUE EAST</b>														
<b>Atlanta Braves</b>	WTBS (TV) (ch.17)	118	—	—	—	SportsSouth	29	—	—	WGST(AM) (640 khz)	162	3/3	\$3.0	\$19.0
<i>Turner Broadcasting owns WTBS and SportsSouth; estimated TV revenues \$16.0 million.</i>														
<b>Florida Marlins</b>	WBFS-TV (ch.33)	52	10	2/4	\$6.0	Sunshine Network	63	2/4	3.5	WQAM(AM) WCMQ(AM)	17 0	2/4 2/2	2.0 1.0	\$12.5
<i>WCMQ(AM) broadcasts in Spanish.</i>														
<b>Montreal Expos</b>	SRC (Fr.)	40	12	4/4	—	Sports Network Reseau Des Sport	25 50	4/4 4/4	— —	CIQC (AM) CKAC (AM)	13 34	4/4* 4/4*	— —	\$7.5
<i>Broadcast and cable TV rights total \$6.5 million; team retains radio rights; radio revenues are \$1.5 million.</i>														
<b>New York Mets</b>	WWOR-TV (ch.9)	72	0	3/5	—	SportsChannel New York	75	8/30	\$12.0	WFAN (AM) (660 khz)	20	4/5	\$5.5	\$37.5
<i>Team and WWOR-TV, in revenue-sharing deal, expect more than \$20 million in revenues.</i>														
<b>Philadelphia Phillies</b>	WPHL-TV (ch.17)	85	2	2/5	—	PRISM SportsChan./Phil.	41 25	—	\$6.0	WGL (AM) (1210khz)	21	2/5	\$3.0	\$13.5
<i>Team and WPHL-TV, in revenue-sharing deal, expect \$4.5 million in revenues; cable payment is total from both services.</i>														
<b>NATIONAL LEAGUE CENTRAL</b>														
<b>Chicago Cubs</b>	WGN-TV (ch.9)	137	NA	—	—	Chicogoland	10	—	—	WGN(AM) (720 khz)	64	—	—	\$20.0
<i>Team, WGN-AM-TV and Chicogoland are owned by Tribune; TV and radio revenues are \$20 million.</i>														
<b>Cincinnati Reds</b>	WLWT (TV) (ch.5)	53	17	1/2	\$3.0-4.0	SportsChannel Cincinnati	35	2/3	\$2.0	WLW (AM) (700 khz)	70	3/3	\$3.2	\$8.2
<b>Houston Astros</b>	KTXH (TV) (ch.20)	63+	16	9/10	\$4.0	Home Sports Entertainment	45-50	6/6	\$2.5	KPRC (AM) (950 khz)	46+	4/5	\$1.0	\$7.5
<b>Pittsburgh Pirates</b>	KDKA-TV (ch.2)	35	6	1/1*	—	KBL Sports	60	1/1	\$3.0-4.0	KDKA (AM) (1020 khz)	50	4/4*	—	\$6.0-7.0
<i>Under 1-year deal that has not been finalized, KBL would secure TV rights for \$3-4 million and sublicense 35 games to KDKA-TV; team retains radio rights, expects \$3 million in revenues.</i>														
<b>St. Louis Cardinals</b>	KPLR-TV (ch.11)	62	20	1/1	N/A	PRIME SPORTS	43	1/3	N/A	KMOX (AM) (1120khz)	125	3/5	\$5.0	\$5.0
<b>NATIONAL LEAGUE WEST</b>														
<b>Colorado Rockies</b>	KWGN-TV (ch.2)	80	8	2/5	NA	NO CABLE	—	—	—	KOA (AM) (850 khz)	50	2/5	\$3.0-4.0	\$3.0-4.0
<b>Los Angeles Dodgers</b>	KTLA (TV) (ch.5)	60	1	2/5	\$15.0	NO CABLE	—	—	—	KABC (AM) (790 khz)	29	2/5	\$3.0	\$18.0
<b>San Diego Padres</b>	KUSI-TV (ch.51)	48	19	4/4	—	Prime Ticket	25	1/6	—	KFMB (AM) (760 khz)	14	5/5	—	\$9.3
<i>Team retains broadcast rights; Prime Ticket sells cable spots and produces games and shares some revenue with team.</i>														
<b>San Francisco Giants</b>	KTVU (TV) (ch.2)	50	5	6/6	\$4.7	SportsChannel Pacific	55	5/7	\$3.5	KNBR (AM) (680 khz)	14	6/6	\$3.3	\$11.5
<i>KIQI(AM) simulcasts games in Spanish.</i>														





Team	BROADCAST TV					CABLE				RADIO				TOTAL Revenues & rights fees (in millions)
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1993 rights (in millions)	Regional network	# of regular season games	Contract status (year of years)	1993 rights (in millions)	Flagship	# of stations in network	Contract status (year of years)	1993 rights (in millions)	
<b>AMERICAN LEAGUE EAST</b>														
Baltimore Orioles	WJZ-TV 13	30	4	1/3	\$6.5	Home Team Sports	78	1/3	\$3.5	WBAL(AM) (1090 khz)	20	1/3	\$2.5	\$13.3
	WNUV-TV	40												
<i>Group W, which owns WJZ-TV and HTS, purchased the exclusive rights to produce, televise and sell advertising for all Orioles games; WTOP pays \$800,000 for Washington radio rights.</i>														
Boston Red Sox	WSBK-TV (ch.38)	75	6	4/6	\$12.0	New England Sports Network	82	10/16	\$6.0	WRKO (AM) (680 khz)	60	1/3	\$4.0	\$22.0
Detroit Tigers	WDIV (TV) (ch.4)	48	5	3/3	\$7.5	Pro Am Sports	70	NA	NA	WJR (AM) (760 khz)	32	4/5	\$4.0	\$11.5
New York Yankees	WPIX-TV (ch.11)	50	0	1/3*	—	Madison Square Garden Network	108	6/12	\$42.0	WABC (AM) (770 khz)	20	6/6	\$5.0	\$47.0
<i>MSG Network, which holds all TV rights under 12-year, \$486 million deal, buys time on WPIX-TV.</i>														
Toronto Blue Jays	BAYTONE	35	20	3/5	\$9.0	The Sports Network	80	2/3	\$4.0	CJCL (AM) (1430 khz)	48	4/6	\$1.6	\$14.6
	CBC	25	39											
<b>AMERICAN LEAGUE CENTRAL</b>														
Chicago White Sox	WGN-TV (ch.9)	52	0	5/5	—	SportsChannel Chicago	93	11/17	NA	WMAQ (AM) (670 khz)	28	3/4	\$3.0	\$7.0
<i>Team and WGN-TV have revenue-sharing deal that is expected to generate \$4 million for team; team retains radio beer revenue (included in radio rights).</i>														
Cleveland Indians	WUAB-TV (ch.43)	61	0	3/4	\$2.0-2.5	SportsChannel Ohio	60	2/3	NA	WKNR (AM) (1220 khz)	30	1/3*	—	\$4.5
<i>Team retains radio rights, expects \$2.5 million in revenues.</i>														
Kansas City Royals	KSMO-TV (ch.62)	63	19	2/3	\$3.0	NO CABLE	—	—	—	WIBW (AM) (580 khz)	115	3/3	\$2.0	\$5.0
Milwaukee Brewers	WVTV(TV) (ch.18)	66	7	—	—	NO CABLE	—	—	—	WTMJ (AM) (620 khz)	48	3/4*	—	NA
<i>Team retains all rights.</i>														
Minnesota Twins	WCCO-TV (ch.4)	60	4	—	—	Midwest SportsChannel	84	—	—	WCCO (AM) (830 khz)	70	—	—	\$4.5
<i>Midwest pays \$4.5 million for all TV and radio rights in first year of four year deal; Midwest offers 24 games on basic, 60 on PPV basis.</i>														
<b>AMERICAN LEAGUE WEST</b>														
California Angels	KTLA-TV (ch.5)	52	0	3/4	\$6.5	Prime Ticket	22	2/5	\$1.0	KMPC (AM) (710 khz)	23	3/3	\$3.8	\$11.3
Oakland Athletics	KRON-TV (ch.4)	50	17	2/5	\$5.3	SportsChannel Pacific	60	5/5	\$3.3	KFRC (AM) (610 khz)	22	1/4	—	\$14.6
<i>Team retains radio rights, expects \$3 million in revenues.</i>														
Seattle Mariners	KSTW(TV) (ch.11)	71	5	2/3	—	NO CABLE	—	—	—	KIRO (AM) (710 khz)	26	2/5	\$5.0-6.0	\$5.0-6.0
<i>Team retains all rights; revenues total \$2-2.5 million for TVs, \$3-3.5 million for radio.</i>														
Texas Rangers	KTVT (TV) (ch.11)	90	13	2/3	\$5.25	Home Sports Entertainment	57	6/6	\$2.5	WBAP (AM) (820 khz)	30-35	3/3	\$3.0	\$10.75

\*Contract status refers to time buying agreement between rightsholder and flagship. NA = Not Available



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## Katz may make public offering

*Sales rep firm would keep most of proceeds for acquisitions*

By Geoffrey Foisie

**W**hat was originally billed as an attempt by outside investors to liquidate their holdings in Katz Communications has evolved into a proposed public offering of stock in which Katz itself would retain most of the proceeds.

Katz Chairman James Greenwald also would sell a substantial percentage of his holdings in the offering, and two outside investors—Sandler Capital and 61 K Associates—would sell roughly half of their holdings.

The industry's largest sales representation firm probably would keep at least \$50 million in proceeds from the stock offering which, according to one source, would raise at least \$75 million.

Katz could use the proceeds for acquisitions. Possible expansion could be in cable or in Europe, says First Boston's director of high-yield research, Bob Kricheff, although he knows of no planned acquisitions that would require substantial capital.

"They can do a lot just out of their existing cash flow," another analyst says and suggests that the main reason for the offering is to help the outside investors cash out.

Katz also could use the proceeds to retire some of its 12.75% bonds, \$20 million of which can be retired at 110% of their face value if done by Nov. 15, Kricheff says.

Kricheff estimates that last year the company did roughly \$36 million in cash flow on revenue of \$157 million.

His estimates for this year are \$41 million and \$178 million, respectively.

Even after the offering, management still would retain more than 60% of the voting control, according to a source.

A possible loss of voting control and ownership may have been among the issues that led Katz's board to reject a buyout offer by Dallas-based venture capital firm Hicks Muse. Price may have been another consideration.

Katz is said to be working on the stock offering with two New York-based investment banking firms, Smith Barney Shearson and Lazard Freres. The offering would be for 5 million shares at an expected offering price of \$15-\$17, a source says. ■

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## Satellite radio dishes up stock offering

*CD Radio faces hurdles  
before testing pay concept*

By Geoffrey Foisie

**R**adio broadcasters have comforted themselves that pay radio is not a threat because, as a cable service, it could not reach listeners outside the home. But as a recently filed stock prospectus makes clear, some companies hope to use satellites to turn outside-the-home radio listeners into radio subscribers.

The prospectus, for Washington-based CD Radio, also shows what an initially daunting prospect the satellite pay radio business is. CD Radio indicates that it doesn't expect to begin operations until mid-1997.

That presumes CD Radio overcomes a number of regulatory hur-

Continued on page 42



# Changing Hands

This week's tabulation of station and system sales

**WMXD(FM) Detroit** □ Purchased by Booth American Co. (John Booth II) from Fritz Broadcasting (Jock Fritz) for \$23 million. Transaction is a swap: Fritz receives Booth American's WTOD(AM)-WKKO(FM) Toledo, Ohio and WSGW(AM)-WIOG(FM) Saginaw, Mich., plus cash. Booth American will contribute WMXD to Secret Communications for duopoly in Detroit. In related sale, Infinity is buying WYXT(AM) Detroit from Fritz Broadcasting for \$23 million. Gary Stevens brokered both sales for Fritz. WMXD has urban contemporary format on 92.3 mhz with 21.5 kw and antenna 699 ft. (Broadcasting & Cable, Jan. 3).

**WTHE(AM) Mineola, N.Y., and WVNJ(AM) Oakland, N.J.** □ 50% stock purchased by Howard and Miriam Warshaw from Marvin Kosofsky, all of licensee Universal Broadcasting, for \$6.025 million. **Buyer** has interests in WKIX(AM)-WYLT-FM Raleigh, N.C., and WLDJ-FM Appamatox, Va. **Seller** owns WSYW-FM Danville, Ind., and WCBW-FM Columbia, Ill. WTHE has religious/gospel format on 1520 khz with 1 kw. Filed Feb. 2 (AM: BTC 940202EJ; FM: BTC940202EK).

**KQCR-FM Cedar Rapids, Ia.** □ Purchased by KRNA Inc. (Eliot Keller, president) from Cedar Rapids-KQCR LP (William Clymer, general manager) for \$2 million. **Buyer** owns KRNA-FM Iowa City, Iowa. **Seller** has no other broadcast interests. KQCR-FM has CHR format on 102.9 mhz with 100 kw and antenna 390 ft. Filed March 8. *Broker: Dale Cowle.*

**WWZZ(FM) Karns, Tenn.** □ Purchased by Jacor Communications (David Schulte, chairman) from wcks Broadcasters Ltd. (Robert Bennis, GP) for \$1.8 million. **Buyer** owns KOA(AM)-KRFX(FM)/KAZY(FM) Denver; WLW(AM)-WEBN-FM/WLWA(AM) Cincinnati; WGST(AM)-WPCH-FM Atlanta; WQIK-AM-FM Jacksonville, Fla.;

WMYU-FM Sevierville, Tenn., and WFLA(AM)-WFLZ-FM Tampa, Fla. **Seller** has no other broadcast interests. wwzz has classic rock format on 93.1 mhz with 1.2 kw and antenna 515 ft. Filed Feb. 7 (BALH940207HI). *Broker: Americom Inc.*

**KTHT-FM Fresno, Calif.** □ Purchased by NewTex Communications (Bob Sherman) from SpaceCom (Walter Richey, CEO) for \$1.5 million. **Buyer** owns KRZR-FM Hanford, Calif. and KSSK-AM-FM Honolulu. **Seller** owns KOSO(FM) Patterson, Wash. KTHT-FM has adult contemporary format on 102.7 mhz with 50 kw and antenna 500 ft. *Broker: Gary Stevens & Co.*

**KGRL(AM)-KXIQ-FM Bend, Ore.** □ Purchased by Stewart Broadcasting Inc. (Sande Stewart, president) from Oak Broadcasting Inc. (Michael Mater, chairman) for \$975,000. **Buyer** owns KSJJ-FM Redmond, Ore. **Seller** has no other broadcast interests. KGRL(AM) has adult contemporary format on 940 khz with 10 kw. KXIQ-FM has CHR format on 94.1 mhz with 100 kw and antenna 1,028 ft. *Broker: William A. Exline Inc.*

**WITH(AM) Baltimore** □ Purchased by Guardian Communications Inc. (Mark McNeil, president) from WITH of Baltimore Inc. (James McCotter, president/CEO) for \$850,000. **Buyer** owns KFEL(AM) Pueblo, Colo.; KKIM(AM) Albuquerque, N.M.; WCCD(AM) Parma, Ohio, and WTSJ(AM) Cincinnati. **Seller** has no other broadcast interests. WITH has big band format on 1230 khz with 1 kw. Filed Feb. 17 (BAL940217 EA).

**WSHQ(FM) Cobleskill, N.Y.** □ Purchased by Maximum Media Inc. (Joseph Weiss, president/director) from Barry Sims, receiver, for \$550,000. **Buyer** owns WQBK-AM-FM Rensselaer, N.Y. **Seller** has no other broadcast interests. WSHQ has adult contemporary format on 103.5 mhz with 50

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,767,500 □ 4

FMs □ \$29,187,500 □ 6

Combos □ \$7,000,000 □ 2

TVs □ \$0 □ 0

Total □ \$37,955,000 □ 12

So far in 1994:

AMs □ \$26,233,514 □ 39

FMs □ \$146,814,500 □ 75

Combos □ \$308,506,052 □ 52

TVs □ \$192,750,000 □ 13

Total □ \$774,304,066 □ 179

# SOLD!

**WJMZ-FM, Greenville, South Carolina** from **AmCom Carlinas, Inc.,** George R. Francis, Jr., Chairman, to **HMW Communications, Inc.,** Owen Weber, President, for \$5,200,000.

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and  
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### Fox seeks questionable-ownership answers

Even though Fox Broadcasting's purchase of WGBS-TV Philadelphia has been canceled, the group owner is asking the FCC to rule on a petition alleging that Fox has excessive foreign ownership.

The NAACP had questioned Fox's ownership structure in a petition to deny the sale. It alleged that Fox, owned by naturalized U.S. citizen Rupert Murdoch, violated the FCC's alien ownership rule by allowing Australians to indirectly control the company. The rule limits foreign ownership or voting to 25% of the stock of a company controlling a licensee.

David Honig, counsel for the NAACP, claims in the petition that 36% of the equity of New Corp. Ltd. is owned by Australians. News Corp. is the parent of Fox Inc., which owns the remaining 24% of Twentieth Holdings Corp., the parent of the entity that was purchasing WGBS-TV. Murdoch owns the other 76% of Twentieth Holdings.

Fox attorney Bill Reyner of Hogan & Hartson's Washington office says that while the NAACP's petition to deny did not cause the transaction to collapse, it did delay the process at the FCC. The parties agreed to terminate the contract if the FCC did not settle before Jan. 31, to protect the station license as the April 1 renewal date nears, Reyner says.

The ownership issue has plagued Fox since its formation in 1986, although the FCC approved its ownership structure at the time. To prevent similar delays in future transactions, Fox is asking the FCC to settle the controversy. Reyner does not expect any problems from the FCC. —JAZ

kw and antenna 492 ft. Filed Feb. 24 (BALH940224GE). Broker: Blackburn & Co. and Raven Group Inc.

WOMX(AM) **Orlando, Fla.** □ Purchased by NewCity Communications (Richard Ferguson, president) from Nationwide Communications (Steve Berger, president) for \$500,000. Buyer owns WEZN-FM Bridgeport, Conn.; WJZF(FM) and WYAI(FM) LaGrange, Ga.; WZZK-AM-FM Birmingham, Ala.; KRMG(AM)-KWEN(FM) Tulsa, Okla.; WDBO(AM)-WWKA(FM) Orlando, Fla.; KKYY(AM)-KCYF(FM) San Antonio, Tex., and WSYR(AM)-WYYY(FM) Syracuse, N.Y. Seller owns 3 AMs, 10 FM's and 3 TV's. WOMX has adult contemporary format on 950 khz with 5 kw. Filed Feb. 18 (BAL 940218EA).

KCVS-FM **Salina, Kan.** □ Purchased by The Eagle Broadcasting Co. Inc. (John Vanier II, president/director) from United American Broadcasting Inc. (Gayland Gaut) for \$337,500. Buyer owns KABI(AM)-KSAJ-FM Abilene and KBLS-FM North Fort Riley, both Kansas. Seller has no other broadcast interests. KCVS-FM has inspirational format on 104 mhz with 3 kw and antenna 269 ft. Feb. 23 (BALH940223 GE). Broker: Chapin Enterprises.

WIBU(AM) **Poynette, Wis.** □ Purchased by Radio Hill Broadcasting (Stan C. Johnson, president) from WIBU Inc. (Harry D. Jacobs, president) for \$217,500. Buyer and seller have no

other broadcast interests. WIBU has stardust format on 1240 khz with 1 kw. Broker: Kozacko Media Services.

KNOR(AM) **Norman, Okla.** □ Purchased by Fox Broadcasting Co. Inc. (John Fox, president) from Voice of Norman Inc. for \$200,000. Buyer owns WWLS(AM) Moore, Okla. Seller has no other broadcast interests. KNOR has adult contemporary/talk format on 1400 khz with 1 kw. Filed Feb. 17 (BAL940217 EC). ■

## CD Radio

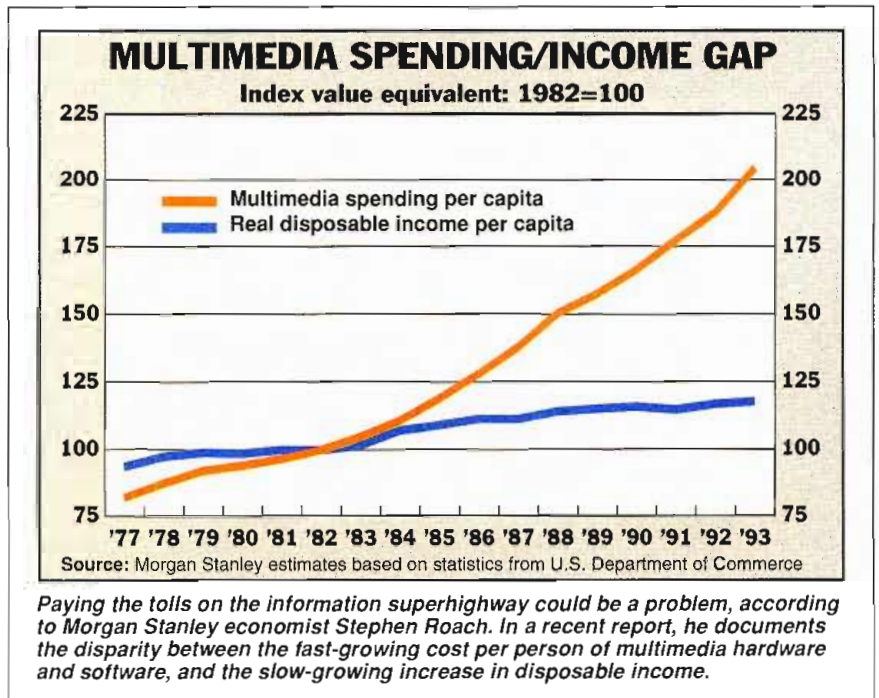
Continued from page 40

dles, including FCC authorization of its digital satellite service. And possible cross-border frequency interference requires consent from Canada and Mexico.

The digital service doesn't have any receiving equipment yet. As an "S-band" frequency service, it will require a new generation of radio receivers. Although the company says several radio manufacturers and automakers have expressed an interest in such receivers, it apparently will be up to CD Radio to fund the \$1 million prototype of the integrated circuit to be used in its system. When built, the S-band radios are expected to be somewhat more expensive than existing radios.

Although all these hurdles make CD Radio's quest for capital seem better-suited for venture capital than for the public markets, it hopes to raise \$45 million-\$60 million in an underwriting led by The Seidler Companies and First Marathon (U.S.A.) Inc.

The service that CD Radio eventually hopes to offer will be 30 channels of commercial-free digital music and up to 20 more channels of other formats such as all-news, all-sports and all-talk programming. The company expects to charge \$10 per month or less for the service. ■





## Panasonic to unveil nonlinear editing system

*New Postbox will be ready late this year or early next*

By Harry A. Jessell

**C**ount Panasonic in on the burgeoning market for computer-based editing.

Next week at the National Association of Broadcasters convention in Las Vegas, Panasonic will introduce a "nonlinear" editing system featuring random access storage on computer hard-disk drives, according to company spokesman Jim Wickizer.

Wickizer says the Postbox will be ready for market late this year or early next. He offered no further details.

Led by Avid Technology, the market of disk-based editing for film and video has exploded in the past few years. According to Avid, sales of the systems currently exceed \$250 million and are growing rapidly.

Playing catch-up, Sony last month unveiled a nonlinear version of its Destiny editing system.

Panasonic last month announced several other new products for the NAB convention.

At the top of the new-product list is the top-of-the-line D-5 digital videocassette recorder for post-production, which Panasonic says exceeds the D-1 VCR in quality and transparency and is fully compatible with the D-3 machine.

The D-5 AJ-D580, \$65,000 in its basic configuration, can handle two hours of video on a single cassette. It is suitable for both 4:3 and 16:9 aspect ratio applications and offers playback of D-3 recording in the component domain with an internal digital decoder.

"Panasonic also has under development an external device using 4:1 compression...that will allow recording and playback of true HDTV pictures," says Steve Bonica, president, Panasonic Broadcast & Television Systems Co.

For electronic newsgathering, Panasonic will introduce Supercam, a one-piece camcorder composed of a camera with three CCDs and a S-VHS recorder.

For less than \$10,000, "broadcasters can get [camera] features they are used to getting" in costlier camcorders, Wickizer says. In addition to the Frame Interline Transfer CCDs, he says, those

features include an electronic shutter that can take shots off computer screens and digital signal processing. The unit will be available in April.

Panasonic also will have a new low-end camera with three Interline Transfer CCDs for \$5,500. The WV-E550 is aimed primarily at the industrial market, Wickizer says, but it could be used by broadcasters for "point-and-shoot" jobs.

Panasonic will unveil an S-VHS editing videocassette recorder with slow-motion capability and digital signal processing. The AG-DS850 also will be available in April for less than \$10,000.

The company also will push the sixth-generation, or W Series, of its MII half-inch analog component videocassette recorders and players. The AU-W35H recorder (\$10,400) and

the AU-W32H studio player (\$8,800) feature time base correctors, built-in time code generators and readers, and noiseless freeze frame.

The AU-W33H (\$10,400) also includes autotracking for full control of noiseless slow motion and still playback. The features should make the machines attractive for a range of applications from desktop video to computer graphics, says Bill Bakonyi, product manager, MII.

Wickizer quashed speculation that Panasonic would introduce a 6mm (quarter-inch) digital tape format for professional use based on the consumer standard that a Japanese consortium including Panasonic has been developing. "There will be no announcement at this NAB," he says. ■

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## Fox launching global kids network

*Despite entry of third player, market seen as still underserved*

By Jim Cooper

**F**ox Broadcasting Corp. will enter the kids-only radio market on May 8 with a two-hour kids music countdown show to be aired Sunday mornings.

The No. 1-rated children's television network, reaching roughly 70% of all children aged 2-11, will join Children's Satellite Network and Seattle-based Kidstar Network as a player in children's radio format. At least one advertising executive, however, says broadcasters still are

underserving the market.

Called FOX Kids Radio, the network will air in U.S. cities and selected international markets.

The network's programing will consist of a weekly countdown of top-rated songs chosen by kids. Co-hosted by Fox Children Television Network personalities, it also will feature current news and interviews with teen celebrities. Wally Clark Productions Inc. will produce the programs and coordinate station clearances.

Radio AAHS, also known as the Children's Satellite Network, has grown from its owned WWTC-AM in Minneapolis to a network of 20 affiliates that penetrates 16.6%, up from about 3.7% just over a year ago.

Kidstar, currently carried on its owned station in Seattle, KKDZ(AM), is completing its first year. Jodell Seagrave, executive vice president, Kidstar, says the network likely will launch simultaneously in a number of top 10 markets by the fourth quarter of this year.

Two advertising executives have differing opinions about the outlook for children's radio. Sam Michaelson, vice president, senior associate buying director, Saatchi & Saatchi Advertising, says the value of kids radio product still is largely untapped.

However, Griffin Bacal's Loretta Volpe says the format still is somewhat untested and a tough sell. "The jury is still out," she says. While she believes in the concept of radio for children, Volpe is unsure of the scope of the marketplace.

Radio AAHS recently released the results of an Arbitron-commissioned study of family listening in the Minneapolis area. The study says:

- Ninety-one percent of all children under 12 listen to the radio each week, with listenership split fairly evenly between boys and girls.

- Cumulative listening is evenly divided across dayparts, except for a slight dip among older children during school hours.

- One adult for every two children tunes in.

- Nearly 51% of all listening is done in cars.

The ratings test, Michaelson says, confirms that the audience does exist and gives media buyers a way to show its potential to advertisers in "black and white." And with the furor surrounding television violence, Michaelson says she expects parents to increase radio listening in the home. ■

### Country radio convenes in Nashville

The Country Radio Seminar celebrated its 25th anniversary in Nashville with what sponsor Country Radio Broadcasters said was a record attendance of 2,251.

Ed Salamon of Unistar, president of the CRB, said that no particular format issues dominated the four-day meeting: "The success of the seminar has been that we sit down and share information and try to learn from each other."



At annual country radio gathering, singer Garth Brooks (r) was awarded Country Radio Seminar Humanitarian award from Country Radio Broadcasters President Ed Salamon.

Results of a country radio survey of 600 stations showed that among the major-market country stations, 80% said they were number one in the 25-54 demographic. The survey also showed that 80% of the major markets had two or more country formatted stations: 100% of the large markets, 76% of the medium markets and 61% of the small markets.

Inducted into the DJ Hall of Fame was Larry Scott of KWKH-FM Shreveport, La., and a posthumous award was given to Wayne Raney of WCKY(AM) Cincinnati, Ohio. Radio Humanitarian awards were presented to WQOB-FM Bangor, Me.; WSIX-FM Nashville, and KMPS-FM Seattle. Promotion awards were presented to WQOW-FM Sparta, Wis.; WROO-FM Jacksonville, Fla., and KMPS-FM Seattle, Wash. —GF



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**News on the quarter century**

WTOP(AM) Washington celebrated 25 years of all-news radio in the nation's capital with a party at the station's studios on March 3. Some of the biggest names in the news business gathered to catch up on old times and pay homage to the shop that boasts many distinguished alumni, including *Connie Chung* and *Sam Donaldson*. Shown above at the festivities (l-r): *Granville Klink*, WTOP engineer since 1937; CBS Radio President *Nancy Widman*; CBS Radio Network correspondent *Charles Osgood*; WTOP Executive VP and General Manager *Tom McKinley*; *Jamie Bragg*, WTOP anchor since 1958; CBS News VP of Radio *Larry Cooper*, and CBS Radio VP and General Manager *Bob Kipperman*.

**RIDING GAIN**

**Letterman's list**

CBS Radio last week said that it will add *Late Show with David Letterman's* "Top 10" list to its morning radio broadcasts. Affiliate stations will receive a fully produced program six days each week that will incorporate the Top 10 list from the previous evening's broadcast. CBS says this is the first time that CBS Radio Networks has worked with CBS Television Networks to produce a companion radio feature. The exclusive three-minute feature will debut on the network on Friday, April 1.

**Pulling in 12-plus**

Statistical Research Inc. reports that the combined commercial audiences of the ABC, AURN, CBS, Unistar and Westwood One Radio networks reach 70% of persons 12-plus.

In its interpretation of data collected in the fall 1993 RADAR report, Statistical Research projects that almost 145 million people listen to at least one network radio commercial during the course of a week. The report also shows that the total network reach is high among all population groups, with men 18-plus at 74%, women 18-plus at 66% and teens at 67%. The highest reach among demographic

groups examined in the study is men 25-54 at 75%. Network radio program and commercial estimates issued by RADAR are based on listening levels from November 1992 to October 1993 on almost 5,500 network stations and on more than 3 million network-clearance records. In a separate release, CBS Radio Networks cites the same RADAR study in saying that it maintained its rank position in its key demographic, adults 25-54. The network was ninth for persons 12-plus and tenth in the adults 25-54 group.

**RAB backs Swiss symposium**

Radio Advertising Bureau President and CEO *Gary Fries* recently announced that his association will support and take part in the second Radio Montreaux International Symposium to be held in June.

*Fries* says that there is a growing appetite among international broadcasters for information about American commercial radio. Hundreds of international radio professionals attended the 1994 RAB Managing Sales Conference and Executive Symposium in Dallas last month.

RAB is encouraging its members to attend the conference.



## FCC outlines terms for PCS auctions

*Emergency services have five years to vacate*

By Christopher Stern

**T**he FCC has laid down generic ground rules for the billion-dollar spectrum auctions to begin late this fall or early next year.

The commission last Tuesday unanimously voted to adopt a preferred format of "simultaneous multiround" auctions. But because the simultaneous auctions can be costly and complex to administer, the FCC said that it may choose a "sequential auction design" instead. The auctions will cover new and emerging personal communication services, including telephones, pagers and mobile computers.

Under the preferred format, several auctions will be conducted at once for different spectrum allotments. The format will allow competitors for interdependent licenses to adjust their

bidding strategies as the various auctions progress, the FCC said. For instance, a company bidding for the license in Manhattan may alter its financial strategy after discovering that it did not win the license for Brooklyn or Queens.

The commission also adopted rules that will give emergency services five years to vacate spectrum sold for private use. Fire, police and emergency medical facilities must vacate their frequencies if it is determined that the frequencies cannot be shared with the successful bidder. All costs associated with relocating the emergency service will be paid by the new license-holder. The new occupant

**All costs associated with relocating the emergency service will be paid by the new license-holder.**

and the emergency services have four years to conduct voluntary negotiations. In the final year, negotiations are mandatory.

The FCC also took action to discourage speculators from taking advantage of the auctions. To participate in an auction, a bidder must provide a "substantial upfront payment." After the auction,

successful bidders will have five days to deposit additional money to bring their payment to 20% of the total bid. The remaining 80% will be due five days after the license is awarded. Successful bidders who withdraw their offers will be penalized.

Minorities, women, small business-

## Hillary Clinton decries excess violence in TV news

First Lady Hillary Rodham Clinton has joined the TV violence debate. Her target, however, was not entertainment programming, but the news.

Speaking earlier this month at a conference on "Children and the News Media," Clinton said excessive news coverage of violence may have a harmful effect on children. According to reports, she asked journalists to provide more "balanced" coverage when reporting on violence.

Clinton, who spoke via satellite, also suggested that the media's coverage of violence is excessive. News reports on violence air more frequently than what actually is occurring on the streets, she said. And Clinton cited a study by the Center for Media and Public Affairs, which found that network news coverage of violence had doubled over the past year, while the overall national crime rate was unchanged. However, the study also showed that murder coverage had tripled in 1993.

Such excessive news coverage actually may glamorize violence and give children the impression that violent behavior is acceptable, Clinton said. "Good caution and prudence do not violate First Amendment rights," she said.

Later, while answering questions from students



*Hillary Rodham Clinton says excessive coverage may glamorize violence.*

attending the conference, Clinton said she and the President "never watch the news."

"If they don't watch the news, they ought to," said David Bartlett, president of the Radio and Television News Directors Association. "They'd get a better idea of what's going on in the country."

As for Clinton's comments about TV news, Bartlett said he was "disturbed but not surprised." He has believed "all along that what [politicians] really want to control is the news." And, Bartlett added, "it's a lot easier to criticize the media than solve the problem."

Also during the conference, another study concerning the news media's coverage of children's issues was released. The study, by Dale Kunkle of the University of California, was commissioned by Children Now, an advocacy group that sponsored the conference.

According to that report, the media's coverage of children "most frequently" involves reports of crime and violence. There also were stories devoted to education, but not as many. Television news devotes less attention to education issues than do newspapers, the study found. Issues such as children in poverty, child care and welfare "accounted for just 4% of all newspaper and television news stories about children."

—KM

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is sure to catch the attendee's eye as he or she works the exhibit hall and conference area. CNN Headline News will be broadcast from kiosks located strategically throughout NAB — with exhibitors' commercial messages inserted in place of the national ads broadcast by CNN.

Each advertiser's message will appear once an hour throughout the four days of the show for a total of 32 commercial spots during NAB'94.

**NAB Video Billboard** will be carried on a second screen in the kiosks. This format utilizes video (no audio), slides or text for important announcements to NAB attendees. Each billboard message will be 15 seconds in length and will repeat twice an hour for a total of 64 impressions throughout the four days of the show. Use the billboard to build booth traffic, announce meetings or product demonstrations and to reinforce your company's sales message.



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**Broadcasting**  
The Newsweekly of Television and Radio  
& Cable

es and rural telephone companies will be exempt from some rules the commission established last week.

Small businesses will be allowed to pay for "appropriately sized licenses" in installments. Small businesses are defined as those worth less than \$6 million with average net income after federal taxes of less than \$2 million.

The FCC also may set aside some of the spectrum for "designated entities," including minorities, women and small businesses.

The commission is considering instituting a system of bidding credits for rural telephone companies that are bidding on licenses in their own service areas. The commission defined a rural telephone company as an independently owned business with fewer than 50,000 access lines, serving communities of fewer than 10,000 people.

Congress ordered that the auctions take place in June, but FCC officials said that it will be later this year or early next year before the first auction takes place. It is expected to be five years before all the new licenses are awarded. ■

## Broadcast, satellite industries have common goals on superhighway

*An open letter to broadcasters from Charles Hewitt*

Dear Broadcasters:

Satellite and over-the-air broadcasting have in common more than either industry would believe (and not simply retransmission consent!). Quite simply, our mutual interest lies in the fact that we both need to provide policy-makers with a clear understanding of our roles in the national information infrastructure (NII).

Both of our industries are interested in delivering sports, news and information to the home. We do it through the national "footprint" of a satellite. You do it through local television broadcasting.

Our interests become complementary as they are joined at a satellite receiver's electronic A/B switch—and will continue to be in the new direct-broadcast satellite system, which enables viewers to switch from our national distribution to your local broadcast service by remote control.

This important development—the NII—is roaring ahead at an ever-increasing pace while its direction is still unclear. We both are certain, however, that our modes of distribution will be essential to the NII: satellite for point-to-multipoint distribution; broadcasting for programming and localism. But until now, each of our respective industries has been preoccupied with its own issues, as we busily conduct competitive discourse with perceived opponents rather than look at the broader ramifications of the NII.

A true NII will comprise the complete range of distribution technologies—satellite, broadcasting, wireless, fiber and cable. We both know what our capabilities are and the roles we expect to play in the telecommunications network of the future. We're not sitting idly by while the telcos use their market power to create a fiber network, and we don't expect that you are either. In fact, there is more commonality between all types of wireless communications because each brings a unique approach to distribution. That includes the ability of satellite and broadcasters to deliver interactive services (e.g., utilizing Ka-Band, IVDS, etc.) long before fiber.

As industries with a vital stake in the future development of our nation's telecommunications infrastructure, it's time to take action that will impact the goals we are trying to achieve. Policy-makers are focusing on fiber because cable and telcos already have started their dialogue. We must start one of our own if we are to achieve similar results.

The potential cost of "fibering" all of America is vast. Other, more cost-efficient, technologies already are fulfilling many—if not most—of the basic communications needs called for in the NII. "Universal service" will be attainable only through a mix of technologies, each of which brings a special economic strength to the marketplace.

We believe in the efficient-markets approach because our economy is built on it. Consumers will choose how they want to receive information based on what is most cost-effective—whether it be free, over-the-air, subscription or broadband video communications. Americans must keep the ability to choose before a yet-to-be-defined industrial policy chooses for them.

*Signed,*

*Charles C. Hewitt, President*

*Satellite Broadcasting and Communication Association*



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# Top FCC officials investigated

By Christopher Stern

The FCC is being hauled into court to explain why it reversed a decision canceling a construction permit for a new TV station in Orlando, Fla. The reversal followed a meeting last summer between the permittee and top FCC officials that the agency's inspector general said violated commission rules.

Inspector General James Warwick found the July 1 meeting violated the ex parte rules limiting contact between FCC officials and parties in adjudication before the agency.

According to Warwick's report, FCC officials involved in the meeting included Mass Media Bureau Chief Roy Stewart, Video Services Division Chief Barbara Kreisman and Television Branch Chief Clay Pendarvis.

The officials met with Rainbow Broadcasting President Joseph Rey and his Washington attorney Margot Polivy two weeks after Rainbow's construction permit was canceled by Kreisman. Rainbow had requested a sixth extension of the permit and permission to reorganize. On July 30, four weeks after the meeting, the FCC reinstated the construction permit, the report states.

The Rainbow station has been actively opposed at the FCC by Press Broadcasting, which operates WKCF, an independent station in the Orlando, Fla., market. Rainbow also wants to operate an independent, general-audience station in the market.

Warwick also found that Antoinette Cook-Bush, then a top aide for the Senate Communications Subcommittee, violated the ex parte rules by contacting Stewart about the case in June. It was shortly after her call that FCC officials held the allegedly improper meeting with Rainbow.

Cook-Bush is a friend and former client of Polivy, Rainbow's lawyer. Cook-Bush also represented Rainbow when she was a private-practice lawyer. The month before her call to Stewart, Cook-Bush was widely considered the leading candidate for the then-vacant FCC chairmanship. She is now a partner in the Washington office of Skadden Arps Slate Meagher & Flom.

Skadden Arps partner Robert Bennett, speaking for Cook-Bush, said

she did not believe the Rainbow case was part of a restricted proceeding, in which ex parte contacts are forbidden. He added that Cook-Bush thinks her call touched on only the status of the case and in no way violated commission rules. Bennett said there is nothing unusual about a top Senate aide calling the FCC at the behest of an individual. "That's her job. That's done all the time on the Hill," Bennett said.

According to Warwick's report, Cook-Bush informed Stewart that Rainbow Broadcasting is a minority broadcaster and the "commission was supposed to have a minority broadcasting policy, and asked Mr. Stewart if the [Mass Media Bureau] action was consistent with that policy."

In his report, Warwick recommended that then-FCC Chairman James Quello "consider whether administrative action should be taken against certain of the employees involved, and that the Mass Media Bureau be directed to institute procedures to insure that employees are more sensitive to the requirements of the ex parte rule."

Quello apparently decided against any strong action in the case. In a confidential memo to Stewart, Quello wrote, "I'm satisfied that you are instituting corrective action to eliminate possible misunderstanding of the ex parte rules by your staff members." Quello added, "I understand your explanation of the IG complaint, and no further action is

warranted at this time."

Under ex parte rules, a party in a disputed case may contact the FCC only to discuss the status of the case; rules specifically bar a participant from any discussion of a case's merits.

In addition to finding violations of the ex parte rules, Warwick criticized the ex parte rule generally. "I also found that the ex parte rule itself is not as clear as it was intended to be."

The inspector general's report was made public after Press Broadcasting obtained it through a Freedom of Information Act request. Press Broadcasting on Feb. 22 asked the U.S. Court of Appeals to intervene.

In a reply to Press Broadcasting's request to the court for extraordinary relief, the FCC urged the court to stay out of the dispute. The agency will seek "public comment on the factual findings" in the inspector general's report, the agency said. The FCC reply also stated it "intends to move expeditiously to resolve this case by ruling on the ex parte and other issues."

The FCC last week confirmed that it is looking into the case. "We certainly are evaluating the situation," a top FCC official said.

The appeals court has agreed to consider the case and has ordered oral arguments "on the next available date." The court also authorized Press Broadcasting to subpoena Stewart, Kreisman and Pendarvis. The subpoenas are restricted to "the provision of affidavits recounting completely and in detail the named officials' participation" in their meetings with Rainbow Broadcasting. ■

## AM, FM upgrades feel FCC freeze

One side effect of the FCC's freeze on comparative hearings appears to be a freeze on permits for AM and FM upgrades, communications lawyers complained last week.

As part of the freeze, the FCC said it would not issue cutoff lists or adopt FM filing windows. That decision effectively has barred all AM upgrades. It also has frozen all FM upgrades that were filed before the FCC adopted the one-step application process last year. Under the one-step process, construction permits for FM stations are awarded on a first-come, first-served basis.

When AM radio stations apply to upgrade their signal, the FCC allows other stations or potential stations 30 days in which to challenge the application. In some cases, a challenge to an FM or AM upgrade can be resolved by finding a vacant frequency for the challenger. If a vacant frequency is identified, a comparative hearing may be scheduled for that channel.

Since there is a freeze on hearings, the FCC is delaying all upgrades until the comparative issues are resolved.

—CS

**Wall Street analysts say the latest cable rate rollback "created a crisis, or at least, major difficulties."** Smith Barney's John Reidy says reduced cash flow will impair cable companies' ability to borrow and will delay the construction of the information superhighway by two to two-and-half years. They spoke at a press briefing called last week by the National Cable Television Association.

**It looks as though Representative Rick Boucher (D-Va.) can count on the FCC** to help him make his case for letting electric and gas utilities compete in the cable and telephone businesses. FCC Chairman Reed Hundt last week sent a letter to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) stating his support of the idea. Said Hundt: "In my view, the entry of additional facilities-based competitors into these markets would be beneficial to consumers, provided that adequate safeguards are imposed." Markey had asked Hundt's position on a bill Boucher is pushing. The bill would permit utilities to offer telephone and cable services. Hundt also said the FCC's primary concerns about cross-subsidization are addressed in Boucher's proposal by requiring the establishment of a separate communications affiliate, explicitly prohibiting cross-subsidization and proposing various other safeguards that are intended to deter such practices.

**The Justice Department is investigating General Instrument Corp. for possible antitrust violations** concerning cable converter boxes. *Satellite Business News* first reported the investigation last month. Tele-Communications Inc., which has a distribution agreement with GI, also is under investigation for possible abuse of market share in the cable industry. GI has 60% of the market for addressable boxes and dominates the satellite decoder market. TCI has a high-volume purchasing agreement with GI for digital converter boxes.

**Cable operator June Travis is moving to Washington.** She has been named executive vice president of the National Cable Television Association, effective in May. Travis, who also is an NCTA board member and president of Rifkin & Associates, a small cable MSO based in Denver, succeeds Decker Anstrom, who became NCTA president earlier this year. Her appointment is seen as an effort by NCTA to reach out to its members, especially small cable operators. Travis, Anstrom says, "with her proven consensus-building skills, her ability to reach out and develop industrywide policies and programs, and her extensive knowledge of this industry is just what NCTA needs to be a better, more effective advocate for cable TV."

**"The FCC can't repeal business economics, and what they have done is destructive, arbitrary and counter-productive.** Consequently, as we gather here today, we're discouraged, we're frustrated and we're angry." That's how National Cable Television Association President Decker Anstrom summed up his industry's outlook these

days in a speech last week to the Washington Metropolitan Cable Club. Anstrom was referring to the FCC's new rate regulations and benchmark formulas, which will result in an additional 7% reduction in cable rates. He also pointed out that while regulators have "hamstrung the cable industry, they also acknowledged that our companies are the critical link to introducing competition to telecommunications."

Anstrom thinks the FCC will have to revisit its actions. "The commission must take a hard look at the effects its policies will have on the development of the information superhighway—and reverse these policies." He also said cable must mend its fences. Said Anstrom: "Despite our anger, despite our bruised feelings, despite our ravaged balance sheets, we have to make peace with policy-makers."



## Washington Watch

Edited By Kim McAvo

**The National Cable Television Association has created a public affairs committee to help it improve the industry's image.** The

committee's co-chairmen are Joe Collins of Time Warner Cable and

John Cooke of The Disney Channel. Other members include: Matthew Blank, Showtime Networks; Scott Chambers, Chambers Communications; Jack Clifford, Colony Communications; John Egan, ANTEC; Paul Freas, TKR Cable; Jerry Lindauer, Prime Cable; Lee Masters, E! Entertainment; Mike Ritter, Continental Cablevision; Ralph Roberts, Comcast Corp.; Scott Sassa, Turner Entertainment Networks; J.C. Sparkman, TCI, and Alex Swan, Cable Television Public Affairs Association.

**The FCC filled several positions last week.** Richard Metzger was named acting chief of the Common Carrier Bureau. Metzger comes from the Washington office of Rogers & Wells, where he had a common carrier practice. Metzger's appointment is expected to last two to four months. John Logan was named deputy director of the Office of Legislative Affairs. FCC Chairman Reed Hundt referred to Logan during last week's open meeting as "a longtime, close personal friend." Logan comes to the FCC from the Department of Justice, where he supervised the administration of bankruptcy cases as director of the United States Trustee Program. Logan also served in the Legislative Affairs Office at Justice.

**Washington lawyer Herb Brown is setting out on his own this month.** Brown, a former staff director and chief counsel of the House Telecommunications Subcommittee, left the law firm of Kirkpatrick & Lockhart to open his own Washington practice specializing in telecommunications.

**The Center for Media Education and the Consumer Federation of America have designated themselves as the "highway patrol" for the information superhighway.** CME and CFA have filed motions with the FCC criticizing the US West video dialtone applications. The groups also filed with the Justice Department opposing Bell Atlantic's request for an expedited waiver of long-distance restrictions on local exchange carriers.



## No playing around for kids upfront

Turner expects 30% increase in cost per thousand; advertisers see slow to no growth

By Jim Cooper

As USA Networks prepares to enter the kids upfront ad marketplace this week, Turner Entertainment and MTV Networks' Nickelodeon continue to cut deals to complement the initial business they did last week.

The cable kids upfront market began the week of Feb. 28. Network kids upfront, the largest kids market, likely won't begin for two weeks, just before the networks' upfront presentations in early April.

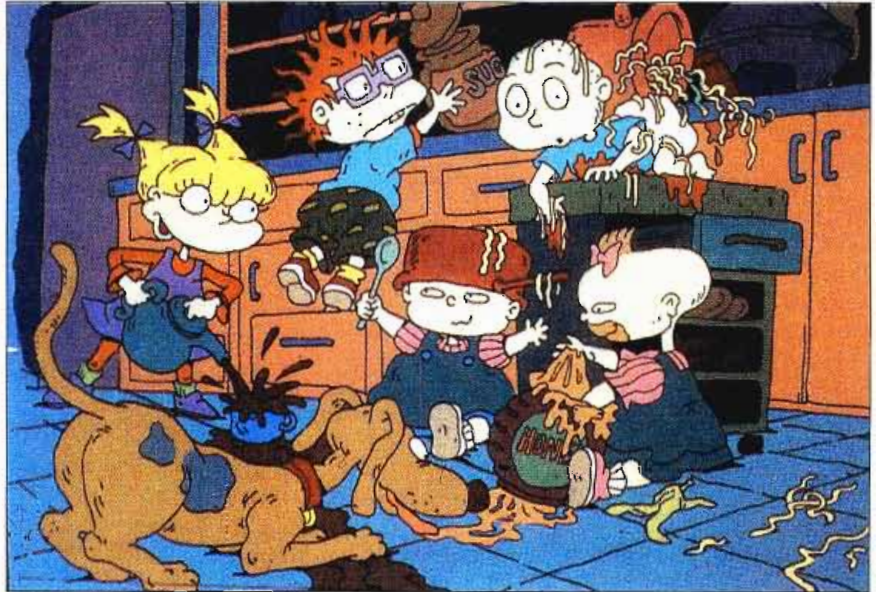
John Popkowski, senior vice president, advertising sales, MTV Networks, reports that incumbent clients Leo Burnett, Grey Advertising, Hasbro, Griffin Bacal and Bohbot Communications all have closed deals in what he expects will be a fast-paced market.

At the end of last week, Stan Weil, senior vice president, advertising sales, Turner Entertainment, predicted his network would be "hot into" its upfront selling. Weil says he is talking with several major advertisers, all of whom have larger ad budgets than in 1993. The market in general will be "at least as healthy as last year," he predicts. "[Advertisers] want to spend money."

Weil says he is looking at a 30% cost-per-thousand-viewers increase over last year for TBS and TNT kids offerings and for The Cartoon Network.

Weil's perspective on the market is not shared by Griffin Bacal's Loretta Volpe, executive vice president, director of media and marketing. "I don't think it is going to be as fast and furious" as it has been in the recent past, says Volpe, adding that the networks haven't begun doing business yet.

"It will be a flat to single-digit [cost-per-thousand increase] market-



Nickelodeon's 'Rugrats': Cable network expects healthy increases in advertising sales for children's programming, but 'not to the magnitude of years past.'

place," she says, pointing to declining cable ratings and other media options as possible reasons for the price drop from the previous year.

However, with the advent of Fox's runaway kids hit *Mighty Morphin Power Rangers*, network increases could be more robust, Volpe says.

Other than the Nickelodeon, Turner and USA business, agency and network executives report that as of the end of last week, the market still is largely untested.

Popkowski says his network's kids business began bubbling three weeks ago, at a breakfast meeting during the

toy fair in New York. Outlines for deals reportedly were first discussed during the meal.

"[Advertisers] were very anxious to talk," Popkowski says. He expects the marketplace to range from flat to at least 5% growth over last year's kids upfront revenue, which ranged between \$600 million and \$625 mil-

lion in business.

Asked how cost-per-thousand rates were shaping up, Popkowski declined to discuss specifics, saying only that Nickelodeon likely will enjoy healthy increases, "but not to the magnitude of years past." Nickelodeon's 1993 cost-per-thousand increases ranged from 30% to 100%, depending on the ratings of the show.

Of his just-completed deals with Nickelodeon, Grey Advertising's Jon Mandel says, "We did some business with them and it was fair and equitable."

Mandel, who handles five different accounts tied to Nickelodeon, refused to discuss specific costs per thousand, but said he paid less than the 30% that Popkowski cited as the low end of the deals in 1993. "We took more inventory than we did last year," Mandel says.

"We sense that people have gone through a corrective period, [and we are] really sensitive to the longer-term relationships. It's a very civil marketplace," Popkowski says.

Nickelodeon's 1993 upfront was sold out before the end of March, and both Weil and Popkowski say this year's market will finish up "twice as fast as last year's." ■

**The market will be "at least as healthy as last year...." [Advertisers] want to spend money."**

—Stan Weil,  
Turner Entertainment

# TVB goes for user-friendly TV

*Goal of meeting is to educate members on mission*

By Jim Cooper

Television should be more user-friendly, believes Ave Butensky, president and CEO of the Television Bureau of Advertising. His goal, during the association's annual marketing conference next week in Las Vegas, is to help his membership make it so.

During his two years at the helm of the association, Butensky has tried to teach his membership, through meetings, campaigns and seminars, how to grow spot television market share.

He has accomplished that mission, say members of the association's sales advisory committee. "As opposed to three years ago, TVB today is alive and kicking," says Nancy Dodson, Blair Television vice president, sales, West Coast.

"I don't think we have any choice but to become user-friendly" or "we're going to get lost somewhere along the way," says Dodson. During the two-day conference, March 21-22, members will hear from retailers about putting more money into broadcast and about brand equity, the future of the telecommunications industry and future technology.

Dodson says a growing membership, a net increase of roughly 40% in the last year, and several initia-

tives have improved the relationship between advertisers and those selling spot TV advertising.

Asked whether TVB's recent growth is the result of an improving economy or because of his initiatives, Butensky says that the association played the role of enlightener, and that stations and station groups have been responsive. "We've opened eyes," he says.

For example, the Television Retail Advisory Council (TRAC) conference held last year by TVB in Telluride, Colo., brought together local retail and TV executives to talk about perceptions of their businesses. Dodson says TRAC is a TVB success story that has put the association back on the map with members and advertisers.



*Asked whether TVB's recent growth is the result of an improving economy or because of his initiatives, Butensky says the association played the role of enlightener.*

During the past two years, TVB says it has tried to:

- Attract more retail ad dollars with the formation of TRAC.
- Call on the nation's top 200 advertisers that are inaccessible to stations.
- Hold discussions for research and marketing professionals from stations, rep firms, agencies and advertisers to help increase station revenue.
- Launch advertiser-targeted campaigns to show advantages of buying spot over cable television.

■ Alert advertisers to the latest developments in interactive television.

Pointing to these initiatives, TVB reports that 70 new members joined the association in 1993, including Scripps Howard, Great American, Renaissance, Nationwide, Paramount, Act III, Pulitzer, CBS-owned stations WCBS-TV and WBBM-TV, Media General and Hubbard.

Butensky says he also hopes to be able to improve upon the psychographic component of selling spot television to make buying and selling more efficient on a market-by-market basis.

The convention also will feature a special report prepared by McKinsey & Co. and the Teller/Gorman Group on issues faced by TV station marketers because of the changing industry.

Lisa Churchville, director of sales for the NBC owned and operated station in Chicago, says that while the future of technology and television will be key topics at the conference, current issues such as electronic data interchange, censorship and advertiser hit lists also will be covered. ■

## Phone home

As demographically desirable 12-34-year-olds prepare for yet another exodus to warm-weather destinations, MTV, MCI and others have joined in a multimillion-dollar marketing venture tied to the network's "coverage" of spring break.

MCI's 1-800-COLLECT, a national sponsor, will run a calling cabana from which spring breakers can make free calls during MTV's spring-break coverage in San Diego.

"Clearly, there is no better place to reach young people than at MTV's spring break," says Tom Kildoy, vice president of marketing communications, MCI.

MasterCard International, LA Gear, Steel Jeans, Clairol "Glintz," EA Sports, Oaktree, Lifestyles condoms and The Topps Co. also are sponsoring the event. Many of them will sponsor special programming.

"MTV is in a singular position to offer advertisers not only an efficient means to reach elusive 12-34-[year-old] consumers, but also to offer them ways to really connect with this audience by creating breakthrough promotions and off-channel tie-in opportunities," says John Shea, senior vice president, advertising trade marketing, MTV.

—JC



# Classifieds

See last page of classifieds for rates and other information.

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager (selling)** for unique radio sales operation. Possible general manager/equity position for highly motivated individual. Excellent earning potential. Traffic network experience a plus. Fax your information to 614-793-9248. EOE.

**Radio station manager:** Kansas State University is seeking a manager for KKSU, one of the oldest operating public radio stations in the nation. KKSU broadcasts five hours a day, five days a week. For more information, contact Gina Bingham, Kansas State University, Department of Communications, 129 Umberger Hall, Manhattan, KS 66506-3402. Kansas State University is an affirmative action/equal opportunity employer.

**Don't compromise:** You can have it all! OCEAN 98 Portland's Maine AC station and All Sports 1440 AM has a rare sales management opportunity. If the market is as important as the company you work for, here's an unbeatable combo! We are in phase II of a start-up, the station is established, respected, with a diversified sales staff. Emphasis on training, positive motivation, client focused selling is important, internal winning attitude, strong organizational abilities are a must! Aggressive compensation package. Send or fax cover letter and resume to Rob Breiner, PO Box 6713, Portland, ME 04101—fax 207-772-8087. EOE.

**Can you manage inventory,** price avails 6 to 8 weeks in advance, and surpass budgets? Are you a great communicator who can gain the respect, as well as put a little fear in the hearts of a seasoned sales staff? Do you want to build your career with a top-notch people oriented broadcast company? If you've answered yes to all these questions, and think you are the person for this position, send us your resume with salary requirements. We specifically need a local sales manager to lead our top rated FM team in a strong Southern California radio market. Reply to Box E-11. EOE.

**General manager:** Large market New England powerhouse. We are looking for the brightest there is. We offer an excellent facility with excellent ratings and a strong staff. This is a long term career move. If you lead by example, are sales focused, are an outstanding motivator and goal driven this position is for you. You must be driven by the highest standards of excellence and capable of achieving them. In return, you will enjoy excellent income and stability, with a respected broadcast group. Your response is absolutely confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to Box E-10. EOE.

**Florida small market FM** seeks a take charge, selling sales manager. Excellent facility. Resume & cover letter to 904-523-9610. EOE.

**Station manager, WDIY-FM, Allentown, PA:** Lehigh Valley's first community public radio station, seeks individual with strong leadership and financial experience to oversee startup and management of new station on East Coast with market of over 1/2 million people. Position supervises professional and volunteer staff; oversees satellite, broadcast and administration operations. Required: BS or MS in Communications or Broadcasting, and 3 yrs. experience in community radio, non-profit management or broadcast operations. Familiarity with NPR programming, satellite operations and broadcast standards preferred. Salary DOE plus benefits. Send cover letter, resume, and 3 references to: Station Manager Search, WDIY, PO Box 1456, Allentown, PA 18105. Deadline March 22, 1994. WDIY is an equal opportunity employer.

**GSM wanted:** East Texas regional powerhouse combo, Country and CNN, needs strong sales manager. Experienced media salespersons call Ken at 903-729-6077. EOE.

**General sales manager** for growing suburban Chicago AOR. Must be a results oriented leader that excels in coaching and motivating a young sales staff. Must be organized, assertive, and willing to carry account list. Send credentials to: Sue Schmitz, WABT, PO Box 249, Dundee, IL 60118. EOE.

**Sales manager:** Energetic, motivated manager to develop and lead strong sales staff and handle local and regional accounts. Must be able to plan and set goals, create opportunities and motivate people. Send resume to Gillen Broadcasting Corp., 7120 SW 24th Avenue, Gainesville, FL 32607. EOE.

### HELP WANTED SALES

**NY: Radio buying service** expanding retail, medical, legal categories. 2 years + experience required, sales asst. experience OK. 212-447-5900. EOE.

**CRN International** seeks affiliate relations salesperson. Barter & media exp. a must. Fax resume/salary req. to Paul Orio: 203-230-4202. EOE.

**If you have had good sales experience** in West Texas smaller markets and feel you are ready for that step up, we are looking to add 2 aggressive, young AE's at Abilene's Hot New Country FM. Call Jack Smith 915-673-5252, or fax resume to 915-675-6449. Equal opportunity employer

### HELP WANTED PERSONALITY/TALENT

**Looking for afternoon personality** and production director for progressive Country AM/FM in SW Okla. Send tape & resume to Karen Thomasson, POB 1360, Anadarko, OK 73005. EOE.

**Music personalities** for American popular standards station. Full and part-time positions available. Must be familiar with American music from 40's to 60's—Sinatra, Cole, Bennett, Ella, etc. AFTRA membership required. Competitive salary. No phone calls, please. Send tape and resume to: Stan Martin, WQEW, 122 5th Avenue, 3rd Floor, New York, NY 10011. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Regional public radio station** with growing audience, seasoned staff, and state-of-the-arts facility is searching for a director of performance programming (music & non-news programming). We are looking for a leader who has 3-5 years experience as program or music director plus on-air experience who can put audience building concepts into practice. We have a record library of over 9,000 CDs; live broadcasts of our regional symphony; and coverage of cultural and arts events. Previous supervisory and communication skills. Knowledge of classical, jazz, and fine arts programs necessary. Salary: \$28,652-\$43,747 with excellent benefits package. Deadline: April 1, 1994. Send a Commonwealth of Virginia employment application (available by calling 703-857-8900) and aircheck tape to — Manager, WVTF Public Radio, 4235 Electric Road SW, Roanoke, VA 24014. EO/AA. Women and people of color are encouraged to apply.

### HELP WANTED NEWS

**Number one radio station** in top 20 markets seeks sports talk show host/sports reporter. We are looking for an energetic person with a fresh perspective. Must be a good writer, with at least 5 years broadcast experience. Send resume and aircheck to Box B-15. Equal opportunity employer, M/F.

**Award winning WOBM news department** is seeking applicants for immediate and future openings. Experienced candidates must be go-getters with strong anchoring and reporting skills. Women are encouraged to apply. Send tape and resume to News Director, WOBM-FM, 1015 Atlantic City Blvd., Atlantic City, NJ 08721-3541. EOE.

### SITUATIONS WANTED MANAGEMENT

**Bob Bolton:** Seeking new management challenge. Recently GM/GSM with Eastern NC station I built from CP. Management/sales/programming and construction career spans 25 years. Capable of wearing many hats to reduce your overhead. Call anytime including weekends! 919-249-1893.

**Sure winner:** Nitch 35+ Country format may cure billing blues. Management, sales & programming consultants, low fee. Seagull Management, 910-452-7787, ext. 3192.

### SITUATIONS WANTED NEWS

**Sports broadcaster:** Young, talented, ambitious recent college graduate. Five years of experience doing live sports talk, sports updates and baseball play-by-play. Willing to relocate. For tape and resume, call Greg Sher. 410-542-2388.

### SITUATIONS WANTED TECHNICAL

**Network project manager** with facility design, installation, and maintenance background available. Outstanding with budgets! Work with integrators, consultants and vendors of particular interest. To meet at NAB respond to Box E-8.

## TELEVISION

### HELP WANTED MANAGEMENT

**Sales manager:** WYZZ-TV Fox 43 seeks a manager for its expanding local sales operation in Peoria, Illinois. This is a great opportunity for an experienced leader and motivator. Call in confidence Dave Wittkamp 1-800-733-2065. EOE.

**KJCT-TV (ABC) Grand Junction, CO** seeks a production manager. Successful candidate must be a strong manager, teacher and team player. Minimum 5 years TV production experience. Computer literacy and video toaster knowledge necessary. Send resume and tape to: J. Hammer, Manager, 8 Foresight Circle, Grand Junction, CO 81505. EOE.

**Broadcast group seeks** general sales managers for affiliates and indy's in Southeastern region. Must exhibit excellent leadership/management qualities, emphasis on motivation, training and development. Please send resume to: Box E-3. EOE.

**WICS-TV in Springfield, Illinois** is seeking a traffic manager with minimum three years experience with Columbine traffic system. Person will be responsible for overseeing two station conversion from BIAS to Columbine. WICS is looking for a leader who will take initiative in maximizing inventory and revenue control. Send resume and salary requirements to: Personnel Director, WICS-TV, 2680 E. Cook Street, Springfield, IL 62703. No phone calls please. EOE.

**Station manager:** Start-up commercial UHF independent television station seeks a sales-oriented, hands-on station manager. Proper candidate should be a motivator, goal-setter, achiever and strong leader. Great opportunity to get large market experience. Competitive compensation package and benefits. Women and minorities encouraged to apply. Send cover letter, resume and salary history to Box E-12. Sorry, no phone calls. EOE.



**Business manager needed** at WOWK-TV, Huntington, West Virginia. The one who wins this position must understand and be able to supervise accounts receivable including credit and collections, accounts payable, the personnel functions of a 90-person organization, and the budgeting process. Must be strong in accounting knowledge and well-versed in computers, including Lotus 123. CPA or previous financial management experience is desirable but not required. Equal opportunity employer. Contact: Garry H. Ritchie, Vice President & General Manager, WOWK-TV, 555 5th Avenue, Huntington, WV 25701.

**Promotion manager:** Fox affiliate on beautiful Carolina coast seeks hands-on promotion manager with production experience. Please send resume and non-returnable tape to: General Manager, WFXI-TV, PO Box 2069, Morehead City, NC 28557. EOE.

**General sales manager:** Rare opportunity in a top 75 market, where the quality of life is excellent. Network affiliate seeks applicant with skills necessary to lead and grow an already successful sales department. Strong local/regional/national sales, marketing, and management experience required. Reply to Box E-15. EOE. Females and minorities encouraged.

**Operations manager:** Present O.M. moving to sales; prefer candidates with 3-5 years experience. Must be proficient with FCC quarterly reports and license renewal. Experience in budgeting, promotion, research, traffic, and production—along with good negotiating skills. Send resume and salary requirements to: Gary R. Bolton, VP & General Manager, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE, M/F.

**Audience assistant:** Part-time position assisting audience coordinator in greeting studio audiences. Additional responsibilities will include processing audience ticket requests and heavy phone work. Send resume to Audience Assistant, PO Box 217, Ansonia Station, New York, NY 10023-0217. No telephone calls or faxes please. We are an equal opportunity employer.

**Traffic manager:** Leading inspirational cable network in southeast seeks a traffic manager. Competitive salary. Excellent benefits. Non-smoking workplace. Ministry-minded professional possessing BA or equivalent and JDS traffic/sales reporting experience preferred. Resume, references and salary requirements must be received by March 25th. Application without all of the above will not be considered. INSP, Attn: Human Resources, PO Box 7564, Charlotte, NC 28241. EOE.

**Director of audience development:** Qualifications for this senior management position include proven experience developing successful integrated, long-range marketing and advertising plans with particular emphasis on news. Excellent support staff in a new, well-equipped broadcast facility in the Southeast. Hands-on editing and producing skills required. Reply to Box E-14. EOE.

#### HELP WANTED SALES

**Local account executive:** WTTO-TV is looking for a seasoned sales professional with a proven track record of success. Must have in-depth knowledge of ratings, research sources, TV Scan and be able to develop new business by presenting new market products. A desire to work in an energy-charged atmosphere of the nation's fastest growing and top ranked Fox affiliate: Send resume, salary requirements and goals to Katy Hodges, GSM, WTTO-TV, PO Box 832100, Birmingham, AL 35283. EOE M/F.

**Midwest financial TV network** seeks experienced account executive to sell weekday 7-hour live program which has been broadcast for 25 years. Send resume to WCUI-TV, 141 W. Jackson Blvd., Chicago, IL 60604. Attn: Cassandra. EOE.

**Leading national television representative firm** seeks experienced account executive for Southwestern office. Also seeking candidates for a sales assistant position. Send resumes to Box E-17. EOE.

**Account executive: Cable advertising sales.** Do these questions describe you? Do you have the talent to be in the top 1% of your profession? Do you have the courage to move people to communicate? Do you have the natural ability to get people to like you? Can you be forceful and persistent when you know what is right for the customer? Are you a disciplined person who always sees things through to perfection? Are you at your best when faced with resistance? Do you always live up to your commitments? Do you have a burning desire to be the best at what you do? If so, we'd like to hear from you! ChicagoLand Television News, (CLTV), a member of the Tribune Company, has a ground floor opportunity for a talented individual to join us as part of one of the top multi-media companies. Successful media sales experience is the only prerequisite. Ad agency background also considered. We offer: Management that appreciates and rewards performance; the opportunity to express your creativity; a chance to join a company with integrity and a mission to help businesses through effective cable advertising. Send your resume to Human Resources, CLTV, 2000 York, Suite 114, Oak Brook, IL 60521. No phone calls please. We are an equal opportunity employer.

**National sales manager:** WESH-TV in Orlando, Florida, an NBC affiliate, is seeking a national sales manager. The right individual for the job should have an in-depth knowledge of television sales, inventory control and possess excellent communicative skills. This person must have a proven track record in selling special opportunities and sponsorships. 3-5 years previous rep experience or national sales management experience preferred. College degree also preferred. Send resumes to: Nick Nicholson, GSM, WESH-TV, 1021 N. Wymore Rd., Winter Park, FL 32789. No phone calls accepted. EOE.

#### HELP WANTED TECHNICAL

**Online editor** for an established production and post-production house in Central Connecticut. Must have a minimum of 3 years experience. Must be fluent with Sony 9000 Editor, GV 200, and multi-channel DVE. Formats include Beta SP, 1" and D2. Please fax resume to: 203-659-4549. EOE.

**Mobile facility engineer in charge:** Starliner Mobile Video, located in suburban Philadelphia has an immediate opening for an EIC for its 48 foot mobile unit. Position requires a working knowledge in maintenance of Sony 1" & Beta, GVG Switcher, Abekas DVE & ESS, Chyron 4100 & Infnit. Prior experience on a mobile facility and SBE certification preferred. Must be organized, self-motivated and able to work with people. Competitive salary and benefits package. Mail or fax resume to: SMV, 525 Mildred Avenue, Primos, PA 19018; Fax: 215-626-2638. EOE.

**Maintenance engineer:** Top 50 northeast affiliate seeking a broadcast maintenance engineer. Experience should include Sony 1" VTR's, Sony 1/2" Beta equipment, Grass Valley production switchers and routing systems. Two (2) years previous broadcast experience preferred. Comprehensive benefits package offered. EOE. Send resumes to Skeeter Lansing, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

**ENG maintenance engineer:** NewsChannel 9 has an immediate opening for an ENG maintenance engineer. Preference will be given to candidates with experience in Beta SP, U-Matic, and news ENG/SNG equipment repair. Strong organizational skills and ability to maintain a rigid PM program are a must. Send resumes to WTVC Operations, PO Box 1150, Chattanooga, TN 37401. No phone calls please. WTVC is an equal opportunity employer.

**Maintenance engineer:** KUHT Television, an auxiliary enterprise of the University of Houston System, is seeking an experienced studio maintenance engineer. Successful applicants will be able to install, calibrate, operate and repair analog and digital audio, video, and radio frequency equipment. A BSEE or BSEET is required (Equivalent professional experience and education may substitute.) as well as a General Class FCC Radio Telephone certificate and knowledge of current FCC rules and regulations applicable to a network television broadcasting environment. Also required: SBE certification or equivalent professional recognition of technical accomplishment and three years demonstrated maintenance success to the component level, in a professional broadcast or production environment. This is a full time position with a good benefits package which is currently open. Starting salary: \$38,000. Interested candidates should send a letter of application, including resume and three professional references, to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004, postmarked by March 31, 1994. Minorities and women are encouraged to apply. The University is an equal opportunity employer.

**Master control operator:** Entry-level position for technical or electronics school grad. Successful applicant will have knowledge in the operation of 1-inch, 3/4-inch and Beta-broadcast equipment; master control and other studio equipment. Competitive compensation package and benefits. Women and minorities encouraged to apply. Send resume to: Box E-18. Sorry, no phone calls. EOE.

**Chief engineer:** Commercial UHF independent television station seeks an experienced hands-on chief engineer responsible for selection, installation and maintenance of studio equipment, transmitter facility and microwave system. Duties include oversight of master control operators and compliance with all FCC rules and regulations. This is not a desk job. Successful candidate must possess FCC license: SBE certification a plus. Competitive compensation package and benefits. Women and minorities encouraged to apply. Send resume and salary history to: Box E-19 Sorry, no phone calls. EOE.

**Chief engineer:** Aggressive network affiliate in desirable market. Hands on experience in repair and maintenance of VHF transmitters, point to point microwave, portable microwave and studio equipment. Ability to troubleshoot to the component level a must. Qualified candidates will possess good people skills, five years engineering. Supervisory experience, FCC license or SBE certification. Send confidential resume to Box E-20. EOE.

**Maintenance engineer:** Dynamic, growing CBS affiliate in livable mid-size market has an immediate opening for an experienced maintenance engineer. Requires minimum three years hands-on maintenance of Betacam, U-matic and 1" tape. Transmitter experience a plus. Mail resume, salary history and references to: Chief Engineer, WOWK-TV, 555 Fifth Avenue, Huntington, WV 25701 or fax 304-529-4910. No phone calls please! EOE.

#### HELP WANTED NEWS

**Booming Pacific Rim island** needs a seasoned professional news director. Multiple award winning 17 year old news staff of 22 needs a leader. Hard news and investigative reporting skills a must. Provide resume and salary history to: Harrison Flora, Group Vice President, 530 West O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EOE.

**TV host/hostess:** News anchor 5+ years network experience. Medical show/magazine format. Medical reporting a plus. South Florida location. Fax resume 407-997-2493. EOE.

**News director:** Top 70 Texas affiliate seeks news director with proven experience, strong competitive drive, and high journalistic standards. We offer a big challenge, support for your efforts and a company that wants to win. M/F. EOE. Reply to Box E-21.



**WGN Television:** WGN-TV, Chicago, the flagship of Tribune Broadcasting, is expanding! We're looking for the best in the business to work on our new morning newscast. We have openings for: Anchor/reporters, general assignment reporters, weathercaster, executive producer, show producer. If interested, please send an audition tape (if applicable) and/or two (2) copies of your resume to: Jennifer Schulze, News Director, WGN-TV, 2501 W. Bradley Place, Chicago, IL 60618. No phone calls please! Tapes will not be returned. Equal opportunity employer/MF.

**Reporters:** TV/AM/FM combo with CBS/NBC/CNN affiliation looking for experienced reporters. Send resume, salary history, references and non-returnable tape to Tom Blaz, Station Manager, KUAM, Suite 102, Calvo Commercial Center, 600 Harmon Loop Road, Dededo, Guam 96912. EOE.

**News show producer:** Conus seeks producer for All News Channel, a 24-hour national news service that reaches 33 million homes, and will soon reach millions more on direct broadcast satellite. One to three years experience producing television news programs. Demonstrated ability to be creative for television news. Good writing and leadership skills a must. Knowledge of satellite news gathering a plus. Resume, tape and writing samples to: Michael McIntee, Executive Producer, All News Channel, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer.

**Dynamic anchor** with great personality needed to anchor top-rated 5:30 live newscast in 50's market. Might also anchor noon news. Three years anchoring and reporting experience required. Resumes and non-returnable tapes to Don Decker, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

I'm looking for an aggressive weekend anchor/reporter. Are you the one? Ready for a super competitive shop? We are that shop. We're a committed, well equipped CBS affiliate with a knack for winning. Candidate must be a proven people story reporter with strong words-to-picture skills. If you've got these talents and want a shot, send a non-returnable tape and resume to Larry Henrichs, News Director, WGME-TV, 1335 Washington Ave., Portland, ME 04104 by March 18, 1994. I get back to all applicants. WGME-TV is an equal opportunity employer.

**TV news anchor:** Award winning station looking for prime anchor. Must have strong communications, journalism, writing and leadership skills plus a proven record as a winning anchor. Must have at least five years experience anchoring newscasts. Will co-anchor with established female anchor. Immediate opening. Minorities and women encouraged to apply. Send resume to Bill Vance, Director of News, WBRZ-TV, PO Box 2906, Baton Rouge, LA 70821. EOE.

**Needed now!!** Investigative reporters. Guam Cable TV's Cable News, winner of Polk, AGA Silver Gavel and 8 Ace Awards, is looking for the next Woodward and Bernstein's willing to work as a team. Send letter with news philosophy, resume, non-returnable tape, salary history and references via domestic priority mail to: Harrison Flora, Vice President, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

**Reporter/anchor:** Top market station seeks general assignment reporter with anchoring experience. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**News photographer** for dominant station on California's beautiful Central Coast. Must be creative, thinking photojournalist with minimum 1 year daily news experience. Send resume and non-returnable tape to: News Director, KSBW-TV, PO Box 81651, Salinas, CA 93912 by March 18. No phone calls. EEO.

**General assignment reporter:** Top market station seeks an experienced general assignment reporter. Live newsroom experience a must. Send resume and tape to Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**WSYX-TV is looking** for a #2 weatherperson. 2 years experience required with AMs seal. Send tape and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Weatherperson. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

**Producer:** Our newsroom seeks a great news producer. Must create highly visual, well-written, and well-paced newscast. Must inspire others to run, gun and slun the competition. Resume, references, and non-returnable tape to: Dean Bunting, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

**WSYX-TV is looking** for a sports reporter/producer. Duties to include reporting and fill in anchoring. 2 years previous producing experience required. Send tape and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Sports Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

**11:00 p.m. anchor/reporter:** Immediate opening for team player to complement male on small, aggressive staff at dominant station in market. Includes producing duties. College degree & minimum six months practical experience. No calls, please. Resumes/non-returnable tapes to Crawford Hurley, News Director, WETM-TV, PO Box 1207, Elmira, NY 14902. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Assistant director of promotion** WPVI-TV, the dominant #1 Capital Cities/ABC, Inc. owned station in Philadelphia is looking for a highly creative person to assist the department head with strategic planning, implementation of concepts, supervision of staff, and daily administration of the department. Candidates must have at least 4 years experience writing, editing, and producing promos for a large market television station. Must have a proven track record of success and the ability to meet tight deadlines. Send resume with tape (no calls) to William Burton, Director of Promotion and Station Advertising, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

**A super job for a super person with a super company.** WQAD-TV, a New York Times Station in the Quad Cities, is looking for a manager of creative services/promotion. The person we are looking for will have 2-3 years experience in TV promotion, must have strong writing skills, a background in production, and proven management skills. This person will be responsible for total station promotion efforts and will oversee the station's commercial production. Send resume and a non-returnable tape of your work to Perry Chester, General Manager, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EOE.

**Operations manager:** Supervise and manage production, promotion and programming for small midwest ABC affiliate. Hands-on commercial production experience a must. Newscast production a plus. Interest in learning and developing into a programming executive. Resume, tape and salary requirements: General Manager, KDUB-TV, Town Clock Plaza, 744 Main Street, Dubuque, IA 52001. EOE.

**Promotion writer producer:** Experience in creation, production and implementation of multimedia advertising, promotion and public service campaigns. Experience with news advertising and promotion a plus. New, well-equipped broadcast facility in the Southeast. Editing and producing skills required. Reply to Box E-13. EOE.

**Experienced TV writer-producer** adept at sophisticated political humor, with conservative bent to work on syndicated political talk show. Write political and social satire for daily program; produce segments, bits. East Coast-based. Resume, writing samples and non-returnable tapes to Box E-26. EOE.

**Promotions producer:** C-SPAN is seeking a full-time producer to design and create on-air promotions using Chyron and electronic still store. Tuesday-Saturday shift. Job duties include researching and writing of scripts, selecting video clips, assisting with daily programing duties. Strong writing skills, television production, graphic design experience required. Candidate must demonstrate familiarity with C-SPAN, national political leaders, national political issues and congressional proceedings. Send resume and salary requirements to C-SPAN, Human Resources/B&C, 400 N. Capitol St., NW Suite 650, Washington, DC 20001. EOE.

**Senior designer/ animator:** Looking for award-winning individual with strong animation background and great design! Dynamic creative for special projects as well as daily news animation. Quantel PictureBox and Harriet, ArtStar and Infinit experience a must. Minimum three years Harriet experience, five years broadcast design experience. Macintosh experience a plus. Send tape and resume to: Kathy Thaden, Art Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EOE.

**Wanted: Experienced producer** to work at number one station. Looking for creative person, good writer who wants to work with talented staff. Send tape, resume and references to Rod Gramer, KTVB-TV, PO Box 7, Boise, ID 83707. EOE.

**ABC affiliate of major group** in a top 50 market is seeking a creative services director to develop and direct the overall promotion and marketing efforts of the station. This person will direct all projects of the creative services department. They will develop and execute station image, special event and sales promotions, with a heavy emphasis on news promotion. College degree in radio/television advertising or related field with a minimum of 3-5 years experience in broadcasting promotion preferred. Must have supervisory skills and be a good "people" person. Management experience desired. Send tapes and resumes only to Lawrence P. Herbster, VP/General Manager, KOCO-TV, PO Box 14555, Oklahoma City, OK 73113. EOE.

**Multi-talented post hero needed.** Minimum three years post production editing experience required. At least one year must have been spent with top-end computerized editing systems. (AMPEX ACE 200 preferred, especially systems with touch-screen.) Experience with D-2, Abekas A53D, AOC, Chyron Super Scribe extremely helpful. More than five years experience in post production preferred. Well-developed shooting skills also a very big plus. To apply contact: Mac Troy, KOCO-TV, PO Box 14555, Oklahoma City, OK 73113. 405-478-3000. EOE.

**Top five-market station** seeks program director. Creativity a must. EOE. Reply to Box E-16.

#### HELP WANTED ADVERTISING

**Media buyer** with direct response specialty. Central Florida agency needs detail oriented self starter with ability to develop market strategies. Must be proficient in use of audience data. Send resume and salary requirements to: Human Resource Dept., PO Box 2091, Winter Park, FL 32790. EOE.

#### SITUATIONS WANTED SALES

**Dale Carnegie sales graduate** with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.



## CLASSIFIEDS

### SITUATIONS WANTED MANAGEMENT

Senior broadcast operations manager, 39, with exceptional technical and field production talents, seeks relocation to West Coast (Pacific Northwest preferred). 17 years network experience. Has engineered and managed live television remotes in 65 countries. Reliable, creative self-starter; quality track record. Good people skills, multilingual, excellent references. Reply to Box B-50.

### SITUATIONS WANTED NEWS

Entertainment reporter. 12 years TV experience. 5 network. Seeks new pastures from Sept. Reply to Box E-22.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Emmy winning film and video (Ikegami HLV-55) crew based in Florida and the Caribbean: News, sports, documentary, maritime and underwater. 813-645-6331.

Shopping channel veterans: Former QVC execs and managers each looking for new challenges. Talent, production, marketing, programing and other areas. All with start-up experience. Reply to Box E-23.

Emmy nominated director/producer seeking a promising position in television production. Energetic, "take charge" person who works well with people (who enjoy humor). Have worked in production for the past 21 years (and, I'm only 41) from gofer to director/producer. Open to any and all offers from the Chicago area. Reply to Box E-24.

## CABLE

### HELP WANTED NEWS

Director: East Coast network looking for director with minimum 10 years experience in medium to large market television. Ability to handle fast paced news and integration formats as well as pre-production elements. Qualified applicants send resume to Confidential Reply, PO Box 619, Dept. BP, Orange, CT 06477. EOE/AEE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

The Travel Channel, a 24-hour national cable network reaching over 20 million homes, is expanding original programing. Now seeking manager of current programing. Responsible for shaping high quality documentary and magazine shows. Creative oversight of in/out-of-house production units including supervising rundowns, scripts, and fine cuts. Long-form producing/writing experience mandatory. Journalistic ethics, maintaining series quality, ability to work with pictures and scripts should all be second nature. Position will be located in Atlanta, Georgia. Send resume and salary history in confidence to: Director of Current Programing, The Travel Channel, 2690 Cumberland Parkway, Atlanta, GA 30339; fax 404-801-2441. (Please, no phone calls.) EOE.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

Graduate assistantships in Broadcast and Cinematic Arts available for Fall, 1994 at Central Michigan University. Stipend plus tuition remission. Assist in introductory classes, audio or video laboratories, and student TV productions. Send letter of interest and resume by April 15 to Dr. Robert Craig, 340 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Call 517-774-3851 for further information. EOE.

University of Miami: School of Communication seeks a tenure-track faculty member in television production, to begin in August, 1994. The search will remain open until the position is filled. The successful candidate will have the appropriate background to teach basic and advanced television production classes, and will have a commitment to producing and helping students produce programs for the school's cable channel. Ideally, the candidate will also be qualified to teach courses in broadcast journalism. The Ph.D. preferred. Rank and salary are commensurate with qualifications. Letter of application, a current resume and recommendation letters should be mailed to: Dr. Lemuel Schofield, School of Communication, University of Miami, PO Box 248127, Coral Gables, FL 33124-2030. EOE/AA institution.

### HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 426, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

### HELP WANTED MANAGEMENT

Manager of audiovisual production: A prestigious national healthcare organization located in the North Loop area in Chicago is seeking an audiovisual production professional. A Bachelor's degree in Film, Audiovisual Production, Broadcast Communication or Journalism is required. Five (5) years experience in specialized broadcast journalism with emphases in production, management and communication at a TV station, production company, news broadcasting company, public relations firm or ad agency required. Additional requirements include: Strong technical and creative skills; scriptwriting; management of outside producers and vendors; cost-analysis expertise to produce and distribute audiovisual projects; strong communication skills; and ability to research topics and brief spokesperson. Hands-on experience with slides film and video equipment; on-line producer of video and film programs for broadcast, corporate or institutional use. Also desirable: wordprocessing; familiarity with inter-active video and computer technology; experience interacting with news reporters and spokespersons in media related activities. We offer an excellent salary and benefit package. For consideration, send resume along with salary history in confidence to Box E-25. EOE/MF/N/D.

### HELP WANTED TECHNICAL

TV/radio transmitter manufacturer seeks experienced engineer to work in customer service dept. Minimum 5 years broadcast transmission or related technical experience required. Excellent communication skills a must. Larcan-TTC, Attn: Customer Service, 650 S. Taylor Ave., Louisville, CO 80027. TTC is an EOE.

### FINANCIAL SERVICES

Lease purchase option: Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

### 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.

### EMPLOYMENT SERVICES

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

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

### 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.

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

### ALLIED FIELDS—MISCELLANEOUS

Pristine beachfront 2/2 units on quiet barrier island of Florida's West Coast. Will trade vacation time for media advertising. 1-800-622-HIDE.

### TELEVISION—MISCELLANEOUS

TV news journalists! Looking for that job? Then our up-to-date News Station Director is a 'must'. Get your copy. Send \$29 check to: C...Marketing Works, 18 Lisa Dr., Ste. B, Nashua, NH 03062, or call 603-888-6788.

## RADIO

### HELP WANTED MANAGEMENT

## LSM

Local sales manager wanted for major market news/talk/sports station. Send resume and salary history to:

**WWWE/WLTF**  
**LSM Position**  
**1488 West 9th Street**  
**Cleveland, OH 44113**

No phone calls, please.  
EOE

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**PUBLIC NOTICE**

The Board of Directors of National Public Radio will meet in open session Wednesday, April 13, beginning at 9:30 a.m. at the San Antonio Marriott Rivercenter, 101 Bowie, San Antonio, Texas. Subject to amendment, the agenda includes: Chair's Report, President's Report and Committee Reports. The Committees will meet on Tuesday, April 12, beginning at 10:45 a.m. in the same location.

**TELEVISION**

**HELP WANTED NEWS**

**WANTED**

Hosts for new studio based magazine reality program for syndication. Male and female. News background (anchors, talk and magazine hosts) personality, interview skills and ability to think on feet. Experienced professional only. Established packager. EOE.

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**SPORTSCASTER**

KABC-TV Channel 7, an owned station of Capital Cities/ABC, Inc., is seeking an experienced individual to join our established sports staff. You should be capable of anchoring a sports segment in a local newscast and be skilled in sports field reporting.

KABC-TV offers a competitive salary and an excellent benefits package. Send your cover letter and resume tape to: Roger Bell, News Director, KABC-TV, Dept. BC, 4151 Prospect Ave., Los Angeles, CA 90027. NO PHONE CALLS PLEASE. Equal Opportunity Employer.



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**HELP WANTED PROGRAMING  
PROMOTION & OTHERS**

**SUPERVISING WRITER**

Washington D.C. documentary production unit seeking experienced writer for staff position as Supervising Writer. Will have editorial responsibility over post-production of original films. Requires background as writer or writer/producer of documentaries. Minimum of four years experience in television production, as writer, producer or comparable work. Some experience supervising other writers desirable. Send resume to: Supervising Writer, Box E-27. Equal opportunity employer.

**HELP WANTED TECHNICAL**

**Television Systems Design Engineers**

Would you like an opportunity to join the industry's top facilities design team and work on some of the most exciting projects in the country? Our clients include major Hollywood studios, the networks, and the nation's top broadcasters.

National TeleConsultants is seeking experienced television systems design engineers to join its dynamic, growing staff.

A minimum of 3 years design engineering experience is required. Operations experience is highly desirable. National TeleConsultants offers a very competitive compensation package. Send resume to:

**NationalTeleconsultants**

1651 Gardena Avenue • Glendale, CA 91204 • Fax: 213-245-8008

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**CHIEF ENGINEER**

KCAL-TV in Los Angeles, California 9, has a challenging opportunity for an expert engineer to ensure quality on-the-air operations through the supervision of engineers and equipment operators.

In this leadership role, you will participate in personnel and fiscal management, interface with the Legal and Personnel Departments in negotiated contract issues, as well as provide effective maintenance of all technical equipment. Successful candidate will have a BSEE degree or equivalent and 5+ years experience as a major market Chief Engineer or Director of Engineering and 5+ years in broadcast engineering/technical systems design. Must have management experience, demonstrated knowledge of FCC technical rules and regulations and the ability to interact with all levels of employees.

As part of the Walt Disney Company, we offer a salary commensurate with experience and outstanding benefits. Please send cover letter, resume and salary history to: **Human Resources, KCAL-TV, 5515 Melrose Ave., Los Angeles, CA 90038. FAX (213) 460-6265. NO PHONE CALLS, PLEASE.** Equal Opportunity Employer.



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HELP WANTED TECHNICAL CONTINUED

**SYSTEMS DESIGN ENGINEERS  
SENIOR PROJECT MANAGERS**

A.F. Associates, the acknowledged leader in the design, engineering and fabrication of advanced television facilities, is seeking to expand its engineering staff.

We are seeking talented and experienced systems engineers to join our dedicated staff of professionals and become involved in some of the most challenging projects in the broadcast, cable, post-production and communications industries.

You will be directly involved in consultations with clients, proposal generation, detailed systems design and documentation, project management/supervision and commissioning of a wide range of projects. This position offers the opportunity to make a significant and direct personal contribution on prestigious projects which often push the limits of current technology.

The successful candidate must have a minimum of eight years of television systems design experience on a wide range of advanced facilities. You will have an in-depth knowledge of digital video and audio systems, be fluent in AutoCAD and have a track record of successfully managing complex projects. You will enjoy the freedom of directing your own project while being a part of the industry's leading team. BSEE strongly preferred.

AFA offers a dynamic yet "small company" work environment with a comprehensive package of benefits. See us at NAB, Booth 17553, or send resume to Engineering Manager at:



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**FOR SALE STATIONS**

**UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF CALIFORNIA**

Case No. CV-F-93-5678-OWW-SSH

**MLQ INVESTORS, L.P.,  
Plaintiff**

vs.

**GOLDRUSH BROADCASTING, INC.  
JOSEPH AND ANN GROSS,  
Defendants**

**NOTICED OF PROPOSED PRIVATE SALE**

PLEASE TAKE NOTICE that W. Lawrence Patrick, Receiver for Goldrush Broadcasting, Inc. (the "Receiver"), has filed an Application with the United States District Court, Eastern District of California, for authority to sell to Photosphere Broadcasting Limited Partnership, free and clear of liens, certain tangible and intangible assets of Goldrush Broadcasting, Inc. pertaining to KDJK(FM), Oakdale-Modesto, California for \$2,500,000 of which \$1,400,000 shall be paid in cash at closing. The balance of \$1,100,000 shall be paid in sixteen equal quarterly payments, with interest at 6%. In general, the assets subject to sale consist of all equipment, furniture, and transmitting equipment currently in place and utilized in the operation of KDJK(FM), as well as certain leases and contracts relating to the station operation. The Receiver will also seek assignment of the station's FCC license.

A hearing will be held to consider the Receiver's application at 10:00 am on Monday, April 11, 1994 in Courtroom Four of the United States District Court, Eastern District of California, Fresno, California. The Receiver will entertain any competing bids for purchase of the assets of that time. Due to a "Break-Up Fee" in the asset purchase contract, the Receiver will only consider bids starting at \$2,600,000. On the hearing date, a proposed purchaser must deliver to the Receiver a certified check for ten percent (10%) of its initial bid (i.e. \$260,000). The "Break-Up Fee" will be paid out of the first \$100,000 overbid. Those parties interested in potentially placing a bid for purchase of the assets should contact either Elliot B. Evers of Media Venture Partners, 50 Francisco Street, Suite 450, San Francisco, California 94133; telephone 415-391-4877 or the Receiver, W. Lawrence Patrick, 13321 Ridgewood Drive, Ellicott City, Maryland 21042, telephone 301-596-9814.

**United Nations Office in New York**

**ELECTRONICS ENGINEER (P-3)**

The Broadcast and Conference Engineering Unit of the Buildings Management Service in New York has an opening for the position of Electronics Engineer. Reporting to the Chief of the Unit, incumbent provides broadcast engineering support for design, construction, logistics, training, operations and maintenance of radio and television facilities; evaluates technical needs and introduces new methods, equipment and systems; writes equipment specifications, project proposals and assists in preparing capital equipment budget; works closely with external broadcasters and internal clients; and participates in planning missions for overseas conferences.

**Requirements:** Advanced university degree in electrical engineering or related field with specialty in audio and visual arts and broadcasting disciplines. Six years of professional experience in broadcasting, post-production or related fields. Candidates with a first-level university degree and at least 8 years of experience may be considered. Fluency in English. Working knowledge of French and/or Spanish desirable.

**QUALIFIED WOMEN ARE ENCOURAGED TO APPLY**

**Remuneration:** Depending on professional background and experience, annual net salary from US\$51,291 without dependents to US\$54,892 with dependents plus corresponding entitlements. Closing date for receipt of applications: April 30, 1994. Applications with full curriculum vitae, including salary history, birth date and nationality, should be sent to: **Mr. Adnan T. Issa, Room S-2500E, Office of Human Resources Management, United Nations, New York, NY 10017, USA. Fax (212) 963-3134.**

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FOR SALE STATIONS CONTINUED

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Qualified candidates should have a minimum of 2-3 years direct consumer marketing experience, a familiarity with on-line information services and a Bachelor's degree in Marketing, Business Administration or a related discipline. Proficiency with Microsoft Word and Excel is essential. Previous sales experience is a definite plus.

The Los Angeles Times offers an outstanding compensation and benefits package. For immediate consideration, please forward your resume and salary history to: **Los Angeles Times, Employment Office, Dept. SMAE/LR-BC, Times Mirror Square, Los Angeles, CA 90053.** Or, you can fax your resume to (213) 237-4962. An EOE/Affirmative Action Employer.

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Average call 2-3 mins. Avg. Cost: \$5.65  
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**EMPLOYMENT SERVICES CONTINUED**

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## SATELLITE

## HELP WANTED MANAGEMENT

# BROADCAST SERVICE PRODUCT MANAGER

INTELSAT, the world's largest international satellite telecommunications provider, is seeking a talented individual to ensure satellite services are available for special international events such as political summits, the Olympics and fast-breaking news stories. This will involve acting as liaison between our customers and other divisions. You'll also participate in defining new services.

Required qualifications:

- Bachelor's degree in Electrical Engineering/Applied Physics or equivalent
- 6-8 years of experience in broadcast and satellite communications
- Knowledge of the INTELSAT system preferred, particularly transponder connectivities, steerable Ku-band beams and inclined orbit operations
- Up-to-date knowledge of SNG equipment and providers
- PC skills
- Outstanding interpersonal and communication abilities

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letter and detailed resume to:  
Dan Davis, HR Division, Box  
24-BRS, INTELSAT, 3400 International Drive, NW, Washington, DC 20008-3098 or fax to (202) 944-7150. U.S. citizenship **not** required.



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**Payable in advance.** Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment 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.

**New Deadline** is Monday at 9:00am 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 run if all information is not included. No personal ads.

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**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.

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**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 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 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., N.W., 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 the Record

## FACILITIES

### Applications

■ **Fort Walton Beach, FL** WJUS-FM 96.5 mhz—Juanina Inc. of Fort Walton Beach seeks mod. of CP to change ant.: 198 m.

■ **Sullivan, IL** WKJR-FM 106.7 mhz—Superior Broadcasting Inc. seeks mod. of CP to make changes; ERP: 9.5 kw; ant. 160 m.; TL: 7.16 km at 279 degrees from Sullivan, IL.

■ **Meridian, MS** WOKK-FM 97.1 mhz—New South Communications Inc. seeks CP to make changes; change ant.: 183 m.; TL: 3.2 km; S of intersection of U.S. Rte 45 and Interstate Rte. 20/59, 1.1 km S of Meridian, Lauderdale Co., MS; change to class C1.

■ **North Las Vegas, NV** KJUL-FM 104.3 mhz—Eight Chiefs Inc. seeks CP to install auxiliary antenna system.

■ **Hartselle, AL** WTAK-FM 106.1 mhz—Griffith Broadcasting Inc. seeks mod. of CP to make changes; ERP: 5.8 kw and ant. 213 m.

■ **Coalinga, CA** KNKS(FM) 100.1 mhz—William L. Zawila seeks mod. of CP to make changes; ERP: 19.15 kw; ant. 242 m.; TL: N Dome Ridge in Kettlemen Hills, 6 km ENE of Avenal, CA; antenna supporting-structure height and to change class: from A to B.

### Actions

■ **Edmund, OK** KTNT-FM 97.7 mhz—Grant-

Abbreviations: 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; PSA—presunrise service authority; pwr.—power; RC—remote control; 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. One meter equals 3.28 feet.

ed app. of Life Broadcasting for CP to make changes; change: ERP: 6 kw; ant. 96 m.; change frequency to 97.9 mhz (per MM docket 92-53). Action Feb. 16.

■ **Salida, CO** KVRH-FM 92.1 mhz—Granted app. of All Heart Radio for CP to make changes; ERP: 13.5 kw; frequency 92.1 mhz to 92.3 mhz; and to change class from A to C3 (per MM docket 89-172). Action Feb. 17.

■ **Anoka, MN** KQQL-FM 107.9 mhz—Dismissed app. of Radio 100 LP for CP to make changes; change: ant. 485 m. Action Feb. 17.

■ **Westport, IN** WKLO-FM 91.5 mhz—Returned app. of Good Shepard Radio Inc. for mod. of CP to make changes; change: ERP: 6.3 kw; ant. 107 m.; TL: on Country Rd. 1100 So., 2.8 km SE of Uniontown exit on I-65, in Jennings Co., IN. Change city of license from Westport, IN, to Seymour, IN. Action Feb. 18.

■ **Punta Gorda, FL** WCCF(AM) 1580 khz—Granted app. of Intermarkt Broadcasting SW Florida Inc. for CP to increase power to 350 w daytime. Action Feb. 28.

■ **Valdosta, GA** WGOV(AM) 950 khz—Granted app. of WGOV Inc. for CP to reduce night power to .063 kw and make changes in antenna system. Action Feb. 28.

■ **Wellington, KS** KLEY(AM) 1130 khz—Granted app. of Johnson Enterprises Inc. for CP to add night power with 0.001 kw. Action Feb. 28.

■ **Bayou City, LA** KDLP(AM) 1170 khz—Granted app. of Teche Broadcasting Corp. for CP to make changes in antenna system. Action Feb. 28.

■ **Lake Providence, LA** KLPL(AM) 1050 khz—Granted app. of Arthur Thomas for CP to correct coordinates. Action Feb. 28.

■ **Minneapolis** KNOW(AM) 1330 khz—Granted app. of Minnesota Public Radio Inc. for MP to increase power to 5.1 kw/9.7 kw; make changes in antenna system and change TL adjacent to County Rd. 31/Vernon Ave. 1.47 km NW of Savage, MN. Action Feb. 28.

■ **Columbus, MS** WJWF(AM) 1400 khz—Granted app. of Radio Columbus Inc. for CP to make changes in antenna system. Action Feb. 28.

■ **Camden, NJ** WTMR(AM) 800 khz—Grant-

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## PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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ed app. of Gore-Overgaard Broadcasting for direct measurement of antenna power. Action Feb. 28.

■ **Syracuse, NJ** WOLF(AM) 1490 khz—Granted app. of Wolf Radio Inc. for CP to make changes in antenna system and reduce power to 750 kw/620 kw. Action Feb. 28.

■ **Norristown, PA** WNAP(AM) 1110 khz—Granted app. of WNAP Inc. for direct measurement of antenna power. Action Feb. 28.

■ **Fairmont, WV** WMMN(AM) 920 khz—Granted app. of Fantasia Broadcasting Inc. for CP to reduce night power to 200 w and make changes in antenna system. Action Feb. 28.

■ **Brush, CO** KSIR(AM) 1010 khz—New Direction Media Inc. seeks CP to increase day power to 25 kw; add night service with 280 w; make changes in antenna system; change TL to 6 km NE of Brush, adjacent to County Rd. 71, Brush, CO; change from non-DA to DA.

■ **Shelton, CT** WRXC-FM 90.1 mhz—Monroe Board of Education seeks CP to make changes; change; ERP: 0.045 kw; ant. 147 m.

■ **Monee, IL** WGMR-FM 88.9 mhz—The Moody Bible Institute of Chicago seeks mod. of CP to make changes; modify directional antenna pattern.

■ **Knightstown, IN** WKPW-FM 90.7 mhz—New Castle Area Vocational School seeks mod. of CP to make changes; change; ERP: 4.4 kw; ant. 51 m.

■ **Amherst, MA** WFCR-FM 88.5 mhz—University of Massachusetts seeks CP to make changes; change; ERP: 17 kw; ant. 295 m.

■ **Hagerstown, MD** WWPB(TV) ch. 31—Maryland Public Broadcasting Co. seeks CP to change ERP vis: 4070 kw; ant. 378 m.

**OWNERSHIP**

**Grants**

**WTMP(AM) Temple Terrace, FL** (BAL 931112EB)—Action March 3.

**KIOI-FM San Francisco** (BAPLH931220 GE)—Action March 2.

**WDSC(AM)-WZNS-FM Dillon, SC** (AM: BAL931213GN; FM: BALH931213GO)—Action March 2.

**WHITE-FM Williamston, NC** (BALH940106 GE)—Action Jan. 6.

**WJZM(AM) Clarksville, TN** (BAL931101 GG)—Action Feb. 16.

**WWDE-FM Hampton, VA** (BALH940128 GE)—Action Feb. 18.

**WMQX-AM-FM Winston-Salem, NC** (AM: BAL940128GG; FM: BALH940128GH)—

Action Feb. 23.

**WPGT-FM Roanoke Rapids, NC** (BALED 931209GE)—Action Feb. 23.

**WJMH-FM Reidsville, NC** (BALH940128 GI)—Action Feb. 23.

**WEKX-FM Jellico, TN** (BALH940106GF)—Action Feb. 23.

**WLZR-AM-FM Milwaukee** (AM: BAL931110 GK; FM: BALH931110GJ)—Action Feb. 23.

**WAXY-FM Fort Lauderdale, FL** (BALH 931220GI)—Action Feb. 24.

**WCKU-FM Nicholasville, KY** (BALH931210 GW)—Action Feb. 24.

**WCYK(AM) Crozet, VA** (BAL931210GV)—Action Feb. 24.

**WQMT-FM Chatsworth, GA** (BALH931210 GM)—Action Feb. 24.

**KGU(AM) Honolulu** (BAL931229EC)—Action Feb. 25.

**KGMZ-FM Aiea, HI** (BALH931229ED)—Action Feb. 25.

**WRDU-FM Wilson, NC** (BALH940210GN)—Action Feb. 25.

**WHK(AM)-WMMS-FM Cleveland** (BAL 931206GI; FM: BALH931206GJ)—Action Feb. 25.

**WLOH(AM)-WHOK-FM Lancaster, OH** (AM: BAL940204GG; FM: BALH940204GH)—Action Feb. 25.

**WMJI-FM Cleveland** (BALH940201GF)—Action Feb. 25.

**KOQL-FM Oklahoma City, OK** (BALH 940214GF)—Action Feb. 25.

**WLWZ-AM-FM Easley, SC** (AM: BAL940210GL; FM: BALH940210GM)—Action Feb. 25.

**KJET-FM Kingsburg, CA** (BTCH940131 GF)—Action Feb. 28.

**WELI(AM) New Haven, CT** (BTC940207 GT)—Action Feb. 28.

**WAVZ(AM) New Haven, CT** (BTC940207 GU)—Action Feb. 28.

**WKCI-FM Hamden, CT** (BTCH940207GZ)—Action Feb. 28.

**WRBQ(AM) St. Petersburg, FL** (BTC 940207HG)—Action Feb. 28.

**WOLZ-FM Fort Myers, FL** (BALH931210 GO)—Action Feb. 28.

**WFKS-FM Palatka, FL** (BALH931210GQ)—Action Feb. 28.

**WRBQ-FM Tampa, FL** (BTCH940207HH)—Action Feb. 28.

**KQAM(AM)-KEYN-FM Wichita, KS** (AM: BTC940207HA; FM: BTCH940207HB)—Action Feb. 28.

**WHAS(AM) Louisville, KY** (BTC940207 GX)—Action Feb. 28.

**WAMZ-FM Louisville, KY** (BTCH940207 GY)—Action Feb. 28.

**WQUE-FM New Orleans** (BTC940207GV)—Action Feb. 28.

**WATB-FM South Yarmouth, MA** (BALH 931208GL)—Action Feb. 28.

**WWLA(TV) Lewiston, ME** (BAPCT930729 KV)—Action Feb. 28.

**WYUT(AM) Herkimer, NY** (BAL930407 GH)—Action March 2.

**WYUT-FM Herkimer, NY** (BALH930407 GI)—Action March 2.

**WTXF(TV) Philadelphia** (BTCCT931029 KG)—Action March 2.

**KMAT(FM) Sutter Creek, CA** (BAPH931209 GF)—Action March 4.

**KDNI(FM) Duluth, MN** (BALED940215 GG)—Action March 4.

**Dismissals**

**WTMP(AM) Temple Terrace, FL** (BAL 931112EA)—Action March 3.

**WKGT-FM Century, FL** (BAPH930915 GE)—Action Feb. 16.

**BY THE NUMBERS**

**BROADCASTING**

Service	Total
Commercial AM	4,944
Commercial FM	4,971
Educational FM	1,662
<b>Total Radio</b>	<b>11,577</b>
Commercial VHF TV	559
Commercial UHF TV	596
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,518</b>
VHF LPTV	508
UHF LPTV	948
<b>Total LPTV</b>	<b>1,456</b>
FM translators	2,091
VHF translators	2,335
UHF translators	2,435
<b>Total Translators</b>	<b>6,861</b>

**CABLE**

Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

\*Based on TV household universe of 94.2 million. Source: Nielsen, NCTA and FCC.



## Synergy

**EDITOR:** Your article concerning the potential benefits of business partnerships and marketing relationships between television stations and wireless cable TV companies was exactly on target.

In fact, our Advantage Cable TV system, located in Reading, Pa., and now gearing up for imminent launch, established just such a relationship last fall with WTVE-TV, the Home Shopping Network affiliate in Reading. We leased half of their underutilized building and at the same time opened an engineering and technical support arrangement. Our broadcast antennas also are co-located on the same tower.

We were able to fulfill our facilities needs and enabled our broadcasting "relative" to enjoy a new revenue stream. This kind of relationship likely will be duplicated in the additional wireless cable markets we intend to develop.—*Henry Kavett, vice president, marketing, The Cellular Group Inc., Sarasota, Fla.*

## In defense of NAB and Eddie Fritts

**EDITOR:** In your Feb. 14 issue there was a letter from Jerry Hennen, who criticized the salary of Edward O. Fritts, the president and CEO of the National Association of Broadcasters. Mr. Hennen also stated that he believes the administrative costs of the NAB are way too high.

First of all, it is apparent that Mr. Hennen does not understand what is involved in the variety of functions of the NAB.

There are a number of broadcasters on the NAB board who represent every size market. I have never heard a complaint about the salary of any member of the staff of the NAB. Presently, I serve as an officer of the NAB and as a member of the Compensation Committee.

As far as I am concerned, Eddie Fritts is a bargain for the NAB. The job he holds is a seven-day-per-week job. He regularly attends meetings well into the night. It is

necessary for him to be expert on legislation and the politics of Washington, D.C., and also to understand all of the technical issues. He must relate to every broadcaster and the manner in which the regulatory system affects those broadcasters—both radio and TV. This is in addition to overseeing the business affairs of the association. It is one tough and demanding job... and there are no stock options involved.

In my opinion, Mr. Hennen's letter was without substance.

It is unfortunate that there exist members of our industry who do not understand the nature of the regulatory process in Washington. There are more bills introduced in Congress that might affect our industry than any other industry in this country. If you doubt that, call the Government Relations Department of the NAB.—*Robert L. Fox, chairman/CEO, KVEN Broadcasting Co., Ventura, Calif., and chairman, NAB Radio Board.*

## THIS WEEK

- March 15**—Deadline for entries for *National Press Club Awards* in consumer journalism, diplomatic and environmental reporting. Contact: Barbara Vandegriff, (202) 662-7523.
- March 14-16**—"PCS License Valuation and Bidding Strategies," seminar sponsored by *Business Research and Ginsburg, Feldman and Bress*. Sheraton Carlton, Washington. Contact: (800) 822-6338 or (202) 842-3022.
- March 16**—"Comparative Lessons in Public Service Broadcasting: Australia's ABC, Japan's NHK and Britain's BBC," seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Contact: (212) 678-6600.
- March 16**—*National Academy of Television Arts and Sciences, Washington, D.C.*, chapter, premiere screening. American Film Institute, Washington. Contact: (301) 587-3993.
- March 16-19**—*National Broadcasting Society* Convention. Omni Park Central Hotel, New York. Contact: Peter Ensel, (518) 564-2111.
- March 18-21**—*Broadcast Education Association*. Las Vegas. Contact: (202) 429-5354.

## MARCH

- March 21-24**—*National Association of Broadcasters*. Las Vegas. Contact: (202) 429-5300.
- March 21-25**—Third annual *Infomercial Conference and Trade Show*. Loews Santa Monica Hotel, Santa Monica, Calif. Contact: (310) 472-5253.
- March 24**—*National Association of Black Owned Broadcasters* 10th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.
- March 24**—*American Women in Radio and Television* 19th annual national Commendation Awards. Waldorf-Astoria, New York. Contact: (212) 302-3399.
- March 31**—*The National Academy of Television Arts and Sciences* 21st annual Daytime Emmy Awards nomination ceremony. Contact: Trudy Wilson, (212) 586-8424.

## Datebook

### APRIL

- April 5-7**—*Virtual Reality Entertainment Forum*. Grand Hyatt Hotel, New York. Contact: (212) 717-1318.
- April 6**—*International Radio and Television Society* Gold Medal Dinner. Waldorf-Astoria Hotel, New York. Contact: (212) 867-6650.
- April 6-8**—"Redefining Local Exchange Competition: New Rules, New Players, New Technologies," seminar sponsored by *Business Research and Swidler and Berlin*. Ritz Carlton, Washington. Contact: (800) 822-6338 or (202) 842-3022.
- April 10-12**—*Cabletelevision Advertising Bureau*. New York. Contact: (212) 751-7770.
- April 12**—50th annual *Radio and Television Correspondents' Association* dinner. Washington Hilton. Contact: Ivan Goldberg, (202) 828-7016.
- April 12**—"The Business of Entertainment: The Big Picture," conference sponsored by *Wertheim Schroeder and Variety*. Pierre Hotel, New York. Contact: (212) 492-6532.
- April 15-20**—*MIP-TV*. Cannes, France. Contact: (212) 689-4220.
- April 19**—*National Academy of Television Arts and Sciences* 15th annual Sports Emmy Awards. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, David Beld or Rob Simekjaer, (212) 586-8424.
- April 20**—*Scripps Howard Foundation National Journalism Awards*. Cincinnati Westin Hotel, Cincinnati, Ohio. Contact: (513) 977-3035.
- April 21-22**—"Current Issues in Multimedia Licensing," seminar sponsored by *Prentice Hall Law & Business*. New York Palace, New York. Contact: (800) 223-0231.
- April 23-24**—*National Academy of Television Arts and Sciences* 21st annual Daytime Emmy Awards judging panels. New York. Contact: Trudy Wilson, (212) 586-8424.

**April 30-May 1**—*National Academy of Television Arts and Sciences* 21st annual Daytime Emmy Awards judging panels. Los Angeles. Contact: Trudy Wilson, (212) 586-8424.

### MAY - JUNE

- May 8-11**—*Conference On Interactive Marketing/East*. Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0716.
  - May 13-15**—*Federal Communications Bar Association* annual seminar. Nemaacolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.
  - May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.
  - May 22-25**—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.
  - May 25**—*National Media Owl Awards*. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.
  - June 1-4**—*CBS* affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.
  - June 2-4**—43rd *American Women in Radio and Television* national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.
  - June 5-11**—15th annual *Banff Television Festival*. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.
  - June 8-11**—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 465-3777.
  - June 11-13**—*ShowBiz Expo*. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.
  - June 20-23**—*Women in Cable* 13th annual national cable management conference. Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.
  - June 23-24**—*Fox Broadcasting* affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.
- **Major Meetings**



# Broadcast Education Association Convention Agenda

The Broadcast Education Association's 39th Annual Convention will be held at the Las Vegas Convention Center March 18-21. BEA is the professional association for professors and industry persons who are interested in the teaching of radio, television and electronic media in colleges and universities to future broadcasters and electronic media professionals.

## Friday, March 18

**7:00-8:30** □ Student Internship Staff Meeting. Moderator: Louisa Nielsen, Executive Director, BEA

**8:00-9:00** □ Division Chairs Pre-Convention Meeting. Moderator: Suzanne Williams, 1994 Convention Program Coordinator  
Convention Features

**9:00-5:00** □ Convention Registration Desk Open

Convention Sessions

**9:30-10:30** □ Opening Continental Breakfast Reception

**10:30-11:45** □ Sessions

**History Division.** *An Overview of Moving Image Archives: Preserving the Present*

**Two-Year/Small Colleges Division.** *The Profitability of Video Conferencing for Colleges and Universities*

**Writing Division.** *Evaluating Student Writing: Problems and Techniques*

**International and Law and Policy Divisions.** *Changes in Communication Law and Policy in Eastern Europe and Asia*

**12:00-1:15** □ Sessions

**Multicultural and Courses and Curricula Divisions.** *So You Want to Make Your Curriculum and Courses More Multicultural!*

**Research Division.** *Audience Research: Professionals Look at the Future*

**1:30-2:45** □ Sessions

**News and Management and Sales Divisions.** *News Consultants, Educators, and Teaching the TV News of the Future: Arm's-Length Relationship or Emerging Common Ground?*

**Student Media Advisors.** *Advising and the Tenure/Promotion Process: How Much Value Does It Really Carry?*

**3:00-4:15** □ Sessions

**Communication Technology Division.** *Braving the New Media World*

**News and Student Media Advisors Divisions.** *News on the Campus Radio Station: Form and Function*

**Production Showcase—Gender Issues and Production Divisions.** *Domestic Violence and Sexual Harassment Messages*

**4:30-5:45** □ Sessions

**Courses and Curricula Division.** *Doing Outcomes Assessment: A Hands-On Workshop*

**Communication Technology Division.** *The Use of Microcomputers in Multimedia and Video Production Instruction*

**6:00-7:00** □ BEA Reception

## Saturday, March 19

Convention Features

**8:00-5:00** □ Registration Desk Opens

**8:00-5:00** □ Textbook and Instructional Materials Fair

**9:00-5:00** □ BEA Placement Center

**8:00-9:15** □ Sessions

**Courses and Curricula and Gender Issues Divisions.** *Teaching Women: Curriculum Issues and Concerns*

**International, News, and Production Divisions.** *Funding Opportunities for International Media Education Projects*

**Law and Policy Division.** *Current Research in Communication Policy.*

**9:30-10:45** □ Plenary Session of Invited Speakers on Topic of International Scope

**11:00-12:15** □ Sessions

**International Division.** *Business Opportunities in International Markets*

**Law and Policy Division.** *Immorality and Electronic Media, Obscenity, Violence and Indecency*

**Production Showcase—Communication Technology & Production Divisions.** *Matrox STUDIO Microcomputer Editing System Showcase*

**12:30-1:45** □ Sessions

**Communication Technology and Production Divisions.** *Evaluating New Technologies: The Matrox STUDIO Microcomputer-Based, Full, Post-Production Solution*

**History Division.** *Radio in World War II*

**International Division.** *Global Education Broadcasting: New Developments and Trends*

**Law and Policy Division.** *Reinventing the Public Interest Standard in Broadcasting*

**2:00-3:15** □ Sessions

**International and Courses and Curricula Divisions.** *Internationalizing the Broadcast Curriculum: The Potential of Linkage Programs*

**Management and Sales Division.** *Effective Management of Creative Employees*

**Research Division.** *Editor's Forum on Research*

**3:30-4:45** □ Sessions

**Multicultural and Research Divisions.** *An Agenda for Research in Multicultural Issues*

**Student Media Advisors and Law and Policy Divisions.** *Station Operation: Rules and Regulations*

**5:00-6:15** □ Sessions

**Gender Issues, Multicultural, News, and Student Media Advisors Divisions.** *Campus Media Coverage: Responsibility and Accountability for Reporting Incidents of Racism, Sexism, and Homophobia*

**Management and Sales Division and PROMAX.** *Is the New 500-Channel Universe Promotable and Marketable?*

**6:30-8:30** □ Sessions

**Gender Issues Division.** *International Broadcast Screening: Three Intersections with Other Cultures*

## Sunday, March 20

**8:00-9:15** □ Sessions

**News and History Divisions.** *Researching News and Public Affairs: Audio/Visual Resources*

**9:30-10:45** □ Sessions

**Student Media Advisors Divisions.** *Ethical Issues in Student Media Advising*

**Law and Policy Division.** *Current Issues in Law and Policy*

**11:00-12:15** □ Sessions

**Management and Sales Division.** *Whose Signal Is It Anyway? The Battle of Rhetoric Over the 1992 Cable Act*

**Courses and Curricula, Gender Issues, and News Divisions.** *Lawsuits, Liability, Threats and Harassment: Protecting Yourself in 21st Century Higher Education*

**Production and Courses and Curricula Divisions.** *Teaching, Designing, and Targeting TV Production Courses for the Real World*

**12:30-2:15** □ BEA Awards Luncheon

**2:30-3:45** □ The speakers: Andy Fisher, Executive Vice President, Affiliates, Cox Broadcasting; Dominick Stasi, Vice President, Technology and Operations, Request Television; Ralph Dolan, Vice President, Programming, United States Satellite Broadcasting, and Patrick Hanley, President, Carrier Services, Bell Atlantic. Jerry Udwin, President of the Udwin Group, is the moderator.

## Monday, March 21

Post-Convention Meetings

**8:00-10:45** □ Post-Convention Meeting

Joint NAB-BEA Session

**11:00-12:15** □ Research Grant Reports



## Harry Christopher Caray

**H**arry Caray never got anywhere in his life by keeping his mouth shut.

In fact, it was his quick tongue that landed the legendary baseball commentator his first big break.

It was 1945, and the St. Louis Cardinals had an opening for a play-by-play man. Word was out that management was looking for a well-known name, but that didn't dissuade newcomer Caray, whose only experience in radio was hosting a late-night sports talk show. He requested a meeting with the president of the beer company that sponsored the baseball games and asked for the job. The executive told Caray he was considering someone else because "I can listen to the game and read the newspaper at the same time."

Caray saw his opening.

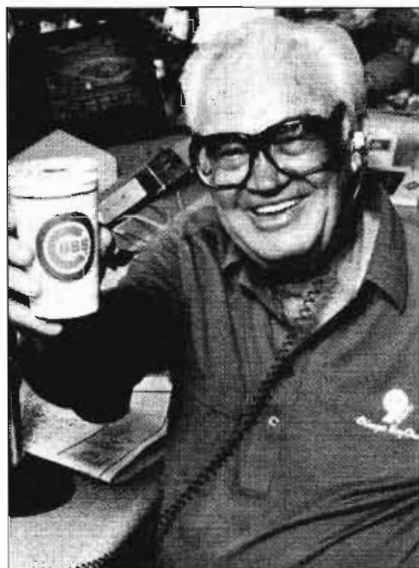
"I jumped out of my chair and said, 'Goddamit, that's what I'm trying to tell you! You're spending hundreds of thousands of dollars to read the newspaper while your commercials are on. You've heard me [broadcast winter sports]. Do you think you could read your newspaper and listen to me at the same time?'"

The executive stared at Caray for a long moment. He reached for the phone, called the head of the advertising agency and said, "Get over here. I want you to meet your new play-by-play man."

For the next 25 years, Caray was the Voice of the Cardinals, spending 16 of those years on KMOX(AM). He attributes his fame not to cable, where he now resides on superstation WGN(TV) with the Chicago Cubs, but to the nationwide 185-station network KMOX put together during his tenure. From Iowa to Arkansas to upstate New York, Caray's signature exclamation "HOLY COW!" became synonymous with baseball.

He earned a reputation for calling 'em like he sees 'em, and making no apologies for it. He criticizes his own team and the visiting team alike for bad plays, often to the chagrin of the players and owners.

"Harry feels it's his job to speak for the fan," says Dennis FitzSimons, president of Tribune Entertainment



television, parent of Chicago's WGN-AM-TV. "If Harry sees that someone's not hustling, he calls it."

He remarks on the off-field action with the same frequency and animation as he does the on-field action. The seventh-inning stretch, by tradition in Caray ballparks, means Caray leads the crowd in a gravelly rendition of *Take Me Out to the Ball Game*.

"There's humor in the game of baseball, or in the stands," Caray explains. "The picture of the old man with the can of beer, or the kid with the hot dog, mustard all over his face—that's a more telling picture than reliving the statistical way a guy has going to his right rather than his left. Who cares? I like to talk about the girl in the red dress walking down the aisle. It gets a chuckle. After all, we're trying to entertain people."

The Cardinals eventually moved to television, and Caray went with them. "They told me, 'Everyone will be watching the picture, so don't talk as much.' The first few days I hardly said a word, just pointed out things when they happened. Then the mail started coming in. 'What's wrong with Harry Caray? Is he sick? He's not broadcasting like he does on radio.'"

In 1970, Caray left St. Louis to broadcast for the Oakland A's, commuting from St. Louis and trying to keep his marriage together. The job lasted only a year, and the marriage, not much longer.

Eager to get back to the Midwest, he went to work for the ailing Chicago White Sox. The general manager offered Caray an unusual deal: in addition to a base salary of \$35,000, less than half what he was making in Oakland, Caray would receive \$10,000 for every 100,000 fans over 500,000 he brought to the stadium. In the first year of Caray's contract, attendance jumped to 900,000. The next year, it topped 1 million. The year after that, 1.4 million. The general manager finally told Caray, "It's time to make a new deal. You've broken the bank."

Caray stayed with the Sox for 11 years, until the new owners decided to shift team coverage from WSNS(TV) to pay per view, reaching only about 50,000 homes. Preferring instead to expand his viewership, Caray moved to Wrigley Field on Chicago's north side and became a Cubs institution overnight.

"When you walk down the street in Chicago with Harry, it's like walking with the mayor," FitzSimons says. "No one sells baseball better than Harry."

Except maybe his two best pupils. Son Harry Jr. (Skip) does

play-by-play for the Atlanta Braves and Atlanta Hawks, and grandson Chip broadcasts for the Seattle Mariners and Orlando Magic.

Celebrating Caray's 50 years calling baseball, the National Association of Broadcasters next week will induct him into its Hall of Fame at its annual convention in Las Vegas. Caray has no plans to step down from the broadcasting booth, but jokes that if the Cubs make it to the World Series this season, "that might be the time to quit." The last time the Cubs went to the World Series was in 1945, the same year that a brash, young Harry Caray called his first major league game.

—JAZ

**Chicago Cubs announcer; b. March 1, 1919, St. Louis; announcer, St. Louis Cardinals, 1945-69; announcer, Oakland A's, 1969-70; announcer, Chicago White Sox, 1970-81; announcer, Chicago Cubs, 1982-present; m. Dutchie, 1977; children: Harry Jr. (Skip), Patricia, Christopher, Michelle, Elizabeth.**

# Fates & Fortunes

## BROADCAST TV



Grasz

**Lynne Grasz**, head, Grasz Communications, New York, named executive director, Broadcast Designers Association.

Appointments at Fox Broadcasting Company, Beverly Hills, Calif.: **Alex Atamanchuk**,

director, operations, named VP, network operations; **Caroline White**, director, commercial administration, special services, named VP, commercial administration, special services. Appointments at Fox-owned cable channel FX, Beverly Hills, Calif.: **Charles Saftler**, research manager, Columbia Pictures Television, Burbank, Calif., joins as director, program scheduling; **Doreen Bennett**, development coordinator, made-for-television movie unit, Fox Broadcasting, there, named coordinator, program scheduling; **Cindy Hochman**, coordinator, pay television, Twentieth Century Fox, there, named coordinator, program acquisitions.

**Kelley Feldsott Reynolds**, manager, acquisitions, ITC Entertainment, Los Angeles, named director, worldwide acquisitions.

**Christopher Jacquemin**, research analyst, Buena Vista Television, Burbank, Calif., joins Rysher Entertainment, Los Angeles, in same capacity.

**Gregg Kelley**, GSM, WLVI-TV Boston, joins WTTG-TV Washington as VP/GSM.

**Rudy Taylor**, VP/GSM, WNYW-TV New York, joins Group W Sports Marketing there as director, sales, Orioles Television Network.

**Timothy Conroy**, VP, marketing, business development, KCET-TV Los Angeles, named senior VP.

**David Bradley**, sales executive, Katz Television, Seattle, named sales manager.

**Nick Garramone**, sales promotion manager, KUSA-TV Denver, joins WUSA-TV Washington as research manager.

**Michael Yormack**, account executive, Katz National Television Sports Unit, New York, named director.

**Linda Levy**, in-house consultant, new product development, newscast expansions, A.H. Belo Corporation, Dallas, named director, news services, broadcast division.

**Dick Nourse**, anchor, KSL-TV Salt Lake City, celebrates 30th anniversary with the station.

**John Byrne**, account executive, WLTX-TV Columbia, S.C., joins Katz Television Group, Charlotte, N.C., as sales executive.

**Jack Bolton**, local sales manager, KTRV-TV Nampa, Idaho, joins KHDT-TV Boise, Idaho, as station manager.

**Patrick Paolini**, account executive, WVIT-TV Hartford, Conn., joins WRGB-TV Schenectady, N.Y., as local sales manager.

**Mark Johnson**, meteorologist, National Weather Service, Columbia, S.C., joins WIS-TV there as weekend meteorologist.

## RADIO

**Merrilee Cox**, news director, ABC Contemporary, FM and Rock Networks, New York, named news director, ABC Radio Networks, and executive producer, news special unit, there.

**Morton Gould**, president, American Society of Composers Authors & Publishers, New York, announces retirement.

**Thomas Curry**, controller/treasurer, Broadcast Music Inc., New York, named VP/controller/treasurer.

Appointments at WOMC-FM Detroit: **Bill Stedman**, program director, KEZR-FM San Jose, Calif., joins in same capacity; **Michael Gersin**, account executive, named retail sales manager.

**Jack Hogan**, GM, WIMZ(AM)-WEZK-FM, both Knoxville, Tenn., joins WJOX-AM-WZRR-FM Birmingham, Ala., as VP/GM.

**Doc Holliday**, VP/GM, Genesis Broadcasting Group, San Antonio, Tex., joins KLBj-AM Austin, Tex., as VP, sales.

**David Page**, director, sales, APD-

US, New York, joins Christal Radio there as marketing manager.

**Terry Fox**, creative director/air personality, KSD-AM-FM St. Louis, joins The Bonneville Broadcast Center, Kansas City, as production director.

**Hawk Harrison** and **Marty Hunter**, nighttime team, WFLZ-FM Tampa, join KNIX-FM Phoenix, Ariz., as morning team.

**Kris Foate**, GM, WQFM-FM Milwaukee, joins WKTI-FM there as station manager.

**Charlie O'Brien**, program director, CKLW-AM-FM, joins CJEZ-FM Toronto as afternoon drive personality.

**Phil Watson**, GM, WPFW-FM Washington, resigns.

## CABLE

**Donald Johnstone**, president/CEO, Philips Consumer Electronic Company, Knoxville, Tenn., joins Whittle Communications there in same capacity.



Tsuchiyama

**Jayne Tsuchiyama**, former VP, creative services, Lifetime Television, New York, starts own marketing/creative services firm, Cross Check Inc., there.

**R. Scott Abbott**, regional director, affiliate relations,

Southwest, CNBC, Fort Lee, N.J., named regional VP, affiliate relations, Midwest, Canada.

**Nancy Lesser**, director, program publicity, HBO, New York, named VP, media relations, West Coast, HBO, Los Angeles.

**James Waltz**, senior VP/COO, WW Entertainment, New York, joins ABC Cable and International Broadcast Group there as VP, financial controls, accounting.

**Tom Harbeck**, senior VP, marketing, TBS Superstation, Atlanta, joins Nickelodeon/Nick at Nite, New York, as group VP, consumer marketing/associate creative director.

Appointments at QVC subsidiary Q2,



New York: **Diane Von Furstenberg**, fashion designer, will serve as creative planning director; **Deborah Blankman**, group buyer, Bergdorf Goodman there, joins as divisional merchandise manager, home, garden, housewares; **Jill Ehreberg**, director, public relations/catalog coordinator, Wathne, there, joins as divisional merchandise manager, beauty, accessories; **Jeffrey Rothenberg**, VP/buyer, F.A.O. Schwartz, there, joins as divisional merchandise manager, entertainment; **LeAnn Zak**, product manager, Nordic Track Inc., there, joins as divisional merchandise manager, sports, fitness, travel.

**Nelson Beubrech**, accounting manager, Paragon Cable, Minneapolis, named controller.

Appointments at Lifetime Television, New York: **Andy Perrott**, producer/director, Reunion Productions, Boston, joins as manager, original programming; **Jonathan Moser**, freelance editor, Los Angeles, joins as senior editor.

## ADVERTISING

**William Cella**, VP, sports sales, ABC Television Network, joins McCann-Erickson North America, New York, as executive VP, broadcast, programming.

**Michael Newsom**, public, media relations officer, INTELSAT, Washington, joins Alcatel Network Systems, Richardson, Tex., as manager, media relations.

## TECHNOLOGY

Appointments at Hearst New Media & Technology, New York: **Steven Horen**, principal, Chemical Venture Partners, Chemical Bank, there, joins as director, business development; **Mark Samis**, senior facilitator, educational technology, Board of Cooperating Educational Services, southern Westchester branch, Westchester, N.Y., joins as new media center manager.

**Scott Whitcomb**, director, operations, IDB Communications, Culver City, Calif., named VP.

**Matt Jacobson**, VP, Western division sales, Twentieth Television, Beverly Hills, Calif., joins Delphia Internet Services Corporation, Cambridge, Mass., as VP, entertainment services.

## NABOB to honor Cornelius, Wonder

*Soul Train* creator and executive producer Don Cornelius, and musician and KJLH-FM Los Angeles owner Stevie Wonder, are among the honorees for the National Association of Black Owned Broadcasters annual awards dinner March 24 at the Sheraton Washington Hotel.

Other honorees at this year's gala include songstress Whitney Houston, recording producers Jimmy Jam and Terry Lewis, and Congressional Black Caucus Chairman Kweisi Mfume. NABOB honors persons who have made significant contributions to and furthered the interests of the African-American community.

Past honorees include Michael Jackson, Denzel Washington and Spike Lee.



Don Cornelius



Stevie Wonder

**Dave Newton**, copywriter/consultant, Broadcast Services, Seattle, joins Broadcast Electronics Inc. there as director, marketing services.

## WASHINGTON

**Arthur Carlson**, president, Susquehanna Radio Corporation, York, Pa., elected president, Broadcast Pioneers Educational Fund Inc., Washington.

**John Zanotti**, CEO, Great American Communications Company, Cincinnati, Ohio, and **Martin Brantley**, president/GM, KPTV Portland, Ore., named to National Association of Broadcasters Television Board of Directors.

## INTERNATIONAL

**James Graham**, senior VP, Columbia TriStar International Television, London, retires.

**Pam Mackenzie**, GM/sales director, Portman, London, joins NATPE International there as European director.

## DEATHS

**Muriel Kennedy**, 78, former president, American Women in Radio and Television, died Feb. 28 of cardiac arrest at her home in State College, Pa. She had chronic lung and heart disease. Her broadcasting career began in Watertown, N.Y., with local radio and TV public service shows in the 1950s. She joined WWTN(AM) Watertown, N.Y. (now WWTN-FM), in

1965 as women's programming director, where she developed and moderated a daily talk show until 1975. She left WWTN to join the Thousand Islands Bridge Authority as public relations director. In 1977 she left to start her own public relations firm, MMK Associates. Kennedy became president of AWRT in 1981, after serving as central New York chapter president and northeast VP. She retired in 1990. Survivors include her husband, John, four sons and a daughter.

**John Candy**, 43, comedian and actor, died March 4 of a heart attack while on location filming a movie in Mexico. Candy first gained attention on the syndicated cult TV series *Second City TV*. His movie credits include "Splash," "National Lampoon's Vacation" and "Planes, Trains & Automobiles." He had a small part in "Home Alone" and Oliver Stone's "JFK." Survivors include his wife, Rosemary, a son and a daughter.

**Mary Phillips**, 81, former director of educational services, New Jersey Network, died Feb. 19 at Helene Fuld Medical Center, Trenton, N.J. A former teacher and administrator, she taught in Washington, Virginia and Pennsylvania. Phillips was educational services director of WETA-TV Washington and at the time of her retirement in 1980 served in a similar capacity for the New Jersey Network. Survivors include two cousins.

—Compiled by Marsha L. Bell

**CBS Sports will air a new anthology sports show on Sunday afternoons titled *Eye on Sports*.** It will feature women's pro beach volleyball, track and field, swimming and diving, bicycling and "wildlife adventures." Network officials say the magazine will premiere April 17, conclude Aug. 21, and that it was not intended as a replacement for the lost NFL package. The series, in effect, replaces Major League Baseball coverage, which the network dropped at the end of last season.

**Lawrence Spivak, 93,** founder, producer and panelist of *Meet the Press*, died March 9 of congestive heart failure at Sibley Memorial Hospital in Washington. In 1945 Spivak and Martha Roundtree began *Meet the Press* as a radio program to promote *American Mercury* magazine, of which Spivak was owner, publisher and editor. The program made its television debut in 1947.



**Capitol Broadcasting Co. President and CEO James F. Goodmon receives Broadcast Pioneers Golden Mike award from James J. Delmonico, president, The Broadcasters Foundation.** Goodmon accepted the award on behalf of Capitol's WRAL-FM Raleigh, N.C., which was cited for its "distinguished contributions to the art of broadcasting." The award was presented at a gala dinner March 8 at the Plaza hotel in New York.

## Liberty buys Beck-Ross

Liberty Broadcasting is buying Beck-Ross Communications in a cash-and-stock deal estimated at \$34 million-\$40 million. The deal gives Liberty ownership of three more stations in the Northeast and its second duopoly. Liberty adds Beck-Ross's WBLI-FM Long Island, N.Y., WHCN-FM Hartford, Conn., and WSNE-FM Providence, R.I., to its existing six-station group. WBLI-FM, with its AC format, joins AOR station WBAB-FM and news/talk WGBB(AM) Long Island for a duopoly. Liberty also is awaiting FCC approval of WHFM-FM Southampton, N.Y., from Faircom Inc. Liberty President/CEO Jim Thompson says the merger, like most deals today, is duopoly-driven. "In a few years, there will be only 15 big groups," he estimates. "We intend to be one of them."

Beck-Ross President Jim Champlin will become executive vice president of Liberty. The group also owns WHFS-FM and WXTV-FM Washington-Baltimore; WMXB-FM Richmond, Va.; and WGNA-AM-FM Albany, N.Y., and will receive less than 50% ownership and management interest in Beck-Ross's WLRS-FM Louisville, Ky., according to broker Tom Gammon of Americom.

Spivak sold *Meet the Press* to NBC in 1955 but continued as a panelist and producer of the show until his retirement in 1975. Survivors include a son, Jonathan.

## Infinity Broadcasting had another indecency scare last week

when an in-studio wiring problem at WFAN (AM) New York allowed an uncensored conversation between talk show host Don Imus and his board man to get on the air. WFAN Program Director Mark Chernoff says the two men thought the microphone was off and apologized on-air when they realized their epithet-peppered conversation bled through a network commercial. Of the 28 stations that syndicate Imus, all but Washington and Lynchburg, Va., were warned in time to block the offending words, Chernoff says. The complaints division of the FCC has not received any written protests.

**All-sports WTEM(AM) Washington will syndicate its original programming on Jones Satellite Network beginning today (March 14).** For \$500 a month, affiliates can receive "The Team" format and three minutes of local commercial time per hour, says Jones General Sales Man-

ager John Tyler. The only programing that will not go up on Satcom C4 will be *Imus in the Morning* and coverage of the Washington Redskins and Bullets, WTEM General Manager Bennett Zier says.

## ABC Nightline anchor Ted Koppel last week said that television and print reporters should cooperate more on investigative projects, prize-winning follow-ups are buried in outtakes, and overkill on Tonya Harding/Nancy Kerrigan-type stories is tacky but necessary.

Accepting a Harvard award for career achievement, Koppel called a balance between sleaze and serious programs necessary for survival in a ratings-dominated industry. He said that TV throws huge resources at stories such as the L.A. riots and then forgets 99% of the material it initially can't fit on the air. Low-paid staffers could sort through those unused tapes later and come up with compelling "aftermath" stories, he said.

**The Museum of Television and Radio will open a museum on the West Coast at the end of next year.** Architect Richard Meier will oversee the renovation of a build-

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## Incorporating The Fifth Estate TELEVISION Broadcasting

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# Closed Circuit

ing in Beverly Hills. According to a spokesperson, half of the \$8 million needed for the project has been pledged. The museum has more than 60,000 TV and radio programs, and it intends to replicate its collection so that visitors in Beverly Hills can see and hear the same programs that are in the New York museum.

**Family Channel founder Pat Robertson on Wednesday issued a written apology to former employee Kenneth H. Taylor,** and the televangelist's Christian Broadcasting Network agreed to pay Taylor an undisclosed sum in an out-of-court settlement reached on Wednesday. Taylor, a former attorney with Robertson's Christian Broadcasting Network, said he had been maligned by Robertson and other CBN executives after leaving the company.

**The FCC is waiving the one-to-a-market rule in approving the sale** of KVI(AM)-KPLZ-FM Seattle to Fisher Broadcasting for \$10 million. The rule prohibits common ownership of radio and TV stations with overlapping signals in the same market.

**Errata:** In "Closed Circuit" March 7, Heritage Communications was incorrectly identified as the owner of WBAY-TV Green Bay, Wis.; WRIC-TV Richmond, Va., and WATE-TV Knoxville, Tenn. The correct owner is Nationwide Communications. In the Station Trading Special Report in the March 7 issue, the sale of WXXA-TV Albany, N.Y., should not have been included. That sale was dismissed by the FCC March 15, 1993. Also, in the item on WAVH(FM) Mobile, Ala., the buyer and seller were reversed.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 27. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel of Fortune	18.6/226/99
2. Jeopardy!	14.0/216/98
3. Star Trek	11.4/245/99
4. Oprah Winfrey Show	10.1/237/99
5. Entertainment Tonight	10.0/278/94
6. Star Trek:DS9	9.5/232/99
7. Roseanne	9.0/183/97
8. Inside Edition	8.4/155/92
9. Current Affair	7.9/177/92
10. Hard Copy	7.6/159/90
11. Baywatch	7.5/194/94
12. Married...with Children	6.7/176/95
13. Family Matters	6.6/174/93
14. Cops	6.0/171/93
15. Action Pack Network	5.8/162/95
15. Portfolio XV	5.8/180/96

## On the beam

FCC Chairman Reed Hundt will appear via satellite at the National Association of Broadcasters convention next week in Las Vegas. Hundt will be beamed in during the lunch on Wednesday, March 23.

Hundt will not be able to appear in person as scheduled because he will be in Buenos Aires for the World Telecommunications Development conference. Hundt's luncheon remarks will not be as "substantive or detailed" as they would have been had he appeared in person, an FCC official said. Hundt plans to make a more detailed speech addressing broadcast issues in the near future, the official said. Hundt will be accompanied to Buenos Aires by two FCC staff members, Catherine Kisse-Sandoval, special assistant, office of international communication, and Diane Cornell, acting senior adviser to the chairman. Vice President Al Gore also will be in Buenos Aires along with National Telecommunications Information Administration chief Larry Irving. —CS

## NEW YORK

### Sign of the times

Southwest Airlines has signed on as one of the first advertisers to experiment with Princeton Electronic Billboard Inc.'s electronic "virtual reality" signage system for TV. That's according to Bob Kunath, general manager, senior vice president, Group W Sports Marketing, which is selling the ads on the electronic billboards. Group W and the Baltimore Orioles recently reached a multi-year agreement that gives Group W exclusive rights to produce, televise and sell advertising for all of the Orioles games. Major League Baseball placed PEB in Baltimore as part of an in-stadium test of the technology. (It also is testing the technology in another American League ballpark.) Set to be launched during the Orioles' opening day, PEB's technology allows billboard-type ads to appear on the home television screen, but not in the stadium. Using digital technology, the New Jersey-based company can make a billboard-style ad appear on a flat, non-moving surface in the stadium.

## LAS VEGAS

### Tale of the Tapeless

The big technology story shaping up for next week's NAB convention is "tapeless tape machines"—computer storage systems that eventually may take over from the videotape recorders that have dominated for 40 years. Quantel, Silicon Graphics and BTS as well as mainline computer manufacturers like IBM and

Hewlett-Packard are expected to unveil tapeless products or prototypes during the four-day show in Las Vegas.

## NEW YORK

### TV shopping?

While they say they are not actively pursuing broadcast affiliates, executives with planned home shopping cable network Q2 also say that they have not ruled out distributing the network's programming to TV stations. The QVC network is scheduled to debut in May.

### Bandstand businesses

Indefatigable TV producer Dick Clark later this year plans to open "Dick Clark's American Bandstand Grill" restaurants in Columbus, Ohio, and Indianapolis, Ind. Clark, whose youthful appearance has earned him the moniker "America's oldest teenager," also is planning a new line of skin care products.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"He set up a new rating system for our salary evaluations—we're going into sweeps next week!"



## Elbow room

More pieces of the future are being carved out on Capitol Hill this week. The parent House Commerce Committee will take up the Markey-Fields bill (H.R. 3636) and the Brooks-Dingell bill (H.R. 3626), each designed to change the status quo in one or another part of the Fifth Estate. Markey-Fields, for example, permits telcos into the television business within their own service areas at the same time that it admits competition to the local telephone business. Brooks-Dingell lets local telephone companies enter the long-distance business and manufacture telecommunications equipment.

Working behind the scenes in Congress is an issue that deserves equal importance: granting broadcasters flexibility in their use of new spectrum designed for advanced television. In shorthand terms, that means HDTV, a medium whose eminence and imminence in the television market have yet to be determined. This page began arguing for flexibility (at the time we called it scalability) in an NAB pre-convention issue two years ago, and the arguments for it have become ever more urgent.

Baldly put, they involve endowing the wireless (as opposed to wired) nation with clout enough to compete on the information highway, if that's what we're to call the future. And, simultaneously, empowering the public with the availability of a potentially free competitive force as an alternative to the paid television that will be strung across the country by the cable and telephone infrastructures. It's not an altogether fair fight anyway, given that the wired industries count their programming possibilities in the infinite, while broadcasters at best might squeeze in four to six apiece. Yet there's still that ubiquitous reach of broadcasting, which goes into every nook and cranny. In New York, for example, flexibility could mean more than 100 on-air or data transmission

opportunities. In the eyes of broadcasters, that begins to look like a level playing field.

Should HDTV be abandoned? Assuredly not; once the fascination with television quantity has subsided, we can anticipate a return to television quality. But this medium will take time to grow, and there are many opportunities that can be tested while the HDTV set population is coming to full force, as opposed to putting both channels into lockstep with identical programming. At the end of the day, when both digital television and HDTV are everywhere, the objective should be to provide multiple broadcast services in the HDTV format.

Frankly, we feel the FCC has been doing an exemplary job of bringing HDTV to fruition, and should be allowed to complete its expert task before Congress weighs in. There'll be time enough for oversight on the other side of this divide.

## Flying blind

The First Lady left some broadcasters scratching their heads after her comments to a conference on Children and the News Media. From several firsthand accounts, her remarks included the observation that there were too many news stories on violent crime. She cited a study that found network news had doubled its coverage of violent crime, while the overall crime rate had not changed.

Hold on. This administration has all but declared a national emergency, citing crime as the nation's number one concern and exploiting that concern as an opportunity to try to remake the media. Then, when the networks put a spotlight on crime, they are taken to task. And if that weren't bad enough, the kicker came when the First Lady revealed that she and the President "never watch the news."

No wonder she seems not to understand its function.

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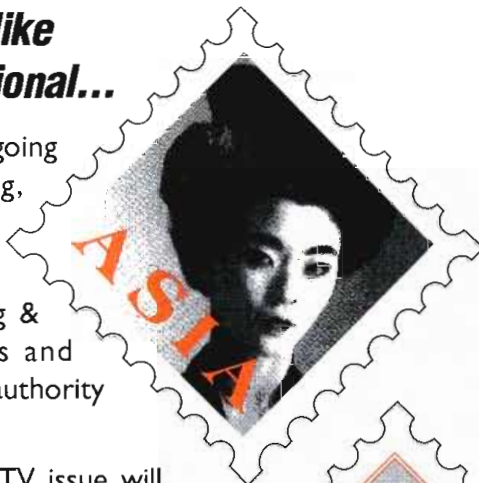
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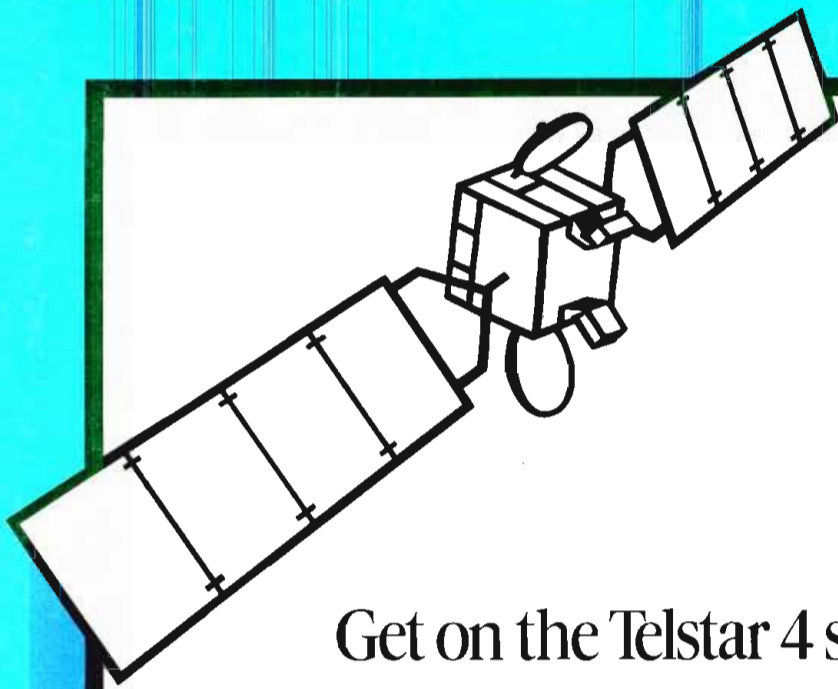
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