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The Incredible Shrinking Margin on the Cable Bill

After a relentless anti-bill ad campaign and a firm promise of a presidential veto, what was once a sure loss for the industry may now come down to a very close vote.

By Randy Sukow

Time is conspiring with cable, Hollywood and White House lobbying efforts to scuttle two years of work by Congress to deregulate the cable industry.

The cable industry's goal of stopping the deregulation bill from becoming law, seemingly unreachable two weeks before, could now be decided in a very close vote.

As of deadline last Friday, Sept. 18, BROADCASTING had identified 21 senators (see box, page 15) who were either opposed to the bill, leaning against it, or prepared to abet a filibuster beyond Tuesday, Sept. 22. If the bill is passed by the Senate after that date, the President could have the option of a "pocket veto," effectively killing the legislation without giving Congress the opportunity to override his decision. Another 18 senators were undecided as of Friday, but appeared to be still considering votes against the bill.

Cable TV and print ads claiming the bill is excessively regulatory and will result in higher rates for cable, and Hollywood's lobbying efforts against the bill's retransmission-consent provision, appeared to have had an effect on Capitol Hill. (Details of the bill's provisions appear on page 47.)

Republican senators are also expected to be influenced by a letter from President Bush delivered to the Senate last Thursday (Sept. 17) declaring: "I will veto S. 12 if it is presented to me, and I urge its rejection when the House and Senate consider the conference report." The Bush administration has made numerous policy statements in opposition to the cable bill, but last week's letter was the first statement bearing Bush's signature.

thought it was probably good enough to vote for it. But then we got the veto message from the White House." Simpson was not yet fully committed last Friday, the spokesman said, but "Al in his leadership position wants to be able to help out the President.

Orrin Hatch (Utah) represented another category of Republican senator, undecided as to whether he would support the conference report but likely to support the President should an override vote be called.

Martin Franks, CBS vice president, Washington, a key lobbyist for the

Continues on page 15
CLOSE VOTE? / 4
As high noon approaches on the cable deregulation bill, the once wide margin in the Senate in its favor is rapidly narrowing.

SHIFTING SHIFTS / 11
NBC and its Sacramento affiliate KCRA-TV will not seek a further PTAR waiver for the station's prime time shift, opting instead to move the network's Tonight Show back out of prime time to 11 p.m.

STRONG SEASON OPENERS / 28
As the new season gets off to an unofficial, staggered start, new entries Delta and Going To Extremes (ABC), Hearts Afire (CBS) and Witness Video (NBC) are off to fast starts.

PPV'S HITS AND MISSES / 34
Two weeks into their option Play college football experiment, Showtime Event Television and ABC have experienced disappointing sales: 7,000-8,000 homes per week instead of the targeted 25,000-50,000. But the Sept. 12 Chavez-Camacho boxing bout pulled in $21 million.

WHAT COST TELCO TV? / 36
Telco entry into television services may hinge more on cost and capability than on regulatory issues, observers say. A big variable is the eventual cost of deploying the system to the curb or to the home.

MARCONI AWARD WINNERS / 40
The "Neighbor Lady" from Yakonton, S.D., Wynn Speece, joined Don Imus and Rush Limbaugh in the ranks of the nation's top radio personalities at the Sept. 12 Marconi Awards. KGO(AM) San Francisco won largest-market station of the year.

HOT CABLE BATTLE / 46
The NCTA took its anti-cable bill battle to American households in full force, using a blanket campaign of spots to tell viewers the legislation would raise rates. Congressional and consumer groups have responded in kind to what they call "cable's fables."

SPECIAL REPORT: JOURNALISM '92 / 50
News directors gathering this week for the annual RTNDA convention face the continuing demand to fill more program hours while holding the line—or even cutting back—on costs. The growing reliance on syndicated news services has them worried about blurring the identity of their newscasts.

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FCC GIVES ON HDTV TIMETABLE
Extra time doesn't affect overall 15-year goal for switchover; reviews added but no definite dates provided; Marshall talks multiplex

By Joe Flint

The FCC backed off some from its original timetable for implementing high-definition television (HDTV) last week, but probably not enough to please the bulk of the broadcasting industry.

Specifically, the commission voted 5-0 last week to extend the transition period for broadcast in HDTV once the agency greenlights a standard and makes the channels available. The 15-year time period for total HDTV conversion remains.

"I had expressed concern that we were force-feeding this item, and I'm glad we're putting it on a slower track," said Commissioner James Quello.

Perhaps as significant as the extra year in making the timetable more flexible is the addition of several status reviews that leave the schedule open to change. However, with the exception of a review after a standard is selected or when an allotment is adopted (whichever comes last), only proposals for reviews at the conversion and simulcasting deadlines have been put forth; that there are no definite dates has concerned the industry. Reviews will be conducted by notice and comment proceedings.

"Broadcasters are extremely disappointed that the FCC has adhered to its rigid and unrealistic timeframe for applications and construction of HDTV facilities and for simulcasting," said Eddie Fritts, president and chief executive officer, National Association of Broadcasters.

Commission members expressed similar concerns. Said Sherrie Marshall: "I just hope that we have not stacked the race against broadcasters by turning them into the advanced
television rabbit, forced to set a pace many cannot sustain.”

But, she added, “If our timetable spurs all video players into taking a coordinated plunge into advanced TV, or even if it is overaken by the pace of an advanced TV rollout by cable, videocassette providers and other broadcast rivals, then our not-so-subtle nudge to broadcasters will have served both them and the public well.”

While the commission relaxed its application period, it sped up its 100% simulcasting requirement from four years to three. Specifically, the FCC said broadcasters will not be required to simulcast at all in the first year; 50% in the second year and 100% after the six-year construction/application period ends. In conjunction with the simulcasting requirements, the commission also said it would suspend the dual network rules to allow the networks to provide programming exclusively for their HDTV channels.

The simulcasting issue still divides the commission and broadcasters. Quello said he would like to have seen more flexibility in simulcasting, while Duggan would have supported an even shorter simulcast period.

As an agency, the FCC argues that a short, non-100% simulcasting period will give added impetus to the HDTV receiver market by eliminating the need for dual-mode receivers that can receive both current and HDTV signals. Broadcasters say the opposite argument can also be made: less simulcasting could encourage the public to buy new receivers for programming they cannot now receive.

The bad news, said LIN Broadcasting President Gary Chapman, is the simulcasting requirement. “After 100% simulcasting, many markets probably won’t have HDTV penetration of more than 5%. That means operating an advertising-supported business with 5% penetration at the most.”

Market penetration aside, by requiring 100% simulcasting after three years, the FCC hopes to squelch concern that broadcasters will somehow avoid turning in one of their two channels after conversion to HDTV.

Commenting on the new three-year approach, Commissioner Duggan said: “Any other approach, in my view, would clash with our ultimate commitment to reclaim the reversion channel.” Duggan added that he would rather the FCC set up an earlier date for 100% simulcasting.

With regard to how the action helps broadcasters compete, Marshall said the answer may not be a sharp picture but more channels: “I am becoming increasingly convinced that the real key to broadcasters' continued competitiveness lies not so much in advanced TV as a crisp picture, but in its potential for spectrum-efficient multiplexing. In my view, broadcasters must become multichannel providers to continue to flourish in the long run.” The FCC has asked for comments on whether future advances in technology that are compatible with any HDTV standard selected should be permitted on the conversion channel.

The commission also asked for comments on a proposal to assign an existing broadcaster's HDTV channel the same call sign as its current channel, with the addition of a two-letter suffix, and whether to permit the use of HDTV channels for ancillary purposes similar to what is now allowed for NTSC channels.

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**FCC RELEASES PCS SPECTRUM ALLOCATIONS**

The FCC may have killed two birds with one stone last week. It allocated spectrum for personal communications services—a cheaper version of cellular phones—which many cable companies see as a new business, and it has gotten Congress off its back with a plan to accommodate current spectrum users elsewhere.

Specifically, the commission allocated 220 mhz (1850-1990, 2110-2150 and 2160-2200 mhz) of 2 ghz spectrum for emerging technologies such as PCS and other mobile services. Incumbent users, the commission said, can be relocated to higher fixed microwave bands without disruption to service.

What got Congress up in arms were the commission's plans to force current users of that spectrum—mostly utilities and railroads—to be relocated. Senate Commerce Committee Chairman Ernest Hollings had introduced legislation to slow the spectrum conversion process considerably.

The commission asked for comments on several transition timetables, ranging from three to 10 years. Hollings had favored an eight-year transition period.

FCC Commissioner Sherrie Marshall expressed concern that too many notices for further review will unnecessarily delay what some have estimated will become a $50 billion industry. Said Marshall: "The thing that concerns me is that we seem to be going into further notices and further notices.... I would caution Wall Street not to suddenly decide that PCS is dead because it will be eight to 10 years before it is implemented.

"I hope that the development of PCS is not hindered by this commission's need to issue a further notice to make a firm decision on this issue."

With regard to how the transition will work, the commission adopted a transitional framework that would allow voluntary relocation arrangements negotiated by the new user and the incumbent user. At the expiration of the "voluntary" period, incumbents would retain "primary status" indefinitely unless an emerging technology wanted the spectrum, in which case the incumbent could be forced out.

Hoping to insure a smooth process and avoid forcing out current users, new technology providers will be required to guarantee payment of all relocation expenses, build the new microwave facilities and test the new facilities for the incumbents.

The commission's action was praised both by PCS companies and by Capitol Hill. Hollings said he "has no intentions of blocking the deployment of new technologies, and the FCC's decision permits the sharing of frequencies with new technologies.... I have always believed that spectrum matters should be handled by the FCC. However, legislation must be considered where, as here, the FCC did not adequately consider the rights of existing spectrum users." —IF
To Truly Succeed In The Ratings, You Must Attract The High Rollers.
Fast food. Soft drinks. Entertainment. To bring in advertising's biggest spenders, you need programming that attracts the biggest consumers: the 12-34 demo. This group outspends every other by a long shot in the key categories that bring in the most local advertising revenue. So the more a strip appeals to the 12-34 demo, the tastier it is to your prime target. Your advertisers. Now that's some food for thought.
By Steve Coe

Here's probably no better indication of the continued softening of the syndication market for off-network product and more specifically off-network hours than prices being paid for Beverly Hills, 90210. According to sources, WPIX-TV Los Angeles has paid $25,000 an episode for the off-Fox whine-and-pine teen drama.

The show has cleared in five of the top-seven markets thus far, including WPIX-TV New York, WGBS-TV Chicago, WDCA-TV Philadelphia and WDCA-TV Washington. The deal for stations is four years but with two years of barter. Worldvision, the show's distributor, will hold back 90 seconds.

Typically, Los Angeles sets the high-water mark for syndication prices, with New York even or slightly behind and the remaining markets on a decreasing scale, depending on market size. Worldvision has apparently negotiated a New York price of between $20,000 and $25,000; the price paid by Chicago's WGBS-TV is said to be $15,000 an episode. By comparison, in Los Angeles, Hunter sold for $55,000 an episode in 1987 and Highway to Heaven pulled in $50,000 an episode in 1989. The all-time high for an off-net hour was received by Magnum P.I., which garnered $120,000 an episode in Los Angeles.

Worldvision has reportedly set a goal of $300,000 an episode for the series, but John Ryan, president and chief executive officer, Worldvision Enterprises, says that is not a figure set by the company. He added, "We anticipate doing more than that." The company reportedly turned down a cable deal that would have paid the company $150,000 an episode.

"With the prices paid so far, they're going to have to put enormous value on the barter in order to get much beyond $300,000 an episode," said a syndication source. "The barter will be substantial when factored in," he said, but added, "Barter is like fool's gold."

"They must be hoping to get $150,000 an episode in cash with the barter element hoping to bump it up past $300,000," said a rep source.

Ryan also acknowledged stations are receiving "a certain amount of flexibility" in scheduling the strip. The flexibility will apparently allow stations to move 90210 to weekend slots if the weekday ratings drop.

"There aren't any time period guarantees, so stations are getting what they need," said a rep source. "Traditionally, the barter period [two years] holds you to the time period, but stations can't commit that long for this series," he said.

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FCC MOVES TO NARROW SAFE HARBOR

The FCC last week proposed outlawing the broadcast of indecent programming by most TV and radio stations from 8 p.m. to midnight. Such programming is now prohibited between 6 a.m. and 8 p.m.

The FCC action follows a bill signed into law last month narrowing the "safe harbor" from FCC indecency prosecution to six hours (midnight-6 a.m.), except for noncommercial stations that go off the air prior to midnight, whose safe harbor starts at 10 p.m.

The law gives the FCC until Feb. 22, 1993, to put the rules in place. FCC officials said they would use the rulemaking to build a record to support the new safe harbors against inevitable court challenges by broadcasters and other First Amendment advocates. "I can't imagine this will not be appealed," said FCC General Counsel Bob Pettit.

"By extending the hours of enforcement until midnight, this statute authorizes the commission to take up the merits of many indecency complaints that it would otherwise have had to dismiss simply because the offending material was aired after 8 p.m.," said FCC Commissioner Sherrie Marshall in a prepared statement.

Although indecency is constitutionally protected speech, the courts have ruled the government may force broadcasters to channel such programming to times when few children are expected to be in the audience—the safe harbor.

The Reagan FCC established a midnight-6 a.m. safe harbor, but an appeals court reminded it, ruling that the agency had not adequately justified it. Before the FCC could complete its rulemaking to undergird the six-hour period, however, Congress passed a law mandating a 24-hour ban on indecency.

The FCC dutifully imposed the 24-hour ban, but to the surprise of few, the courts declared it unconstitutional, again affirming that indecency is protected and can be channeled, but not banned.

With the question of setting up a new safe harbor, the FCC decided to take a conservative posture and enforce indecency only between 6 a.m. and 8 p.m. That still gave the FCC plenty of room to operate.

Since FCC Chairman Alfred Sikes took office in 1989, the FCC has fined 14 stations for indecency and has actions pending against 19 others. All involve broadcasts prior to 8 p.m.

-HAJ
VIEWERS, NETWORKS AWAIT DEBATES

PBS cuts Clinton out of program after Bush declines to appear

By Sharon D. Moshavi

At least one TV network was caught short when the bipartisan Commission on Presidential Debates formally canceled the first of three meetings between President Bush and Bill Clinton. The two candidates failed to agree in time on a format for the debate after Bush had rejected the commission's proposal. Clinton was also cut last week from a PBS series after Bush decided not to appear.

By refusing to approve the proposed single-moderator format, the Bush campaign may have succeeded in its preference that there be only two debates between the candidates. The Bush campaign also prefers a panel of moderators, and at press time last Friday, the two campaigns had not reached a consensus on a format. The Clinton campaign had agreed to the commission's proposal.

The single-moderator format favors Clinton's debating skills, say observers. The Bush campaign reportedly feels their candidate would do better in the debates if several panelists asked questions. "The reality is that Clinton is better at the proposed format. Therefore, one can understand why Bush would want a format that he would excel in," said a network news executive.

If a compromise is reached and the debates go ahead, they will likely be on the original dates—Sept. 29 for the vice presidential debate, and Oct. 4 and 15 for the Clinton-Bush matchups. "There are very few windows available, given all the network premieres and sporting events," said Bob Neuman, the commission's media director. The networks were not pleased that the first debate was canceled so close to airtime. ABC had originally scheduled its new series Laurie Hill (whose regular night is Wednesday) to premiere Tuesday Sept. 22 after Roseanne but had to go with the regularly scheduled Coach because TV listings had already been sent out and it was too late to start promoting the show, said a spokesman.

The PBS decision resulted in Clinton's taped interviews being cut from Voices of the Electorate, a two-part series on black and Hispanic voters. After Bush refused to appear on the program, PBS decided that to include the Clinton segment would be "incompatible with PBS's standards of fairness and balance," complaints from the Clinton campaign notwithstanding. "This is an issue that broadcasters look at all the time," said Jennifer Lawson, PBS executive vice president, programming, adding that the decision did not "signal any universal approach."

Networks are exempt from the FCC's equal access provision in news programming (including interviews) and to a degree in news documentaries, the latter provided that the candidates' appearances are used incidentally.

Additionally, PBS last week canceled production of Word! Teens Speak Out, which would have been a question-and-answer forum between the candidates and an audience of teens because neither Bush nor Vice President Quayle was available.

One network news executive, who requested anonymity, said: "PBS made a mistake here. It seems unfair to block Clinton because Bush wouldn't play." But the commercial networks have set standards as well for their own coverage. Two of the morning shows, Today and Good Morning America, have aired interviews with Clinton but not Bush, and GMA Executive Producer Jack Reilly has said he would not have Clinton back unless Bush or perhaps Quayle appeared (Broadcasting, Aug. 3).

KCRA-TV WILL NOT SEEK PTAR WAIVER EXTENSION

In wake of FCC actions, NBC agrees to let station move 'Tonight' back to 11 p.m., paving way for hour newscast

By Mike Freeman

One month after the FCC turned down requests for prime time access rule waivers from San Francisco affiliates KPIX-TV and KRON-TV for their ongoing tests of shifted 7-10 p.m. prime time lineups, NBC and its Sacramento affiliate KCRA-TV have agreed not to seek a further PTAR waiver extension for its year-old prime time test.

By allowing the PTAR waiver to expire at the end of this month, NBC has effectively allowed KCRA to move The Tonight Show Starring Jay Leno from its current 10:35 p.m. start (for which a waiver was needed) to 11 p.m., a move that also makes way for station owner Jon Kelly's long-standing desire to air an expanded hour newscast at 10-11 p.m.

Citing the signal overlap and cable system carriage of San Francisco broadcast signals within Sacramento's coverage area, Kelly said that to have KCRA air The Tonight Show in a "parallel schedule" with KRON's current 11 p.m. airings was "in the best interest of the viewers." NBC's vice president of affiliate relations, Bill Fouch, claimed that since the FCC had voted to deny KRON's waiver request, NBC officials reached consensus that it made "practical sense from a research perspective" to conduct an "apples to apples" test in which late-fringe network programing airs in pattern in both markets.

As a preemptive counterprogramming strike at KCRA's planned expansion to an hour-long newscast beginning Oct. 5, KTXL(TV), Sacramento's Fox affiliate, revealed that it is going to trim its hour-long 10 p.m. newscast to a half-hour by inserting off-network sitcom Dear John at 10:30 p.m. starting Sept. 26. Michael Fisher, vice president and general manager of KTXL, explained that the sudden Dear John insertion is a "genetic" counterprogramming move. "After all, I am an independent...they zig and I zag," Fisher said.
COPS moved into the nation's toughest time periods, took over and more than doubled household ratings overnight. If you've got trouble on your block, don't wait. Call COPS.
Los Angeles / KTTV
M-F 11PM

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+125%
+140%

COPS vs. prior program
Source: NSI Feb '92 vs. 8/31-9/11/92.
INTEREP DROPS 200 STATIONS

By Peter Viles

The Interep Radio Store announced last Friday (Sept. 18) that it is dropping 200 of the stations it represents and is combining two of its seven companies, Torbet Radio and Schubert Radio, into a single entity.

Interep described the actions as strategic moves that will better position the rep firm to provide service to its remaining 1,200 stations as the radio industry moves toward consolidation in the wake of new FCC ownership rules. The company said no staff reductions will take place.

"With duopoly and LMA's there will be fewer station owners to rep in every city," said Les Goldberg, Interep president, adding: "There just aren't going to be enough clients to satisfy the reps."

Goldberg said the 200 stations that will be dropped by Interep all fell below a certain commission level. By not renewing agreements with those stations, Interep will free up salespeople to service more productive clients, he said.

"The financial impact one way or the other is really academic," he said. "The important thing is that the salespeople just can't deal with as many radio stations as we now have."

Katz Radio Group, Interep's major rival in the radio rep business, has no immediate plans for such a consolidation or cutback in stations, said Katz Executive Vice President Stu Olds.

"If anything, we are expanding," he said. "We're going to announce a sports division opening very soon."

IRTS GATHERS THE CLASS OF 1992

Members of the Fifth Estate met in New York last Wednesday (Sept. 16) for the annual International Radio and Television Society opening newsmaker luncheon.

Front row (l-r): Greg Batusic, Westwood One; William Blackwell, Jefferson-Pilot Communications; Arthur Carlson, Susquehanna Radio Corp.; Richard Ferguson, New City Communications; Rob Hubbard, Hubbard Broadcasting; Mel Karmazin, Infinity Broadcasting; Frank Osborn, Osborn Communications; Ed Reilly, McGraw-Hill Broadcasting; G. William Ryan, Post-Newsweek Stations; Pat Servodidio, Multimedia Broadcasting; Nicholas Verbitsky, Unistar Radio Networks; Monica Shaffer, Biederman, Kel-rectors Association; Ave Butensky, Television Bureau of Advertising; Peter Chrisanthopoulos, Network Television Association; Ed DeGray, Broadcast Pioneers; Tim Duncan, Advertiser Syndicated Television Association; Jerome Feniger, Station Representatives Association; Sally Forman, American Women in Radio and Television; Gary Fries, Radio Advertising Bureau; Sandy Josephson, New York Market Radio Broadcasters Association; Thom McKinney, Cabletelevision Advertising Bureau; Nina Streich, New York City Mayor's Office of Film, Theatre & Broadcasting; Margita White, Association for Maximum Service Television.

Fourth row: Tom Burchill, Lifetime Television; Tony Cox, Showtime Networks; Herb Granath, Capital Cities/ABC Video Enterprises; John Hendricks, Discovery Communications; Tim Robertson, The Family Channel; Tom Rogers, NBC Cable & Business Development; Joel Berger, Multichannel News and Cablevision; Joe Cappo, Ad Age and Electronic Media; Wenda Harris Millard, Adweek Magazines; David Persson, BROADCASTING magazine; Albert Warren, Warren Publishing.

First row (l-r): Greg Batusic, Westwood One; William Blackwell, Jefferson-Pilot Communications; Arthur Carlson, Susquehanna Radio Corp.; Richard Ferguson, New City Communications; Rob Hubbard, Hubbard Broadcasting; Mel Karmazin, Infinity Broadcasting; Frank Osborn, Osborn Communications; Ed Reilly, McGraw-Hill Broadcasting; G. William Ryan, Post-Newsweek Stations; Pat Servodidio, Multimedia Broadcasting; Nicholas Verbitsky, Unistar Radio Networks; Monica Shaffer, Biederman, Kel-
CABLE BILL
Continued from page 4

bill's retransmission-consent provision, agreed the President's personal entry into the fray was a drawback for his company's cause, but was surprised by the timing. "I was surprised he sent the letter today [Thursday] because I would have thought he would save the kitchen sink for the override. They're running out of bullets in their six-shooter," Franks said.

Bill supporters claimed a victory last Thursday when the House passed the cable conference report 280-128, sending the bill to the Senate for a final vote perhaps this week, followed by delivery to the White House. The bill drew the support of 71 out of 161 Republicans present, in spite of the release of the Bush letter just before the vote. National Association of Broadcasters President Eddie Fritts said he was "confident the votes are there to override a veto" in the House.

But as National Cable Television President James Mooney said, the House vote suggested the tide could be turning away from the bill. In July, when the original House cable bill (H.R. 4850) was passed, it attracted 340 votes, compared with last week's 260. "At this rate of change, it is quite possible that a presidential veto could be sustained," Mooney said.

The main difference between the two pieces of legislation and the main point of controversy in the House last week was the retransmission-consent provision, added to the final bill in conference. Retransmission consent, the cable industry claims and cable critics hotly dispute, will be the prime reason this cable bill could result in higher rates. House leaders in support of the bill—including Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.)—lashed out at the cable industry's claims.

"The FCC recognizes [according to a report released last spring] that the saving to consumers [with cable regulation] is going to be $5.3 billion. 'That is big money,'" Dingell said during the House floor debate.

"For the cable industry to be arguing now, at this late moment, with their crocodile tears that they are concerned about the consumers of this country is to engage in the most disingenuous of arguments," Markey said.

This week's events will proceed with senators keeping one eye on the clock. At deadline last Friday, the timing of the debate was clouded. Senate Majority Leader George Mitchell (D-Me.) had not yet called the conference report for consideration. If the report was called late last Friday, Senate debate on cloture could begin as early as today (Sept. 21) and a vote on the bill as early as tomorrow.

Other pressing issues, including Defense appropriations, were dominating the Senate's time late last week, however, and could extend into this week. If consideration of the cable bill extends into Wednesday, the legislative session will have to be extended if Congress wishes to avoid a pocket veto.

Mitchell has indicated his willingness to extend the session beyond its scheduled Oct. 2 close if important business remains. But all House members and several senators up for re-election this year will be under pressure to return to their states as soon as possible. The future of cable legislation may hang on the question of whether it is worth spending precious campaign time to save.

Anti-S.12
Senators confirmed or likely to oppose the cable bill (21):

Hank Brown (R-Colo.)
Conrad Burns (R-Mont.)
Larry Craig (R-Idaho)
Alan Cranston (D-Calif.)
Dennis DeConcini (D-Ariz.)
Robert Dole (R-Kan.)
Wyche Fowler (D-Ga.)
Jake Garn (R-Utah)
Phil Gramm (R-Tex.)
Jesse Helms (R-N.C.)
Richard Lugar (R-Ind.)
Robert Packwood (R-Ore.)
Harry Reid (D-Nev.)
Warren Rudman (R-N.H.)
John Seymour (R-Calif.)
Richard Shelby (D-Ala.)
Robert Smith (R-N.H.)
Ted Stevens (R-Alaska)
Steven Symms (R-Idaho)
Malcolm Wallop (R-Wyo.)
Tim Wirth (D-Colo.)

The undecided senators (18):
John Breaux (D-La.)
Richard Bryan (D-Nev.)
John Chafee (R-R.I.)
Dan Coats (R-Ind.)
Thad Cochran (R-Miss.)
Alfonse D'Amato (R-N.Y.)
Pete Domenici (R-N.M.)
Charles Grassley (R-Iowa)
Orrin Hatch (R-Utah)
James Jeffords (R-Vt.)
Nancy Kassebaum (R-Kan.)
Robert Kasten (R-Wis.)
John Kerry (D-Mass.)
Trent Lott (R-Miss.)
Frank Murkowski (R-Alaska)
Alan Simpson (R-Wyo.)
Arlen Specter (R-Pa.)
John Warner (R-Va.)

House Telecommunications Subcommittee Chairman Edward Markey (at podium) and other House Democratic leaders called a press conference the day before their 280-128 victory on the House floor to refute what Markey called the cable industry's "Orwellian pronouncements...that consumer protection hurts consumers or that cable monopolists face competition." Joining Markey were (l-r): Energy and Commerce Committee Chairman John Dingell (Mich.); Al Swift (Wash.); Billy Tauzin (La.); Mike Hemmings, spokesman for the AFL-CIO, which lobbied heavily for the bill; Claude Harris (Ala.), and Christopher Shays (Pa.).
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Disney, Wal-Mart, HBO, Toyota, Holiday Inns, Target, Turner Broadcasting, ESPN, General Motors, Chrysler, and IBM.

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A prime example is our automated transponder reservations system that has simplified satellite access procedures
and scheduling. Whether your time increment is 15 minutes or 5,000 hours, your transponder scheduling requirements are automatically recorded, cross-checked, and confirmed for accuracy and availability. In fact, this new system can track more than 300,000 program orders in seconds.

All our people — satellite controllers, systems engineers, network controllers, support engineers, and technology and implementation engineers — have the very same mission: your absolute satisfaction with the preeminent leader in satellite communications.

Because like you, we like to be in good company.

We're on a Mission.

HUGHES COMMUNICATIONS
A unit of GM Hughes Electronics
DIVVYING DAB SPECTRUM

FCC is planning to begin a proceeding at an Oct. 8 meeting aimed at allocating spectrum for satellite DAB radio service in the U.S. Pushing for a proceeding has been Satellite CD Radio, which wants to launch a 30-channel pay service via two satellites. Making rounds at the agency on its behalf have been Peter Petsch, former top aide to FCC Chairman Dennis Patrick, and former FCC Chairman Dick Wiley.

DIALING FOR DISSENTERS

An aide to Senator Charles Robb (D-Va.), a cable bill supporter, has confirmed a Sept. 17 Richmond Times-Dispatch story describing a creative form of lobbying being employed by some in the cable industry. A cable industry representative reaches subscribers by phone and tells them the bill will result in higher rates. Calls are then patched through to the offices of the subscriber's senators so that the subscriber may vent anger over the bill while the cable representative listens. The Times-Dispatch story claims Mrs. Sherri Wertz, a resident of the Richmond area, connected to Robb's office in this manner. As a Robb aide attempted to refute the cable industry charges, the line was abruptly cut off. Other senators' offices were reportedly to have received similar calls.

LOS ANGELES

NEWS MAGAZINE FOR FOX

Van Gordon Sauter, president, Fox News, said last week he hopes to have a prime time news magazine on the air by no later than "the middle of next year." The show would be a weekly one-hour program that Sauter said would be different from those on the other three networks, but declined to elaborate.

FLORIDA

HELP WANTED

The Florida Association of Broadcasters is trying to build support from radio and television stations across the nation to stage a two-day fund-raising event to benefit hurricane victims in Florida, Louisiana and Hawaii.

NEW YORK

SCI-FI AT MIPCOM

USA Networks will be making a Sci-Fi Channel presentation to about 150 producers and broadcasters at MIPCOM next month to let the TV community know they are interested in acquisitions and coproduction partners for the new cable network.

LEAHY'S NEW DIGS

Former CBS/Broadcast Group Executive Vice President Tom Leahy has left "Black Rock" and installed himself several blocks away on West 54th street. With backing from several partners, Leahy is chairman of the newly formed VT Corporation, which already has a number of projects to develop and exploit ideas in "film, video, publishing, marketing and promotion," including an idea to help TV stations retain lead-in audience for late local news. Leahy has also recently been involved with a West Coast, in-store marketing company.

ABC, NBC PLAN HURRICANE MOVIES

Look for an upcoming race between ABC and NBC to rush made-for television movies about Hurricane Andrew onto their schedules. ABC is the latest network to put a hurricane movie into development, with a deal signed last Wednesday with Columbia Pictures Television. An ABC spokesman acknowledged the deal last week and said the project is in script development. ABC and Columbia will have to work quickly to preempt NBC, which expects to debut its Hurricane Andrew film sometime during the 1992-93 season. The NBC project is being produced by NBC Productions and Brian Pike, the former vice president of drama development at NBC who now has an independent production deal with NBC.
Monday Memo

“There are ways to be very productive while you are out of work.”

Job security has always been a problem for broadcast journalists. However, the recession is blamed for putting more journalists out of work for a longer period of time.

Broadcast journalists, traditionally, have taken their time out of work in stride. They joke about their time “on the beach,” and they tell journalism students they don’t really become a professional until they’ve been fired. However, times are tough right now, and the laughter within the ranks is fading.

Too many of our colleagues are out of work today, and journalism schools keep sending the profession new recruits all the time. As someone who has spent two terms “on the beach,” I’ve learned there are ways to be very productive while you are out of work.

There’s life after every job. The tough part is making the most of life between jobs. Here is some advice:

■ Time for self-examination. Be realistic about any faults of your own that may have contributed to your departure from your last job. However, use self-evaluation in a productive way. The same traits that may cause one boss to fire you may prompt the next one to hire you.

■ Build self-esteem. Don’t spend your time dwelling on personal and/or financial problems. You’ll have to feel good about yourself to project a positive image with prospective employers. Borrow money if you have to do it, but don’t worry about repaying the debt until you are back at work and have other things to help occupy your thoughts. Be an optimist.

■ Put aside bitterness. I’ve never known anyone fired from a job who doesn’t harbor some bitterness. It’s natural. It’s also healthy to have a target to take some of the blame for your situation. But it’s best to minimize discussions about the negative aspects of your former employer.

■ Be an early bird. Get out of bed at a respectable hour. Keep regular office hours even if there is no office. Never let a prospective employer hear your sleepy voice at 11 a.m. Learn to be productive with your time. Clean files. Read books. Correspond with friends and associates. Do things you don’t have time to do when you are working full time.

■ Exercise. You need a healthy mind, a healthy spirit and a healthy body. It’s too easy to neglect fitness when there’s a sudden change in your activity schedule. This is a time to be at your best.

■ Keep a sense of humor. Graciously accept the awards you win after you’ve been fired. See the humor in the fact that your job was advertised before you received a termination notice. Accept the fact that your former employer is trying to replace you by advertising for someone to fill an “entry-level position.”

■ Keep up on the news. If you don’t carry subscriptions, go to the library to read daily newspapers and trade magazines. Listen to the radio and watch television newscasts. Monitor what’s happening. You must be able to talk with prospective employers about the major news stories every day.

■ Friendships change. Accept it. There are not many people who will be there to give you support when you want it and a swift kick of encouragement when you need it. Many people are uncomfortable when they and/or their friends are unemployed.

Hard work is no guarantee of employment in broadcast news, especially now. There are too many stations with too many financial and personnel problems. Job security is an oxymoron. In accepting what you cannot change you can learn to survive in this industry, or you can search for a more secure environment.
When we did a profile on Jennifer Lynch, a dedicated young woman trying to save dozens of children from oppression in Romania, the response was amazing. Viewers poured out their hearts. And their pocketbooks.

Of course, some people were surprised. They didn’t think we covered stories like that.
The story of Donny Smith, a young boy who slipped into a coma after an accident, wasn’t big news. But it caught our eye. And when we reported how Rusty, the family dog, was credited with Donny’s recovery, it caught the eyes of our viewers.

Of course, some people were surprised. They didn’t think we covered stories like that.
The experts said cerebral palsy victim Rick Hoyt should be put into an institution. But his father didn’t agree. To prove the doctors wrong, he set out with his son on a courageous cross country trip. And our cameras were there. Every step of the way.

Of course, some were still surprised. They didn’t think we covered stories like that.
At Hard Copy, we're not afraid to take reality head on. But we're also not afraid to let our feelings show. The fact is, there's a new sensibility in America today. And we're committed to staying in touch with it. That's why we're introducing new weekly segments like “America Speaks” and “Missing Children.” Segments that get to the heart of the matter. And the heart of what matters.

And why we'll continue to cover stories that inform people, touch people, and yes, surprise people.
TAKING A READ ON STAGGERED SEASON START

'Hearts Afire,' 'Delta' among series strong out of blocks

By Steve Coe

Although the start of the season doesn't technically begin until today (Sept. 21)—when Nielsen begins measuring for the new season—each of the networks has debuted several new or returning shows, some of which were targeted as keys to success on their respective nights.

The new Linda Bloodworth-Thomason comedy 'Hearts Afire' debuted last Monday night on CBS with a 14.8 rating/25 share in Nielsen national numbers. The special one-hour premiere of the half-hour show scored 1.3 rating points higher in Nielsen overnight numbers, following a similar pattern among CBS's Monday night comedies, all of which tend to score higher among urban audiences. The show debuts in its regular 8:30-9 p.m. time slot tonight.

CBS also saw positive signs on Tuesday night last week with the season-opening episode of 'Rescue: 911' and the two-hour debut of 'Angel Street.' 'Rescue' averaged a 14.8/25 in the 8-9 hour, providing a strong lead-in to the new drama starring Robin Givens, 'Angel Street,' which moves to its regular-season time slot of Saturday 10-11 on Sept. 26. 'Street' averaged an 11.3/19 at 9-11 p.m.

Other series getting fast starts include ABC's 'Going to Extremes,' which premiered Sept. 1 with a 14.1/25 in the difficult 10-11 time slot. In its two subsequent outings, the hour from 'Northern Exposure' creators Joshua Brand and John Falsey scored a 13.6/24 (Sept. 8) and 12.3/23 (Sept. 15). 'Delta,' the new Barry Kemp comedy starring Delta Burke, debuted last Tuesday night with a load of steam behind it thanks to its 'Roseanne' lead-in. 'Roseanne,' in its new season debut, scored a 24.7/39, making it the highest-rated show of the night. Following at 9:30, 'Delta' averaged a hefty 20.5/33 in a special preview. The strategy garnered the show the desired sampling before it moves to its regular time slot of Thursday night at 8-8:30. 'Delta,' however, shed more than four rating points from its lead-in.

NBC's two new hour-long Sunday reality shows, 'Secret Service' and 'I Witness Video,' have performed well in their three initial airings. 'Secret Service,' from 7-8 p.m., is averaging a 7.3/15 for three episodes, while 'I Witness Video' has averaged a 9.5/17 in four airings. Both shows debuted on Aug. 16 and have kept NBC in second place from 7-9 p.m. behind CBS. One returning series that has started quickly is 'The Fresh Prince of Bel-Air.' Despite airing against the debut of 'Hearts Afire,' NBC's third-year comedy opened the season with a 13.3/23 in the 8-8:30 time slot. NBC's other early premiering series, 'Blossom,' is averaging a 12.8/22 in its four episodes since its debut on Aug. 10.

Fox, with the most early premieres (13 new and returning shows), had its strongest new series debut in 'Flying Blind' on Sunday, Sept. 13. Airing in
the 10-10:30 time slot, the comedy averaged an 8.3/14. Other new show
starts include Code 3, which opened
the season on Aug. 15 and has aver-
aged a 6.8/14 in its five showings in
the Saturday 9-9:30 slot. Martin, fol-
lowing The Simpsons at 8:30 Thurs-
day, is averaging a 9.5/17 in its three
episodes since its debut on Aug. 27.
The highly publicized The Heights,
the latest Aaron Spelling ensemble-
cast youth hour, is averaging a 6.1/11
in the competitive 9-10 hour Thursday
nights. The show has aired three times
since its debut Aug 27. Likely Sus-
pects, which got its first exposure on
Friday, Sept. 11, scored a 6.2/12.

The first of Fox’s fall shows to de-
bout was Melrose Place, which started
its season with a much anticipated pre-
mber on July 8. In the nine episodes
since then, the show has averaged a
9.3/16, a rating point off its premiere
numbers of 10.3/19. Beverly Hills,
90210 appears not to have lost any
steam from last year. The series’ first
episode of the fall averaged an 11.4/19
when it aired Sept. 9. Other returning
shows making their season debuts in-
clude Roc, 8.2/15 in its four live air-
ings since its premiere on Aug. 16;
America’s Most Wanted, with a 6.4/13
average for its Sept. 11 debut; Sight-
ings, which opened the season Sept.
11 with a 6.2/12; Herman’s Head,
with a season premiere of 11.8/19 on
Sept. 13, and Married...with Chil-
dren, with a 14.9/23 on Sept. 13.

Buoyed by the 60 Minutes lead-in
on Sunday, Sept. 13, CBS got the
desired sampling for new show Fran-
nie’s Turn and returning series Brook-
lyn Bridge. Franfine’s Turn scored an
11.2/18 in the 8 p.m. slot, while
Bridge followed with a 10.2/16 at
8:30. The two series were set to debut
in their regular-season time slots of
Saturday, 8 and 8:30 p.m., on Sept.
19.

ABC got respectable numbers for
one new drama, while another new
hour saw mediocre ratings in its de-
but. Covington Cross garnered an
11.1/19 in its special preview on
Aug. 25 at 10-11; when the pilot was
repeated on Sept. 4, the episode rat-
ed an 8.6/17. Getting out of the blocks slowly is Crossroads, which
managed only a 7.6/13 last Monday
in the 8-9 slot buffeted by Hearts
Afire and Fresh Prince debuts. In its
second airing two days later on
Wednesday, the Robert Urich series
averaged an 8.7/16.

‘BABYLON’ USES COMPUTER
TO BATTLE BUDGET

Animation technique helps show target lower pricetag

Computer-generated ship will save money over model.

By Mike Freeman

Babylon 5 creator and co-executive producer J. Michael Straczynski had a vision for how the
“backdoor pilot” was going to look before it went into production last
summer. Now that principal photography is
completed, his next hurdle is convincing Prime Time Network consor-
tium stations and Warner Bros. to deliver a high-quality science fiction
series well under the typical $1 mil-

lion-plus per episode budget. By uti-

lizing computer-generated imaging
(CGI) for “cost efficient” special ef-
fects, he plans to do just that.
Although the Prime Time Network, a two-hour syndicated series block, is
nearly four months away from launch,
Warner Bros. Domestic Television
Distribution and station executives
have raised expectations for Babylon
5, which is being talked about as a
possible anchor for second evening of
prime time programing for the 1993-
94 season. Of course the first two PTN series, Kung Fu: The Legend Continues and Time Trax, will have to prove themselves in the ratings before the consortium executive committee votes this summer whether to renew or replace those series, or expand to a second evening.

(The Prime Time Network station roster includes WPPR-TV Chicago, WSBK-TV Boston, WXON-TV Detroit and station groups Chris-Craft/United Television, Gaylord Broadcasting, Renaissance Communications, Cannell Communications, Taft Broadcasting and ABRY Communications.)

Warner Bros. has budgeted roughly $800,000 to $900,000 per episode for the production of Kung Fu and Time Trax; taking note of WB’s fiscal conservatism, Babylon 5 co-executive producer Doug Netter says the CGI special effects—developed by visual effects director Ron Thornton and computer systems specialist Paul Begile-Bryant—allow for a “significant cost savings” from the standard practice of filming with models. Begile-Bryant has developed a “video toaster” computer system that allows computer graphic artists to plot spaceship movements and background effects together, and then, overnight, a main hard-drive computer system puts the action in “sequence” frame by frame.

“The resolution, colors, shading and fluidity of motion is far superior to what we could get filming with models,” Netter says. “It’s far less costly [than shooting with models] and allows us to recall thousands of special effects sequences, rather than filming a retake each time with models. It [CGI] is a technology we’re really just beginning to put to practical application. It is extremely complex, but we think it will revolutionize the production of science fiction series and motion pictures in the future.”

By promising to “come in” at a budget under $800,000 per episode, Netter says Warner Bros. executives have made “initial expressions of interest” in possibly placing Babylon 5 into a second two-hour block with another series development project for January 1994. That’s if Babylon 5’s February 1993 pilot presentation pans out in the ratings, considering the competition it may meet from Paramount’s own space station adventure, Star Trek: Deep Space Nine, debuting in syndication in January 1993.

However, a source within the PTN consortium said the independent stations’ executives could elect to cancel Time Trax or Kung Fu and order Babylon 5 to fill a vacancy created by either of the series. “A second night isn’t out of the question, but we have to make sure the first night works before we make that decision,” said the source.

COVERING ANDREW’S AFTERMATH
Stations continue special programming in storm’s wake

By Steve McClellan

South Florida is still reeling from the impact of Hurricane Andrew, and the Miami television news operations say they will continue to do special new programming for the foreseeable future. In addition, several of the stations have created what they say are permanent news bureaus in and around Homestead, Fla., the area hit hardest by the storm.

WPLG-TV Miami, the ABC affiliate there, has set aside an hour of its Saturday prime time block (8-9 p.m.) for a series of news special reports, After Andrew: Our Journey Back.

At WSVN-TV, a strong, news-oriented independent in the market, News Director Joel Cheatwood says that for the foreseeable future, the station plans to continue producing about 10 extra weekly hours of news devoted to the storm relief effort.

At WTVJ (TV), the NBC affiliate, News Director Sharon Scott says the station would also continue expanded news coverage several hours per day to cover the relief efforts. “At this point it’s not so much spot news, but there’s so much information to give about relief efforts and cleanup and future implications for the market, it’s impossible to do within the constraints of the normal news day,” says Scott.

WCIX-TV continues in an expanded news mode in the late-afternoon and late-night newscasts, both expanded to an hour indefinitely. A regular segment is Rebuilding: Neighbors Helping Neighbors, where the station tries to match people who can help each other.

Both WPLG and WSVN say they were setting up permanent new bureaus in areas hit hardest by the storm. “It represents an increased news commitment to a part of the market that may be changed permanently by the storm,” says Bob Reichblum, news director at WPLG-TV.

Reichblum and other news executives in the market say the storm forced them to use production innovations to stretch resources to cover all that had to be done. “We used people in different roles and found they could adapt,” Reichblum says.

A number of WPLG staffers who weren’t photographers suddenly found
themselves on the streets, cameras in hand, with orders to do “video essays” and “eyewitness” reports. “We also tried some different things in the studio, like debriefing the reporters on the set and intermixing their comments with video,” he says.

WSVN-TV’s Cheatwood says the station also innovated to keep up with the news flow. “Our photographers became video journalists in the truest sense,” he says. “They asked the questions and let the camera tell the story. Some of the best reports were just pictures and sound, unedited and gripping. Some of it was really incredible.”

Next Week: ‘Project Andrew’—an exclusive survey of Fifth Estate relief efforts

SYNDICATION UPDATE

‘FRESH’ DEMO

Network and syndication executives have made much ado in recent years about the importance of the 18-34 demographic, and Warner Bros. Domestic Television Distribution feels it has that fresh youth-appeal sitcom in Fresh Prince of Bel-Air for off-network syndication. Either this week or next, industry sources say Warner Bros. will officially lay out the marketing plans for the syndication launch of Fresh Prince for fall 1994. Warner Bros.’ previous launch of Full House last season scored particularly well among the children, teen and 18-34 demographics, and executives appear confident that Fresh Prince, which is produced by Quincy Jones Entertainment in association with NBC Productions, will have that—and a strong urban skew as well.

HIGHLIGHT REEL

To further promote Phil Donahue’s 25th anniversary, Multimedia Entertainment is producing 20 “Donahue Moments” vignettes for its 200 client stations featuring highlights from the show.

NEWS AT NATPE

Among the syndication companies having a presence this week at the Radio-Television News Directors Association convention in San Antonio is NewsBroadcast Network, which will be pitching its satellite-fed video news release and radio news release services, which the company claims to distribute to over 700 broadcast outlets nationally. NBN’s video news release distribution packages are offered for cash.

Produce Productions, a newly created Cherry Hill, N.J., production company, will also be making its first appearance at RTNDA by offering Produce Tip of the Day, a series of 55-second news inserts for stations’ newscasts. Hosted by Sal Guarracino, the food-oriented vignettes are clear on WNBC-TV New York, WGBS-TV Philadelphia and WIBK-TV Detroit, among other major markets.

BROADWAY SIGNS TELEMARC

Broadway Video Entertainment has signed Los Angeles-based distributor TeleMarc Entertainment—headed by syndication sales veterans and sisters Joan and Bobbie Marcus—as domestic sales agents for Broadway’s library of feature films and off-network series. There are three Broadway Video film packages for syndication with such titles as “Zorro, The Gay Blade” (starring George Hamilton), “Revenge of the Stepford Wives” (Don Johnson), “A Taste of Honey” and the Oscar-winning “Room at the Top.” TeleMarc will also handle distribution of evergreen off-network repeats of The Lone Ranger (ABC, 1949-57), which Broadway Video acquired in the Chapter 11 buyout of Palladium Entertainment’s assets. Broadway Video is owned by Lorne Michaels, creator and executive producer of Saturday Night Live.

COACH OF MANY COLORS

Tirinato Enterprises and Tribune Entertainment have entered an agreement to distribute a colorized version of the 1939 John Ford classic “Stagecoach,” which launched John Wayne into Western film stardom. Joseph Tirinato, a program packager and current senior vice president of national sales and marketing for the Television Bureau of Advertising (TVB), negotiated the distribution rights for the film from

Castle Hill Productions. American Film Technologies has been contracted to handle the colorization. Tribune Entertainment is offering Stagecoach to stations on a barter basis for two runs during a Nov. 15-12 Dec. 15 broadcast window.

RYSher REPORT

Rysher Entertainment has been retained by Gibraltar Entertainment to serve as the U.S. distributor of Okavango, an outdoor action-adventure series for weekly first-run syndication. According to Rysher Entertainment President Keith Samples, the syndicator will offer the series as 26 hour-long episodes or 52 half-hour episodes. Quinta Communications will handle the international distribution. Set in the African wilds, Okavango stars Steve Kanaly (Dallas), Michelle Scarabelli (Alien Nation) and Wayne Crawford (Jake Speed), who is also a producer of the series and a principal in Gibraltar Entertainment. In related news, Rysher also completed production with Another Large Productions on the syndicated special The Making of Highlander: The Series. Rysher will be launching Highlander in weekly first-run syndication later this month. Highlander client stations will be offered the special free of national barter time.

‘HEARTSTOPPER’ HAMILTON

Bexy Communications has signed George Hamilton as host of the two-hour syndicated special Heartstopper...Horror at the Movies, replacing the late Anthony Perkins. Handling distribution of the horror salute is New York-based MG Perin, which has cleared Heartstoppers in 133 markets, representing 83% of the country. The barter program will have an Oct. 12-31 broadcast window.
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<th>ABC</th>
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<td>83. The Young Indiana Jones Chronicles 5.6/10</td>
<td>25. Evening Shade 11.3/20</td>
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<td>11. Full House 13.3/24</td>
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<td>7. Family Matters 14.1/24</td>
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<td>8. Going to Extremes 13.6/24</td>
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<td>18. Home Improv 12.0/19</td>
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<td>27. Roseanne 11.1/18</td>
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<td>18. Barbara Walters Special 12.0/21</td>
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<td>57. Law and Order 7.9/14</td>
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<td>12. Primetime Live 13.1/25</td>
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<td>66. Who's the Boss? 7.3/14</td>
<td>27. Top Cops 11.1/20</td>
<td>45. A Different World 9.0/16</td>
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<td>81. Room For Two 5.8/10</td>
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<td>13. Cheers 13.0/22</td>
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<td>57. Sat Mor Preview 7.9/16</td>
<td>86. Major Dad 5.5/11</td>
<td>76. Sightings 6.2/12</td>
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<td>50. Dinosaurs 8.4/16</td>
<td>71. Rescue: 911 6.8/13</td>
<td>89. Likely Suspects* 4.8/9</td>
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<td>9:30</td>
<td>64. Perfect Strangers 7.5/15</td>
<td>65. Top Cops 7.4/14</td>
<td>83. I'll Fly Away 5.6/11</td>
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<td>10:00</td>
<td>15. 20/20 12.5/25</td>
<td>95. Larouche in '92 3.3/7</td>
<td>83. I'll Fly Away 5.6/11</td>
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<td>10:30</td>
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<tr>
<td><strong>SATURDAY</strong></td>
<td><strong>8.5/17</strong></td>
<td><strong>3.5/7</strong></td>
<td><strong>9.8/20</strong></td>
<td><strong>6.6/13</strong></td>
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<tr>
<td>8:00</td>
<td>50. ABC Saturday Night Movie—Ghostbusters 8.4/17</td>
<td>95. U.S. Open Tennis 3.3/7</td>
<td>70. Cops 6.9/14</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>95. U.S. Open Tennis 3.3/7</td>
<td>32. Golden Girls 10.7/22</td>
<td>56. Cops 2 8.0/16</td>
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<tr>
<td>9:00</td>
<td>84. Brooklyn Bridge 3.7/7</td>
<td>22. Empty Nest 11.5/22</td>
<td>76. Code 3 6.2/12</td>
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<tr>
<td>10:00</td>
<td>91. Top Cops 4.8/10</td>
<td>63. Sisters 7.6/16</td>
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<td><strong>11.7/20</strong></td>
<td><strong>10.8/18</strong></td>
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<td>7:00</td>
<td>71. Life Goes On 6.8/13</td>
<td>4. 60 Minutes 15.3/28</td>
<td>93. Bill &amp; Ted 4.1/8</td>
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<td>8:00</td>
<td>38. Am Fun People 9.8/16</td>
<td>34. Brooklyn Bridge 10.2/16</td>
<td>46. In Living Color 8.9/15</td>
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<td>8:30</td>
<td>5. ABC Sunday Night Movie—A Murderous Affair 15.0/25</td>
<td>57. NBC Sunday Night Movie—Deadly Medicine 7.9/13</td>
<td>44. Roc 9.1/15</td>
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<td>10:00</td>
<td>15.0/25</td>
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<td>53. Flying Blind 8.3/14</td>
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<td>10:30</td>
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<td>79. Down the Shore 6.0/11</td>
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<td><strong>WEEK'S AVGS</strong></td>
<td><strong>11.2/20</strong></td>
<td><strong>8.3/15</strong></td>
<td><strong>9.3/16</strong></td>
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<td>10.9/19</td>
<td>12.1/21</td>
<td>11.5/20</td>
<td>7.6/13</td>
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</table>

*PREMIERE SOURCED: Nielsen Media Research*
An Open Letter To The Driving Public

Don't Let CBS' "Street Stories" Mislead You About The Reliability Of Your Safety Belt

AMERICAN COALITION FOR TRAFFIC SAFETY, INC.

Last Thursday night, CBS aired a segment on "Street Stories" which attacked, on an industry-wide basis, the performance of safety belts in some crash situations. Specifically, the story charged that safety belt buckles could unlatch if struck sharply on the underside during the course of a crash.

We are concerned that this staged-for-TV presentation may discourage some people from buckling up. This television demonstration was made possible because the belt system was not under load as it would be in an actual crash situation.

The facts are:

- There is no scientific evidence that suggests that such inertial unlatching can or does happen in real world crashes.
- Safety belts work well and save thousands of lives each year.

As the U.S. government told CBS' "Street Stories" prior to the show, "the evidence is consistent and powerful — safety belts installed on cars in the U.S. are providing outstanding crash protection and they do not contain defects merely because the release button is on the face of the buckle. Nothing could speak more clearly to this conclusion than the lives of literally thousands of Americans saved by such belts."

We hope that "Street Stories" did not set back the cause of traffic safety.

Please buckle up every time you drive.

Philip W. Haseltine
President
By Rich Brown

Sales on the three-week-old Option Play pay-per-view college football experiment appear to be going slower than expected for partners Showtime Event Television and ABC. But SET was riding high last week on the results of another PPV event, the Sept. 12 Julio Cesar Chavez-Hector Camacho fight, which provided a $21 million boost to the sagging PPV category.

Early results last week showed a buy rate of about 4.3 for the Chavez-Camacho bout, according to SET President Scott Kumit. Sales totaled about 800,000 homes, with an average retail price of $26 per purchase, according to Kumit, who said the relatively low price on the bout was a major reason that the event exceeded industry expectations.

"The good news is that pay per view works," said Kumit. "It erases a lot of concerns that people had about the category."

The fight provided a welcome boost to PPV, which has taken its lumps in a year that got off to a bad start with the imprisonment of legendary PPV draw Mike Tyson. A heavyweight bout last June between Evander Holyfield and Larry Holmes that was priced at about $35 weighed in with a disappointingly low buy rate of 3.5, and the long-awaited Olympics Triplecast fell far short of projections that had originally been set by presenters NBC and Cablevision Systems Corp.

"I think everyone's a little gun shy after what's gone on this year," said Jim English, senior vice president of programming, Viewer's Choice. "The Chavez fight was a pleasant surprise. It just goes to show that if you've got the right program, the people will come."

As for SET's ground-breaking venture with ABC to present college football games on pay per view, the jury is still out. In the first two weeks of the Option Play experiment, well-placed sources said the games resulted in sales of between 7,000 and 8,000 homes per week. That fell significantly below the targeted 25,000 to 50,000 weekly sub count for the games that ABC and SET executives had hoped for, although SET's Kumit said he remains optimistic.

Kumit last week would not project any numbers for the Option Play experiment, pointing out that the company has so far conducted only limited spot checks on sales. He added that the company does not yet have any conclusive data on the experiment because the purchases are being billed on a monthly basis.

Kumit did acknowledge that sales are "slightly below" expectations, but he added that sales are expected to build as the football season builds. More viewers will explore the option as the team competition heats up and the colder weather boosts HUT levels, he says. Those are essentially the same factors that account for the growth in ABC's over-the-air football ratings each season.

"The same dynamics that work for broadcast television also work for pay per view," said Kumit.

One bright spot in the Option Play experiment appears to be the progress it has made in the San Diego market, where ABC affiliate KGBT(TV) has been extraordinarily aggressive in promoting the pay-per-view option. Sales there in the first week alone were said to be outpacing the national average with a .06 buy rate, even though KGBT's over-the-air opener featured hometown team San Diego State against the University of Southern California.

The results would suggest that there is an audience interested in optional games featuring out-of-state teams, as had been expected by the ABC-SET partnership.

"We are comfortably where we need to be," said Kumit. "The customer is getting better acquainted with the concept."
USA KICKS OFF $75 MILLION-PLUS SCI-FI EXPERIMENT

Channel set to launch Thursday in 10 million homes; premieres with ‘Star Wars’

By Joe Flint

USA Network’s road show for its new Sci-Fi Channel cable network hit Washington last week with the network’s president and founder, Kay Koplovitz, pitching it to the Washington Metropolitan Cable Club.

Koplovitz did not let the pending threat of cable legislation (see “Top of the Week”) dampen her spirits for the new network, which debuts this Thursday (Sept. 24) in approximately 10 million homes.

Koplovitz described Sci-Fi as “a very dynamic, strong, innovative, visionary and vast frontier for cable systems and their subscribers.” Its primary audience at the outset, she said, will be the 12-34 mostly male demographic, but she expects to attract more female viewers and an older demographic down the road.

Programming will be a mix of original and syndicated fare. Products already acquired include Dr. Who, Twilight Zone and Lost in Space, and the network plans to acquire the Star Trek series once its current syndication contract expires.

The network will premiere with the movie “Star Wars.” Other films lined up for the first season include “Alien” and the Star Trek series.

Original programming includes Inside Space, a weekly news show hosted by former Star Trek star Nichelle Nichols (Lt. Uhura) and produced with the BBC and NASA. Other original programming includes FTL News (Faster Than Light) and Mysteries from Another Dominion. USA Network is also committed to producing 12 original movies in the network’s first year.

Said Koplovitz: “I don’t remember in this industry seeing the strength in a new network that you are going to see in the Sci-Fi Channel.”

The network is also planning promotions that include a multicity tour in 1993 and a tie-in to the Cable in the Classroom project.

USA Network, Koplovitz said, has invested $75 million to $100 million in the network for the launch, which she said “will pay off as long as viewers get to see the project.”

Ad sales are going well, she said, but she declined to say what the network was getting per 30-second spot.

Koplovitz said she was opposed to the cable re-regulation bill about to be sent to Congress. USA is owned by Paramount and MCA, and both studios are opposed to the bill. The legislation, she said, is a threat to new cable programming as well as to the growth of the industry and what companies “like USA invest in new products.”

TENNIS BOUNCES ON USA

Coverage of the U.S. Open on USA was down slightly from last year with a 2.2 rating in prime time, marking the network’s second-highest ever rating in the daypart.

The Open ratings were just under last year’s prime time rating of 2.3, which remains the network’s highest rating. This year’s U.S. Open prime time average of 2.2 represented more than 1.3 million homes over 43.5 hours; total coverage over 100 hours averaged a 1.5 rating, representing 923,000 homes. The network’s highest-rated night of coverage, a Sept. 9 quarterfinal match between Andre Agassi and Jim Courier, scored a 3.8.

USA Network sold out its inventory for the tournament (Aug. 31-Sept. 13) four weeks ahead of last year’s schedule, with an estimated about $10 million in sales. Pricing was said to be 30% higher than last year for the network’s U.S. Open inventory, which held steady at 1,442 units. Among new sponsors were Chrysler Jeep Eagle, Charles Schwab, Michelin, Heineken and Raymond Weil.

SPORTSCHANNEL SEeks INJUNCTION

SportsChannel America is scheduled to appear in the New York State Court of Appeals Sept. 30 seeking an injunction to block ESPN’s $12 million-a-year deal with the National Hockey League. Incumbent NHL rights holder SCA claims it had right of first refusal on next season’s rights. Meanwhile, ESPN last week revealed a schedule of 10 primarily Friday night NHL games beginning with an Oct. 6 face-off between Philadelphia and Pittsburgh.

SASSA ON BOARD

Scott M. Sassa, Turner Entertainment Group president and Turner Broadcasting System Entertainment Group vice president, has been named to the Turner Broadcasting System Inc. board of directors, assuming the seat vacated by retired Turner executive Jack Petrik. Sassa, already responsible for operations and programming at Turner Entertainment Networks, takes over responsibility for home video distribution and for licensing, merchandising and theatrical distribution of original movies overseas.

QUANTUM MAY KEEP HALF-HOUR ROTATIONS

It will probably be another year before Time Warner Cable reports buy rates for its 150-channel Queens, N.Y., Quantum system, but early returns from about 4,500 subscribers indicate that running hit pay-per-view movies every half hour is sufficient—and that creating the infrastructure to deliver them every 15 minutes or fewer may be overkill.

“‘What they are saying is they want a lot more choice,” Jim Ludington, Time Warner advanced cable systems project manager, told the Telecommunications IV Conference, hosted in Washington last week by Telecommunications Reports and the Yankee Group.

-PDL
WILL TELCOS DIAL TV'S SIGNAL?

Huge opportunities meet huge costs, although few agree how much those costs are

By Geoffrey Foisie

‘‘To become truly effective providers of video services (and not just one channel), the telcos will have to deploy fiber to the curb or fiber to the home, as well as the new broadband switches.... I’ve seen estimates that this could cost anywhere from $1,000 to $2,000 per home.’’

—Joel Gross, Donaldson Lufkin & Jenrette.

‘‘The price of converting a telephone system to one capable of transporting both voice and video is about the same as the cost of adding voice to a cable system ($500-$800 per customer served).’’

—Ronald Altman, Furman Selz.

This exchange of views two weeks ago in Barron’s illustrates continuing disagreement about a question fundamental to television: will the telephone companies get into the business? The exchange also illustrates why the disagreement continues: people cannot agree on how much it will cost the telcos. The answer really depends on what is meant by the television business.

There are some, including DLJ’s Gross, who say that to truly challenge the cable industry, telephone companies will have to provide a multichannel system too large to transport over copper wire. That implies, say people such as Gross, replacing the copper part of the distribution network with fiber optics at a cost perhaps difficult to finance or justify.

But the cost of fiber continues to decline, said Kurt May, director of investor relations, GTE, and may soon reach the ‘‘cross-over’’ point at which it would be no more expensive than installing copper wire.

Joseph Daleiden, director of corporate planning for Chicago-based Ameritech, and others note that many homes watch just one channel at a time, so that with video-on-demand, only one channel—not dozens—needs to be delivered all the way to the subscriber. And compression technology has already permitted companies such as Ameritech to run tests of video over copper wire. Denise Jevne, an analyst for T. Rowe Price, said the cost of a compression-based system would be ‘‘$500 or less per sub.’’ Even those who are skeptical of the phone companies, such as Barry Kaplan of Goldman Sachs, say that compression converter costs are expected to drop 40% in the two or three years following their commercial introduction in 1993.

But, ask some skeptics, what about the cost of changing the ‘‘switching’’ equipment from voice to broadband communications? Daleiden said the necessity of having broadband equipment is not a given: ‘‘This is not like voice communications, which is going in both directions; with video you would only have voice going upstream.’’

There is still a question of whether the quality of the signal, even a compressed signal, transmitted over copper is of good enough quality to compete against the many viewing alternatives. The Ameritech tests show, said Daleiden, that video quality may, in fact, be overemphasized: ‘‘When a lower-resolution picture is shown with high-quality audio, that is preferable to just a higher-resolution picture. It would appear that one channel of full-motion video that offers comparable quality audio and video is possible for a fraction of that $1,000-$2,000 cost.’’

GTE’s May said that such quality doesn’t yet suffice for ‘‘entertainment’’ programing, but technological developments could change that. In the meantime, he added, the quality of copper is sufficient for informational video: ‘‘If you wanted to call the Library of Congress and see what the 17th President looked like, you could; it is routinely done already.’’

So the question of telcos and television is not just a yes or no question dependent on costs. It is also a question of what service they would choose to provide, and GTE’s May said they are sure to find some services to provide: ‘‘It is such a huge opportunity, the telephone company is not going to pass that one up.’’
NEW RADIO RULES HOPED TO BOOST SALES

Brokers are optimistic that ownership changes will provide short-term boost, but banks and economy are key to longer-term improvement

By John Gallagher

It was decidedly a more upbeat NAB radio convention last week than has been seen over the past two years as far as media brokers were concerned. Their morale was boosted by the predicted short-term effects of duopoly rule changes that officially went into effect last Thursday, when they were to have appeared in the Federal Register.

But although brokers are expecting a flurry of activity in the next three to four months, they don’t see the pace continuing much longer than that, due to a continuing lack of bank financing and a still sluggish economy.

“Even if the Fed cut interest rates to zero,” said broker Lee Hague, “the banks are in such a troubled state, they’re just not interested.” The number of banks that are still in broadcast lending has basically dwindled to just the few that were active before radio and television stations became a popular trading commodity during the 1980’s, including Society National Bank in Cleveland. Consolidation of the industry, however, could change that.

The new duopoly rules, which will increase radio ownership caps to 18 AM’s and 18 FM’s, up from 12 and 12, and which will allow ownership of up to four stations within a market, have been anticipated for the past six months; consequently, some brokers already have duopoly deals that are all but signed and ready to be filed at the FCC. The rules will have the biggest impact in medium-sized markets.

“We’ll see a lot of doubling up, especially in markets like Orlando, Houston and Dallas,” said Media Venture Partner’s Randy Jeffery, explaining that there is not enough advertising revenue in those markets to support the glut of stations.

The larger markets may be harder to predict. Except for group owners with substantial equity such as Infinity.

Lee Hague, Randy Jeffery, Ted Hepburn, Dick Blackburn, Mitt Younts, Tom Gammon

CLOSED!

WGVC-AM/WPLZ-FM, Richmond (Petersburg), Virginia from Paco Jon Broadcasting, Receiver, to Sinclair Telecable, John, Bob and David Sinclair, Principals, for $1,400,000.

Charles E. Giddens
Broker

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RADIO and TELEVISION BROKERAGE FINANCING • APPRAISALS

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SAN FRANCISCO
Broadcasting, which recently purchased second FM’s in Chicago and Atlanta, there may not be as much incentive to double up in the top markets because of the amount of advertising revenue available, Jeffery said.

For brokers, duopoly transactions could present a challenge to traditional broker services, since the buyers and sellers will be obvious. “A lot of people consider a broker’s function to be that of a finder,” said broker Ted Hepburn. “I believe this could be a wonderful opportunity for a broker who has talents that are above and beyond that of a finder. Deals within a market could be more difficult because [you are dealing with] competitors, and you’re going to get more personalities involved than you might normally get.”

If consolidation is what it will take to bring lenders back into the station trading environment and stabilize station values, then it is much needed, judging by station trades recently approved by the FCC. Both dollar volume and average station prices during the past 18 months have shown generally steady declines (see charts).

With stations selling for roughly five times trailing cash flow, down from a 9-to-10-times multiple five years ago, the deals with the best chance of closing remain those “with a lot of cash,” said Dick Blackburn of Blackburn & Co.

But barring deals that can bring 30% equity to the table, both Blackburn and Mitt Younts of Media Services Group see station swaps becoming more prevalent, although they won’t be particularly easy. “Station swapping goes beyond the estimated value of a radio station. There are other considerations, like location,” said Younts. “No one wants to trade down. There has to be something beyond tax advantages to make the deal work.”

Americom broker Tom Gammon is confident that banks will come back, but in the meantime, he says, station owners struggling financially with highly leveraged stations acquired a few years back must first stabilize cash flow by putting together intelligent station combinations—through LMA’s or a second FM in a market—that take into account viable formats, so that the station can thrive in a particular market and will fit an owner’s long-term corporate strategy.

Indeed, as station owners re-evaluate the health of their companies and take the necessary corrective steps (aided by opportunities presented by regulatory changes), brokers feel the industry will continue to gain strength and are advising clients accordingly. “Now more than ever,” said Blackburn, “we’re asking clients to be objective and not think of their company as individual stations, but to look at the big picture.”

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Sep 21 1992 Broadcasting
**KEYV(FM) Las Vegas** Sold by Unicom Broadcasting of Nevada Inc. to Broadcast Associates Inc. for $2.25 million. **Seller**, headed by Andrew Molasky, is also licensee of KEYW(FM) Pasco, Wash., and recently sold KEYF(Am-FM) Spokane, Wash. **Buyer** is headed by Steve Gold, and also owns KFMS-Am-FM Las Vegas. The parties plan to enter into an LMA. KEYV has new age format on 93.1 mhz with 24.5 kw and antenna 3,724 feet above average terrain. **Broker:** Kalil & Co.

**KQMS(AM)-KSHA(FM) Redding, Calif.** Sold by Citadel Communications Corp. to Park Lane Redding Radio Inc. for $1.36 million cash. **Seller** is headed by Larry Wilson, and is also licensee of KGA(AM)-KDRK-FM Spokane, Wash.; KBEA(AM)-KATM-FM Modesto, Calif.; KROW(AM)-KBUL(FM) Reno; KHEZ(FM) Boise, Idaho; KCNR(AM)-KLIX-FM Salt Lake City; KKFV(AM) Colorado Springs; KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. **Buyer** is headed by Jim Levy, and is licensee of KVOY(AM)-KTOH-FM Lancaster Palmdale and KPPL(FM) Chico, both California. KQMS is fulltimer with news, talk format on 1400 khz with 1 kw. KSHA has AC format on 104.3 mhz with 100 kw and antenna 1,560 feet above average terrain. **Broker:** Communications Equity Associates

**WCCF(AM)-WQLM-FM Punta Gorda, Fla.** Sold by WQLM-FM Inc. to InterMart Broadcasting for $800,000. **Seller** is headed by Carl J. Marcuccio, who also owns WOUL-AM-FM New Port Richey, Fla., and WSGA(AM)-WZAT(FM) Savannah, Ga. **Buyer** is headed by James E. Martin, who also has interests in WCGO(FM) Savannah, Ga. WCCF has news, talk format on 1580 khz with 1 kw day and 122 w night. WQLM-FM has lite AC format on 92.9 mhz with 50 kw and antenna 492 feet. **Brokers:** Blackburn & Co. and Jorgenson Broadcast Brokerage Inc.

**WGGO(AM)-WQRT(FM) Salamanca, N.Y.** Sold by Altair Communications Inc. to Michael Washington Jr. and Mary E. Washington for $550,000. Approved sale of station last year for $709,000 did not close ("Changing Hands," Nov. 11, 1991). **Seller** is headed by Gary L. Livingston, and has no other broadcast interests. **Buyers** have no other broadcast interests. WGGO has AC, oldies format on 1590 khz with 5 kw day, WQRT has country format on 98.3 mhz with 1.6 kw and antenna 430 feet above average terrain.

**WNTX(FM) Nantucket, Mass.** Sold by Quality Broadcasting Inc., debtor-in-possession, to Radio Nantucket Inc. for $500,000. **Seller** has no other broadcast interests **Buyer** is headed by Albert Mackson Sr., and is licensee of WPXC(FM) Hyannis, Mass. WNTX has oldies format on 96.3 mhz with 50 kw and antenna 405 feet above average terrain.

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**PROPOSED STATION TRADES**

**By volume and number of sales**

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<td>$7,443,290</td>
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**PRISM RADIO PARTNERS, L.P.**

**(Bill Phalen, President)** has acquired

**WOKV-AM/WKQL-FM**

Jacksonville, Florida from **E Z COMMUNICATIONS, INC.**

**(Alan Box, President)**

**$3,750,000.00**

The undersigned acted as broker in this transaction and assisted in the negotiations

**Kalil & Co., Inc.**

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IMUS, LIMBAUGH, WCCO TAKE TOP MARCONIS

South Dakota’s ‘Neighbor Lady’ also honored at radio’s annual awards ceremony

By Peter Viles

The star of the NAB’s annual Marconi Awards, radio’s glitziest and most star-studded event, turned out to be a folksy, 75-year-old woman known to generations of loyal listeners in the Midwest as “The Neighbor Lady.”

Wynn Speece, whose morning show has aired on WNAX(AM) Yankton, S.D., for 51 of Speece’s 52 years at the station, was awarded the Marconi for small-market personality of the year at the ceremony Sept. 12 at the NAB Radio Show in New Orleans.

Other big winners included Don Imus of WFAN(AM) New York, named major-market personality of the year for the second time, and Rush Limbaugh of EFM Media, named network/syndicated personality of the year for the first time. Stations honored in two categories included KGO(AM) San Francisco, WSIX-FM Nashville and WCCO(AM) Minneapolis, which was honored as legendary station of the year.

To appreciate Speece’s place in South Dakota broadcasting, consider that she has been on the air for 52 years, more than half of her state’s 103-year history. Her show has featured everything from humor, home-spun advice and recipes to World War II War Bond drives and a traveling “Kitchen Karnival.”

With an audience spread through five states—the Dakotas, Iowa, Nebraska and Minnesota—she received as many as 200,000 letters a year well into the 1960’s, and had a full-time staff of eight just to handle the mail. For 30 years she published annual editions of the “Neighbor Lady Book,” collections of recipes, advice and truisms that routinely sold 20,000 copies per year.

The Marconi winners:

- Legendary station of the year: WCCO(AM) Minneapolis.
- Network/syndicated personality of the year: Rush Limbaugh, EFM Media.
- Stations of the year: Major market—KGO(AM) San Francisco; large market—WLW(AM) Cincinnati; medium market—WMT(AM) Cedar Rapids, Iowa; small market—KFGO(AM) Fargo, N.D.

John Corbett, who plays a disc jockey on CBS-TV’s ‘Northern Exposure,’ congratulates Marconi Award winner Wynn Speece of WNAX(AM) Yankton, S.D.
AWARDS SHOW DRAWS MIXED REVIEWS

It may not be the kind of equality radio wants, but the industry now stands on the same footing with television in at least one area: people are complaining about the quality of their major award ceremonies.

The NAB's Marconi Awards event, billed as the industry's premier awards ceremony, drew unfavorable reviews from many broadcasters who attended the black-tie gala Sept. 12 in New Orleans.

Many attendees interviewed by Broadcasting complained privately about the length and timing of the event. The ceremony started at 6:30 p.m. on the final day of the NAB Radio Show and lasted until past 9 p.m.—too late for many attendees who had made dinner reservations.

In fact, most broadcasters voted with their feet, leaving the awards ceremony in droves before the final and most prestigious award was presented to the legendary station of the year. When WCCO-AM Minneapolis accepted the award, roughly half of the crowd had departed the convention center ballroom.

In addition, many broadcasters seemed offended by the blue humor employed by some presenters, particularly Westwood One's Julie Brown, who told several off-color jokes.

"I felt that parts of the show were embarrassing for our industry," said Mike Fezzey, general sales manager, WJR-AM Detroit. "I happened to have my wife there, and I was embarrassed for her at parts of the show."

Fezzey added, however, that he enjoyed much of the show and believes the industry can easily improve it.

NAB spokesman Walt Wurfel acknowledged that the association had received some complaints about the length and timing of the ceremony and about some comments made by presenters.

"There are some people who don't like the way the presentations were made and things that were said," Wurfel said. "I think overall these are things that can be dealt with. They're highly successful awards, and we plan to keep them that way."

—PV

IN RADIO FINANCING, SMALL IS NOT BEAUTIFUL

Cost cuts through consolidation will draw capital to larger stations, NAB panel predicts

By Randy Sukow

The expected trend toward market consolidation stemming from the FCC's new radio ownership rules will bring in more capital from a wider source of lenders, a panel of executives from large media lending companies concluded at NAB's Radio Show in New Orleans (Broadcasting, Sept. 14). But for standalone broadcast entrepreneurs and small-market stations seeking to borrow small amounts, money will still be tight.

The new commission rules raise the limit of one AM and one FM to a market to as many as two AM's and two FM's in markets with 15 or more stations. (Licensees in markets under 15 stations are allowed up to three stations with no more than two in one service.)

"It may just be that in many markets—perhaps 50% or more— combinations can result in stations that combine and approach 25% [share] and then go over that," said Jim Blackburn, chairman, Blackburn & Co., Alexandria, Va. "People left with a 3% share will be in trouble."

"The events of the last 30 days have really changed the way our institutions will view things. We think that the duopoly issue is a major fundamental change in the smaller markets," said Matt Breyne, vice president, communications finance, Greyhound Financial Corp., Phoenix.

Consolidation is expected to reduce the number of entities fighting for advertising dollars, especially in markets hardest hit by Docket 80-90's new FM assignments. At the same time, a consolidated operation can be expected to eventually result in lower operating costs.

When considering a loan for a combination, "I'm going to add the two cash flows together and I'm going to give you credit for expense cuts that I can touch. I'm going to want to see the leasing you're going to get and I want to see the people you're going to cut," Breyne said.

Kathleen Mayher, senior vice president, Society National Bank, Cleveland, said lenders will consider financing proposals for consolidated operations on a case-by-case basis. Before the change in the duopoly rules, Society National was involved in a number of local marketing agreements—most of them yielding modest revenue increases because combinations do not automatically double cash flow. "Don't just jump to find a partner. Find a logical partner," she said.

Money will be available, the panelists said, for large radio operators seeking consolidation deals in several markets. But for the small, standalone broadcaster applying for less ambitious loans, it will still be difficult to raise capital. "Our most common request is the small credit request. Unfortunately, the economics are such that we can't do all of those transactions," said Nancy Barber, vice president, communications division, Northwest Bank, Minneapolis. Instead, the bank tries to convince smaller banks in the stations' communities to back them.

Small-market stations are often unable to convince local banks that radio is a good risk because there are few securable assets. The NAB is currently forming a program to provide information to the banking industry on the broadcasting business and the cash-flow characteristics that can make small radio stations a safe investment.

All agreed that a boon to operators of all sizes would be relaxation of the FCC rule prohibiting banks and other lending institutions from holding a security interest in a broadcast license, a move the commission is considering.
ABC RADIO MOVES SOME FUNCTIONS TO DALLAS
Job cuts coincide with merger of administrative functions of SMN with rest of networks

By Peter Viles

ABC Radio Networks has eliminated an undisclosed number of jobs and is shifting some others from its New York headquarters to its Dallas offices as a result of the merging of administrative functions of Satellite Music Networks with the rest of the ABC Radio Networks.

ABC did not say how many jobs were eliminated in the merger. An ABC spokeswoman said published reports saying that 50 employees were laid off were inaccurate, however.

The job cuts were first announced in a memo last month from Bob Callahan, president, ABC Radio Networks, to the network staffs. In the memo, Callahan said the merger took place over the summer because “we had reached the conclusion that it didn’t make sense for SMN to remain a separate entity when certain functions could be combined with an existing structure already supporting six networks.”

Callahan said of the job cuts, “We tried to take great care in each case to ensure that the company’s severance package was both fair and generous.”

Patricia Evans, an ABC spokeswoman based in Dallas, said the operations moving from New York to Dallas include marketing, some business administration functions such as traffic and clearance, and affiliate sales.

The network plans to keep spot sales operations in New York, as well as its news and executive headquarters.

RAB TO PLAY BIGGER ROLE AT NAB CONVENTIONS
Agreement announced at New Orleans Radio Show

By Peter Viles

The Radio Advertising Bureau and the National Association of Broadcasters announced a new agreement under which the RAB will dramatically increase its presence at future NAB conventions.

Under the agreement, announced Sept. 11 at the NAB Radio Show in New Orleans, the RAB will assume responsibility for sales and marketing programs at the NAB’s two major conventions, with the result being an increase in those offerings at NAB gatherings. Additionally, the RAB will conduct its second in a new series of training sessions, the Certified Radio Sales Managers Seminars (CRSM), immediately prior to NAB ’93 in Las Vegas next April.

The NAB, in turn, will provide management sessions at RAB’s 1993 Managing Sales Conference, scheduled for Feb. 4-7 in Dallas.

At a news conference in New Orleans, RAB President Gary Fries and NAB President Eddie Fritts said the two associations are committed to forging a partnership that will help both groups while retaining their separate identities and functions.

“The roles of the NAB and the RAB are compatible and do not overlap,” Fries said. “It’s kind of a win-win situation for the radio industry.”

In response to a question, Fritts said the NAB has “absolutely no interest in merging with RAB.”

Fritts added that the 1992 Radio Show, at which attendance was down 1.8% from the previous year, exceeded the NAB’s financial expectations. “I’m very pleased with this year’s show,” he said. “It’s certainly going to be a financially viable success.”

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☐ Cable TV Company ☐ Organization
☐ Cable TV Operator ☐ Advertiser

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☐ Director/Manager ☐ General Manager
☐ General Sales Manager ☐ Other (please describe)
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**HDTV D-DAY**

Feb. 24, 1993, is decision day for the Advisory Committee on Advanced Television Services. Chairman Richard Wiley says committee members will meet on that date, beginning at 10 a.m. ET, in room 856 at the FCC, to recommend a high-definition television system to the commission for adoption as the next North American TV transmission standard.

**HDTV SHOW AND TELL**

The Association for Maximum Service Television expects all four HDTV proponents to demonstrate their systems at the Sixth Annual HDTV Update, "Countdown to Consensus," Oct. 1, at the ANA Westin Hotel in Washington. FCC Chairman Alfred Sikes, CapCities/ABC President Daniel Burke and NTIA Administrator Gregory Chapados are to provide opening, luncheon and afternoon keynote addresses.

**DIGITAL PARAMETERS**

The Society of Motion Picture and Television Engineers Standards Committee has adopted a report spelling out "essential requirements of the architecture for future digital image systems."

According to SMPTE, the architecture as outlined by its Task Force on Digital Image Architecture will incorporate a hierarchy that is scalable, extensible into future applications and compatible with TV, motion picture and computer standards where practical. SMPTE hopes the report leads to agreement on a single system for digital images "flexible enough to accommodate a wide variety of needs, while enabling worldwide interpretability."

**INTERACTIVE PLAYER**

In preparation to market interactive video data service equipment and engineering services to IVDS licensees this fall, Radio Telecom and Technology Inc. opened new offices earlier this month in Riverside, Calif., (714) 687-3660. RTT plans to submit equipment to the FCC for type acceptance "this fall."

**SIGN-UP**

New York 1 News, Time Warner Cable's 24-hour local news channel launched Sept. 8 in Manhattan, joined Conus Satellite News Cooperative last week. "Conus has proved its ability to respond to big, breaking stories," says Paul Sagan, vice president of news and programing for New York 1. "Our primary focus is on New York City news and events, but we'll be relying on the cooperative to provide pictures for our headline coverage of news from across the country." Conus already counts News 12 Long Island and WWOR-TV Secaucus, N.J., among its area members.

Conus has also launched a new weekly TV news service, Saturday Morning News, following a month of tests. The service offers affiliates a mix of live news reports via satellite and preproduced local weather forecasts, as well as a "menu" of hard and feature news pieces.

**BIRD BUY**

Meeting in Washington last week, the Intelsat Board of Governors approved purchase of two new Intelsat VIII series (C-band) satellites from GE Astro Space for approximately $165 million and a VIIA (Ku-band) satellite from Space Systems/Loral for nearly $140 million. "The decision to procure three spacecraft is based on the most recent demand forecast and capacity analysis, which establish clear requirements for additional satellites," said Intelsat, which plans to deploy the series VIII birds in the Pacific Ocean region.

**COLUMBIA CLEARED TO LAND**

Private Intelsat competitor Columbia Communications says it won landing rights in Austria, Canada, Ireland, the Philippines and Switzerland last week. At the same time, it announced winning a U.S. Defense Department bid to supply satellite capacity to interconnect military bases in Japan, Korea, Guam, Okinawa, Hawaii and the continental U.S.

**BELL HANDLES DIRECTV**

Cincinnati Bell subsidiary Matrixx Marketing will provide national telephone marketing and customer service for DirecTV's planned direct broadcast satellite service, handling up to 100,000 calls daily by the end of the first year of operation, now scheduled to begin in early 1994. The value of the agreement was not disclosed.

**PACIFIC PURCHASE**

Pacific Satellite Connection, Sacramento, Calif., has purchased two mobile uplinks, client lists and contracts from Western Tele-Communications Inc., Denver, for an undisclosed amount. PACSAT will base those trucks in Seattle and Phoenix and two others in Sacramento.

—PDL
A DIFFERENT KIND OF WASHINGTON SUMMIT

Two weeks before Election Day, thirty-one industry and government leaders will have their say about the future of the telecommunications industry. They will gather at the Omni Shoreham Hotel for INTERFACE VI, a joint presentation by Broadcasting Magazine and the Federal Communications Bar Association (FCBA). In addition, several hundred others, deeply concerned about mass media regulation and policy, and the financial and economic well-being of the broadcasting and cable industries, will be on hand to listen to, analyze and question the speakers and panelists on the issues explored during this critical, one-day seminar. We invite you to join us at this important event.

INTERFACE VI: A Blueprint for the Future
Broadcasting/Cable INTERFACE VI: A Blueprint for the Future October 21, 1992 Omni Shoreham Hotel, Washington, D.C.

8:00-8:45 a.m. Informal breakfast
8:45-8:50 a.m. Welcome: FCBA President Bob Beizer, Sidley & Austin
8:50-9:00 a.m. Introduction and Overview: Don West and David Persson, Broadcasting, and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
9:00-9:30 a.m. Keynote Speaker: Frank Biondi, Viacom
9:30-10:15 a.m. Congressional Staff Panel:
- David Leach, House Committee on Energy and Commerce
- Antoinette Cook, Senate Committee on Commerce, Science and Transportation
- Gina Keeney, Senate Committee on Commerce, Science and Transportation
10:15-10:30 a.m. Break
10:30-11:30 a.m. Industry Leaders Panel
- Jim Dowdle, Tribune Company
- Brian Roberts, Comcast
- Jay Kriigel, CBS
- Horace Wilkins, Southwestern Bell
- Leslie Moonves, Lorimar Television
11:30-12:30 p.m. Industry Economic Forecast Panel
- Douglas McCorkindale, Gannett
- John Tinker, Furman Selz
- Steve Rattner, Lazard Freres
- John Reidy, Smith Barney
12:30-2:00 p.m. Luncheon Speaker: Alfred Sikes, FCC Chairman
2:00-3:00 p.m. FCC Commissioners Panel
- Andrew Barrett
- Ervin Duggan
- Sherrie Marshall
- Jim Quello
3:00-3:30 p.m. Debate:
- Eddie Fritts, NAB vs
- Jim Mooney, NCTA
3:30-3:45 p.m. Break
3:45-4:45 p.m. Media Delivery Futurists Panel
- John Abel, NAB
- Wendell Bailey, NCTA
- Irwin Dorros, Bellcore
- Stan Hubbard, Hubbard Broadcasting
- Robert Schmidt, Wireless Cable Assoc.
4:45-5:00 p.m. Closing Speaker: Greg Chapados Administrator of NTIA, Department of Commerce
7:00 p.m. Hall of Fame Awards Dinner

A night to remember, too!

Interface VI is just the beginning of a very special day. Immediately following the seminar, Broadcasting Magazine will present its Second Annual Hall of Fame Awards Dinner at the Omni Shoreham Hotel. Proceeds to benefit the International Radio and Television Foundation. This year, 20 new inductees will be honored by their colleagues. It's a glorious, memorable evening you will not want to miss.

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CABLE BILL BATTLE HITS HOMES

As final showdown approaches in regulation fight, NCTA blankets households with appeals to contact Congress; NAB, consumer groups respond with ads of their own

By Harry A. Jessell

It has had all the hallmarks of a modern presidential campaign: high-priced commercials and political consultants, mudslinging, calculated leaks to the press, charges and countercharges of distortions and an overall air of cynicism.

For better or worse, communications policymaking has hit the big time in the current battle over the cable regulation legislation.

“This has got to be one of the toughest fights I’ve seen in telecommunications,” said National Telecommunications and Information Administration head Greg Chapados, who, as a Senate aide, lived through scraps over the financial interest and syndication rules and the AT&T divestiture. “It’s a big issue with a lot of emotion.”

The cable industry, perhaps, most responsible for turning what would otherwise have been an inside-the-Beltway debate into a full-fledged battle for the hearts and minds of the American public.

The National Cable Television Association, armed with a multimillion-dollar budget, was first to appeal for the support of consumers in its effort to kill the legislation, launching a media campaign last year warning people that the measure might force cable rates up, not down as its proponents claimed.

That first round of ads and bill-stuffers bashing retransmission con-sent as a “20% tax” on consumers drew the ire not only of broadcasters but of Hill proponents as well, notably senator and now Democratic vice presidential nominee Al Gore (Tenn.). Appearing with NCTA President Jim Mooney on the MacNeil/Lehrer News Hour, Gore blasted the suggestion the measure would impose a tax: “It is a deliberate falsehood, a deliberate distortion.”

The NCTA along with several of its members renewed the campaign last month with a new round of spots as the legislation moved toward final passage. It has produced the desired results, as letter and phone calls opposing the bill or at least raising questions about it have poured into congressional offices.

But it has also produced a backlash. Four consumer-oriented lawmakers who support the bill told reporters on Capitol Hill two weeks ago they were conducting a multifaceted effort to counter “cable’s fables” about the bill.

“For the cable industry to claim it’s coming to the rescue of consumers is like a shark claiming it’s coming to the aid of a drowning man,” said one of the lawmakers, Senator Joseph Lieberman (D-Conn.).

Anticipating cable’s media onslaught, the National Association of Broadcasters countered with spots and ads of their own, telling consumers, “The truth is as clear as the name of the legislation: The Cable Consumer Protection Act.” In addition, the broadcasters placed ads in Washington papers commenting not so subtly on the veracity of cable’s claims with a picture of Pinocchio.

Other proponents have attacked ca-

Members of the National Council of Senior Citizens picketed in front of the National Cable Television Association headquarters in Washington last week, with chants of “Cable lies—support S. 12,” protesting cable’s opposition to the reregulation bill and its PR campaign suggesting the bill will mean higher, not lower, cable rates.
ble’s claims in letters to lawmakers and press releases. “It is clear that the cable industry will not let facts or the cost of advertising misinformation stand in the way of its desire to preserve its monopoly,” said Gene Kimmelman of the Consumer Federation of America. “There is no basis in fact for the phony charge that cable reform legislation will cost consumers more money,” said Bob Schmidt of the Wireless Cable Association.

Just last Monday, NCTA employees looked outside to see a small group organized by the National Council of Senior Citizens picketing in support of the legislation. “Cable lies,” read one poster. “Seniors support the cable bill.” They hung around just long enough to supply video for a report on the bill for CBS Evening News.

The cable campaign has reached a level of sophistication surpassing that of most federal election campaigns. On its behalf, Washington-based BBA Inc. has been trying to stir up grassroots opposition to the bill through a direct-mail campaign in key states. On “Consumers Opposed to S. 12” letterhead, the group solicits consumers to call in and then promptly fires off missives to Capitol Hill in their name.

NCTA went first class on its ads, giving the job to Bozell Inc. Working separately, Tele-Communications Inc. hired San Francisco-based Hal Riney & Partners to produce a TV spot in which a senator reconsidered his support for the cable bill in light of new information indicating it might cause rates to rise. Hal Riney created the “Morning in America” spots that helped insure Ronald Reagan’s return to the White House.

The NCTA also focused on the editorial boards of prominent newspapers, and the effort apparently paid off. The Chicago Tribune, Boston Globe, New York Times, Denver Post, Atlanta Journal, Cincinnati Post, Wall Street Journal and others ran editorials opposing the bill, although not always absolving cable of fault or dismissing the need for some other fix. Only the NCTA knows how many of the editorials can be attributed to its efforts, and it’s not telling.

Broadcasters may have scored the biggest hit in the press, just before the Senate took up the legislation last January, it circulated to reporters a memo from NCTA President Jim Mooney to his members advising them that the NCTA and the Bush administration would continue to oppose the bill even if a package of weakening amendments they offered were adopted. The reports about the memo angered senators and swelled the vote for the bill, which passed without the substitute.

The broadcasting lobby also spawned stories undermining cable billstuffers by alleging that Commerce Department estimates on the increased consumer costs of regulation cited in the material came originally from the NCTA. (Commerce acknowledges its estimates were based on cable data but says they reflect adjustments made after thorough analysis of the data.)

On the other hand, the NAB got caught trying to pressure broadcast news directors into running anti-cable stories. Senator Timothy Wirth (D-Colo.), one of cable’s chief advocates on the Hill, took to the Senate floor two weeks ago to denounce a memo from NAB to its members urging them to “generate the news stories.”

Another element of a Presidential campaign that has become increasingly prominent in the cable battle is the Consumer. Much of cable rhetoric, although aimed at Congress, is also meant to persuade George Bush to carry our his threat to veto the bill.

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**CABLE BILL SURVIVES LEGISLATIVE LABYRINTH INTACT**

*Original provisions of Senate’s S.12 form structure of final measure*

By Randy Sukow

The Senate Commerce Committee passed its cable reorganization legislation (S. 12) in May 1991, and after well over a year of debate and revision of the bill in both houses of Congress, the original structure of S. 12 is left remarkably intact in the final conference report.

The most prominent provisions of S. 12—must carry/retransmission consent, program access and rate regulation—survived the House-Senate conference, although House program access and rate provisions tempered the Senate’s original, severely regulatory language.

The overall premise of the legislation remains, in the view of its authors, that cable is an unregulated monopoly that is charging unfairly high rates and is blocking potential competitors in multichannel video services.

A checklist of the conference report’s most significant clauses includes:

**Retransmission consent.** Broadcasters will have the option of negotiating a fee with local cable operators for the use of their signals. The provision remains unchanged from the S. 12 version; it was not included in the House bill (H.R. 4850). Noncommercial stations may not negotiate fees.

**Must carry.** A broadcaster may opt not to negotiate a fee and instead invoke "must carry," legally requiring cable operators to carry the station. Broadcasters will be given the opportunity to choose one of the options every three years, starting one year after enactment. Cable systems with fewer than 300 subscribers are exempt from must-carry requirements, and stations with 12 or fewer channels must carry at least three broadcast signals. Systems with more than 12 channels may be required to devote up to one-third of their capacity to broadcasters.

The FCC is required to initiate an inquiry within 90 days of enactment to determine whether broadcast home shopping channels should be extended must-carry rights. The commission is also required to revise the must-carry rules to include broadcast high-definition television signals once it sets an HDTV transmission standard.

**Program access.** Conferers adopted the House provisions, which require cable program services owned or partially owned by system operators (such as CNN or Nickelodeon) to void most of their exclusive contracts with cable systems and make their services available to potential multichannel competitors to cable (such as wireless cable and DBS) at prices offered to cable companies. The provision expires after 10 years.

**Rate regulation.** The FCC and lo-
cal franchising authorities are charged with insuring that subscribers are charged "reasonable rates." Cable franchises are exempt from rate regulation if they serve less than 30% of the households in their area or are subject to "effective competition"—when a cable system competes with at least one other multichannel provider that is available to at least 50% of the area's households and is subscribed to by over 15%. Basic service is defined as all local broadcast signals and public service and educational channels. Subscribers as well as local and state authorities may request FCC regulation of "extended basic" channels (such as CNN) they find to be "unreasonable."

"Buy-through" prohibition. Within 10 years cable systems must have installed addressable technology to ensure that subscribers requesting premium services (such as HBO and Showtime) not be required to buy expanded basic service. The deadline was extended from the five years originally passed in the House version. The National Cable Television Association claims this provision will cost the cable industry $2.6 billion. (The cost was estimated at $5.8 billion under the five-year deadline.)

Customer rights. The FCC is required to set customer service standards (standard office hours, telephone availability, lag time before service calls), technical standards to insure adequate signal quality as well as regulations to insure that cable-ready TV's and VCR's are compatible with cable technology. Cable systems are prohibited from "negative-option" billing (providing and charging for a pay service not specifically requested by a subscriber).

Leased-access channels. The FCC is required to set maximum rates for producers seeking placement of programs on special channels designed "to promote competition in the delivery of diverse sources of video programming." All "indecent" programing submitted to a cable system is to be carried on one designated leased channel and scrambled unless a subscriber specifically requests access.

Some notable omissions:

Rural telco crossownership exemption. There is currently an exemption on the prohibition against telco ownership of cable systems in their local telephone service areas in communities of 2,500 residents or fewer. The S. 12 provision raising the exemption to 10,000 residents did not survive the conference.

Equal Employment Opportunity. The conference report carries EEO provisions but drops the House provision requiring broadcasters to follow the same EEO standards now imposed on the cable industry as enacted in the 1984 Cable Act.

Sikes Ties TV Rules Relaxation to Bush Win

At IRTS, FCC chairman extols Murdoch's news plans, laments 'pessimism' of cable bill

By Sharon D. Moshavi

In his fourth annual and possibly last address before the International Radio and Television Society as FCC chairman, Alfred Sikes issued a veiled warning that TV ownership rules may not be relaxed as planned if George Bush is voted out of office in November.

In his speech before the IRTS in New York, Sikes talked of the FCC's success in easing the restrictions on radio station ownership and the continued, although more difficult, efforts to do the same in television. He called 1993 "the year of television regulatory reform" and predicted that the rulemaking currently under way should be concluded during the first quarter of next year.

Sikes's ability to carry out that plan is largely predicated on whether George Bush or Bill Clinton is inaugurated in January and whether Sikes continues in his position. Said Sikes: "I hope the conclusion of our TV work follows the second inauguration of President Bush. If it does, I feel strongly that other restrictive rules which are based on pessimistic assumptions and limit opportunities will be expeditiously reformed."

The implication was that the same might not be true if the Democrats entered the White House. In a press briefing before the speech, Sikes told reporters: "I don't know of a partisan act we [the commission] have taken. On the other hand, I think the Democratic Party has been more enamored of central planning and resulting regulation, and the Republican Party has been less so."

Sikes used much of his speech to urge the television industry to use its power to reach and persuade the American people carefully and justly. "My plea is that you exercise this right [to free speech] with a sense of accountability for the consequences of content." He claimed that "the owner alone, or its surrogate, the CEO—not a committee, not a bureaucracy—should answer for the moral tone of an enterprise.... TV's ownership cannot blame toxic programing on the writers."

Sikes focused largely on the responsibility of TV news to provide balanced coverage, especially because it has become the primary source of news information for most Americans. Sikes mentioned 20th Century Fox's Rupert Murdoch as a potential leader to help eradicate the lowest-common-denominator mindset of the television industry. Citing Fox's plans to create "news that's aimed at getting our younger citizens to actually tune in" and Murdoch's published comments about cleaning up Fox's raucous Studs, Sikes said Murdoch "with one foot in Hollywood and another in the TV network world...might just be the person to take the next important steps" to improve the quality of TV.

One thing that will not help improve television, Sikes said, is the cable bill, which he says is permeated by pessimism and has been created out of fear of change and of the future. "Pessimism," he added, "is an essential ingredient in calls for the Federal Communications Commission to become or remain a cartel manager." He said at the earlier press briefing that if the cable bill is passed, the FCC's obligation to police cable will decrease its operating budget by about 7%.
House Telecom subcommittee ranking Republican Matt Rinaldo’s vote against the cable bill last Thursday was among his last. A few days prior to the vote, he announced he would not run for an 11th term, joining the exodus of incumbents that will produce the biggest turnover in Congress since World War II.

Rinaldo’s district was not significantly modified by New Jersey redistricting, and Rinaldo was expected to win re-election easily. But like other retiring members, Rinaldo declared frustration with partisan gridlock. “Frankly, the level of frustration I have felt being in the minority has gotten to the point that I have lost some enthusiasm for the job.”

Rinaldo has been approached by several potential private-sector employers, but has not accepted an offer, a Rinaldo spokesman said.

She came to talk about her new Sci-Fi Channel (see story, page 35), but USA Network President Kay Koplovitz couldn’t resist a few harsh words about the cable legislation in her speech last week before the Washington Metropolitan Cable Club. The bill “is not a consumer bill but a broadcaster protectionist act.” She described the program-access provision as “very onerous.” In the end, she said, the bill will be “more costly to the consumer.” Accompanying Koplovitz to the luncheon was Representative Matt Rinaldo, another critic of the legislation (see above).

“It’s not clear to me that Congress will ever be able to act on a communications agenda in a forceful, forward- looking way, regardless of insight or leadership,’’ FCC Chairman Alfred Sikes said at a New York telecommunications seminar sponsored by Business Week. Lawmakers spend little time on communications issues and thus don’t develop the “insights and understanding that are critical to being able to say no to the special interest pleaders or no when faced with the gravitational pull of jurisdictional disputes,’’ Sikes said. Congress should return to the FCC “the discretion to deal with market entry questions.”

Concluded Sikes: “Anyone who tells you that the FCC is asleep at the switch or does not try consistently to safeguard the public just does not know what they’re talking about.”

FCC Chairman Al Sikes, speaking to reporters in New York last week, criticized the National Association of Broadcasters for urging TV stations to air stories about the cable bill. “In our view, it would be better if trade associations would leave journalism to the newsrooms,’’ he said. “Certainly, if we find a licensee distorting the news, we will not hesitate to act,” he said, without specifying the legal basis on which he would act. In a memo to its members, the NAB passed along information supporting passage of the bill for “use by your news departments.” “Tell it like it is!” the memo says. “Generate the news stories” (BROADCASTING, Sept. 14).

A Sept. 7 story in these pages said the Justice Department would oppose the Hollywood and California motions to intervene in District Court Judge Robert Kelleher’s review of the fin-syn consent decree. Not quite. Although most expect Justice to oppose the motions, it isn’t saying what it will do. What’s more, it has asked for and received an extension of the deadline for its response, Sept. 29. According to Hollywood lawyer Diane Killory, Oct. 19 has been tentatively set for a hearing before Kelleher on the motions. He could rule immediately after the arguments, she said. The networks have finally settled on an attorney to argue their case against the new FCC fin-syn rules before a federal appeals court panel in Chicago Oct. 2. He is Louis Cohen, of Wilmer, Cutler & Pickering, which represents CapCities/ABC.

Communications lawyers partial to Bill Clinton (some hoping for jobs in the Clinton administration) were among more than 1,000 Washington-area Democrats who paid $1,000 and up to hobnob with the candidate and running mate Al Gore at a Sept. 12 fundraiser at the Virginia estate of perennial Democratic activist Pamela Harriman. Phil Verveer, Tom Casey, Frank Lloyd, Charles Ferris, Greg Schmidt, Jonathan Blake and Craig Blakely listened to the speeches and music supplied by Marvin Hamlisch. Retiring Senator Tim Wirth (D-Colo.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) were also spotted in the crowd.

Mike Synar (D-Okla.), who is in a good position to affect communications policy as a senior member of both the House Telecommunications Subcommittee and the House Copyright Subcommittee, fought off Oklahoma prosecutor Drew Edmondson to win a runoff primary last Tuesday (Sept. 15). Despite strong opposition from tobacco, oil and gun interests, Synar prevailed 53%-47%.

Meanwhile, Gerry Sikorski (D-Minn.), a member of the Telecommunications Subcommittee’s parent Energy and Commerce Committee, squeezed out an even closer 49%-46% primary victory over Tad Jude, a county official. Sikorski had been dogged by revelation of 697 bad checks during the House bank scandal.

After the House and Senate conferences two weeks ago settled on a cable bill without including a provision guaranteeing Hollywood a cut of retransmission-consent revenues, the Motion Picture Association of America claimed the lead House conferee, House Energy and Commerce Committee Chairman John Dingell (D-Mich.), reneged on a promise to protect its interests.

Not so, the chairman told reporters last week. Dingell said he told MPAA President Jack Valenti he “would try to be helpful in looking at their concerns” but that it was up to House Judiciary Committee Chairman Jack Brooks (D-Tex.), who oversees copyright matters, to take the lead. Brooks never showed up for the conference, Dingell noted.

Fellow House conferee Dennis Eckart (D-Ohio), the chief proponent of retransmission consent, said MPAA apparently never got together a specific proposal for Brooks or anyone else to advance. That’s a reflection of a lack of unanimity among the studios at MPAA, he said, “Their members no longer just make motion pictures,” he said. “They now own cable companies and they now own cable channels. It’s not Mr. Valenti’s fault.”
In the weeks leading up to the annual Radio-Television News Directors Association's annual convention, which convenes in San Antonio this Wednesday (Sept. 23), BROADCASTING interviewed news directors in markets around the country to get a sense of the current local TV news issues. From the influence of tabloid TV to how cuts in network compensation will affect their future budgets, news directors said they are grappling with a full plate of issues in perhaps the most demanding and pressure-filled era of local TV journalism.

Doing more with less continues to be an issue many news departments face at a time when station managers are looking for additional local revenue opportunities without significant increases on the cost side. Weekend morning news is the latest expansion trend and it’s growing rapidly—at the expense of network children’s program lineups. At the same time, some cable operators are demonstrating how the news can be covered with a low-end budget but still look professional.

News directors also worry about the ubiquity of certain syndicated news services, most particularly CNN's NewsSource, but also Conus Communications’ array of services. CNN NewsSource now appears on more than one station in most markets, and station newspople say it’s blurring the identity of their newscasts. The problem is less severe with Conus, where nonexclusivity is currently limited to a dozen or so markets.

"It’s contributing to the genericism of a lot of local stations," said Emily Rooney, news director at WCVB-TV Boston, who isn’t thrilled that WBZ-TV and WLVI-TV in the market share rights to CNN NewsSource with WCVB-TV. "When it comes to getting reports out of [hurricane ravaged] South Florida, we no longer want their feed," Rooney continued.

According to Conus’s Steve Blum, the Minneapolis-based news cooperative would rather do business on a market-exclusive basis. But in a number of instances, he said, stations have raised the issue of giving up exclusivity to lower the price of the service. "We’re reluctant to go nonexclusive," said Blum. "But we also have to accommodate our clients. It would be a real problem if it was widespread."

With CNN it is widespread, although Gary Anderson, vice president, CNN Television, doesn’t see a problem. "We’ve heard that from news directors," said Anderson, "but frankly I think they are much more sensitive to it than the average viewer. How many people do you know [outside the business] who watch different newscasts at the same time?"

Anderson likened CNN’s effort to
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what the Associated Press is to the print world. "I don't want to pick on NBC, but they missed the live announcement that Ross Perot was withdrawing from the race, and they were slow on the [San Francisco] earthquake—and I know a lot of NBC affiliates who were real happy they had us as a backup," said Anderson. "So I think the positives outweigh the negatives of non-exclusivity." The compensation issue affects CBS affiliates that are embattled over the issue with their network, prompting some stations to explore pre-emptions of both weekly and daily news programs. To a lesser extent, NBC news directors are worried about how current talks with their network on the same subject may affect their budgets.

In Texas, CBS officials have met extensively to discuss the possibility of developing a news program with regional, national and international elements that could pre-empt either The CBS Evening News with Dan Rather or network programming on the weekends, said Jeff Rosser, general manager of KDFW-TV Dallas. Rosser confirmed that the affiliates have held talks with Conus Communications about having the news co-op supply national and international news for such a service. The Texans have been examining the issue since CBS announced radical new compensation cuts two months ago.

And CBS affiliates in parts of the country are also looking at the issue. "Absolutely," said Brian Olson, news director, KMGH-TV Cheyenne, Wyo. "I've already recommended dropping the network [evening] news," he said. "Those same stories are available from Conus and other sources. I was doing live shots from Florida and Louisiana during the hurricane. Does it really matter if it's Dan Rather or the local anchor? The local anchor will have more credibility."

NBC affiliate news directors also worry about how current compensation talks with their network will affect their departmental budgets, although wholesale pre-emption plans don't appear to be in the works. "Even though we're on the news side, network compensation is an issue," said one NBC affiliate news director. "It impacts every department, including news, when the station has fewer bottom-line dollars."

But news directors around the country have been pressured to cut costs for the past several years, and there is every indication those pressures will continue. "It's definitely a real issue," said Loren Tobia, news director at KMTV(TV) Omaha, Neb., and this year's Radio-Television News Directors Association convention program chairman. "I think we're getting smarter about remaining viable with tighter budgets. But at some point there will be diminishing returns."

According to Bob Jordan, news director at KING-TV Seattle, the biggest challenge is "managing human capi-
tal. There hasn't been anything new on the technological landscape the past five years. Two-thirds of the budget you spend on payroll. So you have to have the right people in the right jobs and work smarter, not harder.”

On the tabloid issue, Rupert Murdoch has put a scare into some Fox affiliates, who worry that his more hands-on approach in managing the Fox television properties will result in the Fox News service taking a more sensationalistic approach to stories.

Statements such as one he made last June at the Fox affiliate meeting in Los Angeles are cause for part of the concern, said Fox affiliate sources. At the time he criticized many current newscasts for being indistinguishable from one another. “It's like every news director in the marketplace graduated from the same dumb journalism class,” he said. He also said that news and entertainment “must be linked almost umbilically.”

“The concern is he wants to program the news to the audience that watches A Current Affair, Cops and 90210,” said one midwest Fox affiliate news director. “You get the sense that the Fox-owned stations are headed in that direction, and that will have a big influence on the Fox News product. I can shift a little, but if I shift a lot I lose my audience.”

But the tabloid issue isn’t restricted to Fox. The three network affiliates in New York and other larger markets are frequently accused of trying to out-sensationalize each other. Some news directors in those markets see a problem and hope to correct it.

“What happened here is, first, the tabloid press so dominates the New York area,” said Bruno Cohen, who became news director at WNBC-TV New York this summer. “The other influence is the overall down-sizing of the news operations. As a result, there are fewer people in the field and they tend to cover what is easy. And it’s easy to shoot the scene of the body bag and yellow [police barrier]. There’s plenty of it going on in New York, and it is easy to convince yourself that it’s news. When you get into that mentality it breeds itself.”

But Cohen believes the viewers are being ripped off. “I think New Yorkers in particular have had it” with that kind of reporting. “They don’t really believe that the world they see being portrayed in TV news is the one they are living in. And it’s up to us to break out of that mentality and be more thoughtful about coverage and to plan and select stories that are more relevant to viewers.”

KING-TV's Jordan said the news stations in the Seattle market “flirted” with tabloid approaches in the wake of the success of certain syndicated magazines. “The temptation to flirt with it is stronger when you have daily [rating] meters,” said Jordan. “We all got into it, but it really has a short shelf-life. To be compelling you have to focus on solid writing, enterprise reporting and superior presentation.”

The tabloid issue aside, Fox affiliates in the news business said Fox has made much progress with its national newsfeed, although work remains to be done before Murdoch can expect affiliates to follow the owned stations’ lead and rely solely on the Fox network for news outside the local market. (He’s ordered the Fox-owned stations not to renew contracts with CNN.)

“I hope someday they are that good,” said Bob Cook, news director at Fox affiliate KTXL-TV Sacramento. “But they aren’t there yet, and they have an awful lot to do to catch up with CNN. If it were strictly [Washington-based] national and international stories, I could pick up Fox and not worry about CNN. But if it’s a breaking story in the Midwest, they have to scramble; CNN does not.”

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**NBC’s Gartner: A Full Plate, but No Tin Cup**

Doing more with less has become the mantra of the TV news business, and it certainly applies to what NBC News President Michael Gartner has been doing over the past four years. The division is producing more programming (including two prime time shows) than at any time in its history, with far fewer people. Today is number one again and perhaps the biggest challenge is to get the Nightly News out of the cellar. In the following interview, Gartner talks about NBC News’s evolving mission.

*The Nightly News with Tom Brokaw*, by your account and others, is a successful show, journalistically and financially, but in the ratings it’s in third place nationally. How significant is that?

It’s psychologically significant. There are many markets where we’re number one, and many where we’re number three. And there are many reasons for that, not the least of which is the lead-in it has. But whatever the reasons, we’ll tackle them.

Well, how do you tweak the show without tampering with those elements that are working?

I don’t know the answer. We know we want it to be a strong, consistent news show with a recognizable format, with a great anchor and a cast of experts. We know we’ve got the great anchor and the cast of experts. We can gather and explain the news. We don’t control the time period. In the newspaper business, the single most discouraging fact you learn is that grocery coupons have more impact on circulation than what you put on the front page. The broadcasting equivalent is that [Oprah Winfrey] has more of an impact on who watches the newscast than the actual quality of the show. It’s a fact, so we have to deal with it.

You seem to be developing programs for every daypart. You’re involved with cable channel CNBC, which is the main program supplier for the NBC News Channel, and you’re even beginning to tinker with information-on-demand offerings, such as the 800-number for weather information. How does this all relate to the changing NBC News mission?

The mission is clear: to impart thorough, fair, accurate and timely information to the viewer. You must remember that the number one emphasis is always going to be on nightly news. Everything else you mentioned, such as what we might be doing with CBNC, is important, but the two engines that drive this place are *NBC Nightly News* and *Today*. The two journalistic engines.

Your second engine has picked up a lot of steam lately, having won or tied seven of the last nine weeks.

The thing about *Today* is it’s a news show. It has a core audience of people who want news who didn’t go away during all the troubles, the Deborah days [former anchor Deborah Norville, whose arrival, to replace Jane Pauley, and departure, for Katherine Couric, were less than smooth]. But there’s an overlap of viewers who want entertainment. Those are the ones I lost. They didn’t feel comfortable seeing friction. They felt there was something wrong with the family, and they didn’t want to be around to watch. Now they’ve come back and we have the momentum.

You seem to be expending a good deal of resources on other programs—*Dateline* and *A Closer Look*, for example.

Right. Having said what I did about *Nightly* and *Today*, we’re doing lots and lots of things, from *Dateline* to *1 Witness Video*, to the Faith Daniels daytime show. We’ve expanded the *Today* show and *Meet the Press*. We have the [overnight] *NBC Nightside* program, the Maria Shriver and Brokaw specials. So we’re putting more on the air than ever before in the history of NBC News and more than the other two networks are doing.

Increasingly, NBC News seems to be entering new business relationships. What are the key ones?

The number one relationship is with the 209 affiliates. We set up the News Channel [based in Charlotte, N.C.] to help them at their request. And they help us enormously in the gathering of the day-to-day news. It’s a very carefully intertwined relationship.

How is that relationship evolving?

It’s a partnership in every sense of the word. The affiliates own 20% equity in the NBC News Channel. They supply an awful lot of the news to the channel, although CBNC is the number one supplier. But the affiliates are the primary user.

And the other key relationships?

Second on the list is the one we have with Reuters and Visnews. We’re their U.S. news supplier and their major U.S. customer. We have shared facilities in Moscow and other bureaus. They have somebody in our newsroom and vice versa, so we plan, strategize and cover together.

Is the goal of the Charlotte, N.C., operation, where the news channel is based, to enable affiliates to rely solely on NBC News for national stories without having to go to services such as CNN or Conus?

Well, it seems to me an NBC affiliate shouldn’t have to buy
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any outside sources and that’s probably a waste of their money. And if they were buying it, it meant they felt they needed it and weren’t being served by the network. That’s why we set it up. In increasing numbers they are dropping CNN and Conus and redirecting that money into their own newsgathering operations.

What message will you be bringing the affiliates at the RTNDA convention this week?

We’re going to a GE-inspired concept called Workout, where you break into groups and ask what are the problems in the relationship. There are moderators who put them all on a board. Then we ask how many we can solve right then and there. Some we may solve, others we’ll look into and still others may be unresolvable. It may be something as straightforward as a feed time in the Rocky Mountain zone.

No big announcements?

No. It’s really fine-tuning. The heavy lifting at this place has been done. Now we’re at the really fun part, which is the programing, the relationships, the journalism and growth.

Is the staffing level where you want it to be?

Yes. There will always be shifts, depending on the programs on the plate.

How many full-time NBC News personnel are there now?

It’s in the neighborhood of a thousand. I suspect the peak employment was about 1,500, and that was about six years ago. And bear in mind they weren’t producing nearly as much programing then as we are now. There was no Night-side, no Today weekend shows, no I Witness Video or Closer Look.

How much has the international staff been cut?

In the last three years our overseas employment has gone down by 100 people, but the number of correspondents is the same, or one down, and the number of producers is, I think, two down. So the other 97 or 98 people had other jobs—drivers, fixers, office managers. So a lot of it was an infrastructure that was dismantled, but the journalistic structure was not.

How will NBC’s own foreign newsgathering effort interact with Visnews?

The first thing is to avoid duplication. We rely on them increasingly for the day-to-day newsgathering: the flood, the government action, the Pope visiting Czechoslovakia. We rely on our own people for the big, exclusive story. We want the interview with the Pope. Visnews can cover the trip he takes. We collaborate on the war in Yugoslavia—both with Visnews and the BBC, with which we also have a close relationship.

Is NBC News profitable?

It’s a very complicated answer. I’ve always heard CBS makes money because of 60 Minutes. Bob Wright told me one time he could make the NBC News division profitable overnight by making Cheers a news division show. In effect he was saying you can’t rely on a prime time success to make the news division work. Make your news division carry itself on its coverage and its core programing. The way bookkeeping works around here, I don’t get any significant financial benefit from Dateline or I Witness, which are both financial successes.

So are you profitable?

I won’t break even in 1992. But if sales hold up in 1993 at the 1992 level and if there is no huge war, if the Today show continues on the same [upward] trend and if Nightly doesn’t deteriorate, I will break even in 1993. I’ve got that hedged about as much as I can hedge for you. So, in addition to not being a drag on the corporation, like it has been for the last 20 years, the news division will also contribute two prime time shows that I suspect will produce a profit in 1993.

How important is profitability for the news division?

You can’t be journalistically vigorous unless you’re financially strong. You just don’t want to lose money—you don’t want to be walking around with a tin cup. It is a news business and you want to be successful in both worlds, news and business.

Some affiliate executives have commented on what they see as a high level of sensationalism in I Witness Video. How do you respond?

With all due respect, the material on I witness is by and large video that has been on the 5 p.m. and 6 p.m. news shows of the executives complaining about the show. The first show had one piece that probably went over the line in the repetitive showing of a tragedy [a pregnant woman jumping out of the window of a burning building]. For the most part, it is not sensational and is kind of interesting. One recent piece was about an abusive baby-sitter. Very unpleasant, but in effect a terrific service. It was compelling and quite a warning and a help to parents. If anybody is complaining about this show, they haven’t watched it. I’m proud of the show.
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GROWING INTEREST IN SYNDICATED NEWS SERVICES

By Mike Freeman

Newspaper suppliers are experiencing a paradox similar to one in other sectors of the business—that the number of domestic news suppliers is contracting and much of the news business is in the control of a handful of major players at the same time that local broadcasters' appetite for national and international newsfeeds is growing. Particularly noteworthy is the seemingly increased interest on the part of network affiliates—most notably CBS affiliates—to pre-empt network-produced morning newscasts and go with outside news suppliers.

Since the early 1980's, both CNN Television and Conus Communications established substantial shares of the domestic satellite newsfeed business, with Worldwide Television News and Visnews the major international news providers, leaving an ever-smaller selection of boutique suppliers. Six months ago, Turner Broadcasting System's CNN completed the acquisition of one of those suppliers, the Group W Newsfeed service, which provided the cable/broadcast news content with the potential of adding its 77 Newsfeed subscribers to CNN's already robust roster of 350-plus broadcast subscribers.

Other majors have fallen out of the ranks, with Warner Bros. Domestic Television Distribution discontinuing its long-time N.I.W.S. news service and The Tribune Co. pulling the plug on the Independent Network News service over the last two years.

Sensing that CBS affiliates are growing disenchanted due to recent network compensation reductions and the third-ranked performance of CBS This Morning (which recently has been trying to prevent further affiliate pre-emptions by increasing the amount of time affiliates have for local news "windows" [Broadcasting, Sept. 14]), CNN and Conus have continued to dangle their news packaging services in an effort to get affiliates to establish or expand their morning newscasts.

Gary Anderson, vice president of CNN Television, said that a number of affiliates asked: "Are you going to do anything?" about creating and producing a nationally syndicated morning news show with larger 20- or 30-minute windows for local news inserts. "My answer was 'no', because we really have a full plate in terms of the many news services we already offer, most of which already make it possible for some affiliates to produce their own morning newscasts. Any decision to make a commitment to do a separate syndicated morning newscast would come from the highest levels from Ted Turner to Tom Johnson, Terry McGuirk and Jon Petrovich." Conus Communications, a subsidiary of Minneapolis-based Hubbard Broadcasting, broke ground in 1990 by providing its exclusive 24-hour All News Channel to 79 broadcasters nationally (in addition to the New England News Channel and other regional cable news operations). Rather than being a straight newsfeed service, ANC is a fully anchored newscast service.

Many affiliates alternate the use of ANC on the hour between the three networks' recently established overnight news services, but Steve Johnson, Conus Communications' director of news and program services, said that an unspecified number of affiliate and independent stations currently pick up a half-hour of ANC and use the remaining half-hour for local news inserts. And going into the Radio-Television News Directors Association convention this week in San Antonio, Johnson said Conus will be introducing an expanded Saturday Morning News service, which will provide stations with raw newsfeeds, pre-produced feature packages, weather, sports and scripted introductions for stations to incorporate into their locally produced morning newscasts.

"The idea is to provide a complete turnkey news package service where all the local talent has to do is voice-overs for many of the international and national news pieces we provide," said Steve Cope, senior managing editor for Conus's news services, who added that Saturday Morning News is being offered on a cash basis with All News Channel incumbent stations being extended right of first refusal in their markets. "Besides NBC leaving

Continued on page 65
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NEW CABLE NEWS CHANNELS ON BACK BURNER

Two launches likely in '93; recession dampens prospects for moves in other cities

By Rich Brown

While there might be potential for regional cable news channels in a number of major cities beyond the half-dozen or so already in operation, it doesn’t look like there will be expansion into additional markets anytime soon. Many in the industry say they hope to learn from those already up and running and then look to expand the concept elsewhere.

There are now five channels in operation—Cablevision Systems Corp.; NBC’s News 12 Long Island (New York); Freedom Newspapers’ Orange County Newschannel (California); Allbritton Communications’ NewsChannel 8 (Washington); the Hearst Corp./Continental Cablevision’s New England Cable News Channel; Time Warner’s New York 1 (New York City), and at least two more planning to launch in the next year.

“There’s more of a wait-and-see attitude than there has been in the past. These things always look great on paper, but I don’t know anyone who is making money on them out there.”

Nicholas Trigony, Cox Broadcasting

Next up is Tribune Co.’s Chicago-Land Television News, which the company plans to launch with at least 600,000 subscribers on Jan. 1, 1993.

Following that, if all goes according to plan, Cox Enterprises continues to move forward on California News Channel, a statewide channel that the company is looking to launch some time in 1993.

Interest in developing additional news channels elsewhere in the country has hit various highs and lows in recent years. Cablevision and NBC have at times talked of plans to expand its News 12 Long Island concept to New Jersey and elsewhere, although it appears now that any such plans have been placed on the back burner. Executives at both Lenfest Group and Comcast Corporation have talked about developing some type of news service in Philadelphia, although no timetables have yet been revealed.

Cox executives have talked in the past about developing a news channel in Atlanta, although such talk has not resurfaced.

“There’s more of a wait-and-see attitude than there has been in the past,” said Cox Broadcasting President Nicholas Trigony. “These things always look great on paper, but I don’t know anyone who is making money on them out there.”

Among those who remain particularly bullish on the regional cable news format is Hearst executive Philip Balboni, who helped the company launch its New England Cable News Channel last March. Balboni said areas around the country that do not currently have operations but show strong potential for news channels include Florida, Ohio and Texas. Nevertheless, he added, it is still a “speculative” business with no guarantee for success.

“When the deregulation dust settles and they start taking a broader view, they’re going to realize that it will be a significant boost to their advertising,” said Tom Wolzien, an analyst with Sanford Bernstein and a former NBC executive involved with the company’s cable news initiatives.

Wolzien said that Cablevision has been able to build a formidable local sales force in part because News 12 Long Island inventory helped them find their way through the doors of advertisers. He added that the cable
business might need to look at news operations as loss leaders in much the same way that local broadcasters learned to do years ago.

Alan Bell, broadcast division president for Freedom Newspapers, said it is possible to see some variation on a cable news channel in every market in the country with at least 200,000 homes. But he was quick to add that the continuing recession is likely to dampen any launch plans at present. "You have an economic hurdle to jump over and it's not small," said Bell. "Long term, I think it's a good business," added News Channel 8 President John Hillis. "Right now," he said, "The revenue that you can draw from advertising ain't exactly busting out all over."

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Because you'll continue to get what you're actually asking for. And not an inferior copy.

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The Document Company
A s radio stations continue an industrywide effort to cut costs, the universe of radio news wire services is expanding, setting off intense competition for station business.

UPI's return from the brink of extinction has capped an unusually busy summer in which three new radio wire services were launched: ABC's NewsWire, CBS Zapnews and the newest, StandardNews Wire.

Not to be outdone, Associated Press has launched AP DriveTime, a service tailored for cost-conscious stations with limited news needs.

"The common wisdom not long ago was that you had to be AP or UPI to do this," says Zapnews President Jim Hood. "Now it's accepted that that's not true."

But Hood adds, "It's still an expensive business to be in. It's hard to see how tons of people are going to make money in this. I think there has to be some consolidation."

The newest news provider, StandardNews, typifies trends in the industry. The company, which grew out of Pat Robertson's aborted bid to buy UPI, delivers sports, weather, national and international news by using a news-gathering staff of its own in Washington and the international resources of Reuters. Its parent company is Broadcast Equities Inc., in which Robertson is a significant investor.

Rather than take aim solely at AP and UPI, StandardNews is also competing against radio networks by offering customized network newscasts that do not mention the StandardNews name. "You no longer have the network name competing for the attention of Arbitron diary keepers on your air," StandardNews says in its sales brochures.

The emphasis is on flexibility and on a simple, inexpensive delivery system—not on competing against the AP's massive domestic newsgathering resources. "The problem with state news is that the cost exceeds the potential for revenue," says StandardNews managing editor John Rodman. "To do a good job at state news would cost so much it would make AP's current rates look generous."

Similarly, neither ABC's NewsWire nor CBS Zapnews claims to challenge AP's ability to gather and distribute breaking state news. Instead, those services are being marketed for their flexibility, low cost and their appeal to network affiliates.

For AP, the trend toward cheaper, more entertainment-oriented news has presented a daunting challenge. The wire service must uphold its expensive tradition of exhaustive state, national and international coverage, while at the same time offering a lower-priced service for radio stations.

Jim Williams, vice president and director of AP's Broadcast Services, says the news cooperative believes it has successfully struck that balance with its new product, AP DriveTime, a morning-only service for music-intensive stations.

"It's the fastest-selling product that we've introduced since I've been at AP," Williams says. "Stations that have been without a wire service for 20 years are taking it because it's affordable and it has value."

It remains to be seen whether UPI will try to rebuild its domestic bureau system to compete against AP or will compete mostly for low-cost business.

"We are looking at gradual expansion outside of Washington to begin a slow and steady rebuilding of the editorial operation, both in this country and overseas," says Steve Geimann, executive editor and executive vice president, UPI Radio Network.

UPI's new products include SelectNews, a dial-up service that enables radio and television stations to access UPI's main computer and order stories one at a time rather than buying the entire wire.

UPI is also introducing FaxNews Plus, an enhanced version of its FaxNews service that will give stations instructions on how to meld faxed news summaries with audio cuts available via the UPI Radio Network.

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The University of Chicago announces the William Benton Fellowships in Broadcast Journalism for 1993-94

We'll pay you to think!

The William Benton Fellowships in Broadcast Journalism at the University of Chicago offer a nine-month academic program for mid-career radio and television journalists. The stipend is generally equivalent to full salary. The program is supported by Encyclopaedia Britannica, Inc.

Fellows choose their own programs of study at this world-renowned institution.

Nobel Prize winners and top international newsmakers and journalists lead small seminars. The year ends with an international seminar, which in past years has included trips to Russia, South Africa, and Hungary.

The application deadline is February 1, 1993. For more information, write to John D. Callaway, Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.
SYNDICATED NEWS
Continued from page 60

the Saturday kids business and airing the Today show on weekends, a number of affiliates are expressing an interest in getting into the news business on weekend mornings."

Since 1987, Turner Broadcasting System has been offering CNN NewsSource, a newsfeed service that transmits 11 Ku-band satellite feeds to over 260 station subscribers daily. In the 10 years since CNN Television first started offering syndicated news services, the product roster has included CNN Live Breaking News, CNN Excerpting, Turner Entertainment Report and Headline News and Newsource Live Edition. The creation of the Turner Entertainment Report, says Anderson, evolved from the Group W Entertainment Report that Group W Newsfeed was offering prior to its acquisition by CNN.

Anderson said that at RTNDA, CNN Television will be gathering news directors' reactions to Network Earth, a new series of two- to three-minute news vignettes on environmental issues, a topic that has received strong emphasis from TBS Chairman Ted Turner. "If there is positive feedback, Anderson said CNN would offer the three-times-a-week series on a straight cash basis as early as February 1993."

Among the international news services, of which CNN has a significant share, Worldwide Television News and Visnews International have also carved out niches. WTN, 80% owned by Capital Cities/ABC Inc. and 10% each by ITN of the United Kingdom and Nine Network of Australia, distributes its Daily Satellite Service-Atlantic (DSSA) newsfeed service to 1,200 broadcasters on six continents, according to Terry O'Reilly, vice president, Americas, WTN.

Besides DSSA's heavy emphasis on providing raw newsfeed footage from Europe, O'Reilly said that WTN is now also producing a Daily Satellite Service-Atlantic/Pacific (DSSAP), which its New York operation center tailors for stations in the U.S. and abroad on the Pacific Rim. Surprisingly, one of WTN's customers is CNN. "We are trying to be a nonexclusive service to everybody, a news agency to broadcast stations and networks, in addition to cable," O'Reilly said. "In many cases, broadcast affiliates and independents find that they excel in news coverage when they have three or four news sources, and we happen to be one of the best in delivering international news footage."

Prior to July, when Reuters bought out its Visnews partners NBC and the BBC, the newsfeed service was restricted to serving as a supplier to the broadcast and cable networks. However, Chris Travers, executive vice president, Visnews International, said Reuters has given them a mandate to broaden their services into the broadcast syndication realm. Currently, Visnews offers seven daily newsfeeds domestically to an array of broadcast and cable networks. Visnews is constructing new uplink facilities in Moscow and London, and plans to begin construction in Washington, which will likely allow Visnews to broaden its appeal to domestic U.S. broadcasters.
COMBOS MERGE NEWS STAFFS TO BOOST COVERAGE

Managers hope combined operations of TV, radio stations give them competitive edge

By Steve McClellan

ith local broadcast news budgets tighter than ever, two station combinations, KIRO-AM-TV-KWMX(FM) Seattle and WBZ-AM-TV Boston are trying to get more bang for the buck by merging their radio and TV news operations. In both instances, reporters and producers for television will also do radio stories and vice versa. The managers involved say they do not expect to save money or reduce staff, but instead hope to do more with the same resources.

The television news competition is fierce in both markets, and both combinations already have a strong new radio presence. At KIRO, in addition to merging the TV and AM news efforts, the FM property, KWMX, is switching from adult contemporary to a news format starting today (Sept. 21). KIRO-(AM) is the dominant news/talk/sports station in the market.

"In this economy, you can't just go out and add 40 people to make that [a superior news product] happen. But we just did by merging with radio. And they just added 103 people by merging with us."

Gail Neubert, KIRO-TV Seattle

KIRO-FM will simulcast KIRO(AM) about 60% of the time, and will air the AM's regular news and information programming when the latter is doing live sports coverage.

"There is a lot of parity among the TV newscasts in Seattle," said Gail Neubert, news director at KIRO-TV.

"What we're trying to do is create a superior news product to break out of the pack. But in this economy you can't just go out and add 40 people to make that happen. But we just did by merging with radio. And they just added 103 people by merging with us."

Neubert, who assumed the helm of the TV news department earlier this year, reports to Andy Ludlum, vice president, news operations, KIRO Inc., who will also continue to serve as news director for the radio operation.

Ludlum reports directly to KIRO Inc. President Ken Hatch.

Both KIRO and WBZ are building news facilities to physically house the merged units in one large newsroom/studio area. In both cases, that work is expected to be completed by year's end or early next year.

WBZ-TV is second in the evening news race at 6 p.m. and first in late news, according to the July Nielsens. According to John Spinola, vice president and general manager, WBZ-AM-TV, he's been planning a merger of the two news operations since shortly after he assumed responsibility for the radio outlet a year ago.

"The strategy is to get a real steep improvement in the product," said Spinola. "We have 90-plus people from TV out gathering news all day. So stories can be advanced throughout the day with phoners to the radio station. And the flip side, for example, is that the radio station can do a great morning wrap-up package from elections the night before using a lot of reports that TV did."

By integrating the departments, Spinola said, "it solidifies your position as being the primary resource for local news." For the time being, both TV News Director Jeff Bartlett and AM News Director Brian Whittemore report directly to Spinola.

"The important thing is that they talk to each other," said Spinola. "With separate departments, a lot of things that should happen normally don't. By sharing the same Baytis computer system, people will be in the loop and there's better coordination. If one side is covering an event, the other will know about it and be able to send a reporter somewhere else or put a different spin on the event."
HELP WANTED MANAGEMENT

New England FM: Innovative people-oriented sales manager, intelligent, creative ability to visualize and solve problems. Send your resume and thoughts to Box P-32. EOE.

General sales manager: UrbanAC posed for dramatic growth in one of America's greatest makers — Atlanta. We are seeking an experienced person with an outstanding track record who has the energy, ambition, and intellect to help us make this a great radio station. Send resume, salary history, references to Charles Smithgall, President, WALR/WCN, 209 CNN Center, Atlanta, GA 30303, EOE.

General manager: Sales oriented Small market AM/FM. Reply to Box 592, Lewtisburg, PA 17837. EOE.

GM/SM for growing small Midwest AC FM. Must be experienced in programming, promotions, sales. You'll direct and train sales staff. Carry list, be community oriented and involved. Need an upbeat, creative motivator to boost our bottom line. EOE. Reply to Box P-29.

Operations manager and sales manager: New start up FM in Southside Virginia seeks operations manager and sales manager. Experienced only need apply. Motivated self starters will have perfect opportunity to take charge and make things happen. Send resume, references and salary requirements to S. Vaughan, WVUV Radio, PO Box 1878, Petersburg, VA 23805. EOE.

Sales oriented GM for small market northern New England station. Must sell and be "hands-on. Jack-of-all-trades" Reply to Box P-27. EOE.

We're looking for a sales manager for our small market radio stations in central Arkansas. Market of 30,000 plus with virtually no competition. Excellent opportunity. Reply to Box P-28. EOE.

HELP WANTED SALES

New start up FM in Southside Virginia seeks experienced sales people. Motivated self starters. Send resume, references and salary requirements to S. Vaughan, WVUV Radio, PO Box 1878, Petersburg, VA 23805 EOE.

WFOX is seeking an acct. exec. with at least 2 yrs radio sales exp. Applicant must have excellent communications skills, be a self starter and energetic. Promotion oriented classic rock FM in the beautiful Shenandoah Valley of VA. Send resume to Wayne Dressler, 15245 Shady Grove Rd., Ste 150, Rockville, MD 20850. EOE.

Wanted experienced skier to also sell advertising at Val's #1 rocker. Fax resume to GM, KSKI, 303-949-6386. EOE.

Jingle sales: America's leading supplier of custom jingles to radio advertisers has openings for aggressive, full commission sales reps. Call Andy Mark at Phila. Music Works at 800-366-0033. EOE.

HELP WANTED TECHNICAL

Radio engineer: Small Bush Alaska station seeks a radio engineer with three to five years experience in studio and transmitter operations. Will be responsible for maintenance, troubleshooting and repair of four stations throughout southwest Alaska. Travel required. Fax 907-543-3130 or write Joe Seibert, KYUK, Pouch 468, Bethel, AK 99559. EOE.

HELP WANTED PRODUCING AND OTHERS

PD's: AC programmer who can combine team leadership with ability. Winning is easier for those who have won before. Tell us what you know and send resume to Box P-30. EOE.

PD's: Oldies programmer who can combine team leadership with ability. Winning is easier for those who have won before. Tell us what you know and send resume to Box P-31. EOE.

WVNO Radio, 92.1 FM, Milford, NH: Program director position open. Adult contemporary station operating from all new facilities in Milford. CNN affiliate, heavy on-air contesting; production skills and experience with station promotion very important. Position to include air shift. Mature voice required. Great opportunity for first time program director. Successful applicant must be on the job no later than October 1st. Resume, including air checks to: Bill Williamson, General Manager, WVNO, PO Box 58, 28 Jones Rd., Suite 3, Milford, NH 03055. WVNO is an equal opportunity employer.

Linguistics editor: Conduct original research on components, structure, and relationships within Russian language to provide comprehensive of its social functioning. Analyze findings and apply theories to tenets of Christianity and basic scientific/social knowledge. Develop and write comments on topics of linguistics, language, and communication, and their relation to Christianity. Prepare comments in Russian language for radio broadcast; programming to Russia. Review and edit comments of other staff writers for use in programming. Must have a Master's degree in English Language, Literature, or a related field; and one year experience in position offered or in language or linguistics. Must be fluent in Russian language and have ability to relate tenets of Christianity to science. $3,000.00 per year. Mon.-Fri., 8 a.m. to 5 p.m. Send resume: Kathy Malo, Job Serv Prog & Tech Supp, TN Dept of Employment Serv., Nashville, TN 37245-1200. Job Order #TN1402856. EOE.

SITUATIONS WANTED MANAGEMENT

Bottom line oriented GM seeking manager's position. 24 years experience in small, medium, and large markets. Call Jack Inman — 912-756-3866. EOE.

Currently employed VP/GM with sixteen years of sales and management experience seeks GM opportunity in Southeast. My station is throwing off a 35% gross profit monthly and collecting 65% of all outstanding accounts receivables every 30 days. Superior people skills and a true appreciation for the bottom line. Reply to Box P-15.

Tangth Waiting? Tired of interviewing job-hoppers that turn out to be all form and no substance? 25 years in radio. 17 in management. I have been GM, GSM, GM, PD, and even GM, if you need management strength and stability and can offer participation in the growth, let's talk. Prefer Florida. Consider all. Reply to Box P-33.

I went from programming to GSM: Good track record in both jobs. Ready for GM position in small, medium market. Stable. Good references. Reply to Box P-34.

GM — small/medium market specialist: 30 yrs. experience — 8 years GM. Excellent track record/references. Reply Box P-34.

VEHICLE SALES

Veteran sales, sales management pro. seeks GM or SM position. Birgith, creative, innovative and affordable! Same market 18 years. 305-424-2194.

SITUATIONS WANTED TALENT

Major national voice now available for station promotions. Id's, spots. Set your station apart from the pack. 1-800-768-5493.

SITUATIONS WANTED ANNOUNCERS


SITUATIONS WANTED TECHNICAL

15 years major market experience. Good design and construction background. Specialist in PC networking and digital audio. Strong sales/technical support background. BASSYS superuser. FCC licensed. Seeking major group, station or network, or any other interesting proposition. Reply to Box P-16.

SITUATIONS WANTED NEWS

I'm no news bunny. 8 years experience all NBC (when it was NBC). AP, UPI, WGC. Other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

SITUATIONS WANTED PRODUCING AND OTHERS


TELEVISION

HELP WANTED MANAGEMENT

News director: Group owned Southeastern coastal station has opening for creative, aggressive director of engineering and operations. Must have strong technical skills and proven track record. Send resume, tape and references to: Michael Weeks, VP/General Manager, WITN-TV, PO Box 468T, Washington, NC 27889 AA/EEO.

Director of engineering and operations: Leading independent station in top-ten market seeks a take-charge individual to head engineering/operations department. Strong technical skills required. Five to ten years major market or network experience, including solid background in air operations, automation, studio production, post-production and remotes required. Bachelor's degree in Electronics or Electrical Engineering preferred. Responsible for budgetary control and planning, plus negotiation and administration of labor contracts. This is a once-in-a-lifetime opportunity for a uniquely talented individual. Excellent benefits and growth potential. An equal opportunity employer. Send resumes to Box P-17.

For more information on Classified Advertising rates, call Mitzi Miller at (202) 659-2340 Ext. 62.
HELP WANTED SALES

Marketing consultant: Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to build business. Develop and maintain relationships with station sales and advertisers, and research management skills. Excellent writing skills and effective presentation abilities needed. Send resume to Box P-7. EOE.

HELP WANTED TECHNICAL

E.N.G. maintenance analyst: Fornal training in electronic circuitry, equivalent level of equipment maintenance required. Special consideration will be given to applicants with Sony Beta training and experience in digital video equipment maintenance. A FCC license or SBE certification is a plus. Job location will be in San Jose, CA and weekend work will be a function of the job. EOE. Contact Personnel Department, KTVK-TV, 1760 Fremont Dr., Salt Lake City, UT 84104. No phone calls. EOE.

Local sales manager: Hot upper midwest market. We are looking for a LSM for the 90s. Must be a positive motivator, team player, with exceptional communications skills Attractive compensation plan. Send resume to Box P-7. EOE.

Account executive: WTVO-TV, NBC affiliate in Rockford, Illinois seeks proven, successful account executive with minimum 3 years media sales experience to handle senior account responsibilities. Send cover letter and resumes to: WHTM-TV, Attn. Dick Thompson, L.S.M., PO Box 5860, Harrisburg, PA 17110. EOE.

Account executive: WTVO-TV, NBC affiliate in Rockford, Illinois seeks proven, successful account executive with minimum 3 years media sales experience to handle senior account responsibilities. Send cover letter and resumes to: WHTM-TV, Attn. Dick Thompson, L.S.M., PO Box 5860, Harrisburg, PA 17110. EOE.

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Chief of television maintenance: The U.S. Air Force seeks an experienced television engineer with production and management skills to direct television maintenance and planning at Maxwell Air Force Base, AL. Duties include planning and coordinating ENG/EFP, cable TV, base-wide television maintenance, and satellite operations. Qualifications: Television technician, instructor, or electronics mechanic experience. Must be a strong writer and have excellent technical and practical knowledge of television electronics theory and of characteristics, function, operation, and capabilities of various television equipment types. Requires knowledge of production processes and ability to design and manage television equipment systems in a facility similar in size to a network production station. Send Application for Federal Employment (SF-171), or request for SF-171 to: Civilian Personnel, Attn: Olivia D. Crimrie, 3800 MSOS/MAE, Spark, AL 36112-5000, to be received by Oct. 2, 1992. EOE.

Video engineer experienced in installation, maintenance and repair of complete studio and post production facilities with Beta, 3/4", 1" and digital equipment is needed. We are a fast paced, state-of-the-art ad agency producing commercials for Fortune 500 clients, located in a friendly family oriented community. Please send resume to Box P-38. EOE.

Video/photographer/editor: (Betacam) news, sports & corporate production company seeks talented, quality videographer/editor. Minimum four years experience including TV news, immediate opening. Send Betacam or 3/4" reel, resume and salary requirements to: Production Company, 6245 N. 24th Pkwy, Ste 216, Phoenix, AZ 85016. No phone calls please. EOE.

MDT communications analyst: West Virginia University in Morgantown, WV is seeking applicants for this position. Among the technical aspects of MDT, a multi-site telecommunication network linking hospitals throughout West Virginia, is the Research Health Sciences Center. Requirements include experience in operations/maintenance of telecommunication and data communication lines; coordinating the support and maintenance a communication network within a medical institution, and working knowledge of computer driven control systems, telephone systems and application of electricity and 110/220 VAC power systems. WVU offers competitive salary and excellent benefits. Interested applicants may forward resumes to: James L. Rose, M.D., W.V. Health Sciences Center, PO Box 9080, Morgantown, WV 26506-9080. An affirmative action/equal opportunity employer.

Florida chief engineer needed for network affiliate. Strong hands-on skills required with knowledge of both studio and transmitter facilities. Send letter with resume. Reply to Box P-9. EOE.

TV maintenance engineer: Trinity Broadcasting Network immediate need for individual with 3-5 years technical maintenance experience with the ability to troubleshoot to component level, as required. Send resume to: Trinity, Sony TV's, D2/D3 recorders. CMM editing systems and digital effects with special emphasis on digital techniques. Resume to: George Murray, Network Operations Director, Trinity Broadcasting Network, 2424 Michelle Drive, Tustin, CA 92680. EOE.

HELP WANTED NEWS

Co-anchor/news editor: Midwestern affiliate news leader needs a six and ten co-anchor to complement established female talent. We're looking for an experienced person with good news judgment and the ability to lead others. Applicant should have a Bachelor's Degree in Journalism or a related area or equivalent. One year television experience required. We're the best facility in one of the best cities in America and we need a person to continue the winning tradition that is associated with our news director. Reply to Box P-19. An equal employment opportunity/affirmative action employer.

CBS affiliate looking for aggressive reporter -- strong writer not afraid to dig for stories. Minimum two years experience. Anchoring/producing skills preferred. Must be serious about living/working in Alaska. Send resume and non-returnable tape to T. Hiebert. KTVF-TV, 1007 W 32nd Avenue. Anchorage, AK 99503. EOE.

Morning weather anchor: Will present weather information on our morning news. Some previous broadcasting experience preferred. Send tape and resume to: Bill Carey, News Director, WTVH, 980 James Street, Syracuse, NY 13203. EOE.

News anchor/reporter: Will assist in preparation of news, documentary and special events broadcasts. Must have at least 1 year experience as employee or intern at a commercial or public television station. Send resume with photo to: News Director, KFVS, 980 James Street, Cape Girardeau, MO 63901. EOE.

News anchor/reporter: KRKB-TV, a top 20 independent station seeks an anchor/reporter to complement our growing morning news team. Candidate should possess good writing skills and be able to function under deadline pressures. Two years on-camera experience required. Send non-returnable resumes and copies of photo to: Job Openings, KRKB-TV, 200 Media Place, Sacramento, CA 95815. No phone calls. EOE. MF.

Experienced anchor/reporter: KOMO-TV. ABC affiliate in Seattle, is offering an excellent opportunity for a strong on-air journalist with sharp writing and creative reporting experience. Here's the chance to anchor and keep those reporting skills sharp. Degree and minimum 3-year commercial television experience required. Must have strong writing skills and be able to function under deadline pressures. Send resume and resumes to: Jacqs Natz, News Director, KOMO-TV, 1004th Avenue North, Seattle, WA 98109. No phone calls please. EEO.

Chief meteorologist: Seek experienced professional television meteorologist as prime weather talent early and late evenings. High visibility position working with two professional weather staffers in a viable weather market. Degree in meteorology. Ability to handle weekend and lead-in time slots. Send resume and resumes to: Mike Beecher, News Director, KFSV-TV, PO Box 100, Cape Girardeau, MO 63901. EOE.

Part-time sports anchor: Fill invitational relief position. Not an entry level position, must have prior commercial TV anchor/reporting experience. Editing Beta and 3/4 inch tape required. Part-time/vacation relief position. Not an entry level position, prior local newscast producing required. Send resumes to: Steve Schwadel, WVT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

Gannett Company, Inc. A Public Company....
Producer/assignments editor: Intense hard-news market. Computerized shop with state-of-the-art production backup. Solid organizational and leadership skills. Sharp writer who can edit fast if called upon. Ideal opportunity for broad, perceptive, overseas experience. Excellent retirement and profit-sharing benefits package interviewing in September. Please send resume to: Raycom Personnel Department, Box 3367, Flagstaff, Ariz. 86001.

T/VI radio coordinator: Kansas State University continues search for T/VI radio coordinator. Responsible for identifying, writing and producing news and features for TV and radio. Preferred qualifications: four or more years of professional experience writing and producing news and features for a network-affiliated television station. Required: Bachelor's degree. Pay up to $26,000. 22 days vacation. Send resume, name of three references and a VHS demo tape to: News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506. No phone calls, please. EEO.

Strong number one news operation needs promotion manager. We do a great job. We need creative outlet. Let the TV viewers know! Contact Box PP-36, EOE.

News director: Experienced news director to sup-ervise news department. Teaches reporting course to advanced broadcasting students who are primarily staff in news operation. Supervises daily, weekly, monthly, and annual news projects. Bachelor's in communications or related field and four years TV news experience required. Must create and manage experience. Preferred: Newsroom computer experience a strong plus; on-air experience helpful. Salary $34,000. Excellent benefits. Application deadline: October 9, 1992. Submit three letters of recommendation to: News Director Search Committee, WVTM-TV, Weimer Hall, University of Florida, Gainesville, FL 32611. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production assistant: Experienced 3/4 shooting & editing. Resume to Tae Scales, KNAZ-TV, 2201 N. Vickery St., Flagstaff, Ariz. 86004 or fax 602-526-8110, EEO.

Inside Edition wants you! If you're an excellent promotion writer/producer with topical news promo experience, TV's top syndication outfit has a real oppor-tunity for you in New York City. Lots of pressure, visibility, and glory. In addition to writing and producing, responsibilities include directing graphic design work, research, field work and working closely with producers and creative services director. Big job for outstanding candidate. Send resume, reel and reference to: Attractions, G.M. 418 S. Main St., King World, 402 E. 76th St., New York, NY 10021. Please no calls. Inside Edition is an equal opportunity employer.

ABC affiliate looking for a senior production as-sistant to operate various production equipment including: 2/4, 3/4, 1-inch, color, audio and video con-soles and all related systems, videotape machines, studio and hand-held cameras, lighting systems, and other production equipment as assigned. Also, work directly with directors and producers as well as production staff. College degree and three years experience in television or related field required. Good communication skills and the ability to work unsupervised also required. Qualified ap-plicants should send resume and letter of applica-tion to WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn Senior Production Assistant Company is especially interested in seeking qualified women and minority applicants. EOE.

Promotions director: Leading independent sports program, Raycom, Inc., seeks someone of cre-ative and aggressive nature to be responsible for development and execution of promotional plans for its entertainment and sports properties. Must be responsible for developing and maintaining budgets for all promotional materials. Will oversee/coordinate all elements required for each product's promo-tional needs. Minimum of 3 years in television pro-motion and detailed knowledge of video and print production are essential. Please send resume to: Raycom Personnel Department, 801 East Trade St., Charlotte, NC 28203. EOE.

Assistant news director for number one opera-tion. Must have strong organizational and journal-isitic skills and four years programming and news expe-rience. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Baitoll Rd., Niskayuna, NY 12309, EOE.

Weekend sports anchor for number one news operation. Live truck, SBV Union position. Send non-returnable 3/4" tape with samples of your most recent work, plus a resume to: Michael Rheinhardt, Chief Photographer, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794. Please, no phone calls.

Assistant news director for number one opera-tion. Must have strong organizational and journal-isitic skills and four years programming and news expe-rience. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Baitoll Rd., Niskayuna, NY 12309, EOE.

Assistant news director for number one opera-tion. Must have strong organizational and journal-isitic skills and four years programming and news expe-rience. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Baitoll Rd., Niskayuna, NY 12309, EOE.

Assistant news director for number one opera-tion. Must have strong organizational and journal-isitic skills and four years programming and news expe-rience. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Baitoll Rd., Niskayuna, NY 12309, EOE.

producer: A major sports & entertainment company is seeking an experienced hands-on freelance producer/editor to assist in production of public service announcements. Must have strong background in film production, hands-on experience in off-line editing, and extensive experience in graphic production and post-production supervision. Familiarity with nonlinear editing a plus. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367.

Top 85 market Fox affiliate is seeking talented, experienced, creative production people.Minimum requirements: 2 years experience writing, shooting, editing commercials for a broadcast television station. Send resume and salary requirements to Box P-22, EOE.

TV art director/electronic designer for network affiliate in medium-sized Midwest market. If you've got a minimum of three years solid experience in high-end electronic paint systems (preferably on the DP 4/2.2), 3-D modeling, Chromy, DTP, and a feel that says you're ready, let us know you're out there! We're looking for a talented workaholic to lead our graphics efforts in a high-visibility station turn-around. If you can design, animate, illustrate and deliver on time, send your resume, print samples, and salary history to Box P-23, EOE.

Promotion producer: KJRH Scripps Howard Broadcasting, the ABC affiliate in Tulsa, is seeking a promotion coordinator. Must have computer graphic design skills — writing, shooting and post-production with news emphasis. Send tape and resume to Cynthia Scaes, KJRH, 3701 S. Peona, Tulsa 74105, EOE.

SITUATIONS WANTED MANAGEMENT

Looking for career position broadcast sales management. 22 yrs experience both radio and television. Local sales, GPM, regional and national rep sales and management. Resume on request. Replies to Box P-37.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced and motivated studio and crew per-son/wishes to relocate. Competent in lighting, sound engineers, and character generator. Reply to Box P-13.

Environmental attorney (female) with TV/radio production and reporting experience seeks career change position, full-time or freelance in the broad-cast media. NY metro area. Reply to Box P-24.

20 year Bay area on-air talent. Creative veteran seeks management and creative promotions. TV-radio Salary not an issue. 408-978-8499.

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Televised production consultants: Improve quality and save money on single program or de-partmental production operations. Clients include studios, syndicators, independents, corporations. Former network producer/director. Sandra Weir, Anchor Productions, Inc. 203-329-3902.

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Used videotape—cash for 3/4" SP, M-2/90's, Betacam SP's. Call Carpel Video. 301-694-3500.

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Show us your winning track record and your experience in AC, Country, or Oldies. Prove to us that you know how to dominate Adults 25-54 in the face of intense competition. Demonstrate to us that you can read and interpret a ratings book. Convince us that you can take what you learn from the numbers and turn it into a strategy, and that you can manage and motivate people to perform like champions. For "extra credit," show us that you can help the sales department turn ratings into revenue.

How? It's up to you. Send us your tape, resume, references, memos, presentations - whatever you think shows you at your best. Convince us that you have the talent and ability to lead us through the 90's and into the 21st Century. We are an Equal Opportunity Employer and we promise to keep your communication with us strictly confidential.

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Keymarket Communications
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IN TOUCH NETWORKS, INC.

Well-qualified professional with time proven communication skills to assume full responsibility for financial growth of this National Satellite-Delivered News and Information Service located in NYC.

Radio, television or agency experience a plus.

Position available immediately.

Contact: John Etting, President
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SITUATIONS WANTED PERSONALITY

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Veteran talk show host seeks his radio roots. Funny & creative, superb interviewer, great phones (of course) & flawless jock skills. Perfect job: AM or PM Drive &/or local. Reply to Box P-25.

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Buy or lease failing radio stations and make them low overhead satellites of your SUPER STATION. Call Dan Rau at Mart for details on Plan A. (817) 645-9163.

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CHIEF OPERATING OFFICER

CATHOLIC TELECOMMUNICATIONS NETWORK OF AMERICA (CTNA), a PRIVATIZED RELIGIOUS "BUSINESS-TV" SATELLITE NETWORK SEEKING PRESIDENT/CHIEF OPERATING OFFICER. BASED IN WASHINGTON, DC, WITH STAFF OF 22. INDIVIDUAL WOULD DIRECT AND ADMINISTER OVERALL OPERATING ACTIVITIES OF NETWORK IN ACCORDANCE WITH ESTABLISHED MISSIONS AND GOALS. PRESIDENT REPRESENTS CTNA IN DEALINGS WITH VARIOUS CHURCH, SOCIAL, AND BUSINESS COMMUNITIES, ESPECIALLY DIOCESAN AFFILIATES. CANDIDATES MUST POSsess PROVEN TRACK RECORD IN TELECOMMUNICATIONS, ADMINISTRATIVE AND MANAGERIAL EXPERTISE. EXPOSURE AND EXPERIENCE IN BUSINESS DEVELOPMENT IS IMPORTANT, WITH UNDERSTANDING OF AND COMMITMENT TO THE TEACHING S AND VALUES OF THE CATHOLIC CHURCH. MINIMUM OF 15 YEARS EXPERIENCE IN TELECOMMUNICATIONS INDUSTRY REQUIRED, INCLUDING TOTAL PROFIT AND LOSS RESPONSIBILITIES FOR A CORPORATE ENTITY OR OPERATING UNIT. SUBMIT LETTER OF INTRODUCTION AND RESUME TO:

BISHOP JOHN H. RICARD, SSJ
C/O CTNA SEARCH COMMITTEE
3211 FOURTH STREET, N.E.
WASHINGTON, D.C. 20017-1194
INTERESTED CANDIDATES SHOULD RESPOND BY OCTOBER 2, 1992.
EOE/M/F/V/H

TELEVISION

SITUATIONS WANTED PROGRAMING

Producer/Director

Produced 78 network hours in dramatic series & TV movies. Production Manager on features, pilots, series: Six years NBC-TV. Looking for new opportunities.

4703 Park Jacaranda,
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HELP WANTED MANAGEMENT

LOCAL SALES MANAGER

RIVER CITY BROADCASTING

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Tom Ehmman,
General Sales Manager
KDNL FOX 30, 1215 Cole Street,
St. Louis, MO 63106
EOE

WORLDNET

INTERNATIONAL BROADCASTING

A CHALLENGE IN INTERNATIONAL BROADCASTING MANAGEMENT WITH THE OFFICE OF WORLDNET TELEVISION AND FILM SERVICE

The Office of Worldnet Television and Film Service, a global satellite television network and part of the United States Information Agency's Bureau of Broadcasting, invites qualified candidates to apply for the position of Executive Officer.

This Washington, DC based job opportunity is a senior management position. Salary ranges from $54,607 to $83,562.

The Executive Officer of the Office of Worldnet Television and Film Service is the principal official responsible for administrative and management matters for a highly complex organization. As a senior member of the TV management team, responsibilities include planning, supervising and coordinating a wide range of administrative functions including resource management, budget, procurement, personnel management, and automated information systems.

Applicants must possess professional management and administrative experience in the Federal Government.

CONTACT JANET HASPERT AT (202) 619-2119 OR SEND RESUME TO:

The Bureau of Broadcasting
Office of Personnel, Room 1543, ATTN: JH
330 Independence Avenue, SW
Washington, DC 20547

APPLICATIONS MUST BE RECEIVED BY NOVEMBER 14, 1992

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Classifieds 71
HELP WANTED PROGRAMING, PROMOTION & OTHERS

PUBLIC AFFAIRS DIRECTOR
Pittsburgh's local programing leader seeks exceptionally talented Public Affairs Director. Successful candidate must be a creative producer, outstanding writer and excellent communicator. Minimum 3-5 years producing experience required. No Beginners please. Minority candidates encouraged to apply. EOE. Send tape and resume to: Mark Barash, Program/Operations Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214.

ON-AIR PROMOTION ASSOCIATE PRODUCER
CNBC has an immediate opportunity for an enthusiastic and creative individual to write and produce on-air promotional spots and sales presentations.

Successful candidates should have 3-5 years experience writing and producing promotional spots for television; excellent creative skills (both writing and producing); technical knowledge of on-air production and the ability to juggle many different projects at once.

Your demo tape (1/2" preferred) should represent a wide variety of work (i.e. news, sports, entertainment, and/or sales presentations). Please send your resume and demo tape to: Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024. We are an Equal Opportunity Employer.

PUBLIC NOTICE

The National Program Policy Committee of the Public Broadcasting Service will meet at 10:00 a.m. on September 30, 1992 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service budget for FY 1994, evaluation process, and other business.

HELP WANTED TECHNICAL

CUSTOMER SERVICE REPRESENTATIVE
Jefferson-Pilot Data Services is the leader in computer services for the TV, cable and radio industries, offering competitive salaries with medical, retirement, 401K and FLEX benefits. We invite self-motivated, customer-oriented professionals with appropriate qualifications to apply for this position.

Responsibilities include learning our computer systems, troubleshooting customer problems by phone, installing new systems and training customers. Some travel is required. The ideal candidate will have television or radio experience. Experience in Sales or Traffic is a requirement; experience on the BIAS system is preferred. Send resume and salary history to:

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

HELP WANTED PERSONALITY/TALENT

Executive Producer/Host
for "Studio One," a live news/interview/magazine show. The program provides top market challenges while being produced in a small market university setting. Broadcast students are tutored by professionals that are working to set new standards in broadcast education. Energetic on-air style that will complement intern anchors. Ability to identify with collegiate audience, use good judgement and teach student interns on-air delivery skills. Excellent writer and interviewer with positive attitude. Outstanding manager who can develop ideas and maintain relationships with external agencies that contribute to program. Bachelors degree required. Four years broadcasting experience required with three of the four years working on-air. Salary commensurate with experience. Outstanding benefits package. Send resume, salary history and tape with on-air examples. Deadline, Sept 30, 1992

University of North Dakota
Office of Personnel Services
Box 8010, University Station
Grand Forks, ND 58202-8010
EEO/AA

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Sep 21 1992 Broadcasting
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Radio-Television News Directors Association
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**WANTED TO BUY STATIONS CONTINUED**

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201-579-5232

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**OWNER RETIRED**

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**AUSTRALIA!**

For the first time, Americans may now acquire radio stations in Australia under new broadcast law. Opportunities abound. Contact Desmond L. Foster, principal of Australia’s premier radio consultancy, without obligation.

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Full-gag individual seminar for radio investors given privately to you Group owner operator with 22 years’ experience and ex-NAB General Counsel, explain station search, negotiation, financing and FCC rules takeover and many other aspects you choose. Learn how to buy in today and tomorrow. Call Robin Martin or Erin Krasnow today for details and a brochure.

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Keith Miller - Miller Transmission Tower Company - 212-582-2063

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**WANTED CP AM or FM**

ALL RESPONSES CONSIDERED
And held confidential.
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Aurora, Ohio 44202

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2.5 Million

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Am/FM College town-low price-terms-steal VA.
50,000 W College town-terms-No. 1. 18-34 AL.
Am/FM N.Y. — AM/FM near Nashville — FM CP NH.

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Tampa, FL 33609
(813) 287-0906 e (603) 522-6462

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**FOR SALE STATIONS CONTINUED**

AM Stereo stand-alone in desirable southern Virginia city of over 50,000. State-of-the-art facility, priced to move immediately. If you can move quickly, call Denny at 703-962-1133.
**OCTOBER-JULY 1993**


ERRATA

WMPX(AM)-WMRX-FM Midland-BeaverTV, Mich., was sold to Thomas and Beverly Steel, not Myron P. Tatten Reversible Living Trust, as reported in Aug. 31, "For the Record."

In Sept. 7 story on Buena Vista Television's efforts to convince network affiliates to consider carrying Disney Afternoon animated programming, Thomas Hartman was incorrectly identified as VP-general manager of WGRZ-TV Buffalo, N.Y., rather than NBC affiliate's president. While saying that taking on two hours of children's programming is "tough fit" for affiliate, Hartman was misquoted as saying his station would consider splitting The Disney Afternoon block in the morning and early fringe time periods, wtvu(FM). Fox affiliate in Buffalo, as reported, currently holds broadcast rights to two-hour animated service.

Sept. 14 story misquoted George Green, president/General Manager of KABC(AM) Los Angeles, who spoke about radio's need to reduce its reliance on ratings data. Green said: "If we give in to quantitative analysis only, if we play that cost-per-point game, we are dead as doornails."


Nov. 9 - Where Are the Ratings Systems Headed? Tele-workshop sponsored by National Association of Television Producers and Executives Educational Foundation. Workshops are led live, via satellite. Information: Susan Davis. (310) 453-4440.


Dec. 2-4 - Western Cable Show sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim. Information: (510) 428-2225.


As compiled by **Broadcasting** from August 31 through September 4 and based on filings, authorizations and other FCC actions.

**OWNERSHIP CHANGES**

Applications

- **WAVH-FM** Mobile, AL (BAL920828GQ; 96.1 mhz; 100 kw; ant. 1,141.4 ft)—Seeks assignment of license from Almor Properties Inc. to WAVH-FM Inc. for $1.8 million ("Changing Hands," Aug. 31).

  Seller is headed by Lee M. Mitchell, and is subsidiary of AT&T Capital Corp., and has no other broadcast interests. Buyer is headed by Carl T. Robinson, who is also purchasing KZXX(FM) Lincoln, NE, and also recently purchased two AM’s and two FM’s. Filed Aug. 26.

- **WVFQ(FM)** Unlontownt, AL (BAL920827GQ; 107.5 mhz; 1.43 kw; ant. 469 ft)—Seeks assignment of license from Union Broadcast Associates to James Wilson III for $5,000. Seller is headed by Steve McGowen, and is licensee of five FM’s. Buyer is licensee of WJN(FM) Dothan, AL. Filed Aug. 27.

- **WDAX(FM)** Harlem, GA (BAL920831HP; 1410 kHz; 1 kw-D)—Seeks assignment of license from WDAX Inc. to John W. Davis, Jr. for no cash consideration. Seller is headed by Roy L. Woods, and has no other broadcast interests. Buyer has interests in WCAM(AM)-WPUB-FM Camden, SC, and is also 20% partner in cable system in Pinehurst, NC. Filed Aug. 31.

- **KBSD-TV** Ensign, KS (BTCCT920824KK; ch. 6; 100 kw-V; 10 kw-A; ant. 720 ft)—Seeks transfer of control of Smith Broadcasting Group Inc. (see KWCH-TV Hutchinson, KS, below). Filed Aug. 24.

- **KBST-TV** Goodland, KS (BTCCT920824KN; ch. 10; 316 kw-V; 56.2 kw-A; ant. 990 ft)—Seeks transfer of control of Smith Broadcasting Group Inc. (see KWCH-TV Hutchinson, KS, below). Filed Aug. 24.

- **KBSH-TV** Hays, KS (BTCCT920824KM; ch. 7; 316 kw-V; 33.6 kw-A; ant. 710 ft)—Seeks transfer of control of Smith Broadcasting Group Inc. (see KWCH-TV Hutchinson, KS, below). Filed Aug. 24.

Abbreviations: AFC—Antenna For Communications; AL—Administrative Law Judge; all—alternative; am—amended; ant.—assignment; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Documents; ERP—effective radiated power; Freq.—frequency; H—horizontal; and V—vertical; kHz—kilohertz; kw—kilowatts; mhz—megahertz; m—miles; mod.—modification; MP—modifica-
tion permit; MJ—modification license; N—night; pet.—permission; for reconsideration; PSA—press service authority; pw.—power; RC—remote control; S—Scientific-Atlanta; SH—specified hours; SL—studio location; SM—transmitter location; TR—transmitter; TPO—transmitter power output; U—unlimited; un—all; w—watts; x—cross-broadcasting. Six groups of names at end of facilities changes items refer to map coordinates. One meter equals 1.28 feet.

**KWCH-TV** Hutchinson (Chictoa), KS (BTCCT920824KK; ch. 12; 316 kw-V; 63.1 kw-A; ant. 1,522 ft)—Seeks transfer of control of Smith Broadcasting Group Inc.; assignment will transfer majority control from Robert N. Smith to VS&A Communications Partners via conversion by VS&A Communications of its nonvolving stock in general partner of licensee to voting stock. VS&A Communications will control 76.99% of votes in licensee. Assignment includes satellite stations KBSH-TV Ensign, KBST-TV Hays and KBST-TV Goodland, all Kansas (see above). Robert N. Smith has interests in five TV’s. Licensee is owned by VS&A Communications Partners Ltd., headed by John Veronis and John Suhler, who have interests in five TV’s. Filed Aug. 24.

**WESE(FM)** Cumberland, KY (BAL920826GW; 102.7 mhz; 80 kw; ant. 1,280 ft)—Seeks assignment of license from Roger Nunn to Cumberland City Broadcasting Inc. for $20,790. Seller has no other broadcast interests. Buyer is headed by George Bibb, and is licensee of WCMP(FM) Cumberland, KY. Filed Aug. 28.

**New FM** Lake Charles, LA (BAPH920824GO; 105.3 mhz; 50 kw; ant. 150 ft)—Seeks assignment of CP of B & C Corp.; application is filed to formally authorize B & C Corp. as official licensee. Principals have no other broadcast interests. Action Aug. 24.

**WNTX(FM)** Nantucket, MA (BAL920831GR; 96.3 mhz; 50 kw; ant. 405 ft)—Seeks assignment of license from Quality Broadcasting Inc. to debtor-in-possession, to Radio Nantucket Inc. of $500,000. Seller has no other broadcast interests. Buyer is headed by John Smith Sr., has interests in LPTV and CP for FM. Buyer is headed by Darrell Ankarto, and has no other broadcast interests. Filed Sept. 3.

**WXN(FM)** Avon, NJ (BAL920902GY; 94.3 mhz; 3 kw; ant. 300 ft)—Seeks assignment of license from Ocean Media Inc. to DiDonato Enter-
prises Inc. for $500,000. Seller is headed by Sid Friedman, and has interests in WWMJ(AM) Rockomeoke City, MD. Buyer is headed by John J. DiDonato, and has no other broadcast interests. Filed Sept. 2.

**KCTY(FM)** Denison, TX (BAL920828GQ; 104.9 mhz; 50 kw; ant. 1050 ft)—Seeks assignment of license from Clear Light Communications Inc. to Clear Light Communications Inc., for $500,000. Approve sale of station last year for $709,000 did not close ("Changing Hands," Nov. 11, 1991). Seller is headed by Gary L. Livingston, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 31.

**KTCD(AM)-WORTH(AM)** Salamanca, NY (AM: BAL920831GT; 1590 kHz; 5 kw-D; FM: BAL920831GU; 98.3 mhz; 1 kw; ant. 430 ft)—Seeks assignment of license from Flowers Broadcasting Co. to DiDonato Enterprises Inc. for $300,000. Seller is headed by George H. Friedman, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 31.

**KVVU** Springfield, MO (BAPE920803GS; 88.3 mhz; 12 kw; ant. 100 m)—Seeks assignment of license from John Smith Sr. and has interests in LPTV and CP for FM. Buyer is headed by Darrell Ankarto, and has no other broadcast interests. Filed Sept. 3.

**KXNN(AM)** Little Rock, AR (BAL920625EC; 1050 kHz; 1 kw-D, 19 w-AM)—Granted assignment of license from Dynamic Communications Inc. to Joshua Ministries and Community Development Corp. for $250,000. Seller has no other broadcast interests.

**KWWA(AM)** Boardman, OR (BAL920831BQ; 1490 kHz; 1 kw-D)—Granted assignment of license from Johnson Communications Inc. to George V. Dornuberse for $60,000. Seller is headed by Dewey E. Johnson, and has no other broadcast interests. Buyer owns 2 AM’s. Action Sept. 2.

**KWAG(AM)** Dardanelle, AR (BAL920722EB; 1290 kHz; 1 kw-D)—Granted assignment of license to DiDonato Enterprises Inc. from Johnson Communications Inc. to George V. Dornuberse for $60,000. Seller is headed by Dewey E. Johnson, and has no other broadcast interests. Buyer owns 2 AM’s. Action Sept. 2.

<table>
<thead>
<tr>
<th>STOCK MARKET PERFORMANCE AVERAGES</th>
<th>FROM SEP 1991 TO SEP 16, 1992</th>
</tr>
</thead>
<tbody>
<tr>
<td>NASDAQ: $87.86 (+2.92%)</td>
<td>S&amp;P Ind.: $496.43 (+1.63%)</td>
</tr>
<tr>
<td><strong>Broadcasting</strong></td>
<td><strong>672.25 (+1.97%)</strong></td>
</tr>
<tr>
<td><strong>Cable</strong></td>
<td><strong>335.20 (+0.00%)</strong></td>
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<tr>
<td><strong>Programming</strong></td>
<td><strong>435.00 (+0.00%)</strong></td>
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<tr>
<td><strong>Equipment &amp; Engineering</strong></td>
<td><strong>426.00 (+0.00%)</strong></td>
</tr>
<tr>
<td><strong>Services</strong></td>
<td><strong>343.00 (+0.00%)</strong></td>
</tr>
<tr>
<td><strong>ALL CHANGES FROM PRIOR WEEK</strong></td>
<td><strong>17.95% (+1.97%)</strong></td>
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</tbody>
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**959**

**810**

**435**

**426**

**343**

**92**

**92**

**0.00%**

**0.00%**

**For the Record**

Broadcasting Sep 21 1992 For the Record 75

**KLYW(N)AM** Wrens, AR (BTC920271HA; 1150 khz.; 5 kw-U)–Granted transfer of control of license from Eastern Broadcasting Co., Inc. to Christ Covenant Presbyterian Church for $10; assignment is intended as contribution-deduction for benefit of assignee. Seller is headed by M.G. Robertson, and is also licensee of WNTN(FM) Silver Spring, MD. Assignor is subsidiary of Christian Broadcasting Network Inc., parent of licensee of KNTL(FM) Bethany, OK. Buyer is headed by Jim. Sutphin; also has interests in WLTV(FM) Louisville, KY. Action Aug. 30.

**WCLKAM** Raleigh, NC (BAL920701EF; 1550 khz.; 1 kw-D, 7 w-N)–Granted assignment of license from RFB Radio of Raleigh Inc. to Antiope Communications Inc. for $270,000; assignment represents internal reorganization of company from Robert F. Bell as individual to corporation. Assignee is headed by Bell, and is licensee of WFJM(AM) Hayes, NC. Action Aug. 31.

**WMFDAM** Wilmington, NC (BAL920703EB; 830 khz.)–Granted assignment of license from Wilmington Radio Co. to Specialized Communications Inc. for $106,000. Seller is headed by Donald R. Watson, and is also licensee of WMWX(AM) Wilmingon, NC. Buyer is headed by Morris E. Knight, and has no other broadcast interests. Action Aug. 30.

**WTXZAM** Sparta, TN (BAL920702BE; 860 khz.; 1 kw-D, 9.9 w-N)–Granted assignment of license from WTXZ Radio to Robert W. Galler for $140,000. Seller is headed by Charles D. Howard, and has other broadcast interests. Action Aug. 29.

**KWDR(AM)** Abilene, TX (BAP920705KN; 105.1 khz.; 3 kw; ant. 300 ft.)–Granted assignment of license from Megaphone Broadcasting Partnership to Carolina Communications for $2,000. Seller is headed by Mark Jones, who also has interests in KKNY(AM) Killeen, TX. Buyer is headed by general partners John W. Pittman and William J. Pennington III. Pittman has interests in WFMU(AM)-WST(AM) Faimont, NC. Pennington has interests in other broadcast interests. Action Aug. 31.

**KWDZ(AM)** Hamlin, TX (BAP920705OH; 105.3 khz.; 100 kw; ant. 985 ft.)–Granted assignment of license from B & D Communications Inc. to Taylor County Broadcasting for $320,000. Seller is headed by Michael D. Johnston, and has no other broadcast interests. Action Aug. 31.

**KEYF(AM)** Dishman-Cheney, Spokane, WA (BAP9207013B; 1050 khz.; 5 kw-D, 335 w-N; FM: BAL9207010EC; 101.1 khz.; 100 kw; ant. 1300 ft.)–Granted assignment of license from Uni-Cast Broadcasting Inc. to KZTS(C) CA. Buyer is headed by general partners John W. Pittman and William J. Pennington III. Pittman has interests in WFMU(AM)-WST(AM) Faimont, NC. Pennington has interests in other broadcast interests. Action Aug. 30.

**FACILITIES CHANGES**

**Applications**

**AM's**

**Eugene, OR KUGN(AM) 590 khz.–Aug. 6 application of Combined Broadcasting Inc. for CP to incorporate licensee of WPCB(AM) Eugene.**

**FM stations**


BROADCASTING

<table>
<thead>
<tr>
<th>Service</th>
<th>ON AIR</th>
<th>CP's 1</th>
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<tr>
<td>Total LPTV</td>
<td>1,284</td>
<td>972</td>
<td>2,256</td>
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</table>

FM transmitters

| FM transmitters | 1,901 | 390 | 2,291 |
| VHF transmitters | 2,512 | 80 | 2,592 |
| UHF transmitters | 2,406 | 392 | 2,798 |

CABLE

| Total subscribers       | 55,786,390 |
| Home passed             | 92,040,450 |
| Total systems           | 11,254 |
| Household penetration   | 60.6%   |
| Pay cable penetration/basica | 79%   |

1 includes off-air licenses. Penetration percentages are of TV household universe of 92.1 million.
2 Construction permits.

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

**TELEVISION**

Appointments at Paramount Communications Inc., New York: Ronald Nelson, executive VP/CFO, elected to board of directors; Rudolph Hertlein, VP, internal audit, special projects, and Earl Doppelt, VP, deputy general counsel, named senior VP.

Sunta Izzicupo, director, motion pictures for television, CBS Entertainment, Los Angeles, named VP.

Marcia Basichis, VP, programming, Spelling Television, Los Angeles, named senior VP.

Robert Lewis, director, production estimating, MTM Television, Studio City, Calif., named VP, production estimating.

Kerry Carr, manager, internal audit, Capital Cities/ABC, Inc., New York, named VP, internal audit.

Michael Fister, director, worldwide marketing, Turner Pictures, Turner Broadcasting System, Los Angeles, joins ACI there as creative director, marketing.


Appointments at Fox Broadcasting Company, Los Angeles: Kimberly Wilder, publicist, Viacom's Montel Williams Show, there, joins as senior publicist; John Kroll, director, corporate relations, Entertainment Television, there, joins as senior writer/copy editor.

Jack Williams, former chairman, and chief executive officer, Spectacor Broadcasting, Philadelphia, named president/COO.


Appointments at WATC-TV Birmingham, Ala.: Stan Knott, news director, named VP, news, and Bill Lamb, general sales manager, named VP, sales.

Stephen Lukoskie, senior tax manager, KPMG Peat Marwick, Charlotte, N.C., joins Bahakel Communications there as CFO.

John Fagan, traffic manager, Worldwide Television News, New York, named manager, traffic and general services.

Karl Zedell, news director, KATU-TV Portland, Ore., joins Audience Research and Development, Dallas, as senior account executive.

Elliott Stern, executive news producer.

movies and miniseries, CBS Entertainment Productions, there.

Lauren Newman-Minson, director, variety/late night development, ABC Entertainment, Los Angeles, signs agreement to produce all forms of prime time entertainment programming.

Lauren Lazinski, manager, events marketing, Philip Morris, USA, New York, joins CBS/Broadcast Group there as director, special events, client services.

Janine Smith, assistant general counsel, Columbia Pictures Television, Los Angeles, assumes additional responsibilities as VP, international legal, business affairs.

John Weiser, account executive, Columbia Pictures Television Distribution, Los Angeles, named division manager, western region.

Michel McQueen, reporter, Wall Street Journal, New York, joins ABC News there as correspondent.

Angeles, joins ACI there as creative director, marketing.


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Elliott Stern, executive news producer.
Appointments at WIOO-TV Cleveland: Leah Schneider, intern, WNCX-FM there, joins as national continuity coordinator; Danielle Banks, part-time production assistant, named production technician.

Jim Robinson, VP, general sales manager, TeleRep, New York, joins WAUB-TV Cleveland as general sales manager.

Larry Landaker, president/GM, WEVU-TV Fort Myers, Fla., joins First Media Group, Coral Gables, Fla., as senior VP, marketing.

Frank Sparano, engineering operations supervisor, WPBT-TV Miami, named operations manager, Comtel Inc., there.

Peter Orne, president/GM, WRDN(AM)-WMCN-FM Rockland, Me., regional sales manager.

J. Marcus Wood, former station manager, KWEV-TV Kennewick, Wash., joins KTTL-TV Medford, Ore., as sales manager.

Appointments at WCI-TV Gainesville, Fla.: James Martin, chief meteorologist, KGBT-TV Harlington, Tex., joins in same capacity; Keith McKenzie, reporter, WHAG-TV Hagerstown, Md., joins in same capacity; Pam Rickard, associate producer-writer, news, WSBN-TV Miami, joins as producer; Christy Ann Day, producer, WUTF-TV there, joins in same capacity.

Appointments at WTVF-TV Nashville: Kathy Pozgar, sales team leader, named national sales manager; Kathy Peet, sales team leader, named local sales manager; Greg Han-

The Association of Independent Television Stations last week elected four new members to its board of directors for two-year terms. They are (l-r): Linda Cochran, WSYT-TV Syracuse; Sharon Moloney, WXTV-Columbus, Ga.; Patrick North, KPHO-TV Phoenix; Brooke Spectorsky, WUAB-TV Cleveland.

Cochran

Moloney

North

Spectorsky

joins Seaway Communications, Bangor, Me., as president.

James Murphy, research analyst, Katz Independent Television, New York, named research manager.

Amy Poffenbarger, sales assistant, Katz Television, Seattle, named sales executive.

Teresa Nichols, local marketing manager, Birch/Scarborough, Dallas, joins The Arbitron Co. there as account executive, Southwest television station services.

Susan Sewell, manager, public relations, American Association of Advertising Agencies, New York, joins Network Television Association there as VP, director, public relations.

Shelia Conlin, news producer, NBC News Channel, Charlotte, N.C., joins WSYX-TV Columbus, Ohio, as assistant news director.

Mary Deliso, account executive, WGGB-TV Springfield, Mass., named kins, research director, named marketing director.

Bon Frey, local sales manager, KCTV Kansas City, Mo., named general sales manager.

Andre Aldridge, sports reporter, weekend anchor, KUTV Salt Lake City, joins KNBC-TV Burbank, Calif., as sports producer/reporter.

Appointments at WFTV Orlando, Fla.: Vanessa Echols, reporter/anchor, WSMV-TV Nashville, and Joan Conley, weekend anchor, WDTN-TV Dayton, Ohio, join as reporters.

Fred Sherman, VP, Merrill Lynch, Reading, Pa., joins KYW-TV Philadelphia as financial analyst.

Appointments at WSET-TV Lynchburg, Va.: Tom Dempsey, reporter/anchor, WOLF-TV Florence, Ala., joins as weekend co-anchor; Dana Fowlie, reporter, named weekend anchor.

Appointments at KSBW-TV Salinas, Calif.: Todd Romero, sports director, KJCT-TV Grand Junction, Colo., joins as weekend sports anchor; Lawrence Karnow, fill-in forecaster, named weekend weather forecaster.

Rona Landy, general sales manager, WLWT-FM New York, named VP, station manager.

Liz Kiley, operations manager, KBBT-FM Los Angeles, assumes additional responsibilities as VP, programming, operations, Evergreen Media Corp., there.

Michael Disney, VP, general manager, WIOD(AM)-WFLC-FM Miami, joins WCKG-FM Chicago in same capacity.

Robert Green, station manager, WSB(AM)-FM Atlanta, joins WIOD(AM) WFLC-FM Miami as VP-GM.

Ira Wechsler, executive VP, western division manager, HNWH Radio Sales, Los Angeles, joins Banner Radio there as VP, West Coast manager.

Til Levesque, sales manager, Banner Radio. Los Angeles, named VP, manager special sales, Banner Radio, New York.

Guy Zapoleon, program director, KHMX-FM Houston, and national program director, Nationwide Communications there, leaves to form his own radio consulting firm.

Dave Van Stone, director, contemporary formats, Pollack Media Group, Los Angeles, joins KHMX-FM Houston as program director.

Michele James, program director, WWSN-FM Dayton, Ohio, joins KLTR-FM Houston in same capacity.

Appointments at WYFN-FM Tampa Bay, Fla.: Steve Downs, program di-
**CABLE**

Scott Sassa, president, Turner Entertainment Group, Atlanta, named to Turner Broadcasting System Inc. board of directors.

William Bence, consultant, HBO media relations, Los Angeles, named director, HBO Pictures Publicity, there.

Alicia O'Neill, VP, eastern sales, Warner Bros. Domestic Television, New York, named HBO, New York, as director, domestic sales.

Appointments at Lifetime Television, Astoria, New York: Melinda Fishman, VP, original programming, West Coast, named VP, original programming, development; Valerie Schaefer, VP, production, named VP, current programming, production; Mitchell Praver, VP, program acquisitions, named VP, program acquisitions, scheduling, planning; Lois Alexander, senior research analyst, named manager, research.


Hilary Miles, independent producer, TNT and WTBZ Atlanta, joins the Cartoon Network there as director, on-air promotion.

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**WASHINGTON**

Susan Thomas Platt, administrative director, government relations, National Association of Broadcasters, named VP, operations, NAB Radio.

Ruth Domboski, marketing coordinator, broadcast division, Associated Press, Washington, joins The Media Institute there as director, communications.

Sandor Horvath, deputy director, Hungarian service, Voice of America, named chief.

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**TECHNOLOGY**

Appointments at IDB Communications Group, Inc., Culver City, Calif: Howard Miller, VP/GM, East Coast operations, New York, named VP/GM; Bob Boxer, manager, audio sales, Los Angeles, and Jill Jameson, manager, audio sales, New York, named directors.

Shelton Goldstein, VP, sales, marketing, Valiant, I.M.C., Piscataway, N.J., named president-COO.

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**DEATHS**


Len Hensel, 66, former VP, broadcast relations, Broadcast Music Inc., died Sept. 16 of cancer at his home in Phoenix. Hensel’s broadcasting career spanned 45 years and included eight years on the National Association of Broadcasters board of directors and eight years as VP-GM of WSM (AM)-FM Nashville and the station’s Grand Ole Opry. He graduated from Auburn University in 1948, joined the sales staff of Ziv Television in 1955 and remained there until 1961, when he joined WSM as general sales manager. He was named VP-GM in 1973. He was chairman of NAB’s Radio Board in 1977 and also chaired the NAB Clear Channel Group. Hensel joined BMI as VP of broadcast relations in 1981, a position he held until his retirement in 1987. Survivors include his wife, Randy, and two daughters. The family asks that contributions be sent to Arizona Women’s Employment and Education, Inc., 1111 North 1st Street, Phoenix, Ariz. 85004, or Hospice of the Valley, 2601 East Thomas Road, Suite 100, Phoenix 85016.
JEFFREY ALAN MARKS

Jeff Marks, corporate news director of the Maine Broadcasting System, station manager of MBS's WCSH-TV Portland and president of the Radio-Television News Directors' Association, is one of those increasingly rare individuals who has almost always known what he wanted to do with his life.

"As a kid I'd play the radio until late at night listening to ball games," recalls Marks. "And when I was a teen, like a sophomore in high school or something, I used to hang out at a local radio station [WLAP(AM) Lexington, Ky., where he grew up] until they'd kick me out."

He befriended an afternoon talk show host (John Duvall, now general manager, WLEX-TV Louisville) who gave him his first job in the business—transmitting a daily remote feed back to the station, for which he received about $15 a week.

Marks's professional career started while he was still in college, when he served as reporter at WVLK(AM) in his hometown of Lexington, Ky. After a matter of months, he moved to competing WLAP(AM). In 1975 he joined WHAS-AM-LV Louisville, first as a radio reporter and then as an editorial producer and, subsequently, as news producer at the television station.

Marks describes his rise at WHAS-TV to 6 p.m. news producer as "lucky" in a number of respects. "At the time [late seventies], the station had assembled a good anchor team, and there was a good executive producer to train me. And the competition was weak. We became a strong number one in a short period of time."

Marks recalls his most memorable story during his tenure at WHAS-TV. A gas leak caused a series of explosions that did major damage to a section of the city. "It was a wonderful disaster that you could have fun with because nobody was injured seriously."

Fun or not, the station's coverage was solid enough that it won a Columbia Dupont award for spot news. "The story taught me a lot about owning the big story, and how to stay out in front," Marks says.

In time, Marks decided he'd "done just about all you could in Louisville, and it was pretty clear the news director slot wasn't going to up there anytime soon." So in 1981, Marks began putting out some feelers. WJLA-TV Washington took notice.

Initially, Marks was offered a news producer job at WJLA-TV, which was looking to improve its standing in the market. Although it was an opportunity to break into a top-10 market, Marks passed, deciding it wasn't worth uprooting his family for a lateral move, even to a larger market.

A few months later the executive producer slot at WJLA-TV opened up. Marks was offered the job and this time accepted, jumping from the 46th market to top producer in the seventh market. Marks remembers being "a bit overwhelmed at first."

Despite his best efforts, WJLA-TV was still in third place two years after Marks joined the station. "WJLA was a revolving door for news managers," he recalls. "It was a difficult cellar out of which to climb, in terms of ratings and esprit de corps. After two years we were not coming out of the cellar, and I decided I had helped them all I could—and they decided they had helped me all they could. So [in 1983] I started looking for a news director opportunity."

The opportunity came within a few months. As it turns out, Marks got more than he bargained for: instead of getting one station's news operation to manage, he got two—Maine Radio and Television Co.'s WCSH-TV Portland and co-owned WLBZ-TV Bangor. In 1989, he was given the additional title of station manager at WCSH-TV.

There are efficiencies in having stations in two of Maine's three markets, notes Marks. The stations have separate staffs and do separate evening and late-night newscasts. But they do joint programs for the morning and noon newscasts.

Marks has served on the RTNDA board since 1985. One issue he has led the charge on is journalistic ethics. "It's an issue that needs ongoing discussion in all newsrooms," Marks says, because, at least in his view, there are constant violations.

"Staging [when sources are coached or prepped before an on-air interview] is a big problem to me," says Marks. "Too many young journalists are not taught" that staging shouldn't be done. The growing video news release industry presents an ethics question as well, says Marks, when stations air them without checking the accuracy of statements in them beforehand.

Marks also spends a fair amount of time thinking about the TV newsroom's future role in communications. As he sees it, "news on demand"—providing viewers with news and information when they want it and not just at certain scheduled times during the day—is the key to the future for television journalism.
AFFILIATES GETTING 16 1/2 ADDITIONAL MINUTES IN 'CBS THIS MORNING'

CBS announced it would give affiliates eight additional minutes in each hour of CBS This Morning as well as a 30-second "opening" to the broadcast. The additional time, two three-minute and two five-minute cutaways, could be used for commercials as well as local news, although Tony Malara, CBS TV Network president of affiliate relations, said anyone using the time just for commercials would risk a "conversation" with the network.

Malara said the new format would begin Oct. 26, adding that some stations, including some CBS O&O's, might not yet be equipped to take advantage of the new time. Affiliates already have two four-minute cutaways in the two-hour show. Currently, about 100 affiliates program newscasts before the show and would, Malara added, have staff on hand to fill the time with local news.

Recently affiliates in Atlanta and Detroit dropped the morning show in favor of their own locally produced shows. Malara said last week that CBS has just signed WGPR-TV Detroit to pick up CBS This Morning; it already found a home for the show in Atlanta on WTLK-TV. Both stations are UHF independents.

Asked what would be changed in the network portion to accommodate the local inserts, Malara responded: "Certainly we plan to keep all the features. I suppose you could say the editing might be different, the writing tighter with a little difference pace. Nothing is being dropped."  —GF

TRACKING SYNDICATION'S NEWCOMERS

For its third week in first-run syndication, Caseye-Werner Distribution's You Bet Your Life continued on a slight pattern of erosion in the Nielsen metered markets, going from a debut-week 6.9 rating/14 share (NSI, Aug. 31-Sept. 4) to a second-week 5.9/12 to a 5.6/12 for the four days ending Sept. 17. The decline represents a 19% ratings erosion since its debut; however, You Bet's 6/13 three-week average (NSI, Aug. 31-Sept. 17) is still just slightly ahead of its lead-in programing (5/2/1) and May 1992 time period averages (6.0/12).

One of the more surprising stories is that the Fox Children's Network's revamped two-hour weekday block outscored Buena Vista Television's syndicated two-hour Disney Afternoon block for the first four days of last week, a first since FN's conception two years ago. The new Batman animated series anchored the FN block with a top-rated 4.5/11 four-day average last week (Sept. 14-17), followed by Tiny Toon Adventures' 3.9/11, Tom & Jerry Kids' 3.0/9 and Marrie Melodies' 2.6/9. Topping the DA block was newest spoke Goof Troop, with a 3.7/10 average.

Other highlights from syndicated MarkeTrak reports:

- Star Search triggered in 13 metered markets last week with a 3.5/7 average, a somewhat disappointing start given the fact that it is dropping 4 share points from its lead-in programing and is 3 share points behind October 1991 levels.
- Genesis Entertainment's late fringe Whoopi Goldberg talk show started out fairly strong with a 3.6/10 debut average (Sept. 14), but continued to trail off each of the three subsequent days (2.9/8, 2.7/8 and 2.3/7). Whoopi's 2.9/8 four-day average, however, is holding even with its lead-in programing (3.6/8), but is down down 5 share points from October 1991.  —Warner Bros. Domestic Television Distribution's Murphy Brown triggered in off-network syndication with a 5.7/11 average, holding even with its lead-ins (5.5/11) and bettering the May 1992 (9 share) and October 1991 (10 share) time period levels.
Broadcasting

ERIC SEVAREID REMEMBERED BY COLLEAGUES, FRIENDS


hack, who will retain his position there. Buyer is subsidiary of Calendar Broadcasting, headed by Phil Giordano, which also owns KBFM(FM) McAllen-Brownsville, Tex., and WBLX-AM-FM Mobile, Ala. Broker: Media Services Group.

Time Warner Cable sold its 42.5% interest in 94,000-subscriber Denver cable system Mile Hi Cablevision valued at $80 million to a minority partnership headed by Robert Johnson, founder of Black Entertainment Television. Because of the minority status, Time Warner will receive a tax certificate from the FCC allowing the company to defer federal income tax on the transaction if the proceeds are re-invested in like-kind properties.

The TV station representatives that have gotten together to create an electronic data exchange system to link themselves, ad agencies and stations still have not figured out just who is going to pay for it. If the project proves to be "fairly inexpensive, the reps will pay for it. If it's expensive, we'll have to open it up to all the parties that will benefit from it," says Tom Olson, president of Katz Communications, who is leading the group, which includes all the major rep firms. The reps' plan was endorsed two weeks ago by the American Association of Advertising Agencies' media policy committee ("In Brief," Sept. 14). Olson said the group expects vendors to submit proposals—including cost estimates—by the end of the year. One aspect that will not be part of the system is the submitting or requesting of advertising avails electronically. That subject had been a source of disagreement among the reps for some months.

SPI Holdings, parent company of pay TV provider Spectradyne, filed a prepackaged bankruptcy and plan of reorganization last Thursday in Delaware. SPI, which specializes in serving the hotel industry, has proposed to exchange existing debt and preferred stock for common stock and lower-yielding debt. The plan also calls for an additional $25 million cash infusion from an investor controlled by Marvin Davis, whose stake in SPI would still decline to 36%. SPI President Al Jerome said the company's cash flow has increased over the past two years, with future growth promised by new plans that include the creation of "advertising opportunities" to reach hotel viewers.

Scripps Howard Broadcasting unexpectedly announced the early retirement of President-CEO Richard J. Janssen. Lawrence Leser, president-CEO of parent E.W. Scripps Co., will add titles held by Janssen, age 56. A spokesperson said an executive to oversee broadcasting operations will likely be named in the future.

Multimedia Entertainment's syndicated Rush Limbaugh debuted to fairly strong sampling last Monday with a 2.6 rating/11 share metered market average (NSI, Sept. 14) but fluctuated the following three days by turning in 2.2/9, 2.1/8 and 2.4/10 averages. Rush's four-day 2.3/10 average was a share point ahead of lead-in programing (2.6/9), but two points below October 1991 time-period levels.
THERE HAS TO BE A BETTER WAY

One thought keeps bobbing up as we watch the contending behemoths of broadcasting and cable wrestle down to the wire on a cable bill: How can we avoid another two years like these last two? How diversionary they've been to all in both industries, expending political and real capital, keeping both away from more fruitful minding of the stores. It's too soon to say all was to no avail, but that may well be the outcome.

And what if the bill passes? Cable will be in court in a Denver minute, contending that must carry and program access (at least) are unconstitutional. Given a possible or even probable stay during the legal pursuit, that will add a year or two more to the process. In the meantime, armies of consultants will be engaged to advise on retransmission consent negotiations neither industry knows how to approach. Disruption will be the order of the day. And night.

Fair enough, in the name of progress. But is this the only way for these two industries to work out their problems? Surely not. If there is a next time, both cable and broadcasting should put their best efforts forward to negotiate a compromise. It may be a while before either is prepared to talk to the other, but it's our bet that statesmanship can succeed where fixed bayonets may have failed.

THE PEN IS MIGHTIER THAN THE CHISEL

The FCC has apparently chosen not to carve its HDTV implementation timetable in stone, but to use a pen, and keep the White-Out handy. Its decision to introduce more flexibility into the mix and build into the process a number of opportunities for review and adjustment, is the better approach and reflects an appreciation of the fate of even the best-laid technological plans. The NAB, still believing that broadcasters' feet are being held too close to the fire, vows to hold the commission to its word that the timetable will be adjusted as "marketplace and financial realities dictate." So do we.

The history of advanced television has been anything but a straight road. Up until very recently, an analog system was going to be the ticket to the show (anybody remember the CBS color wheel?). In one popular scenario, everyone was going to stay on-channel and get the extra bandwidth from a supplemental sideband system. Along comes digital compression and, in a wink, ana-
All we need is a minute of your time.

Just :60 of prime time to get our recruiting message out. Because more than ever before, it's a message that deserves to be heard.

The National Guard makes up about one-half of our nation's combat forces. And we need men and women to help keep us strong—ready to protect your community and defend your country.

It's a commitment that takes dedication. Guardsmen give at least two weeks a year and two days every month to the Guard—and to you. Is a minute of your time really too much to ask?

Run our spots whenever possible. And if you can't spare a minute, we'll settle for :30. Even :20 or :10.

To obtain free dubs of Air and Army National Guard PSAs write: National Guard Bureau, Advertising Distribution Center, P.O. Box 1776, Edgewood, Maryland 21040, Attn: SMSgt Pat Campbell.

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