Thank you, Fox

With FBC's continued support, WFXT-TV is the fastest growing and most exciting television station in New England. Fox's prime programming has increased WFXT-TV's share of Adults 18-49 by 40% in two years.*

Thank you, "Married"

With "Married...With Children" in prime access, Fox 25 is Boston's #1 station with Adults 18-49 (Mon-Fri 7-8pm). The honeymoon has just begun!

Thanks a lot!

With Fox, regional cable operators have expanded our reach, advertisers have benefited from our success, and "The Wonder Years" and "Rosanne" have found the perfect home. Fox's long term commitment to WFXT provides the strong foundation on which we are building our future.

* Arbitron, Boston May '90, May '92
** Arbitron, Boston May '92

With "Married...With Children" in prime access, Fox 25 is Boston's #1 station with Adults 18-49 (Mon-Fri 7-8pm). The honeymoon has just begun!

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** Arbitron, Boston May '92

The honeymoon has just begun!

Thanks a lot!
SPECIAL ANNOUNCEMENT

KING WORLD PROUDLY ANNOUNCES
THE SIGNING OF ITS
MAJOR NEW TALK SHOW TALENT...

LES BROWN

PREMIERING SEPTEMBER 1993.
**S. 12 PASSES SENATE, FACES PRESIDENT**

Cable industry scrambles to swing nine votes and sustain promised veto

By Randy Sukow

The cable industry and its White House and Hollywood allies, in eight months of hard lobbying and with millions of dollars in advertising, convinced five senators to change their minds and vote against cable reregulation. They have a week to turn at least nine more.

The Senate last Tuesday voted 74-25 to accept the conference report for S. 12, a better showing for cable than the 73-18 vote last January 31 when the Senate considered the bill the first time. (In addition to the five senators they turned, cable and other opponents of the bill picked up two who didn’t vote in January.)

But the vote left bill opponents nine short of the 34 they will likely need in the Senate to sustain a presidential veto expected to come late this week. Cable must now hope that Senate Republicans who voted for the bill will rally behind their party leader, George Bush, and his veto.

As an unidentified Bush aide told the Washington Post last week, the task facing the White House is daunting: “Being in favor of cable TV price-gouging, as we are being portrayed, is not exactly a populist position. This is not an easy issue to make our case on.”

Ranking minority Senate Commerce Committee member John Danforth (R-Mo.), an original S. 12 sponsor, said he hoped Bush would not veto. “I think a veto override will be a wrenching fight. It’s a wrenching experience for people to go through,” he said.

“Cable bill foes have hit their high-water mark,” National Association of Broadcasters President Eddie Fritts said. “Although there may be some slight shifting back and forth of votes on a veto override, we expect the vote totals to remain about the same.”

National Cable Television President James Mooney acknowledged that stopping the bill will “obviously be a tough fight” but was far from conceding defeat. “We will continue to work with the White House to gather enough support to sustain a veto,” he said.

CBS lobbyist Martin Franks was not about to claim victory: “Even if we had gotten 10 more votes than we got, you can’t underestimate the power of a smart, tough, incumbent president.”

None of George Bush’s vetoes has been overturned by Congress. But lately Bush has appeared more vulnerable. The Senate last Thursday overturned a Bush veto for the first time with a 68-31 vote on the Family...
By Steve Coe

A telling example of the critical response to the new broadcast season comes from a quick poll of four TV critics asked to name the best new show. Their choice: not an offering you'll find on ABC, CBS, NBC or Fox, but HBO's Larry Sanders Show, starring Garry Shandling.

"This is really not a vintage season," said David Glasier, critic for the Cleveland News-Herald. "Some of the highly touted comedies aren't that good, especially Hearts Afire and Love & War." The Washington Post's Tom Shales said "the only show with an idea and attitude this year is Larry Sanders—nothing else really quite stands out." Phil Rosenthal, critic for the Los Angeles Daily News, says "there's nothing outstanding from the broadcasters yet on the level of [last year's] Brooklyn Bridge or I'll Fly Away. Usually you have about two new series that are evident at this point."

Among the new comedies on the networks this year, three CBS shows were pointed to as the best of a mediocre year, Hearts Afire from Linda Bloodworth-Thomason, Love and War from Diane English and Bob, produced by three former Cheers writers and producers and starring Bob Newhart. "I liked both of the new CBS Monday comedies," said Tom Jicha, of the Fort Lauderdale Sun-Sentinel. "And Bob is the usual great Bob Newhart."

"The only other thing I liked [other than Larry Sanders] is Hearts," said Shales. "It's funny and fast." Shales called English's Love & War "a grave disappointment, and a depressing comedy." Rosenthal said Love and War "threatens to be overwhelmed by cuteness, and has a potential to abuse the breaking of the fourth wall," referring to characters addressing the camera.

Jicha said of ABC's Hangin with Mr. Cooper, "hangin' is what they ought to do with that show." Of the five new comedies that prominently feature black characters (Here and Now, Out All Night, Rhythm and Blues, Martin and Hangin' With Mr. Cooper) only Here and Now starring Malcolm Jamal Warner "has any redeeming value. The other four are from the shuck-and-jive school of sitcoms," said Glasier. Reviews were mixed on NBC's Mad About You starring comedian Paul Reiser and Helen Hunt. "I loved it and thought Helen Hunt is wonderful," said Jicha. Shales, though, called the show "disappointing" and said Reiser was "a cold fish as a leading man."

Probably the biggest surprise among the half-hours was Flying Blind, which Fox has exiled to the graveyard time slot of Sunday night at 10-10:30 p.m. "The show has a certain happy, flippant attitude," said Shales. Rosenthal called the show "the most pleasant surprise of the fall. I was surprised the acting was as strong as it was."

Opinions varied with regard to the new dramas. "Dramas, which were thought to be dead a year and a half ago, are showing real signs of life," said Glasier, citing CBS's Picket Fences and Middle Ages. "Middle Ages really deserves a mid-season renewal from CBS. I'd compare it to Northern Exposure. It's as good a show as Exposure was after its first episodes."

As for the new crop of teen- and young adult-targeted dramas, mainly from Aaron Spelling, Shales was unimpressed by what he called the 90210 clones. "I'm not welcoming Aaron Spelling back to network television. He's traded the bikini-clad women featured in his shows of the 1970's for whiny, self-involved teens in jeans. These new shows make the bikini shows seem like the golden age of television."

"As a parting shot he called Fox's The Heights, "the most misnamed show of the year."
GIRDING FOR VETO FIGHT / 3
The White House may face a daunting task in persuading enough senators to sustain a cable bill veto, but no one is discounting its chances.

EMBARRASSMENT OF RICHES / 15
Success in Los Angeles could mean national distribution as early as January for "Busted," Twentieth Television's game show featuring teams of teenagers who try to embarrass each other for money.

STORM-TOSSSED RATINGS / 23
Some South Florida broadcasters are urging Arbitron to forgo the summer ratings book, arguing that it is bound to be skewed by the disaster. The ratings service will meet with Florida broadcasters this week.

MORE SPORTS / 26
Affiliated Regional Communications, parent of the 24-hour-sports Prime Network, will launch Prime Plus on January 1, offering around-the-clock sports news and information to a national audience.

BAD NEWS FOR BIG THREE / 28
A former senior executive for NBC predicts the big-three networks will be unprofitable by 1995 or '96, and their financial status will prompt mergers with "multichannel" companies like Turner Broadcasting or a restructuring as a co-op jointly owned by affiliates.

AT ODDS OVER PAIRINGS / 32
Broadcasters want the FCC to use their newly developed computerized system for pairing HDTV channel assignments with existing NTSC assignments, but the commission continues to doubt such pairings can be achieved.

POSED FOR FIELD TESTS / 38
Thanks to the avid support of manufacturers, HDTV field tests will begin next Feb. 24—the day a lab test winner is announced—and will be featured by PBS, Cable Labs, and the Association for Maximum Service Television.

SPECIAL REPORT: PROJECT ANDREW / 40
Radio and TV stations across the country mobilized to collect and transport literally millions of pounds of food to victims of Hurricane Andrew. Broadcasting surveys the relief efforts of the Fifth Estate.

FOX EYES RETRANS PIE
Wants input on decision of must carry or money
By Joe Flint

Retransmission consent/must carry is not yet the law of the land, but that's not stopping one network from changing affiliate contracts and discussing informally with affiliates how any money will be divided among broadcasters, networks and program rightsholders.

Fox Inc. has added language to its network-affiliate contracts that gives Fox "input" into whether a station decides on choosing must carry or retransmission consent when negotiating with local cable systems. "In the event that this happens, we believe it (revenue) [in the event a station negotiates for retransmission consent] should be shared," Fox Network president Jamie Kellner told BROADCASTING.

If a station makes a decision that Fox opposes, the network can terminate its affiliation in 30 days, according to sources familiar with the agreements.

How any revenue will be shared remains to be seen. Fox, according to more than one source, has put forth some ideas about a plan that would apportion retransmission consent money evenly among the network, the affiliate and the copyright holders. Kellner says, however, that talks have not reached that level of detail.

The clause may turn out to divide Fox affiliates. Said one about Fox's stance: "It has to be that way. As an affiliate I have to make sure I do what is necessary to keep the distribution system intact. We don't own these programs." As for any split, the affiliate said: "If Fox is able to get significant money from cable carriage and reinvest it in significant programming, I win."

Other affiliates countered that any revenue from retransmission consent should go solely to the broadcaster.

For ABC, NBC and CBS, affiliate board members for all three told BROADCASTING that no such talks have started on the subject and that they don't expect them.
MALONE SAYS NO TO RETRANS CONSENT

TCI president won’t pay broadcasters; urges cable cooperation to attract advertising

By Rich Brown

As legislation calling for cable reregulation made gains in Washington last week (see page 3), Tele-Communications Inc. President John Malone gave the impression to members of the financial community that the nation’s top multisystem operator has no intention of paying broadcasters for programming, and called upon the beleaguered cable industry to join together in a new era of cooperation.

Speaking last Wednesday at a Paul Kagan Associates seminar in New York, Malone acknowledged that there was a better-than-50% chance that the cable legislation would become law. But he questioned reregulation’s ultimate impact.

Must carry, he said, has already been proven unconstitutional and would likely face new court challenges. As for retransmission consent, he said, TCI is prepared to provide customers with alternatives to cable delivery of broadcast stations in the event that a broadcaster decides to act like an “asshole.” Malone said TCI is poised to help customers get whatever channel they want through the use of a Radio Shack A-B switch.

At least one Fox Broadcasting affiliate owner who spoke with Broadcasting last week responded quickly to Malone’s comments, pointing to TCI’s ownership role in WTBS(TV) Atlanta owner Turner Broadcasting.

“The translation is that he won’t pay broadcasters who are not his partners,” said the station owner.

Along with his specific comments on reregulation, Malone also focused on greater cooperation within the cable industry. He said he envisions more coordination within the cable industry in developing advertising and giving agencies a simpler way of approaching the cable business. He also called for a more customer-friendly, centralized 800-number that would link cable systems.

In other developments, Malone said TCI has not yet fully determined the company’s interest in providing local telephone service. The technology is ready to go, he said, but at least one thing holding the company up is an uncertain regulatory climate. As for direct broadcast satellites, he said the technology is seen both as competition and as an extension of the business, since the technology can accommodate the country’s more than 8 million unwired homes.

RATINGS SCORECARD FOR DEBUTING STRIPS

Season-to-date Nielsen combined metered market averages

The debut of Designing Women in syndication last week recorded either a 5.3 or a 2.8 rating, depending on whether the interested party was an advertiser who had bought time in the show, or a station who was airing it. Designing Women distributor Columbia Pictures Television Distribution was releasing a 5.3 multiple-exposure cumulative rating to national advertisers, who bought the national barter time based on a curve in the preceding-setting all-barter sitcom. Stations, which sell their national spot and local spot time on a single-exposure basis, saw a 2.8 rating/9 share three-day average in the metered markets (NSI, Sept. 21-23), down 18% in share from its lead-in programing (3.8/11).

Among the first-run strips to debut this season, Carrey-Werner Distribution’s You Bet Your Life has continued slight erosion, going from a debut-week 14 share average to an 11 share last week (NSI, Sept. 21-23).

The following charts list season-to-date ratings (NSI, Aug. 31-Sept. 23) and last week’s ratings (NSI, Sept. 21-23), compared to lead-in and Oct. 1991 period averages.

**Batman: The Animated Series** is cleared on Fox Children’s Network’s weekday lineup, technically making it a network-cleared program. Source: Nielsen Media Research’s NSI MarkeTrak reports.
To truly succeed in the ratings, you must capture the image conscious.
The 12-34 Demo. They Want to Look Good, And Advertisers Spend Millions to Help Them.

Clothes. Cars. Cosmetics. To attract these big budget advertisers, you need programming that caters to the quintessentially cool 12-34 demo. They're spending the most money in the key categories that bring in the most local ad revenue. So, the more a strip pulls in a young audience, the better it looks to your most important target. Your advertisers. And that's bound to improve your own personal image.
TOP OF THE WEEK

NEWS DIRECTORS BATTLE SHRINKING BUDGETS

Talk at RTNDA convention questioned commitment of owners and managers to maintaining news resources in light of tough economic times

By Steve McClellan

Last week's convention of the Radio-Television News Directors Association was marked by a preoccupation with the bottom line—doing more with the same or fewer resources.

Much of the discussion throughout the San Antonio gathering questioned the commitment of station owners and managers to continue to provide the resources necessary to maintain quality news programming.

Two Fox executives present, news chief Van Gordon Sauter and lobbyist Preston Padden, reiterated criticisms made earlier this year by their boss Rupert Murdoch that too many television newscasts look the same. They vowed that Fox would be different.

According to John Spain, station manager of WBRZ-TV Baton Rouge, the new economic realities of the television business have put an end to much of the aggressive enterprise reporting that can distinguish one newscast from another.

"You spend an incredible amount of money defending yourself against frivolous lawsuits," said Spain. "The payback is credibility for the station. But you need the commitment of the owners. I'm not sure there are many people with that kind of commitment anymore. It's a shame but that's the bottom line."

In a session addressing what the new economic realities have done to the TV news business, Post-Newsweek President Bill Ryan said his stations' new budgets are about the same for 1992 as they were in 1986.

"News is the bane of our existence," said Ryan, noting that a station's image in the market is shaped essentially by its news programs. "It's not the crowning jewel?" queried moderator Arthur Miller, the Harvard Law School specialist on the First Amendment. "It's just a pain in the ass?" Ryan did not respond.

Jerry Udwin, a veteran Group W broadcasting executive and now an independent consultant, suggested broadcasters can develop additional revenue streams for their new product by working with cable, as a number of stations already are, or even with the phone companies, which are eagerly exploring video distribution that's important to viewers.

Fox's Sauter also touched on that theme. He said broadcasters had to broaden their news audiences and reach more younger viewers, who perhaps see much of what the industry does today as "the presentation of bureaucratic news and meaningless events that seem totally unrelated to [their] lives."

Sauter chided many of today's reporters as passionless, "robotic disseminators of information," in addition to being fair and accurate, he said, "we damned well can be human."

Sauter said the news process should be more centralized. "The key editorial component will be the anonymous shooter-reporter who gathers information and pictures, which are sent to the newsroom to be scripted and integrated into seamless broadcasts with strong graphic components," he said.

Entrance to the RTNDA exhibit floor, at the San Antonio convention center

In other news, TBS Chairman Ted Turner made an appearance Friday morning at an environmental reporting symposium, and urged news directors to cover environmental issues. "We just can't go with car crashes and the sensational stuff," he said. "We've got to deal with these issues."

Turner also took time to tout a new market-exclusive package of environmental inserts that the Turner syndication unit is offering to stations.

At last count on Friday (Sept. 25), convention attendance stood at 1,506, down from last year's record 1,571 paid registrants. However, the exhibit floor had 129 exhibitors, 14 more than a year ago, according to exhibition coordinator Eddie Barker. New exhibitors included Ikegami and Reuters, and several local stations were on hand to sell news and weather packages to other stations.

TV news also came under sharp attack from a panel of media professionals who charged that the industry
WE WERE THERE

SO YOU WERE THERE

CNN TELEVISION

RIOTS • CHALLENGER SPACE SHUTTLE TRAGEDY • WAR IN THE GULF • MEDICAL BREAKTHROUGHS • DEMOCRATIC AND
“CNN has saved our competitive lives time and again on breaking news stories.” — Bill Bauman,

News Director, KCRA-TV Sacramento, CA
“CNN’s tape feeds, their help in coordinating crews and their live shots were all a part of our success.” — Jim Sanders, News Director,

WXIN-TV Indianapolis, IN
“CNN is there when we need it, covering more things live than our network.” — Bill Vance,
Director of News Operations, WBNS-TV
Columbus, OH
"CNN is one reason we've been able to stay #1 in a very competitive market." — John Miller,
Executive News Director, WFAA-TV Dallas-
Ft. Worth, TX
“CNN’s worldwide resources have aided WJLA-TV in mounting a local campaign for news leadership.” — Gary Wordlaw, News Director, WJLA-TV Washington, DC
“CNN Newsource’s customized news service for affiliates is outstanding.” — Paul Davis, News Director, WGN-TV Chicago, IL
"CNN gives KOAT-TV a presence in Washington we couldn't otherwise afford."

Lisa Breeden, News Director, KOAT-TV

Albuquerque, NM
was inherently biased in its reporting on minority affairs.

"TV has failed miserably" to live up to its own standards of reporting comprehensively, and in proper context, minority issues, said Mercedes De Uriarte, a University of Texas media professor. The majority (85%) of news directors are white, she said. The problem is "censorship by omission."

Garrett Glaser, Entertainment Tonight correspondent and member of the National Lesbian & Gay Journalists Association, urged news managers to make sure TV newsrooms were supportive of gay employees. "We're invisible most of the time but don't want to be," he said. "Coming out is perceived to be a career buster. Gay issues are growing in importance for the mainstream media. There's a source—gays already on the payroll."

CBS News's 60 Minutes co-editor Leslie Stahl was keynoter at the luncheon. Stahl said Dan Rather isn't the only news biggie to whom President Bush won't grant an interview. ABC's Peter Jennings and George Will, and NBC's Tim Russert and Bryant Gumble are also on a list of journalists to whom Bush will not grant interviews. "It's as if he doesn't want to be interviewed at all," said Stahl. She said Bush was not meeting his responsibility to be "accountable to the public."

NBC Today Show co-host Katherine Couric said a recent straw poll she took of journalism professors around the country indicates that reporters generally are politically left of the viewing and reading public. Couric was a keynoter at the RTNDA convention Tuesday night. "We have to ask ourselves [whether we] are too obsessed with the gotcha mentality," said Couric. "Are we obsessed with the mudslinging?" She said Today was planning four special broadcasts in October, with each devoting the full two hours to the records of Bush, Quayle, Clinton and Gore.

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CLINTON LONESTAR SPENDING NOT EXACTLY TEXAS-SIZE

Perot's re-entry could change advertising tempo

By Sharon D. Moshavi

Governor Bill Clinton launched his first ads in Bush's adopted home state of Texas, but the small buy seemed positioned to attract media attention and worry the Bush campaign rather than reach a large number of Texans. Although the ads—which aired solely in Texas and whose subject was energy industry jobs lost in that state—aired in Houston, Dallas, San Antonio, Austin and El Paso, the buy was sparse, comprising an average of two spots on two stations per market.

Candidates often follow one another into a market where their opponents are airing ads, particularly negative ones, say political observers. "The Bush folks are suspicious that Clinton is trying to fake them out in order to get them to waste their money [in Texas]. I don't know how effective this will be," says Brooks Jackson, who analyzes campaign ads as part of CNN's Special Assignment unit. Although Clinton is running slightly ahead of Bush in Texas polls, conventional political wisdom says that Bush will win the state in a two-man contest.

As to whether increased news attention to ads, such as that provided by CNN, enables candidates to get large exposure even with small media buys, Jackson acknowledges the possibility but says, "We are not here to have an effect on the campaigns or make them a better job. We're here to help the viewers sort out what the facts are."

Advertising sources say many of Clinton's regional advertising buys have been sparse to date. "They're husbandoing their resources. Clinton has a lot more money than his Democratic predecessors, but he hasn't spent anywhere near the level they did," says William Barrett, director of client services, SFM Media, which is active in political media buying.

Bush, who has been airing national ads, last week began to go after audiences who have seen Clinton's ads. Bush last week launched his first regional ad campaign since the lowest-unit-rate provision kicked in at the beginning of September. The ad, criticizing Clinton's record as governor (and the first negative ad Bush has run), shadowed many of the states where Clinton has been advertising, such as Louisiana, North Carolina, Georgia and Pennsylvania. To date, Clinton has also been airing ads in Wisconsin, Ohio, Michigan, Illinois, Iowa, Missouri, Kentucky, Colorado, New Mexico, Oregon, Connecticut and New York. Most of these states are hotly contested, and some of them—like Colorado and North Carolina—are longtime Republican strongholds.

Bush's buys are said to run largely on network affiliates' older-skewing programs, while Clinton's buys have been expanding the use of independent stations and Fox affiliates in pursuit of their younger-skewing audiences.

The entire advertising and media strategies of the campaigns could change if Ross Perot formally enters the race, as some expect this week. Although the strength of his national appeal is unclear, his support in his home state of Texas remains strong. Such Perot strength could change the complexion of the race there, with Bush spending heavily on ads to win the state and Clinton spending heavily to take advantage of a vote split between Perot and Bush. There is some speculation that the Clinton campaign aired its ads this week in anticipation of Perot's candidacy.

Among other large electoral-vote states, the campaigns have run test radio ads in Florida, but California still hasn't seen any money. "California broadcasters are starting to get pretty antsy. And we're starting to get calls from a lot of Florida people, too, wondering where the dollars are," says Rickie Ellis of the Seltel TV rep firm.

As polls in California continue to show Bush lagging, many broadcasters there are giving up hope of seeing many presidential ad dollars. "It's not surprising candidates devote dollars to other states where it's much tighter," says Weldon Donaldson, KFMB-TV San Diego. Florida may be more of a toss-up, but Jack Lyons, WFLA-TV Tampa doesn't think his station will see much in the way of ad dollars, except perhaps toward the end of the campaign.
S. 12

Continued from page 3

Leave bill. But the President was expected to prevail in the House when it takes up the veto this Wednesday (Sept. 30).

An analysis of last week’s Senate vote shows the uphill nature of the White House’s struggle to sustain a veto. As of last Friday, by BROADCASTING’s count, it had at best only 28 votes.

If all 99 eligible Senators cast a vote (Connie Mack [R-Fla.] has recused himself because his brother owns a Columbus, Ohio, cable company), the White House will have to change the minds of nine out of 24 Republican Senators who voted for the bill.

Three of the 24 Republicans appeared to be leaning toward sustaining a presidential veto at deadline last Friday (September 25) while five others seemed to be undecided (see box). The rest were either committed to an override or appeared to be leaning heavily toward it.

To gain a winning margin, Bush must win over some of the eight Republicans who are currently running for re-election and some of the nine who not only voted for the bill last week, but voted for it last January 31 and against a substitute offered by Bob Packwood (R-Ore.), which would have weakened S. 12’s rate regulation provisions and eliminated program access.

"I think it’s very hard to explain a switch and most people in Congress worry about it," said Danforth. "If you change positions, what’s happened to justify that change? How do I justify in a period of 10 days a reversal?"

But the White House campaign to stop the bill was just beginning late last week. John Warner (R-Va.), one of the undecided senators, met with Bush on Friday morning. "The results of that meeting are unknown to any of us here on the staff yet," a Warner aide said. "The senator supported the legislation both times it came to the Senate for a vote, but at this point I’m not sure."

Bush may need more than nine if Senate Democratic leaders can convince some of the Democrats who voted against the bill to switch their vote for partisan reasons.

The Senate passed the same conference report passed the week before by the House, 280-128 (BROADCASTING, Sept. 21). Most believe the odds of sustaining the veto in the House are longer than in the Senate.

If all 433 current House members were to vote, bill supporters would have to pick up nine more votes to override. A large majority of the 25 House members who did not vote for the conference report are known to support the bill.

On the day of the House vote Bush promised to veto the bill in a letter to the Congress. "This legislation will hurt Americans by imposing a wide array of costly, burdensome and unnecessary requirements on the cable industry and the government agencies that regulate it," Bush said in the letter.

The administration has raised objections for several months over the bill’s proposed regulation of rates by the FCC and local governments as well as the bill’s program access provisions, which are designed to force the cable programming networks owned or partially owned by cable system operators to deal with competing multichannel providers such as satellite distributors and wireless cable.

The overwhelming margin of victory for the bill in both Houses led some to speculate that Bush would not veto the bill but instead quietly allow it to become law without his signature after the 10-day time limit, as provided in the Constitution.

But all chances of the cable battle ending quietly ended when Senate Communications Subcommittee Member and vice presidential candidate Albert Gore (D-Tenn.), escalated it to an issue in the national campaign. The day after the Senate vote, Gore scheduled a campaign stop in Morganton, N.C., to pressure Bush into signing the bill (see box, page 3).

Gore aide Roy Neel denied last week that the senator’s spotlight on the issue is meant to force Bush into a politically damaging veto. "I think that’s nonsense. It’s already been politicized. We’d very much like to see him sign the bill, but I can’t imagine him basing his decision on whether or not there’s a Democratic campaign event associated with it," Neel said.

Although it is Gore who was among the authors of S. 12, and not Clinton, who is championing the bill in public, Neel said support of the bill is a solid campaign position. "There’s no reason for Governor Clinton to bring this up right now, but I suspect if they asked him he would support Gore’s work on this issue," he said.

With or without pressure from the Democratic presidential campaign, most in Washington last week believed the bill would be vetoed, probably late this week as the Congressional session nears adjournment. Because the Congressional session is expected to be extended beyond Saturday (Oct. 3), Bush will not have the luxury of a "pocket veto"—the death of a bill not signed into law if presented to the President less than 10 days before the end of the session.

And as for the final outcome? "The game’s afoot," said Turner lobbyist Bert Carp. "Anybody who says now stands to be wrong later. It’s very close. It’s very close."

For More Late-Breaking News, See “In Brief,” Pages 68 and 69

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**WHITE HOUSE TARGETS**

President Bush may need to win over nine or more of the following Republicans to sustain an S.12 veto

Leaning toward sustaining veto:
- Mitch McConnell (Ky.)
- Orrin Hatch (Utah)
- Alan Simpson (Wyo.)

Leaning toward or committed to override:
- Christopher Bond (Mo.)
- Dan Coats (Ind.)
- Thad Cochran (Miss.)
- John Danforth (Mo.)
- David Durenberger (Minn.)
- Slade Gorton (Wash.)
- Charles Grassley (Iowa)
- Mark Hatfield ( Ore.)
- James Jeffords (Vt.)
- Nancy Kassebaum (Kan.)
- Robert Kasten (Wis.)
- John McCain (Ariz.)
- Frank Murkowski (Alaska)
- Larry Pressler (S.D.)
- William Roth (Del.)
- Arlen Specter (Pa.)

Undecided:
- William Cohen (Me.)
- Alfonse D’Amato (N.Y.)
- Pete Domenici (N.M.)
- Strom Thurmond (S.C.)
- John Warner (Va.)

Italics indicate up for re-election this year.
† Voted for both Packwood substitute and S. 12 last January. * Voted for S. 12, against Packwood substitute last January. Bond was absent last January.
ON HOLD

Those awaiting a decision on the issue of banks taking a security interest in broadcast licenses will have to wait a while longer. FCC Chairman Alfred Sikes had planned to bring the so-called capital formation order up for a final vote at the Oct. 8 meeting, but decided last week to put it off for at least a month. The item is reportedly hung up over its rejection of the proposal to give bankers and others the security interest as a way of loosening up credit for the industry. It’s unclear why, since all the commissioners have been more or less unanimous in their opposition to the proposal. One theory was that Sikes was looking to build a better legal case for that opposition.

NAB UPS LOBBY ANTE

The National Association of Broadcasters’ TV board, meeting by telephone last week, decided the association needs to increase its legal and government budgets, which now total about $4 million. It talked about several ways of raising the extra funds, including a 20% increase in TV dues. The money will be needed even if the cable bill passes, according to NAB and board sources. The FCC will initiate series of proceedings to implement the law, several provisions will face court challenges and Hollywood and telcos will be back as some legislation that could adversely affect broadcasters, they said.

JUST A WARM-UP?

Capitol Hill’s intervention in the FCC’s efforts to relax radio ownership rules may turn out to be just a warm-up for the battle over the TV ownership rules. “The solutions suggested by the FCC to date seem to be overbroad,” said Larry Irving, counsel for the House Telecommunications Subcommittee, who added that “members of Congress know a lot more about TV than radio and will make sure that increased concentration will not come back to haunt them.”

ACTION HOURS ON THE RISE

The return of the action-adventure form may well be at hand. With the syndication market having woken to the realization that there is a paucity of action-adventure hours on television, the networks and network producers have apparently come to the same conclusion. Twentieth Television has earmarked one-quarter of its development this year for action hours, according to Steve Bell, president, network television, Twentieth Television. “We’ve sensed there is a need, that the pendulum has swung so far to sitcoms and so far toward soaps that the action-adventure hour, which had been the staple of early evening time periods, was gone,” Bell told Broadcasting last week. “So we felt 24% of our development would be directed to that genre.” Syndicators have gone full speed ahead in producing action shows, with Paramount committing to the Star Trek spin-off, Deep Space Nine, as well as producing The Untouchables. The Warner Bros. syndicated Primetime Network consists of two action hours, Kung Fu: The Legend Continues and Time Trax. In addition, Cannell is distributing Renegade and Rysher is putting Highlander on the market.

DON’T BET ON IT

Last week, KPRC-TV Houston Program Director Lyle Schulze was denying a published report that the NBC affiliate would bump You Bet Your Life from its single-access 6:30 p.m. slot in favor of Entertainment Tonight, rights for which it has re-claimed for full fall 1993. In fact, Schulze said he is “pleased as punch” with You Bet’s 9 rating/15 share rating average (NSI, Sept. 21-23), up 5 share points from Family Feud’s 10 share October 1991 average. ET averaged a 7-10 rating in the slot for the station before leaving for ABC affiliate KHOU-TV two years ago. “We’re absolutely delighted to have both programs [ET and You Bet], but we have not made any plans for fall 1993 access,” Schulze said. “I don’t know exactly where I’d put ET if You Bet Your Life continues to grow like it has.”

LOS ANGELES

CONSUMER CRUSADE

Word has it that Buena Vista Television is developing a first-run strip, Crusaders, a consumer action series, for fall 1993. A source close to BVT dismissed talk that David Horowitz, who hosts a weekly consumer show (Fight Back) and was recently laid off from KNBC-TV Los Angeles (as part of a phaseout of the consumer reporting unit), was being considered.

DYING SWAN

Due to low ratings, Sachs Family Entertainment is pulling the plug on production of Swans Crossing, the teen-targeted soap opera. The strip launched with 13 weeks of originals at the end of June.

NEW YORK

MAKING CRIME PAY

Court TV is toying with the idea of launching a crime magazine tied to the basic cable network. Current plans call for involving cable affiliates in the sale of the magazine in return for a share of the subscription revenue.
made a full-court press to beat out other interested suitors such as MCA TV, Columbia Pictures Television and King World Productions (KWP has since cast its lot with motivational speaker Les Brown [see story, page 17]), according to sources.

Besides touring the country as a stand-up comedienne, Berry has made occasional appearances on broadcast and cable shows, including King World Production's Oprah Winfrey Show.

Since Berry is a black woman, station executives may make the inevitable comparison to Winfrey, the first black woman talk show host in syndication. Meidel, however, sought to differentiate Berry, pointing to her background in comedy and her sociology credentials (she earned a PhD from Kent State).

"Bertice has a unique ability to be entertaining and informative, even when it comes to some more sensitive social issues," Meidel said. "We feel strongly enough in Bertice to believe that she can be every bit as successful as Oprah has been."

Meidel credited Twentieth's executive vice president of programming, Peter Marino, who had taken notice of Berry's Chicago comedy appearances while he was head of development for Tribune Entertainment Co., with negotiating the deal.

According to sources, Berry asked for $10,000 per week for the anticipated 39 weeks of original episodes, in addition to various "performance bonuses" for the initial season of production. However, one other suitor close to the negotiations said that Twentieth may have raised the ante to $15,000 to $20,000 per week. Meidel declined comment, emphasizing only that Twentieth has made a "long-term commitment," which suggests that the Fox Inc. syndication unit may have an option year attached to Berry's contract.

When Salhani was president and Meidel was general sales manager of Paramount Domestic Television, a similar long-term deal to attract Maury Povich from Twentieth's A Current Affair led Paramount to push—successfully—for two-year licensing deals with television stations. It is suggested by industry sources that Twentieth may seek similar two-year, cash-plus-barter (two minutes of national advertising per episode) terms for Berry. Meidel would not comment on the terms.

Meidel is confident that there will be "fallout" this season among some newly launched and veteran talk shows airing in morning and early fringe. A number of competing syndicators suggest that Tribune Entertainment's The Joan Rivers Show and Warner Bros. Domestic Television Distribution's Jenny Jones talk shows have shown signs of vulnerability, but both of those distributors have pumped additional resources into them and dispute such claims.

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**SNL DEPARTURES**

The 18th season of NBC's Saturday Night Live kicked off last weekend with three fewer ensemble players than last year (gone are Victoria Jackson, Beth Cahill and Siobhan Fallon). Breakout star Dana Carvey, whose contract as a cast member with the show runs through Election Day, said at an SNL press conference last week he doesn't know if he'll continue with the series past that date. Carvey also said it remains a "possibility" that he might host a late-night talk show for NBC should David Letterman leave the network.

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**TRACKING SYNDICATION'S MAJOR DEVELOPMENTS**

Following the news that King World Productions and Twentieth Television are bringing out Les Brown and Bertice Berry daytime talk show strips for next season, one New York station rep joked that "five percent of the U.S. population has a talk show in syndication." As gross an exaggeration as that may be, there are an abundance of incumbent talk show strips, and the major distributors have perhaps another half-dozen in development for 1993-94.

The talk show format is not the only genre in the works, with a smattering of game show and reality-based series projects in various stages of development. A brief breakdown of what some of the major distributors are known to be developing:

- Paramount Domestic Television, according to rep sources, has reportedly informed some Entertainment Tonight incumbent stations that it is close to completing the long-anticipated signings of ET anchors John Tesh and Leeza Gibbons to co-host a daytime talk show strip. Paramount officials declined comment on the status of the project.

- Tribune Entertainment Co. is moving forward with plans to launch The Faye Wattleton Show by January 1993, and has hired Velma Cato to be executive producer and further develop it as a daytime talk show strip.

- Warner Bros. Domestic Television Distribution, five months into its slow market rollout of NightTalk with Jane Whitney, is positioning the strip for national distribution next January.

- In their first joint programing effort since BHC Communications and subsidiary Chris-Craft/United Television station group acquired WWOR-TV New York earlier this month, sister station KCOP(TV) has agreed to carry WWOR's The Richard Bey Show. The show, currently airing as Nine Broadcast Plaza, will change its title today, airing Bey from 11 a.m.-noon (ET) on the Secaucus, N.J.-based superstation. KCOP will air the talk show strip from 1-2 p.m. (PT). A source with KCOP said a distributor has yet to be attached for a wider rollout.

- Chris-Craft/United and Warner Bros. are also currently testing Bedroom Buddies in nearly two dozen markets, but there is no word if both parties are going to decide on a full national rollout.

- Carsey-Werner Distribution Co. bought the rights to I've Got a Secret from NBC Productions last year, and it is rumored that syndication president Bob Jacobs has been searching for a top-draw host.

- New from MTM is Xuxa, a morning children's strip from Latin America hosted by Maria De Graca Meneghel.

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*MF*
Broadcasting Sep 28 1992

**NBC FIRES ‘TONIGHT’ PRODUCER KUSHNICK**

Aggressive booking practices ruffled feathers; Leno voices support for longtime friend

**By Steve Coe**

After spending the past four months apparently rubbing many people the wrong way, Helen Kushnick, executive producer of The Tonight Show and host Jay Leno’s personal manager for the past 17 years, found herself out of a job last Monday (Sept. 21).

The network fired Kushnick after a series of closed-door meetings over the previous weekend had failed to bring about any compromises regarding the running of the show. As of press time, no replacement had been named for Kushnick, who was apparently ordered off the NBC lot on Tuesday after scratching her office.

In the interim, Leno and two Tonight Show producers, Debbie Vickers and Bill Royce, will handle her duties. "NBC reiterates the great pride we have in our late-night franchise and our pleasure with Jay Leno’s performance in his new capacity as host of The Tonight Show. However, we have determined that a change in the management structure of The Tonight Show is appropriate at this time. Effective immediately, Helen Kushnick will no longer be the executive producer of The Tonight Show. We intend to fill the post in the near future. All key Tonight Show staff members, in whom we have enormous confidence, will continue with the show," read the statement released by the network last week.

For his part, Leno remained low key, although he issued a statement supporting Kushnick and calling NBC’s decision “unwarranted in light of the success of the show to date.” Leno, who has supported Kushnick through a series of personal crises that included the deaths of her husband and son, said, "I regret the actions of NBC today. However, after meeting with Helen Kushnick, the show will go on as scheduled tonight.” He ended the statement by saying “I continue to support Mrs. Kushnick.”

Kushnick and NBC’s problem, which centered mainly on booking practices, came to a head two weeks ago when talent agent Ken Kragen complained publicly about her meth-

ods. Kushnick apparently raised Kragen’s ire when she threatened to cancel country singer Travis Tritt’s appearance on the show unless he reigned on an agreement to appear on the Arsenio Hall Show. Kragen, who represents Tritt, spoke publicly about what many people had been saying privately, calling Kushnick’s booking practices unnecessarily rigid.

Kushnick, who has yet to issue a statement regarding her firing, has reportedly threatened NBC with a sexual discrimination lawsuit and insisted she was the victim of an “old boy” network.

**KWP CONFIRMS LES BROWN SHOW**

Joins ‘American Journal’ in development slate; Hearst Broadcasting is back-end partner in show

**By Mike Freeman**

King World Productions ended months of speculation last week, confirming it is producing and distributing a fall 1993 syndicated talk show strip hosted by motivational speaker Les Brown. KWP also revealed that Hearst Broadcasting is a partner in the show.

That is the latest word from KWP on the still-young development season. It has already taken American Journal, the Inside Edition spin-off, into the broadcast marketplace, where it is rumored to have been sold to a dozen stations.

Since the launch of The Oprah Winfrey Show in 1986, KWP has spent nearly the last half-dozen years trying to find the right talent—Tim and Daphne Reid, Gayle King, among them—to duplicate that success. KWP Chairman Roger King believes Brown has the stuff. He predicted that The Les Brown Show, targeted for morning and early fringe, will “do away with the four J’s—Joan Rivers, Jenny Jones, Jane Whitney and Jerry Springer—in the morning time periods.”

King said immediate plans are to tape 20-30 shows for an off-air test with focus groups. KWP’s sales force is expected to hit the streets in two weeks and will likely show the off-air tapes to some station executives later.

King said that Brown was brought to KWP by Hearst Broadcasting Group, which he identified as a “back-end” partner in the hour-long talk project for which KWP is producer and distributor. He said, however, that there is an agreement in principle that the six Hearst-owned stations will not have right of first refusal on the show. “We could do group deals, but we have so much interest from affiliates and independents, we’re going station-by-station to insure the best time period clearances in each market,” said King, who did not rule out the possibility of a group deal with established Oprah client Capital Cities/ABC. King claimed that one station,
Space 'Hooker'?  
While Paramount Pictures is wrestling with the notion of producing a seventh and final "Star Trek" movie featuring the original cast, William Shatner is reportedly preparing to beam into his own science fiction series being developed for the broadcast networks. Shatner, who has authored a series of "Trek lab" sci-fi novels (with Ron Goulart), is working with Atlantis Films on pitching a TV series adaptation. A sci-fi industry source described the Trek lab project as a "T.J. Hooker-style police drama set in the future," however, Shatner would make only occasional appearances in the series. Shatner was on vacation and unreachable, as was his personal assistant based at Shatner's Paramount Pictures production office.

Star gazing at Fox  
The science fiction mania sweeping the syndication business has apparently struck programming executives at Fox Broadcasting Co., which has not aired a sci-fi series since the cancellation of Alien Nation two years ago. According to one source, Melinda Snodgrass, a former freelance writer for Star Trek: The Next Generation, is said to have a pilot commitment for Circuit Trigolo, three novels she wrote about futuristic judicial systems spread throughout the universe. Joe Manowski and Brannon Braga, also contributors to Star Trek: TNG, are said to have a pilot and six-episode commitment from Fox for Real Time, a yet-to-be-detailed sci-fi series. It was also rumored that Fox might try to resurrect Alien Nation, which had established a small cult following, or at least produce new episodes for the Sci-Fi Channel. At press time, a Fox spokeswoman had yet to verify any of the above rumors.

Double standard?  
NBC News President Michael Gartner says he's "mildly amused" by one aspect of the Woody Allen vs. Mia Farrow saga that relates to how journalists draw lines in reporting names in sexual abuse cases. A year ago last spring, Gartner caught a lot of flak for revealing the name of the alleged victim in the Kennedy rape case. This summer, however, Gartner notes, "they've all printed the name of Dylan Farrow," Mia's 7-year-old daughter who she claims was molested by Woody Allen. "Nobody has even raised the issue of printing the name of a juvenile who may have been sexually molested." But, says Gartner philosophically, "We can all draw our own lines. The glorious thing about this system is the government doesn't draw it for you.''

Do it yourself  
Having the luxury of an in-house production unit and a seven-station laboratory to test programming locally has proved to be a highly successful platform for Fox Inc. It has also proved to be a successful formula for drastically reducing the weekly production costs associated with syndicated and network-cleared series. Brian Graden, vice president of program development for Fox Television Stations Productions, revealed to Broadcasting that various production efficiencies will allow the production unit to produce Busted (see page 15) for approximately $50,000 per week, nearly one-third less than the average $150,000-per-week price tag for the typical game show.

Whodunnit?  
During the past two seasons, Stephen J. Cannell Productions has been expanding its menu of crime-solving series for the networks and syndication. Now the Los Angeles-based independent is looking to further expand into the puzzle-solving game show business. Cannell is beginning run-throughs on a new game show titled Illusions for syndication in 1993-94.
Broadcasting has it.
In a recent study of industry trade magazines, Broadcasting ranked #1. Sixty-four percent of the TV General Managers questioned said Broadcasting was the "most credible." Its nearest competitor—Electronic Media—managed to get only 15% of these vital decision makers.
It follows that an ad in Broadcasting enjoys the special benefits of being in a publication so highly regarded by its readers. No wonder Broadcasting continues to carry more advertising lineage than Electronic Media.

Broadcasting
Nothing even comes close.

Source: 1991 RMS surveys of TV General Managers.

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Fax (202) 293-3278

Hollywood  
(213) 463-3148  
Fax (213) 463-3159

Lewis Edge & Assoc.  
(609) 683-7900  
Fax (609) 497-0412

Yukari Media Inc. (Japan)  
(06) 925-4412  
Fax (06) 925-5005
Anchored by NANCY GLASS
THE NEXT NEWS MAGAZINE FRANCHISE

PREMIERING SEPTEMBER 1993

FROM KING WORLD

THE PRODUCERS OF INSIDE EDITION!

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**WEEK'S AVG SSN. TO DATE**

**RANKING/SLOT (PROGRAM RATING/SHARE)**

**PREMIERE**

**SOURCE: NIELSEN MEDIA RESEARCH**

**YELLOW TINT IS WINNER OF TIME SLOT**
San Francisco stations dominate Crystals
KGO-AM, KMEL-FM cited for AIDS efforts; others raise funds for job training, food drives

By Peter Viles

San Francisco stations KGO-AM and KMEL-FM, which helped raise a combined $3.4 million to help their communities fight AIDS, homelessness and other social ills, were among the 10 stations honored as winners of NAB's Crystal Radio Awards.

The stations honored at the NAB Radio Show in New Orleans, and some of the activities cited:

KGO-AM San Francisco: Cited for extensive live news coverage, support of community projects including hosting its 12th Annual Cure-A-Thon, which raised $310,000 for leukemia research; sponsoring AIDS Walk San Francisco, which raised $2.1 million; raising $250,000 for free mammograms for low-income women; raising...

Continues on Radio Extra page 4
“AT

Call letters for radio stations that want...
remote digital broadcasts at a competitive price.

If your radio station broadcasts from remote sites, remember the call letters "AT&T." Because with AT&T ACCUNET Switched Digital Services, you can get high-quality remote digital broadcasting, over the telephone, at a competitive price.

And using AT&T ACCUNET Switched Digital Services is as easy as making a phone call. You simply dial up and talk. What's more, while the service is always there when you need it, you pay only when you use it.

To learn more about AT&T ACCUNET Switched Digital Services, call an AT&T specialist at 1 800 222-SW56. Because if you want one of the best broadcasts on the radio dial, it pays to call one of the best numbers on the telephone dial.

See AT&T ACCUNET Switched Digital Services in action at the NAB Trade Show, Booth 228, COMREX CORPORATION, and Booth 921, CORPORATE COMPUTER SYSTEMS.

AT&T The right choice.
CRYSTAL AWARDS
Continued from previous page

$138,000 to feed the hungry at Thanksgiving, and hiring a homeless man to report on homelessness.

KMEL-FM San Francisco: Cited for its TV spot featuring anti-drug and safe-sex messages as well as theme of racial harmony; various events, including an AIDS Dance-A-Thon and a toy drive, raised $1.28 million; and public service programming that included Street Soldiers, a weekly call-in show aimed at stemming gang violence.

KIRO-AM Seattle: First broadcasting outlet to receive a Point of Light Award from President Bush, it collected 150,000 pounds of food and $120,000 for an organization that feeds the poor and provided winter coats and school supplies to 4,000 schoolchildren.

KQEG-FM La Crescent, Minn.: Its 12-member staff devoted 1,950 hours of volunteer time to local organizations, produces daily public affairs forum on local issues, and establishes scholarships to a local technical college.

Plainly spoken words from physicians and researchers on how to live longer and better.

from Saint Louis University Medical Center appeals to people who are in charge of their lives. It’s solid, useful information that’s easy to understand, yet our two minute format provides listeners with depth and details.

Health Letter Radio carries no commercial message, but it’s available to you as an advertising revenue producer.

Now airing on more than forty-five stations in Missouri and Illinois, Health Letter Radio is free to you and exclusive to your service area. Call for a demo cassette. And you’ll feel better immediately.

Health Letter Radio 800-562-2345

WAFO-AM Fosteria/Bowling Green, Ohio: Cited for raising more than $50,000 for projects that included keeping open a public swimming pool and providing a funeral for a murder victim, committing $6,000 per year to keep open an Amtrak depot and raising $15,000 for depot renovations.

WOKQ-FM Dover, N.H.: Co-sponsored two blood drives, broadcast nearly 30 public service announcements per day, gave extensive support to a job-training program that provided 2,600 jobs and was the only coastal New Hampshire station that carried extensive storm reports before, during and after Hurricane Bob.

KPQX-FM Havre, Mont.: Helped raise $379,000 for 30 local organizations, supported toy and clothing drives for needy children, helped feed 500 people at Christmas and 820 at Thanksgiving and provided extensive community support during Blaine County fire of 1991.

KTIM-AM-FM Medford, Ore.: Helped raise $72,000 for “Save Mt. Ashland” campaign, an effort to save a community ski area, and provided $5,000 for Fourth of July fireworks display.

WLVO-FM Columbus, Ohio: Helped raise more than $1 million for local charities, including $50,000 for station’s in-house charity, Secret Santa, which provided holiday gifts to 6,500 children; also conducted campaigns against drunken driving.

WTRA-AM Rome Ga.: Completed its two-year, $150,000 project to build and donate to the community “My House,” a five-bedroom home for victims of trauma, cancer and serious illnesses.

FM SPORTS IN PHILLY

I n what the station describes as a first in the nation, WMMR(FM) Philadelphia is launching a morning program that combines rock music and sports talk. Sportscaster Howard Eskin will play a major role. The move is widely seen as an effort to counter the surge of Howard Stern’s morning show on rival WYSP-FM. WMMR’s morning show lost its market dominance after Stern declared war on WMMR morning man John DeBella.

BRANDMEIER

Continued from previous page

syndicate his program with Evergreen Media’s new syndication company, OTR, or any syndicator he chooses.

“I’ve taken the morning show as far as I want to; it’s time to try something else,” he said. “I’ll be able to syndicate the show nationally, if I choose, something that’s really never been done in afternoon drive with an entertainment-oriented show like this.”

Brandmeier, whose show features classic rock music, first toyed with the idea of national syndication two years ago, but was sidetracked when he briefly hosted Johnny B…On the Loose, a late-night TV show.

He currently dominates morning drive in Chicago, placing second to WGN(AM) in Arbitron’s 12-plus ratings but first in the more important 25-to-54 age group.

WLUP vice president and general manager Larry Wert said the scheduling shift will help Evergreen achieve its goal of establishing separate identities for the AM and FM stations.

“Last year we determined that for economic and competitive reasons it would ultimately make sense to separate our two stations,” Wert said.
ARBITRON MULLS MIAMI SUMMER SURVEY

Ratings service sees no major problems in wake of hurricane, but some broadcasters do

By Peter Viles

As South Florida residents pick up the pieces after Hurricane Andrew, Arbitron is weighing the sensitive issue of whether to publish a summer ratings book for the storm-ravaged market.

Arbitron officials say they have been able to complete their diary survey with only minor interruptions and see nothing preventing them from going ahead with the ratings book for the period ending Sept. 16. But some Miami-area broadcasters, arguing that the book is bound to be either inaccurate or skewed by the disaster, say Arbitron should skip the summer ratings altogether.

In hopes of settling the issue, Arbitron officials have agreed to meet this week in Florida with Miami-area broadcasters to discuss the survey.

David Harris, general manager of WQJY-FM Fort Lauderdale, is urging Arbitron to cancel the book and says he believes a slight majority of Miami-area broadcasters agree with him.

"It can definitely do some financial damage to a station if they get hit with a poor book that's essentially caused by a hurricane," Harris says.

"It could give advertising buyers an artificial impression of what the audience sizes are," he adds. "Is a station's hurricane came still going to be around in November when agencies are still using this book to buy?"

Tim Williams, vice president and general manager of WZTA-FM and WINZ-AM, an all-news station that would likely do well in the summer survey, perhaps not surprisingly says Arbitron should publish the book.

"If they get enough diaries back to do what they think is a statistically reliable survey, then I'm all for it," Williams says. If listening habits were skewed by the disaster, he says, "that's OK, because Arbitron's job is to paint a picture of what the actual listening was."

He adds, "Wouldn't you appreciate a service that shows you how things like this affect listening?"

The hurricane hit South Florida during the ninth week of Arbitron's 12-week survey. Arbitron spokesman Thom Mocarsky says the ratings firm expects to collect about 2,500 diaries from the market, slightly fewer than the company's goal of 2,700, but probably enough to issue an accurate ratings book.

Speaking of areas where the storm caused the most damage, he says, "we know we're going to be soft in certain areas."

He says the company sees no statistical reason to cancel the survey, but wants to talk first with broadcasters before deciding what to do. "We're not going to unilaterally decide what we're doing to do," he says.

Harris says he has doubts about two issues: whether the book itself will be accurate, and whether even an accurate book is fair to broadcasters, given the widespread—but in many cases temporary—changes in lifestyles that the storm caused.

"Arbitron's position has been that it only affected 10% to 15% of the metro area," he says. "But in terms of lifestyle, it affected most of Dade and Broward counties. The question remains: How much attention are people going to pay to filling out a diary when they have so many other things on their minds?"
JACOR RESTRUCTURES
Financially strapped Jacor Communications last week announced a major debt restructuring under which ZellChilmark Fund L.P. will commit up to $51 million and effectively take control of the company.

The agreement will reduce Jacor’s debt from $148 million to $72 million and will give Jacor’s creditors and ZellChilmark ownership of 94% of primary common shares outstanding.

ZellChilmark, a Chicago-based investment fund that specializes in deals with troubled businesses, would pay $5.74 per share for at least 69% of the primary common shares outstanding. —PV

CBS'S GROSS PASSES 100 STATIONS
CBS Radio’s first venture in network talk radio, The Gil Gross Show, is now heard on more than 100 stations, but so far in only three of the top 10 markets, the network said last week.

Prior to the show’s Aug. 24 debut, CBS had said that it expected the show to build affiliates slowly, and a CBS spokeswoman said last week that the network is pleased with the rate at which stations are picking up the program.

“We are pacing exactly as we planned we would,” said CBS Radio spokeswoman Sina DeVito. She said interest in the program has picked up considerably since the program aired live from the NAB Radio Show in New Orleans earlier this month.

The program will stage its first interview coup today (Sept. 28), when General H. Norman Schwarzkopf takes calls from listeners in his first national radio appearance to discuss his new book, “It Doesn’t Take a Hero.”

Among top-10 markets, the program airs on KJJJ-AM Los Angeles, WKRS-AM Chicago and KPRC-AM Houston, the network said. It now airs in 21 of the top 50 markets and in 44 of the top 100, CBS said.

Major stations that air the show include KV1-AM Seattle, KFMB-AM San Diego, KNUS-AM Denver and WTMJ-AM Milwaukee, CBS said. —PV

RIDING GAIN

BROOKS ON WESTWOOD ONE
A two-hour Garth Brooks special carried by Westwood One broke news on several fronts last week. The show, carried by 750 stations worldwide on Sept. 21, marked the first broadcast of Brooks’s new album, “The Chase.”

It also marked the end of a rumor that had Brooks retiring after the album’s release. In an interview with program host Leeza Gibbons, Brooks announced that he will, instead, take a leave of absence from his music career for December 1992 until mid-1993.

Another highlight: although Brooks was scheduled to take phone calls from fans only during the show, phone lines lit up hours early and Brooks took some calls before the show started.

NO MORE FM TALK IN HOUSTON
US Radio LP’s KKLU(FM) Houston is giving up on its experiment in FM talk programming. The station, mired in a major ratings slump, is dumping its hybrid talk format and its call letters to become KKZ(R)(FM). The new format will be Z-Rock, the hard-rock format produced by ABC’s Satellite Music Network.

Don Kidwell, US Radio president/COO, says the group sees an opportunity to succeed with 18- to 34-year-olds, the target demographic for K-Rock. KKZ(R) becomes US Radio’s third station to program SMN’s K-Rock.

CBS NEWSBRIEF
CBS Radio announced last week that the CBS Spectrum Radio Network will begin providing “Newsbrief,” one-minute weekday news updates, beginning today (Sept. 28). The updates, seven during morning drive and five during afternoon drive, will be fed at :30 past the hour. CBS says the new service is tailored for music-based FM stations that need concise, hard-news updates.

COUNTRY IN JAPAN
TNKR’s weekly country music countdown program, The Nashville Record Review, is now being heard in Japan on satellite-delivered KTYO Radio, Group W Satellite Communications announced last week. The weekly four-hour countdown is heard on 280 U.S. stations. KTYO Radio is Japan’s only 24-hour country radio station, and is available throughout the nation.

MJI’s CMA SHOW
MJI Broadcasting has signed 225 stations for its upcoming coverage of the 1992 Country Music Association Awards. MJI’s feed includes live coverage of the Wednesday, Sept. 30, event, as well as pre- and post-show packages and daily CMA Awards Moments.

NEW SEMINARS FROM RAB
The Radio Advertising Bureau is launching a new series of professional training and recognition seminars for radio sales managers or aspiring managers.

Radio professionals who complete the two-day marketing seminar will be accredited as a Certified Radio Sales Manager, or CRSM. The seminars will be offered only three times per year, with attendance limited to 75. The first seminar, the only one to be offered in 1992, takes place Nov. 14-16 at the Scanticon Conference Center in Denver.

MORE INFINITY
Expect Infinity Broadcasting to continue its buying binge: it last week announced a $320 million credit agreement with 18 banks that will give the company an additional $123 million in borrowings.
Congratulations to our 1992 NAB Marconi Award Winners.

Legendary Station of the Year

WCCO
Minneapolis

CHR/Top 40 Station of the Year

WBBM-FM
Chicago

MOR Station of the Year

WCCO
Minneapolis

You make us all proud.

CBS Owned AM & FM Stations
CBS Radio Networks
CBS Radio Representatives
**ARC PRIMED FOR SECOND SPORTS NETWORK**

*Prime Plus will offer 60-70% original programing, targeting up to 8 million homes*

**By Rich Brown**

Prime Network parent Affiliated Regional Communications hopes to succeed where others have failed early next year when it launches Prime Plus, a new cable network designed to present around-the-clock sports news and information to a national audience.

Prime Plus is designed as a complement to Prime Network, the 24-hour sports network, which now reaches more than 27 million cable homes nationally.

"By providing an additional channel with added-value, differentiated programing, Prime Network's regional affiliates will have an opportunity to carry more sports inventory and be afforded an opportunity to use Prime Plus to schedule extra local programming," said ARC Chief Executive Officer Ed Frazier.

Frazier said ARC's existing resources should give the new service an advantage over Sports News Network, an earlier attempt at a sports news service that collapsed in late 1990. Those existing resources would give Prime Plus immediate access to such costly traditional start-up expenses as satellite transponders, studios and personnel. The launch of Prime Plus will require the additional hiring of only about 12 technical support people, according to Frazier.

"The biggest shortcoming they had was they didn't have any infrastructure to lean on," Frazier said of SNN.

ARC's decision to move ahead with Prime Plus comes at a difficult time for new launches, given limited channel capacity and a tight advertising market. ESPN and Sportschannel America have both indicated some interest in launching sports news and information networks but have yet to announce any solid plans. ARC's plans to launch Prime Plus have been in the works for more than a year.

About 60% to 70% of the Prime Plus schedule will be exclusive to the network, with the remainder of the programing time shifted from Prime Network. A half-hour nightly sports news show will be simulcast on both channels at 6:30 p.m. Central time, with additional runs on Prime Plus.

One way the new network will keep costs down will be through collecting news footage from Prime's 15 affiliated regional sports networks across the country. The programing mix will include score updates as often as every 15 minutes along with sports features, talk segments and special event programs. Most of the on-air talent on both of ARC's national sports networks will be shared.

ARC will first give its Prime affiliates the opportunity to market Prime Plus and will then market the channel directly to those operators that have not already been approached by a Prime affiliate. Operators will have the option of carrying the service on a full-time or part-time basis. Frazier would not give a targeted sub count for the January 1, 1993 launch, but said he would be comfortable with a count in the area of 8 million.

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**FAMILY CHANNEL BUYS TVS FOR $68.5 MILLION**

*Purchase of MTM library and other assets targets international expansion*

**By Rich Brown**

In a move that company executives say should accelerate its plans to expand overseas, International Family Entertainment has reached an agreement with London-based TVS Entertainment to acquire MTM Entertainment and its other subsidiaries for approximately $68.5 million.

The deal is expected to push along IFE's plans for a U.K. version of its domestic cable network, The Family Channel, which currently reaches about 55 million homes in the U.S. alone. As a company, TVS has been engaged primarily in the operation of the independent TV broadcast license for south and southeast England and in the development, production and distribution of TV series and other programs.

"Its capabilities are expected to enhance IFE's efforts to produce programming for the international markets," said Tim Robertson, president and CEO of IFE. "We also expect to benefit from MTM's extensive experience in the syndication of its programing."

IFE has shown growing interest in recent years in selling off-network rights to a number of original series—
TELEMUNDO REVAMPS PROGRAMING

Spanish network unveils new on-air look, adds series

By Rich Brown

Spanish-language broadcaster Telemundo has unveiled a new on-air look and is busy revamping its programing lineup in a move that newly installed President and Chief Executive Officer Joaquin Blaya hopes will improve the quality and topicality of the network.

“There is room for two Spanish networks, without any doubt,” says Blaya, pointing to the growing Hispanic population in the U.S. “There will even be an opportunity for a third network.”

Among the new shows appearing on the Telemundo schedule are two series aimed at Hispanic-American women—Club Telemundo, a daily live midday magazine show featuring segments ranging from cooking to health, and Princesa, a drama about adolescents. The network is also preparing a Saturday Night Live-type sketch comedy, Salvese Quien Pueda, and a Sesame Street-type show for children, Amigos del Sol.

Another programing focus in Telemundo’s revamp has been its movie offerings. Each of the network’s three movie slots—Cine en su Casa, Cine Milionario and Super Cine—will now be hosted by well-known Hispanic personalities who will pitch products in-studio. Telemundo is also boosting the budgets on two of its most popular series, the Cara a Cara talk show and investigative newsmagazine Ocurrio.

SEE JANE RUN AGAIN

Sassy magazine editor Jane Pratt, most recently seen as host of the short-lived WNYW-TV New York talk show Jane, will try once again with a new talk show on Lifetime.

The series, co-produced by Lifetime and Lang Communications, will air exclusively on the cable network Mondays through Fridays at 5 p.m. ET/PT, beginning in January 1993. Gone from the schedule will be Lifetime’s Attitudes, the six-year-old talk show that ceased production last April.

COURT TV SIGNS UP COX CABLE

Court TV has reached an affiliation agreement with Cox Cable Communications for distribution to 1.6 million cable TV subscribers. The network, currently delivered to 7 million subscribers nationally, has total commitments for about 25 million subscribers to be rolled out on a staggered basis over the next five years.

BARBER DEPARTS CNBC

CNBC President Al Barber, a 25-year veteran of NBC parent General Electric, said he is resigning after two years as head of the cable network. Barber said he will continue as president until a successor is found, possibly by early next year.
EX-NBC EXEC FORECASTS DANGER FOR TV'S BIG THREE

Wolzien says cable, telcos and DBS are expected to survive 'video wars'

By Geoffrey Foisie

A former senior NBC executive has just issued a somber appraisal of the broadcasting business. In his new career as a securities analyst for the Wall Street firm Sanford C. Bernstein & Co., Tom Wolzien has said the traditional networks will not be profitable from 1996 on. In his report "Video Wars: The Media at Mid-Decade," he also foresees technological change rapidly leading to cable overbuilding by telephone companies allied with out-of-town MSO's.

Wolzien's professional pedigree includes two-and-a-half recent years as senior vice president, NBC cable and business development, much of it spent looking at new technologies and examining how NBC might merge operations with other companies.

Among the conclusions of the 96-page report:

- The traditional networks will essentially be unprofitable by 1995 or '96. Further cost-cutting would endanger their franchise and owned stations, suggesting that the networks might be better off merging with a "multi-channel" company such as Turner Broadcasting or Viacom. Other options include restructuring as a co-op jointly owned by affiliates.

AUGUST TV STATION REVENUE BETTER

Boosted by early August Olympics revenue, a TV station revenue survey shows a gain of 13.2%. The Television Bureau of Advertising said its monthly station group ad time sales survey showed affiliates up 17.4%—the sample is skewed slightly toward NBC affiliates, which carried the Olympics. Independent TV revenue was down 0.2%, which might be explained by the inclusion of Fox affiliates in the indie category (the network's expanded schedule has taken commercial inventory away from stations). Local advertising was up 12.4% in August while national spot gained 14.2%. Harold Simpson, TVB VP of research and development, said "indications" were that September and October revenues, helped by political advertising, "will also be strong."

Wolzien sees gloomy future for networks

- Video dial tone television could be commercially available "as early as late 1994." The telco's participation in the TV business, he said, would eventually lead to further cable industry consolidation: "either the largest cable companies will use phone company telephone wires and capital to threaten and then take over the smaller cable operators, or smaller, highly leveraged cable companies will sell out to larger, more powerful MSO's in order to remain competitive with the telco services."

- Cable companies will use telephone company lines to overbuild other MSO's franchises. "In the final phase, the distant telephone companies would be allowed to join cable in offering competing local phone service.... Consumers would have their choice of telephone and video service from either alliance."

- Twenty-four-hour local news channels are likely to spread, even though many would be unprofitable on a "stand-alone" basis. Wolzien, whose career at NBC was primarily in news, including stints as vice president, operations, and executive producer of NBC weekend nightly news, said cable operators will find local news to be a "foot in the door" to help them sell local advertisers on other local availabilities. He also said a news operation would increase a cable operator's clout with local and congressional politicians.

The practical investment advice following from these and other observations is, said Wolzien, that stocks of multichannel providers, such as Turner and Viacom—especially those that own the rights to their programing—will outperform the market. Wolzien told BROADCASTING he sees the competing technologies as "skimming, not killing" the existing businesses.

Asked if his latter responsibilities at NBC, looking at its possible involvement with Sky TV and local cable news channels, skewed his perception of the broadcasting business, Wolzien responded that his concerns about the growth rate of broadcasting were a factor in his decision to become a securities analyst: "Senior people at all three networks who have seen this report may have argued a percent here or there, but have been supportive of the conclusion. I have been surprised how broad-based the agreement with the conclusions has been."
**NETWORKS BETTING ON HEAVY PROMOTIONS**

CBS’s heavily marketed premieres win; NBC, ABC have mixed results

By Sharon D. Moshavi

The early returns on new network shows are providing some measure of the strength of their individual promotional campaigns. CBS’s efforts to push Friday night appear to have paid off, but NBC, which put a lot of its efforts behind The Roundtable and Here and Now, and ABC, with Going to Extremes and Covington Cross, have had mixed results.

Although there are a host of reasons that determine how a program performs, promotion campaigns are designed to increase viewer sampling, so a show’s initial ratings can be examined to get some sense of a promotion’s effectiveness.

**CBS: Heavy on spot**

CBS has concentrated its promotional efforts on Monday and Friday nights, and has some good premiere ratings and share numbers to show for it. “Our promotional efforts are a matter of record. Our multimedia strategy that got us to first place is now going to keep us there,” says George Schweitzer, senior vice president, marketing and communications.

What CBS did differently this year was forgo outdoor advertising in favor of heavier buys on radio and change its main promotional partner from K-Mart to Nabisco. CBS, which has always used radio to promote new and returning shows, also launched a heavy spot radio campaign in the top 25 markets to promote its new Friday lineup, which pulled in good numbers on premiere night. Golden Palace, Bob and a two-hour Picket Fences all won their first-night time periods (although the last half-hour of Picket Fences came in behind the last half-hour of 20/20, with which it will compete head-to-head in its regular 10 p.m. slot). The three shows earned a 24 share, higher than the 15 share the network’s Friday schedule earned last year. Audiences sampled those shows even without the two former Monday night heavies, Designing Women and Major Dad, which will air Fridays as well.

The three new Friday night shows were also the core of CBS’s in-store promotional tie-in with Nabisco, as is Monday’s Hearts Afire: its one-hour premiere brought in a 14.8 Nielsen rating/24 share, helped by its lead-in position to back-to-back baby shower and labor episodes of Murphy Brown.

**ABC: Back to the movies**

After a year’s absence, ABC was back in movie theaters this season to promote two of its shows, Going to Extremes and Covington Cross. Extremes had its strongest ratings (14.1/25) at its debut three weeks ago, but has since dropped off slightly to 13.1/23. Covington Cross has had mixed success since it premiered, in a special Tuesday night slot, with a third-place 11.1/19 against CBS’s Miss Teen USA and Dateline NBC. The network tried it out on Friday night, where it won its 9 p.m. time slot. On its third outing, in its regular time slot on Saturday at 8, the show finished second with a 7.4/14.

ABC promoted its new Covington Cross in movie theaters this summer.

ABC also spent heavily on cable to promote its new shows, putting in more dollars than the other two networks combined and more than it spent on the medium last year, says Mark Zakarin, senior vice president, marketing, ABC Entertainment.

ABC skipped theatrical promotions last year because “we didn’t feel like we had the right shows,” Zakarin says. What makes a show right for that kind of promotion, he says, is appeal to a young audience—since they are the ones who go to movies in late summer—and high production values.

**NBC: Kid appeal**

Jettisoning older-skewing shows like Golden Girls and In the Heat of the Night, NBC altered its promotional strategy to target the younger audience it now covets. According to Alan Cohen, NBC vice president, marketing, the network this fall looked to promotional media that would target 18-49-year-olds.

NBC also spent much of its energy in overall theme promotions, something it did not do last year. The “it’s a whole new NBC” theme was one of the promotional tools aimed at younger viewers, according to Cohen. Still, NBC was third in the ratings race for the “pre-premiere week” week, which had 37 programs debut.

The network’s largest promotional effort was in conjunction with parent company General Electric. NBC promotional material was packaged as free-standing inserts with GE light bulbs in 150,000 displays, the first such venture the network has done with GE. Included in the insert were coupons for GE products. The two shows most heavily promoted in the tie-in, The Roundtable and Here and Now, with Malcom Jamal-Warner, are off to so-so starts. Here and Now’s 16 share was five points lower than Golden Girls averaged last season, although the show skewers the desired young audience. The Roundtable’s two-hour premiere on Friday night came in third at 8.3/16. NBC also promoted Here and Now heavily on Westwood One and The Roundtable in a four-page fashion spread in Woman’s Day.

To reach the young audience, NBC got together with cable’s Comedy Central to produce a one-hour NBC preview show that aired six times. Co-hosted by Mad About You star Paul Reiser, and concentrating on NBC’s new comedies, the venture was designed to go after a young, although small, audience, given Comedy Central’s limited reach, Cohen says. NBC started its youth-oriented promotions in early August in a tie-in with Target stores for Blossom, which started airing new episodes last month.
FOURTH-QUARTER SCATTER SELLING, FINALLY

Like other quarters, buying begins later than normal; CBS doing well

By Sharon D. Moshavi

Fourth-quarter prime time scatter inventory is starting to move, but as most of the scatter markets have gone this year, it is moving only just as the quarter arrives, much later than the norm. But, as Julie Friedlander, an Ogilvy & Mather media buyer, put it: “It’s been so abnormal so long that it’s normal.”

Media buyers say they think the networks are pretty well sold through October, but that November and December could be shaky. “The tail end of third quarter was fairly active, and [money] is overflowing into fourth quarter,” says Richard Kostyra of J. Walter Thompson. But buyers say advertisers simply aren’t putting out a lot of money for buys later in the quarter at this point. Although agency executives say the economy is offering neither positive nor negative signs right now, at least two buyers think some advertisers may not put much money into the latter part of the quarter.

Advertisers who traditionally advertise during Christmas—retailers, toy manufacturers, foodstuff manufacturers—will spend in scatter, but it is unclear whether non-holiday-related advertisers will come into the market, according to Kostyra.

Despite a stable, calm market, the broadcast networks (mostly CBS) are commanding unit rates equal to those of upfront, say buyers. “Since fourth-quarter pricing is usually lower than second or third quarter, the networks that are selling fourth quarter for upfront prices are in pretty good shape,” says N.W. Ayer’s Marcella Rosen.

CBS is particularly well off, having sold more inventory upfront, and has started the fall season with a solid Monday night and, to some buyers’ surprise, a good Friday night as well. There is more room for price negotiation with, and more availabilities on, NBC and ABC, which are said to be less well sold.

The large amount of youth programming on the networks and Fox may be starting to saturate the market. According to Ayer’s Rosen, more advertisers are looking to buy 18-to-49-year-old audiences than 18-to-34-year-olds right now.

The way the fourth-quarter market shapes up could have a lot to do with how well CBS does on baseball. If the network attracts dollars to the World Series and particularly to the hard-to-sell playoffs, it may take dollars out of the rest of the scatter market, according to BBDO’s Stephen Grubbs.

Changing Hands

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

WFYV-FM Jacksonville, Fla. Sold by Metroplex Communications to Evergreen Media Corp. for $8 million. Seller is headed by Norman Wain and recently sold WFYV(AM) Jacksonville and WPRD(AM)-WMGF(FM) Orlando to Paxson Enterprises Inc. ("Changing Hands," July 6). Metroplex is also licensee of WHYI-FM Fort Lauderdale and WMTX-AM-FM Pinellas Park-Clearwater, both Florida; WERE(AM)-WNCX (FM) Cleveland and WXBX(AM)-WUFX-FM Buffalo, N.Y. Buyer is headed by Scott K. Ginsburg and is licensee of two AM’s and four FM’s. WFYV has AOR format on 104.5 mhz with 100 kw and antenna 984 feet above average terrain. Broker: Blackburn & Co.

KQPT(FM) Sacramento, Calif. Sold by Duchossois Communications Co. to Brown Broadcasting Co. for $7 million cash. Seller is headed by Rolland C. Johnson and is also selling KJKY (AM)-KKLD(FM) Tucson, Ariz. (see below). Duchossois also owns WHEF(FM) Washington and KGLL(FM) Greeley, Colo. Buyer is headed by Willet H. Brown. KQPT will join KXOA-AM-FM as Brown’s second FM in Sacramento; company also owns KKNW(FM) Seattle and KPOP(AM)-KGB-FM San Diego, KKSF(FM) San Francisco and KYNO (AM)-KJFX(FM) Fresno, all California. KQPT has new AC format on 100.5 mhz with 115 w horizontal, 105 w vertical and antenna 380 feet. Broker: Blackburn & Co.

WHVE(FM) Cocoa Beach, Fla. Sold by Paxson Broadcasting of Orlando Ltd. to Hoker Broadcasting Inc. for $5.5 million. Seller is headed by Lowell W. Paxson, who recently purchased WLVE(FM) Miami Beach for $16 million ("Changing Hands," Aug. 17). Paxson owns five AM’s and eight FM’s. Buyer is headed by Jay Hoker and also owns WMLX(AM)-Cincinnati. WHVE has easy listening format on 104.1 mhz with 100 kw and antenna 1,609 feet.

WWDE-FM Hampton, Va. Sold by Edens Broadcasting to Max Radio Inc. for $5.4 million. Earlier sale to Force II Communications, headed by Robert F.X. Silberman, did not close. Seller is headed by Gary Edens and is also licensee of KOY-AM-FM Phoenix and
K KLQ-AM-FM San Diego. Buyer is headed by Larry Saunders; other investors are John A. Trinder, F. Gray Kiger Jr., Aubrey E. Loving Jr., Commonwealth Investors Ltd. and Quad-C Inc. WWDE-FM has AC format on 101.3 mhz with 950 w and antenna 584 feet. Brokers: Kozacko-Horton Co. and Jorgenson Broadcast Brokerage.

WNTW(AM)-WFFX(FM) Tuscaloosa, Ala. Sold by Arrow Communications of Alabama Inc. to Alabama Universal Corp. for approximately $1 million. Seller is headed by William R. Rice, receiver, and is licensee of one AM and four FM's, for which Rice is also receiver. Buyer is headed by James L. Kirk, and has no other broadcast interests. WNTW is fulltimer with easy listening format on 1230 khz with 1 kw. WFFX has AC format on 95.7 mhz with 100 kw and antenna 500 feet above average terrain. Broker: William R. Rice Co.

KLVT-AM-FM Levelland, Tex. Sold by KLVT Radio Inc. to James D. Peeler for $400,000. Seller is headed by Clint Formby and has interests in KPN-AM-FM Hereford, KTEM(AM)-KPLE(FM) Temple and KSAM-AM-FM Huntsville, all Texas. Buyer also has interests in licensee of KPN-AM-FM. KLVT(AM) is fulltimer with MOR format on 1230 khz with 1 kw. KLVT-FM has C&W format on 105.5 mhz with 3 kw and antenna 300 feet.

WGIG(AM) Brunswick, Ga. Sold by Brunswick Broadcasting Corp. to Stewart Broadcasting Inc. for $360,000. Seller is headed by Ronald D. Griffin. He and shareholder Ron Yontz have interests in WTE(AM)-WYFR(FM) Tifton, Ga. Yontz also has interests in WBLX-AM Mobile, Ala. Buyer is headed by Wayne Stewart, and is permitted of WYNR(AM) Darien, Ga. WGIG has country format on 1440 khz with 5 kw day and 1 kw night.

WTCM(AM) Ocala, Fla. Sold by Sunstar Telecom Inc., debtor-in-possession, to The American Network Group Inc. for $250,000. Seller is headed by Gary Cooper and has no other broadcast interests. Buyer is headed by John J. Casey and Robert Williamson and has controlling interest in WPTN(AM)-WGSQ(FM) Cookeville, Tenn. Williamson also has interests in WJCR(AM)-WBBX(FM) Mobile, Ala. WTCM has news, sports format on 1290 khz with 5 kw day and 1 kw night.

For other proposed and approved sales see "For the Record," page 57.
MSTV, FCC at Odds over HDTV Allotments

Broadcaster Group Asks for Particulars Behind All-UHF, Unpaired Plan

By Peter Lambert and Joe Flint

Broadcasters and the FCC are on a collision course over high-definition-television channel allotments. The broadcasters say they have developed computer software that will allow the specific pairing of new HDTV assignments with 1,699 existing NTSC assignments. The FCC continues to doubt such channel-pairings technically can be achieved and is forging ahead toward a goal of settling the issue by next summer.

Specifically, the Association for Maximum Service Television claims it has already plugged test data from one of the proposed advanced TV systems (NHK’s Narrow MUSE) into its computer program and generated a proposed allotment/assignment table that could be used if MUSE were to become the standard. MSTV plans to generate a similar table for each proposed HDTV system as lab test data becomes available from the Advanced Television Test Center (ATTC). MSTV says it has begun the process with General Instrument’s DigiCipher system data, which was published by ATTC Sept. 8.

The sample channel allotment table issued by the commission on Aug. 14 (with a request for industry comment by Oct. 13, although MSTV and others have requested an extension of 30 days) does not pre-pair HDTV assignments with existing NTSC assignments. FCC staff say they remain open to evidence that MSTV’s site-specific approach will work. But so far, the FCC has suggested that channels must first be allotted as efficiently as possible for each market (regardless of specific pairings with existing stations), in preparation for a separate process of channel assignment after the allotment table is fixed.

Some broadcasters have argued that without channel pairing, the assignment process could become bogged down in broadcaster negotiations for years.

The issue has risen to the top floors of MSTV, the Association of Independent TV Stations, the Association of America’s Public TV Stations, Capitalities/ABC, CBS and Fox, which sent a joint letter on the subject to FCC Chairman Alfred Sikes.

Dated Sept. 11, the letter argues that, without more specific information on how the FCC arrived at the sample table of allotments—information including each HDTV channel’s power levels, antenna heights and locations—“we believe that the commenting and decision-making process cannot be effectively concluded.”

Echoing FCC skepticism about MSTV’s methodology, the letter decires the lack of technical information explaining how the FCC arrived at its draft table, particularly in respect to the FCC’s decision to restrict all initial HDTV allotments (except 17) to UHF channels.

Specifically, MSTV et al. want to know the power and height parameters used to achieve the 85 to 90 kilometer “minimum” service area for all HDTV stations and what are the maximum power and height parameters used by the commission to reach a “maximum” service area.

Another controversial topic may turn out to be adjacent communities for major markets. The letter asks for the criteria the commission used to allot HDTV channels for adjacent communities that use co-located transmitter sites. “Specifically, what technical criteria did the FCC use to differentiate between the advanced TV channels allotted to the New Jersey communities of Linden, Paterson and Secaucus, and the pool of ATV channels allotted to the New York City and Newark, N.J., communities mentioned above using the same transmitting location?”

The concern is that in the FCC’s draft table, one allotment is in Secaucus, where only wwor-tv is located. Although the station is licensed there, its transmitter site is at the World Trade Center in New York along with all the other New York stations.

“Secaucus,” said Greg Schmidt of the law firm of Covington & Burling, is listed as a separate ATV channel even though its transmitter site is collocated with other New York stations. The FCC has proposed a first-come, first-served system with ties broken by lottery. wwor-tv “does not have to worry about slugging it out with other New York channels.”

There are also two channels in Newark with similar scenarios. Other markets where the issue may arise include San Francisco and Chicago.

Bruce Franca, the FCC’s deputy chief engineer, said the draft table in
the notice is just a sample. "Co-location is an issue, but all co-located channels will go into the same pool, and the method of assignment will be worked out. It is a question in the process. We could use random assign-

ment or first come, first served.''

Perhaps most crucial to the issue is time. Sikes wants the highly volatile allotment issue finalized by the time the FCC adopts an HDTV standard next summer. But lab data on the last of five proposed systems—data MSTV says it needs to generate channel-paired tables—will not become available until December, several months after comments are due on the FCC's proposal.

DUGGAN CALLS FOR MORE GOVERNMENT PLANNING

Decries 'lazy fairies of laissez-faire,' endorses 'American-style' industrial policy

By Harry A. Jessell

FCC Commissioner Ervin Duggan last week called for a larger govern-

ment role in spurring the de-

velopment of telecommunications. The U.S. can no longer afford to
disavow "industrial policy" and rely on the "lazy fairies of laissez-faire" as the Reagan administration did, he said in a speech before the Washing-
ton communications bar.

"To imagine that a shift of our do-

mestic economy from Cold War prior-

ities to new ones can be accomplished with no government intervention—no goals, no plans—is to put more weight upon the backs of the lazy fairies than those frail backs can bear," he said.

"The next administration—whether it be Bush's or Clinton's—cannot suc-
cceed in its role of economic leadership unless it accepts, unblinkingly, the ne-
cessity of rethinking industrial policy—and accepts the challenge of do-
ing it well."

Except for the reference to the Rea-
gan administration, the Bush-appoint-
ed Democrat steered clear of partisan remarks. But his ideas seemed to re-sonate far better with those of the Cl

inton campaign than with those of the Bus Administration.

"To create millions of high-wage jobs and smooth the transition from a defense to a commercial-based econo-

my," says the Clinton economic plan, Putting People First, "we will rebuild America and develop the world's best communications, transportation and environmental systems. The rebuild includes "a national information net-

work to link every home, business, lab, classroom and library by the year 2015."

Industrial policy is anathema in Washington today, Duggan said, but mostly because it is too narrowly de-

fined.

"If by industrial policy, one means clumsy government intrusions into the

private marketplace...if one means the spending of public funds on ill-ad-

vised boondoggles, if one means pick-
ing corporate winners and losers by government fiat, then...we should be against it," he said.

"If, on the other hand, one means...the necessary efforts of gov-

ernment to encourage economic growth, if one means using public pol-

icy and public goods to create arenas for private competition, if...one means prudent efforts by government to estab-

lish rules and set standards and parcel out scarce resources, then we can-

not avoid it and we must try to do it well."

There are plenty of examples of good "American-style" industrial policy in American history, from the Louisiana Purchase to the GI bill, Duggan said. Most recently, he said, "President Bush has supported pro-

grams to develop supercomputers, supercolliders and a national computer network. His administration has pro-

posed tax incentives for technology development and put forward a list of 'critical technologies' for the future."

The FCC's particular brand of "industrial policy" should include more efficient processing of applications, a willingness to set technical standards and further improvement in allocating and managing spectrum, Duggan said.

Duggan said he has broached with FCC Chairman Al Sikes consolidating all the FCC licensing activities into a single bureau, and all wireless mobile communications—cellular, private radio and PCS—into a Mobile Service Bureau.

The FCC is well on its way toward setting a standard for high-definition television, Duggan said. "But the linger-
ing inhibition about industrial pol-

icy may be causing us to hesitate about serving as a catalyst in setting stand-

ards for news services" like the cel-

lular-like personal communications service, he said.

Improving spectrum management means moving quickly to allocate spectrum for new services such as PCS, digital audio broadcasting and mobile satellite. "It is equally impor-
tant to do what we can...to improve our procedures for licensing spectrum, particularly our lottery process."

To determine what's good industrial policy and what's bad, Duggan said, he would apply a three-point test: (1) does it have a "multiplier effect," creating a "gigantic boom for a rela-
tively small investment"; (2) does it "reverse private initiative and private market forces," and (3) does it create "arenas for competition" among many companies.

Duggan said the FCC drive to intro-

duce PCS scores best in the three-

point test. "The FCC of the '90s would not be mistaken if it built on the model of our wireless policies," he said.

The agency's HDTV initiative bare-

ly passes, Duggan said. "I don't feel the push from the marketplace for HDTV," he said. "We need more information from the marketplace."
FILM LABELING ON FAST TRACK FOR NEXT CONGRESS

Legislation identifying movies that have been colorized or otherwise altered being pushed by writers, directors, for markup early in next session

By Randy Sukow

Hollywood writers and directors got a headstart on getting their top legislative priority, the Film Disclosure Act (S. 2256/H.R. 3051), passed in the next session of Congress.

“This legislation is not going to pass this session. There’s only a week to go,” S. 2256 sponsor Howard Metzenbaum (D-Ohio) acknowledged during a Senate Judiciary Committee hearing last week. But with most of the fact-finding process out of the way in both houses, the bill’s supporters can now push for early markups next year.

The bill would require that a disclaimer be attached to any television presentation (broadcast, cable or videocassette) of a theatrical release that had been subject to any “material alteration” if a writer, director or some other member of the creative team on the movie objected to the change. Among the alterations drawing objections are colorization, panning and scanning (a method for adapting movies shot in wide film frames to the narrower 4:3 video frame) and the editing of portions of a film either to fit a TV program schedule or conform to community “indecency” standards.

The Senate bill, introduced in early 1992, includes fewer labeling requirements than the House version, introduced last year by Robert Mrazek (D-N.Y.). S. 2256 does not, for example, require labels on advertisements for a film.

The leading opponents of the bill are broadcasters and Hollywood studios holding film copyrights. Broadcasters argue that disclaimers warning of material alterations before a film will tell viewers that films edited for television are substandard and not worth watching. Public reaction to such films does not support that claim, said Al DeVaney, general manager, WPWR(TV) Chicago, who represented the Association of Independent Television Stations at the hearing.

“When we run movies on television, the public votes via the ratings services as to whether that program is acceptable to them,” DeVaney said.

J. Nicholas Counter, president of the Alliance of Motion Picture and Television Producers (who also represented the Motion Picture Association of America at the hearing), said labeling could put American film copyright holders at a competitive disadvantage with foreign movie producers who will not be subject to American law. “This is not a time to attack copyright holders, but to protect them,” Courter said.

Metzenbaum quoted a 1988 letter from MPAA President Jack Valenti to Frank Zinnemann on the subject of colorization that seems to endorse the type of labeling required in the bill. “If any film is to be colorized then there must be on display a disclaimer that the film is a colorized version of an original black and white,” Valenti said in the letter. “This disclaimer would go on a title panel before the logo of the distributor.”

Following the hearing, Valenti said he stood by what he wrote in the letter, but only in regard to colorization.

Also, Valenti said, the studios and the creative community—not government—voluntarily should decide when disclaimers are needed.

Bill supporters say the collective bargaining table is not an adequate forum for the material alterations issue. Several creative elements of a movie are contributed by people who are not members of the DGA or the Writers Guild of America.

NEW U.S. RADIO SERVICE TO ASIA PROPOSED

Congressional committee recommends creation of broadcast service to China, other nations, under aegis of Board for International Broadcasting

By Joe Flint

The U.S. Commission on Broadcasting to the People’s Republic of China, a bipartisan congressional committee, has recommended that the U.S. create a broadcast service to China and other Communist Asian nations.

Although the 11-member commission is in agreement that such a service is needed, its members were divided over whether the service should be provided by the United States Information Agency’s Voice of America or the Board for International Broadcasting, which oversees Radio Free Europe and Radio Liberty. In the end, BIB won by a 6-4 vote, with one member dropping out because of a conflict of interest.

Startup costs for the service, according to the committee’s 100-page report to Congress, will be more than $30 million, with annual costs running between $35 million and $39 million. As a cost saver, existing transmitters will be utilized and satellite time leased, at an estimated cost of $200 per hour. Since money for the new service will be tight, the commission said whichever agency gets the new service should have its expenses “de-frayed by suspending the ineffective operations of TV Marti”—VOA’s TV service to Cuba.

Besides China, the commission is pushing for broadcasts of local news and commentary to Vietnam, Laos, Cambodia, North Korea and Burma, which, although not communist, was described by committee chairman and VOA Director John Hughes as “one of the most repressive regimes in the world.”

The new service will be called either “Asian Information Radio” or “Asia Democracy Radio” because those names, according to the com-

Continued on page 56
FCC General Counsel Bob Pettit made it official last week, announcing he will be leaving the agency to join the law firm of Crowell & Moring. Pettit says he’ll be taking no transitional vacation. His last day at the FCC will be this Friday (Oct. 2); his first at the firm, the following Monday. Pettit surprised some by not returning to Wiley, Rein & Fielding, which employs his longtime patron, former FCC Commissioner Mimi Dawson. Pettit had also talked with Morrison & Foerster, where Diane Killory, Pettit’s predecessor in the FCC post, is building a communications practice.

Pettit’s deputy, Renee Licht, is expected to take over the general counsel’s office on an acting basis. FCC Chairman Al Sikes will name a permanent replacement following the November elections—assuming, of course, his position is affirmed by the re-election of Bush.

Crowell & Moring already has a substantial communications practice managed by John Stewart, John Scott and Linda Smith. Among other things, Stewart handles copyright matters for the National Association of Broadcasters.

In a speech before the Federal Communications Bar Association, FCC Commissioner Ervin Duggan praised Pettit—and twitted him as well. Pettit, he said, deserves credit for the FCC new comparative licensing scheme: “Paper covers rock; rock smashes scissors.”

FCC Chairman Alfred Sikes has been regularly bashing the cable bill (to little apparent effect thus far), most recently in a statement released last Monday as the conference report was headed to the Senate floor for final passage. But fellow Commissioner James Quello made it clear Sikes does not speak for the entire agency, releasing a letter to the Hill praising the bill, particularly its must-carry and retransmission-consent provisions. “On balance...S. 12 will benefit the consumer and will help assure the continued viability of universal free television for all the public.”

Unlike Sikes, Quello seemed eager to accept the increased regulatory responsibility that would befall the agency. “The legislation places general jurisdiction with the FCC where it properly belongs,” he said. “Together, Congress and the FCC can assure fair and equitable treatment for all parties and work to minimize administrative burdens.”

Zora Brown, formerly of the FCC and BROADCASTING, found herself in the middle of the Murphy Brown-Dan Quayle controversy last week. And it was all of her own doing. She invited the Vice President and his wife, Marilyn, to join her and about a dozen single parents at her Washington home to watch the much heralded season debut of the CBS sitcom in which Brown tries to cope with her first days as a single mother. Zora Brown appeared on the local CBS affiliate, WUSA, before and after the broadcast, landed on the Today show and CNN the following morning, and participated in a series of radio interviews.

Brown says she has no particular complaint with Murphy Brown. But, she says, she resents “subliminal messages” in TV programming that give parents little help in raising their children. One single mother of seven she knows complains that TV seems to undo all the values she tries to instill, Brown says. She tries to teach the importance of hard work, she says, “but everything on TV is a quick fix.”

Brown, who gave one of the nominating speeches for Quayle at the Republican convention, came to know the Quayles through their common work toward eradicating breast cancer. She is the sister of Belva Brissett, a senior vice president at the National Association of Broadcasters, who died of the disease in December 1990.

Come Oct. 1, the Copyright Royalty Tribunal will have a new general counsel to go along with its two new commissioners. The new GC, who will constitute the entire professional staff of the tiny agency, is Linda Bocchi, who is moving over from the Securities and Exchange Commission. Despite the recent securities work, Bocchi is at bottom a communications lawyer. Out of Cornell Law School in 1980, she joined the FCC, serving in the Private Radio and Mass Media Bureau. She also practiced communications law for four years in the Washington office of Baker & Hostetler. Bocchi succeeds Robert Cassler, who resigned last spring after a falling out with CRT Chairman Cindy Daub. The new commissioners, who received recess appointments in August, are Bruce Goodman and Edward Damich.

Offering no count on how many wear tasseled loafers, the Bush campaign has released the 100 steering committee members of Lawyers for Bush/Quayle ’92. It’s topped by co-chairmen Richard Wiley, of Wiley, Rein & Fielding, and Wesley Williams, of Covington & Burling. Former FCC Commissioner Anne Jones, of Sutherland, Asbill & Brennan, is also among the group.

Adrian Cronauer, best known as the radio personality portrayed by Robin Williams in “Good Morning Vietnam” and less well known as a Washington communications attorney (Weadon & Associates), appears in a yet-to-be-released ad for President Bush produced by the campaign’s ad agency, The November Group. In the spot, Cronauer told BROADCASTING, he questions Democratic nominee Bill Clinton’s draft record: “A lot of people were opposed to war and I understand why Clinton avoided the draft; I don’t understand why he lied about it.” Cronauer, a life-long Republican, said he was asked to do the spot after volunteering to work on Bush’s campaign. After years in radio and voiceover work (with time out to help make the movie), Cronauer went to law school and interned in the office of former FCC Commissioner Patricia Diaz Dennis.

Vice President Dan Quayle was caught flat footed last week when questioned about the cable bill on NBC’s Meet The Press. After a little hemming and hawing, Quayle retreated to boilerplate: “Let’s wait and see how the bill comes down,” he said. Let’s see the final analysis of it... Our preference is one of competition rather than regulation.”
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.

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INTERFACE VI: A Blueprint for the Future
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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 Kriegel, 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 Seil 
- 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

*Speakers, panelists and times are subject to change.

A night to remember, too!

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For more information, call (212) 340-9866
'Keep on Trucking' could have been the rallying cry of the Hurricane Andrew relief effort undertaken by the TV and radio industry, as literally millions of pounds of food and supplies were collected and transported to the storm-ravaged area. From telethons and radiothons to food drives, help lines and more, that effort was a collective one, with competitors dropping the gloves and joining hands to get the job done. The following list is not comprehensive, but representative of the scope and sweep of industry mobilization.

Following Hurricane Andrew's sweep through South Florida Aug. 24, TV and radio stations in the state mobilized almost immediately to start or join relief efforts, working together with relief organizations, business and advertisers to raise money and get supplies to the tens of thousands of Florida residents devastated by the storm. And they were not alone. TV and radio stations around the country used their airwaves, their staffs and their energies to donate much-needed money and supplies to Andrew's victims in both Louisiana and Florida.

Fifteen West Palm Beach TV stations and 18 radio stations raised $2.2 million in a two-hour telethon, led by WPTV's General Manager Bill Brooks and dubbed Media Air. "It may not have been pretty," said Brooks of the hastily put-together event, "but it was definitely effective." WCIX-TV, although itself badly damaged by the storm, pitched in by organizing a "Neighbors Helping Neighbors" effort, in which volunteers staffed phone lines in an effort to match Floridians who have extra room in their homes with those left homeless. Other participants: WINZ(AM), WZTA-FM, and The Fort Lauderdale Sun Sentinel. WFLX(TV), which preempted the premieres of two new Fox series (Martin and The Heights) to air the telethon, also collected food in four 48-foot trailers in the station's parking lot.

WFLA-TV in Tampa, along with Home Shopping Network (which is based near Tampa), co-hosted a three-hour telethon. Other Media General Broadcasting stations, WJKN-AM Jacksonville and WCBD-TV Charleston, S.C., and NewsWatch & Radio Network also participated in the event, which raised $1.3 million (HSN donated about $500,000 worth of merchandise). PBS station WEDU(TV) also aired the telethon, canceling the final
On August 24th, 93% of South Florida residents were very, very lucky.

They were spared the wrath of Hurricane Andrew. And as with most challenges, South Florida has come out of this stronger than ever, with a resolute commitment not simply to recover, but to grow. While much of our focus is on helping those who were not so fortunate, we remain a vital market, buying, spending, and doing more than ever. South Florida. You can't keep a good market down.
night of its on-air pledge drive.

To date, WTLV(TV) Jacksonville has dedicated 272 minutes of airtime to the relief effort it organized along with the Salvation Army and Publix supermarkets. Two million pounds of food and supplies (including 600,000 pounds of food Publix sent to its hard-
est-hit supermarkets in South Florida) have been collected and sent to hurri-
cane victims.

Univision’s WLTVDTV) Miami helped raise $1.1 million. The net-
work then organized a 6½-hour national telethon that aired Sept. 13 and
raised an additional $3.5 million for the Red Cross.

Jefferson Pilot Communications’ WLYF-FM Miami and WMRZ(AM)
joined with Publix supermarkets, the Subway restaurant chain and the north
Dade Chamber of Commerce to form “Operation Lifesaver,” aimed at get-
ing cash donations into the hands of storm victims. On Labor Day alone, the
stations raised $22,000 in pledges.

WLVE-FM Miami teamed with By-
rons department stores there to collect food and insure it was delivered.

WYNF-FM) Tampa helped raise over
$50,000 to help the displaced inhabit-
ants of Homestead Air Force Base.

WTGV-TV Tampa-St. Petersburg ran a phone bank for 41 hours after the hur-
ricane, raising $100,000. WRM-
DAM (Radio Mundo) helped with the calls and promoted the relief effort on
air. WTV(TV) has also produced a
PSA for We Will Rebuild, the new nonprofit group set up to aid Dade
County. WDLTV(TV) Hollywood, Fla.,
offered relief PSA’s to other stations and was accepting donations on behalf of
the Red Cross.

WAXY-FM and WHYI-FM in Fort Lau-
derdale, joining with WTVI-TV and
WPLG-TV, raised 5½ million pounds of food in the first week after the
storm and later raised $176,000 in cash donations, which were turned
over to the Red Cross. They enlisted
Blockbuster Video and local malls to take donations, and have publicized the
drive in newscasts and PSA’s. Blockbuster donated $100,000. WTVI
also created “Corporations That Care,” collecting $230,000 so far and
publicizing the companies on the news.

WSVN-TV Miami is donating airtime to an awareness campaign for Habitat for Humanity, which plans to build
200 homes, over a two-year period, in the South Dade area, with a target of

0 homes by Thanksgiving (17 Hab-
itat for Humanity homes that were built in South Florida last June weathered
Andrew with no major structural dam-
age).

WJQY-FM) Miami-Fort Lauderdale
coordinated the delivery of emergency

FAB PUSHES FOR NATIONWIDE FUND-RAISER

The Florida Association of Broadcasters is trying to enlist the support of
broadcasters across the nation for a two-day fund-raising drive to benefit hurricane victims ("Closed Circuit," Sept. 21). FAB President Pat
Roberts told BROADCASTING the organization is encouraging all radio and tele-
vision stations and Networks to participate in the drive, scheduled for
the weekend of Oct. 17-18. "We’re going to ask everybody to help us
with one major push to concentrate the impact of the broadcasting industry
in one time period,” Roberts said. “We’re asking them to devote as much
time as they can on those two days.” In the meantime, Roberts is
appealing to stations to continue to run PSA’s as often as possible between
now and then and to continue aiding relief efforts in any way possible.

Roberts said the FAB is also encouraging broadcasters to support “We
Will Rebuild,” the recently sanctioned nonprofit relief group.

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Radio personalities from five Orlando radio stations rode Disney World’s Splash
Mountain for four days to raise money.
established the More Gifts...More Givers fund with the Red Cross to benefit hurricane victims. GE is matching employe donations of $15 or more that are made to the Red Cross for Andrew relief.

CBS-owned stations collected donations (cash and supplies) for employes at its sister station WCIX-TV Miami. Meanwhile, the station created its own community relief effort, with the Jaycees, called Rebuilding: Neighbors Helping Neighbors. The CBS Foundation made a contribution to that effort.

One indication of the success of the relief effort, at least in meeting the immediate needs of the homeless, was illustrated by Fox Broadcasting, which was preparing a companywide relief effort when word came from Florida to “stop sending food and Pampers” and the project was canceled, according to Fox.

The fact that so many Floridians moved there from other states gave their plight special meaning to many TV and radio stations around the country. Clyde Payne, general manager of WBKO-TV Bowling Green, Ky., said the vice mayor of Homestead, Fla., who was from Kentucky, helped that station deliver 74 tons of non-perishable food, bottled water, diapers and pre-mixed baby formula. WBAY-TV Green Bay, Wis., offered news updates on former Wisconsin families who had been storm victims and helped send 50,000 pounds of potatoes to hurricane victims.

At WWSE(FM) Jamestown, N.Y., afternoon DJ Paul Hoefer was able to contact his father, a resident of South Florida, just after the storm passed, and put him on the air for a description of the events. The station then initiated a local food drive, combining the donations with those collected in another drive organized by WBKW-TV Buffalo, N.Y.

Miami radio stations (the Miami Valley of WHKO(FM), that is) WHOA(AM)-WHKO(FM) Dayton, Ohio, raised 84,000 pounds of relief items worth an estimated $150,000 for the Daily Bread food bank serving South Florida.

Covering the caravans

Many of the stations that helped raise money, food and supplies sent camera crews to Florida and Louisiana to report on the disbursement of those donations. WEWS-TV Cleveland had its crew travel in a C-130 transport plane, one of five used to help move 10,000 gallons of bottled water and other supplies. WRIC-TV Richmond sent its news team to Florida as well. KOTV (TV) Tulsa, which for eight days aired live pleas for food and supplies from the Salvation Army in all its newscasts, sent a news crew to accompany the trucks delivering the goods to Houma, La.

Cooperation between TV and radio stations was a common thread of the relief efforts. KMIZ-TV Columbia, Mo., worked with co-located KARO(FM) and KFRU(AM) to collect over 165,000 pounds of relief supplies and $20,000. The “Care-A-Van” was sent to Louisiana. WKRC-TV worked with co-located and co-owned WKRC(AM) and WKRQ-FM to help organize an effort in Cincinnati. Khou-TV and KMIX-FM, both Houston, helped organize and promote a drive that raised more than $108,000 and 20 semis worth of goods in “The Spirit of Texas Hurricane Relief Drive.” KRIV-TV and KLTR-FM Houston co-sponsored a food drive that collected 175,000 pounds of food and supplies. And WATE-TV Knoxville, Tenn., co-promoted and co-hosted a one-hour telethon on behalf of hurricane victims.

WRC-TV Washington and WPGC-AM-FM Greenbelt, Md., combined efforts to raise $20,000 and 14 trailer trucks of food and goods.

In Binghamton, N.Y., all the commercial radio and television stations joined to raise $16,000 in donations and six tractor-trailer loads of supplies

BRUCE WILLIAMS HELPS RAISE $15 MILLION

NBC Talknet’s Bruce Williams has proven himself a prolific fund-raiser on behalf of victims of Hurricane Andrew. Williams used his nightly talk show to make an unusually direct appeal to Kuwait, Saudi Arabia and the United Arab Emirates for hurricane relief, arguing that the United States had recently come to their aid during the Gulf War. The result is now $15 million in donations to the American Red Cross. Williams first made his appeal on Aug. 31. The first donation, $10 million from the Amir of Kuwait, came two days later. Then on Sept. 17, the embassy of the United Arab Emirates informed Williams’s office that that nation had donated $5 million to the Red Cross. Williams wasn’t alone in appealing for the donations. He urged his listeners to call the nations’ embassies, and they apparently did—officials at the embassy of the United Arab Emirates reported that they were getting 150 to 200 phone calls per day urging donations.

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PROJECT ANDREW

KRIV-TV and KLTR-FM, both Houston, collected 175,000 pounds of supplies.

plies, which were delivered by local radio personalities.

Telethons were a big part of the relief efforts by stations all over the country. WRGB-TV Schenectady, N.Y., teamed with the Red Cross for a mini-teleton at a local mall. Local businesses joined the effort and raised over $150,000 (and counting). In Louisiana, KHOM-FM Houma and KTIB-AM Thibodaux took part in a live remote at a local club in which 14 area bands staged a benefit that raised $70,000 in a single night.

WJYY-FM Concord, N.H., held a 12-hour radiothon that raised more than $7,000 for the American Red Cross. In Detroit, WKQI-FM held an all-day radiothon that raised $119,300 in cash and eight tons of badly needed supplies, including clothing, bottled water, baby food and diapers, which were collected by Salvation Army trucks.

Many stations teamed with local businesses to coordinate relief efforts. WWOR-TV Secaucus, N.J. (New York), the Salvation Army, the American Red Cross and A&P and others joined to form Channel 9’s Hurricane Relief Drive, which filled seven Salvation Army trucks with about 70,000 pounds of food, clothing, shoes, blankets and toys.

WCCO-TV and Pillsbury partnered in Operation Andrew, which at last count had raised $425,000, with donations still coming in. The station asked viewers for donations, and Pillsbury matched one pound of food for each dollar given.

In Fort Worth, Texas, KXAS-TV teamed with KSCS-FM and Kroger Food Stores on a project they called the Texas Food Channel, where viewers were asked to donate canned goods. Kroger matched pound for pound. Donations totaled more than 350,000 pounds.

WFSB-TV Hartford teamed with local businesses and Delta Airlines to form Operation Carelift. Viewers were asked to bring food and donations to participating grocers. Over 225,000 pounds of supplies were flown to Florida by Delta.

In Saginaw, Mich., WGER-FM.

WSGW(AM) and WIOG-FM joined the Salvation Army’s "Adopt-A-City" program aiding Sweetwater, Fla. The station placed collection canisters at area 7-Eleven Stores and offered discounts to advertisers who donated $500 or more.

Fisher Broadcasting stations KOMO-AM-TV Seattle and KATU-TV Portland teamed with the Salvation Army and the National Guard to sponsor a one-day relief drive on Aug. 28. Delta and Northwest Airlines helped fly the goods to Florida.

Providing news coverage of efforts by outside organizations (as well as themselves) was another way in which broadcasters contributed to the relief effort. KWQC-TV Davenport, Iowa, gave extensive news coverage to area Jaycees who collected nine truckloads of canned goods. WLS-S-TV Roanoke, Va., conducted live weather reports from local shopping malls where donations were being collected. KTSP-TV Phoenix provided coverage of the "American Volunteer Medical Team," an organization headed by Cindy McCain, wife of Arizona Senator John McCain, which went to Florida to provide medical care and construction help.

WMIX-FM Harrisburg, Pa., headed up a Central Pennsylvania relief effort, asking listeners to donate relief supplies and having morning personalities do remote broadcasts along the truck route to Florida.

Paxson Broadcasting's all-news WINZ(AM) Miami gave a big boost to the U.S. Army's relief efforts when it

THIS IS NOT A TEST

The FCC's Emergency Broadcast System did its part to keep the lines of communication open in the aftermath of Andrew. The commission designated the Field Operations Bureau, which includes the EBS, to serve as a liaison with the Federal Emergency Management Administration. The FCC also kept in constant touch with EBS stations (usually, one station in a market serves as the EBS station) during the crisis to make sure they were capable of working with the local authorities. Bureaucracy also moves faster in times of trouble. The commission issued a waiver to CBS-owned WCIX(TV) Miami to operate from a different location when its tower was damaged. The FCC also established a 24-hour number where emergency waivers and temporary authorizations could be obtained. The commission also worked with the Department of Defense and the National Telecommunications and Information Administration to allow the Army to set up a broadcast station in the Homestead area to broadcast information and arranged with FEMA to distribute 15,000 portable battery-operated radios to the public in areas without electricity. The EBS was also activated in Alabama, Mississippi and Louisiana.

–JF
began rebroadcasting extensive portions of Radio Recovery, the U.S. Army’s multilingual, 1,000-watt portable radio station, which is broadcasting official relief information. WINZ began running Radio Relief broadcasts extensively from 7 p.m. to 5 a.m., including versions in Spanish and Creole.

Outside relief efforts also benefited from free on-air time provided by stations. Capcities/ABC’s WPVI-TV Philadelphia gave up roughly 25 spots a day for drives by organizations such as the American Red Cross, as did WTVD (TV) Raleigh Durham, N.C., which also ran a billboard after each newscast listing the location of donation drop-offs.

In Kingsland, Ga., WKBX-FM donated more than $1,500 in airtime toward PSA’s. It set up drop-off points for donations as soon as the storm hit, and has sent more than a dozen truckloads of food and supplies to South Florida.

A nationwide network of help

Many other broadcasters around the country did what they could in teaming up with relief workers, appealing to viewers and listeners to send donations and organizing food drives.

WWTI-TV Hartford joined with the Red Cross and others to create the Connecticut News Hurricane Helpers, which collected an estimated 600,000 pounds of goods and thousands in cash. In addition, three truckloads of clothing were donated to the Salvation Army.

KIRO-TV and KIRO Newsradio created the KIRO Relief Fund, which collected over $167,000 in two weeks from viewer and listener donations. The donations were turned over to the Seattle chapter of the Red Cross.

In Dayton, Ohio, WHIO(AM) and WHKO-FM sponsored events that raised 84,000 pounds of relief items that were then shipped to the Daily Bread Food bank in South Florida.

In St. Louis, CBS’s KMOX(AM) joined with the Salvation Army and United Van Lines’ Operation Hurricane Help to collect 60,000 pounds of...
food, water and other emergency items, which were then delivered via donated trucks and volunteers.

EZ Communications’ WMXC-FM Charlotte—where memories of Hurricane Hugo are still fresh—solicited donations and trucked them to sister station WHQT-FM, which distributed the donations. WHEC-TV Rochester, N.Y., and KOAM-TV Joplin, Mo., both organized food drives.

In Peoria, Ill., all 13 commercial radio stations banded together for a fundraiser that raised $22,000 in 12 hours. One of the organizers, Linsay Wood Davis, station manager at WMBD(AM)-WZCW-FM, said it was the first time the entire market had banded together on anything. “There wasn’t an ‘if,’ ‘and’ or ‘but’ from any station. They all said ‘count us in.’”

In Huntingburg, Ind., WBDC-FM assisted local Jaycees in collecting more than $4,500 in cash and two dozen truckloads of supplies that were shipped by convoy to Louisiana and Florida in “Operation Dixie Relief.”

Within hours after CBS affiliate WWL-TV New Orleans originated a newscast from the scene of the aftermath of a tornado that struck LaPlace, La., “a relief effort of awesome proportions” was begun, according to the station; within a week, communities had received more than was needed and began returning donations.

WHTM-TV Harrisburg, Pa., set up a “Hurricane Andrew Relief Fund,” raising over $235,000, one of the largest single gifts collected, according to state officials.

CBS affiliate KSLA-TV Shreveport, L.a., started “Project Pride Hurricane Andrew Relief Drive,” which collected 10 tractor-trailer rigs of donations, distributed by the Salvation Army.

Thousands of Oklahomans heard of “Neighbors in Need,” set up by ABC affiliate KTUL-TV Tulsa, Okla., through the station’s news coverage and 30-second advertising spots and responded in force. Churches, local newspapers and radio stations, a university and a local trucking company volunteered in an effort that filled three semi-trucks to help nearby Houma, La., one of the hardest-hit areas.

Besides devoting broadcast time specifically to the hurricane through “In Your Interest” segments and PSA announcements, the management and production crew of the Home Shopping Network’s WHYS-TV Hollywood, Fla., helped deliver food and supplies.

The cable connection
Cable systems and networks also got into the act. At least one cable system lending its support to the relief effort has been the Adelphia Cable Communications system in Toms River, N.J. The system got involved, as did other Adelphia systems, shortly after learning of the severe damage that hit the company’s system in Homestead, Fla. “The similarity between our systems is striking,” says William B. Scott, general manager of the Toms River system. “We serve a similar population, we have a resort character, and, most of all, we are as susceptible in fundraising efforts for victims of hurricanes Andrew and Iniki beginning Oct. 5 with a week of special comedy programming featuring American Red Cross PSA’s and a running crawl on the screen providing the association’s toll-free number and address.

The Weather Channel has also been helping get word out to the public about the American Red Cross relief fund for hurricane victims with 30-second spots scheduled 19-20 times a day. Additionally, the all-weather network has a standing policy of donating to the organization a set percentage of the profit from the tropical update portion of its 900-number telephone information service.

We would like to thank all the stations and cable systems who submitted their stories. This report was compiled by Sharon D. Moshavi, Peter Viles, Rich Brown and John Gallagher.
HELP WANTED MANAGEMENT

General sales manager: Urban/AC poised for dramatic growth in one of America's greatest markets — 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, WALT/WCNN, 209 CNN Center, Atlanta, GA 30303. EOE.

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, WSVW Radio, PO Box 1878, Petersburg, VA 23805. 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.

GM/GSM, Georgia: High profile and fun small market combo seeking aggressive leader to direct and develop local sales and keep enthusiastic, young staff on track. Must be hands-on manager selling the example. Great career opportunity with "quality first" group. Please fax resume to 706-724-3488. EOE.

GM/SM, small medium market no. Calil. Career opportunity for hands-on manager with 2 FM group. Long hours, good compensation. Minimum requirement 3 years small market sales experience. Resume/letter (must include compensation requirements) in confidence to Box P-39. EOE.

Sales manager for growing small market midwest FM. Must have proven sales record, strong leadership skills, and be eager to sell. Seeking a community minded individual who can train, motivate, and lead by example. Must be an ideal person who knows promotions! Box P-40. 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, WSVW Radio, PO Box 1878, Petersburg, VA 23805. 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 800-388-0033. EOE.

Delaware's top rated FM Country radio station is seeking experienced, aggressive, self-motivated sales people for local direct and agency advertising sales in Dover and Wilmington. College degrees preferred. Send cover letter and resume to: Martha Burns, General Sales Manager, WDDO-FM, PO Drawer B, Dover, DE 19903. EOE.

Move to Florida! Panama City's hot AC WRBA-FM is looking for experienced sales persons. Earn 20% commission. Benefits out the ying-yang! Have fun and make bucks. Call Kim Styles 904-769-2299. 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 installation, maintenance, and repair of four stations throughout southwest Alaska. Travel required, Fax 907-543-3130 or write Joe Selbert, KYUK, Pouch 468, Bethel, AK 99559. EOE.

Engineering assistant: Paxson Broadcasting of Jacksonville has an opening for an assistant to the chief engineer of a multi-station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and be able to handle any emergency, from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please, send resumes to: Kyle D. Dickson, Chief Engineer, Paxson Broadcasting, 8386 Baymeadows Rd., Suite 107, Jacksonville, FL 32256. EOE.

HELP WANTED NEWS

New Jersey's biggest & best radio station is looking for afternoon drive talk show superstars, teams or individuals. No phone calls! EOE. Send tape & resume to: NJ 101.5, FM Talk Show Host, PO Box 5098, Trenton, NJ 08638.

News director wanted by dominant middle market combo to liven-up excellent but mature staff. Management/ Radio experience a plus. Motivation and teaching skills required. Send resume, philosophy and references to Box P-41. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Just do it! Panama City's hot AC WRBA-FM seeks experienced promotions/marketing director. Knowledge of programming and sales a must. If you can create an idea and run with it call Kim Styles 904-769-2299. Good salary and benefits. EOE.

Production director wanted by dominant middle market combo to grow our station and our clients a fresh sound. Excellent opportunity for the right smart, aggressive and creative person. Send resume, philosophy and references to Box P-42. EOE.

SITUATIONS WANTED MANAGEMENT

Bottom line oriented GM seeking manager's position. 24 years experience in small, medium, and large markets. Call Jack Irman...912-750-3866.

Currently employed VP/GM with sixteen years of sales and management experience seeks GM opportunity in Southeast. My station is throwing off over 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.

Help wanted? 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, PD, and group owner. If you need management stability and strength and can offer participation in the growth, let's talk. Prefer Florida. Consider all. Reply to Box P-33.

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

GM — small/medium market specialist: 30 yrs. experience — 8 yrs GM. Excellent track record/references. Strong sales/training, program, people skills. Dedicated, hands-on professional, integrity. Presently employed. Reply to Box P-35.

Retired radio group VP seeking temporary management assignment or special project anywhere. Diversified background includes regional networks. Best references. 919-787-7850.


Young, "obsessed with success" currently employed CRMC GSM with proven performance record and references seeks GM or GSM position in one of the following areas: Philly, Trenton, Baltimore, Pittsburgh, Harrisburg or Washington, DC. Equally positioned but all considered. I'm a team player and a winner. Working knowledge of all training methods. Jennings, Lontos, Poliack etc. Reply to Box P-43.

Husband/wife team: Over 25 years experience in all phases. On air, sales, management, ownership. Call Jim Fletcher 504-567-1350.

VP/general manager: 20 years major market experience — retired to the coast of Maine after sale of group. Too young — shouldn't have done it! Will consider small/medium market AM/FM or small group. Call 207-885-5242.

Let's build a winner! GM wants to help take your medium/small market midwestern station to next level. Dedicated to success! Ext. experience in programing/sales/management. Reply to Box P-44.


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

Basketball PBP! (And more!) Experienced, knowledgeable sportscaster wants to move on. Anybody need a voice? Let's talk! Call Steve: 902-425-5523/4471.

Exciting sports PBP announcer/talk show host, up to 11 years experience in H.S./College football and basketball, skilled in all air work, production, etc., looking for station/network committed to quality sports programming. Jay 803-783-8119.
SITUATIONS WANTED TECHNICAL

If you want someone to push paper, I'm not your man. Hardline emphasis on p.m. 10 years AM/FM, CE experience. Available, radio, print, SE, but all areas considered. Let me get my hands dirty. Call 704-474-4373.

Working CE, excellent credentials. Experienced in complete, modern facility buildouts, mic to antenna. Also available for consulting and temporary projects. Call Jim 301-381-8017.

SITUATIONS WANTED NEWS

I'm no news bunny: Years of experience at NBC (when it was NBC), AP, UPI, WJCI and other shops prove it. On-air, editor, management — I do it all. Call Mary 703-256-6337.

15 year Veteran Farm Broadcaster seeking to make a change. Voting member of the NABF. Reply to Box P-45.

Veteran broadcaster: Authoritative news. Football, basketball, and baseball play by play. Unique commercials that sell, entertaining MOR DJ show. All markets, locations, and stories seriously considered. 31 years experience. Reply to Box P-46.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS


TELEVISION

HELP WANTED MANAGEMENT

Creative services director: Our creative services director is moving up in the company so we're looking for a qualified replacement. ABC affiliate in Salt Lake City seeks peron to coordinate media strategy for TV, radio, and out of home mediums. Must have excellent writing, producing and supervisory skills. Must have knowledge of advertising format, copy, layout and production. Will work with station sales management and national to coordinate all sales research and development services. Submit resume to: GKCA-ATV, Attr: Dept. Creative, c/o WAND- TV, 5819 University, Murray, UT 84106. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE/M/F/A.

Account executive: Memphis independent television station is seeking an account executive for its local sales staff. Minimum 5 years previous sales experience with either television or radio stations. Send resume to Account Executive, WLMT- TV, PO Box 30030, Memphis, TN 38103 at call Jim Wright, L.S.M., 901-346-3030, EOE/M/F.

Junior account executive: Genesis Entertainment seeking an aggressive and motivated individual for sales training position. Television and/or sales experience preferred, but not required. Must possess strong work ethic and desire to become a valuable potential for company. Send resume to: Barry Wallace, Sr/VP, Domestic Sales, Genesis Entertainment, 780 Third Avenue, Ste. 1501, New York, NY 10017, EOE.

Southeast broadcast group is cooking and needs three sales stars. Pros only. Beginners and retirees need not apply. These are jobs for people who love 12 hour days. EOE/AA. Resume, references and salary history first letter to Box P-49.

HELP WANTED TECHNICAL

TV maintenance engineer: Trinity Broadcasting Network has immediate opportunity for an individual with 3-5 years technical maintenance experience with the ability to troubleshoot to component level equipment types. Must have knowledge of DVS233, DVS233C recorders, CMX editing systems and digital effects with special emphasis on digital techniques. Phone: 1-800-727-7827, Ext. 322, Equal Employment Opportunity, EOE/M/F/A.

E.G.N. maintenance engineer: Formal training in electronics and experience in component level equipment maintenance required. Special consideration will be given to applicants with Sony Beta training and/or current experience in Beta equipment maintenance. A FCC license or SBE certification is a plus. Job location will be in San Antonio, CA and weekend work will be a function of the job. EOE. Competitive salary and excellent company benefits are offered. Reply to Personnel Department, KNTV, Inc., 645 Park Avenue, San Jose, CA 95110.

Promotion manager: WAND-TV seeks promotion manager to develop and direct all news promotions and new promotion including topicalics, radio and print. Qualified applicant should possess excellent writing and production skills. Send resume and non-returnable tape to: T.J. Vaughan, General Manager, WAND-TV, 904 South Side Drive, Decatur, IL 62521. EOE.

Local sales manager: Dominant CBS affiliate is seeking an aggressive, promotion-oriented manager. Requires previous management experience. Must be aggressive. Submit resume and resume and salary requirements to Box P-48, EOE/AA.

HELP WANTED SALES

Sales research director: Sacramento's top-rated station is for a candidate with strong sales and research background. Must have experience working with NISI, Miller Research, NA, research tools, strong writing skills and effective presentation ability. Computer skills are a must. Individual selected will work with station sales management and national to coordinate all sales research and development services. Submit resume to: KCRA-ATV, Attr: Dept. Creative, c/o WAND-TV, 5819 University, Murray, UT 84106. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE/M/F/A.

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Colorado's news channel — KCNC-TV, an NBC O&O is seeking applicants for the position of broadcast maintenance technician. Minimum qualifications include: Broadcast maintenance experience (prefer 5 years) with strengths in all areas, including broadcast television, digital video, and audio systems, RF systems and component level analog and digital technologies. This position requires excellent communication skills. Must have FCC General license preferred. Resumes should be sent to: KCNC-TV, Employee Relations, 1044 Lincoln, St., Denver, CO 80203.

Chief of television maintenance: The U.S. Air Force seeks an experienced television engineer with proven technical, leadership, and management experience in direct television production and planning at Maxwell Air Force Base, AL. Duties include: Studio production, post, ENG/EFP, cable TV, base-wide TV maintenance, and satellite operations. Qualifications: Television technician, instructor, inspector, or electronic mechanic experience, showing progressing theoretical and practical knowledge of television electronics theory and of characteristics, function, operation, and capabilities of various television equipment types. Requires knowledge of television production processes and ability to design and manage TV equipment systems in a facility similar in size to a network production studio. Send Application for Federal Employment (O-171), or request for Equal Opportunity Personnel. Attn: Olivia D. Crimmel, 3800 MSSO/MSCA, Bldg. 804, Maxwell AFB, AL 36112-5000, to be received by Oct. 2, 1992. EOE.

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

South Texas educational station has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

Maintenance engineer: Duties include maintenance of studio audio and video equipment including GV 300 & 200 switches, post suite, stereo audio boards. Duties include: UHF & VHF transmission experience. Require a minimum of 5 years experience. Recent experience with VHF transmitters a plus. FCC General class license required. Minimum 5 years experience. Good written and verbal communication skills. Chief Engineer, KGTB, PO Box 85347, San Diego, CA 92118-9246. EOE.

KWTV is seeking a maintenance engineer with minimum three years experience maintaining studio equipment including Ampex, RCA, Grass Valley, Sony, etc. Transmitter, computer, TCR-100, and VPR-6 experience helpful. Salary based on experience. Send resume to: Engineering Supervisor, KWTV, 7401 N. Kelley, Oklahoma City, OK 73149. EOE.

Chief video engineer: $35,069-$49,837. Responsible for the video production facility of the City's Cable Television System. Bachelor's degree in Broadcast Engineering, or equivalent military experience plus SBE or FCC certification. Applications available and must be returned by 3/9/92. Send resumes to Personnel Director, City of Dallas, Chief Engineer, KGTV, PO Box 85347, San Diego, CA 92118-9246. 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 producer with good news judgment and the ability to lead others. Applicant should have a Bachelors Degree in Journalism or a related area. Previous television experience is required. We're the best facility in one of the best cities in America and we need a person to continue the winning tradition. All replies confidential to News Director. Reply to Box P-19. An equal employment opportunity/affirmative action employer.

**CBS affiliate seeking 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, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

**Chief meteorologist:** Seek experienced professional television meteorologist as primary weather talent (each Cable/affiliate operation). High visibility position working with two professional weather starters in a volatile weather market. Degree in meteorology/physics. Five years experience. Send resume and non-returnable tape and resume to: Mike Beecher, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63901. EOE MF.

**Strong number one news operation needs promotion manager. We do a great job. We need creative glasses and the the viewers know it.** Contact Box P-36. EOE.

**Broadcasting professional journalist needed to report and anchor 10 p.m. newscast. Strong writing skills required. Editing and camera experience a plus. Send tapes and resumes to: TV-47, c/o Sandra Dale, Pres., GM, 418 S. Main Street, Findlay, OH 45840. No phone calls. EOE.**

**Assistant news director for number one opera-** tion. Must have strong organizational and journalistic skills. 5 yrs. min. management experience. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Baillown Rd., Niskayuna, NY 12309. EOE.

**Weekend sports anchor for number one news** operation. Strong reporting skills a must. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Baillown Rd., Niskayuna, NY 12309. EOE.

**News director:** Market-leading, Southeastern. 100+ affiliate seeks hands-on news director to guide day-to-day newsmroom operations. Seek detail-oriented, computer-capable, efficient-minded, self-starter with proven leadership ability and effective teaching & energizing skills. Minimum ten years commercial television news experience. Previous newsmroom supervisory experience required. Send cover letter, resume, statement of news philosophy to Box P-50. Equal opportunity employer.

**Number one news station in the market accepting applications for creative feature reporter Country River.** We are a Cable/affiliate and have minimum three years front-line TV news reporting experience with strong ability to tell creative stories dealing with rural audiences. Great opportunity to shoot/edit required. Occasional general assignment reporting. Rush confidential resume, salary expectations, and photo with audition tape. Rating: best feature stories to News Director, WAAAY TV, Post Office Box 2555, Huntsville, AL 35804. No phone calls please. Material submitted are nonreturnable. EOE.

**Reporte/anchor:** Are you a good storyteller? Do you explain how stories affect your viewers' lives? If so, you may be the reporter we need. We're looking for weekend nights and the anchor/producer we need on weekends. Significant reporting/anchoring/producing skills and attention to detail a must. Taping best feature stories to news philosophy and non-returnable tape (VHS only) to Robert Cizek, News Director, WKJG-TV, 2833 West State Blvd., Fort Wayne, IN 46808. No calls or faxes. EOE.

**KTVN-TV has an opening for a weekend anchor/ producer/general news assignment reporter. Previous anchoring experience 2-3 years preferred. Live field reporting skills a must. Send resume and tape to Steve Krumer, News Director, PO Box 7220, Rex, NV 89021. Tape/letter returned. KTVN-TV is an equal opportunity employer.
Executive director. The National Association of Black Journals is seeking an executive director to manage the operations of the Association. The successful candidate should possess a strong background in non-profit management, communications and a minimum of five years of experience in a similar role. A minimum of two years of experience as executive director of a large-scale, national organization is required. Experience in the media industry is highly desirable. The successful candidate will be expected to have a strong understanding of the mission of the National Association of Black Journals, which is to promote and support the work of black journalists. Applicants should submit a letter of interest, resume and three references to: Dr. Michael Johnson, National Association of Black Journals, 123 Main St., Washington, DC 20001. The deadline for applications is September 30, 1992.
HELP WANTED MANAGEMENT

CABLE SERVICES GROUP
GENERAL MANAGER

Cable Services Group, a First Data Corporation business unit, is a leader in providing data processing and information services to the cable television industry. We are seeking a General Manager for our CompuLink product division located in Englewood, Colorado. CompuLink is the leading traffic and billing software for the advertising sales industry of cable.

DUTIES INCLUDE:
- overall planning and direction of sales/marketing, programing, customer service, and administrative departments.
- coordinating research and feasibility studies for potential new business and enhancements.
- preparation and monitoring of annual operations budget.
- extensive contact with client base to include presentations and participation in industry conventions.

MINIMUM QUALIFICATIONS
- outstanding administrative and management skills.
- strong organizational and communication skills.
- 5 to 7 years in various management positions including experience managing multiple departments.
- strong cable industry knowledge.
- capability to understand the technical aspects of software design and development.

Please send resume and salary history to:
Cable Services Group
Human Resources
5600 South Quebec
Suite A 300
Englewood, Colorado 80111
An Equal Opportunity Employer

HELP WANTED MANAGEMENT

Audio Broadcasting Via Satellite

Spearhead the service development in London
Excellent tax-paid salary + benefits

Inmarsat, a commercially-oriented, internationally-owned co-operative, which is the only provider of global mobile satellite communications worldwide, is constantly exploring the possibilities of using its satellites for new services and applications for mobile users at sea, on land, and in the air.

We are currently developing multipoint audio distribution and broadcasting services and need a self-motivated degree-qualified individual to manage the development of this new advanced technology with minimal supervision. From inception, through system definition, to introduction.

Determining signal specifications and characteristics, operating philosophy and systems architecture will be an immediate priority.

This challenging opportunity to influence the development of an exciting new application with massive market potential will appeal to those familiar with the operation of long-range international radio broadcasting systems and regulations. Any experience of determining potential market and user needs, programming, and service providers, would be a distinct plus.

With 51 nationalities working in our London office, we offer an unusually cosmopolitan environment. An internationally competitive tax-exempt salary reflects the high level of competence, experience and qualifications required.

Employment terms include:
* non-resident's allowance * housing allowance * children's school fees * fares home for staff member and family every two years * spouse career counselling * two weeks' annual leave * all relocation costs paid on appointment and resettlement * worldwide health, life and accident insurance * 100% cash pension. Indefinite or fixed-term contract available. All necessary clearances for working in the UK are arranged by Inmarsat.

To apply, please fax or mail full career details in English, quoting Ref: ABD/MS on the letter and envelope, to Mike Stockford, PA Consulting Group, 123 Buckingham Palace Road, London SW1W 9SR, England. Facsimile: +44 171 333 5050.
HELP WANTED PROGRAMMING PROMOTION & OTHERS

PRODUCER CULTURAL PROGRAMS UNIT

Houston Public Television seeks a Producer to create documentary and fine arts programs.

Qualifications required: BA in TV, Communications, Fine Arts or related field, 4 years experience in broadcasting, or arts production, 2 as a cultural/arts producer for television. Ability to communicate well with creative individuals and others. Knowledge of and ability to manage budgets, ability to organize work, prioritize assignments, complete work on time and on budget.

This is a full time position with a starting salary of $27,500 plus excellent benefits. Interested candidates should send a letter of applications, including resume with three professional references, and a video sample reel, including samples for which applicant was primary creator to:

Ms. Laura Gonzales
KUHT-TV
4513 Cullen Blvd.
Houston, Texas 77004
Postmarked by October 2, 1992
The University of Houston is an Equal Opportunity Employer.

SITUATIONS WANTED NEWS

Current radio network news anchor with long background as Washington reporter looking for challenging TV anchor job in nice community. Excellent writing & broadcasting skills and easy-going personality. Patient teacher.

Reply to Box P-54

SALES TRAINING

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

HELP WANTED MANAGEMENT CONTINUED

BROADCAST TRAFFIC SYSTEMS MANAGER

A new era in broadcast television distribution will begin in early 1994. DirecTV™, a subsidiary of Hughes Communications, Inc., is a new high power direct-to-home satellite service that will distribute 100+ channels of premium entertainment programming to low cost 18 inch satellite dishes.

In conjunction with the DirecTV broadcast operation, we will need to install an advanced Traffic and Scheduling system to support scheduling of 100+ channels, Pay Per View movies, an electronic program guide, satellite transponder allocation, and the customer authorization system interface.

We are seeking an MIS/Traffic Information Systems Manager to oversee the procurement, enhancement, installation, and ongoing support of the DirecTV traffic system. This position requires a candidate with ten years experience in a broadcast environment. Knowledge of computer systems and software development cycles, and one or more traffic systems, also required. B.S. degree in MIS/Business desired.

In return for your professional abilities, we offer an attractive salary and an outstanding flexible benefits package, including a 401K plan and paid time off between Christmas and New Year's.

For immediate consideration, please send your resume to: Hughes Communications, Inc., Attn: Employment DJ-B-92892, P.O. Box 92424, Worldway Postal Center, Los Angeles, CA 90009. Proof of legal right to work in the U.S. required.

Equal Opportunity Employer.

CABLE HELP WANTED PROGRAMMING PROMOTION & OTHERS

Director of Programming and Network Operations

Acclaimed regional cable sports network seeks Director to manage Programming, Production and Operations for West Coast market.

Governs program acquisitions, negotiates contracts, maintains close relationships with pro teams and colleges. Oversees hiring and originates budgets for entire facility. Responsible for the content and quality of live on-air sporting events. Knowledge of computer systems and software development cycles, and one or more traffic systems, also required. Must be fully versed in all aspects of production and origination, including knowledge of scheduling, on-air development and facilities. Responsibilities dictate attention to detail and strong interpersonal skills.

For confidential consideration, please forward your resume, along with salary history and requirements, to: P.O. Box 999-TS, Woodbury, NY 11797. We are an equal opportunity employer.
Broadcasting Sep 28 1992

HELP WANTED TECHNICAL

New York University

Tisch School of the Arts

Invites applications for the following full time position to commence September 1993.

Department of Film And Television-Undergraduate Division

Video Production

This is a junior-level, tenure-track faculty appointment. Salary commensurate with rank. Position is offered in Video Production-instruction of three courses each semester; student advisement; committee work. Ongoing professional activity while teaching is encouraged. Professional editing, narrative, dramatic, remote and studio experience required. A secondary specialty in writing, editing or producing will strengthen the application. Position requires undergraduate teaching experience. MFA Degree or equivalent preferred.

Deadline for application is November 16th. Send letter of application, resume, and three letters of reference to: Stephen A. Simak, Faculty Liaison, Dept. of Film and Television, U.G., Tisch School of the Arts, New York University, 721 Broadway, Room 941, New York, NY 10003. A work sample may be requested.

NYU encourages applications from women and members of minority groups.

HELP WANTED TECHNICAL

DISTINGUISHED PROFESSORSHIP IN MASS MEDIA MANAGEMENT

The Murrow School of Communication at Washington State University invites applications and nominations for the Lester M. Smith Distinguished Professorship in Mass Media Management. The position calls for a person with significant professional experience in high level media management, preferably in a major market. Open January 1, 1993. Term of appointment: Normally one academic semester, (4.5 months) renewable. Review of applications begins October 15, 1992. Send nominations and letters of application, vitae, and names of 3 references to Alexis S. Tan, Director, Murrow School of Communication, Washington State University, Pullman, WA 99164-2520. WSU IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER.

HELP WANTED TECHNICAL

ROYAL CARIBBEAN

The Grand Resorts of the Seven Seas.

VIDEOPHOTOGRAPHER

Royal Caribbean ... there's a difference here. More exotic destinations for our passengers. More exciting opportunities for our employees. It's the Royal Caribbean difference and it's everywhere you look.

Positions are currently available for creative, self-motivated photographers-editors with at least 3 years professional TV experience. Qualified candidates will have solid working knowledge of AB Edit Roll, 3/4 and Hi 1 format.

To discover the Royal Caribbean difference and all the fantastic advantages that go along with it, send your resume with salary requirements to Shipboard HR, Dept. MG/ BM, Royal Caribbean Cruises Ltd., 1050 Caribbean Way, Miami, FL 33132.
BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

For information call (302) 659-2340 and ask for Mitzi Miller.

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: $1.60 per word, $32 weekly minimum. Situations Wanted: 80¢ per word, $16 weekly minimum. All other classifications: $1.60 per word, $32 weekly minimum.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters in one word each. Symbols such as 55mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: $1.38 per inch. Situations Wanted: $60 per inch. All other classifications: $1.38 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: In addition to basic advertising costs (Situations wanted: No charge. All other classifications: $15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036. The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

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

For subscription information call 1-800-323-4345.

FOR SALE STATIONS CONTINUED

FOR SALE 50KW AM AND CLASS C FM IN FAST GROWING SOUTH-WESTERN TOP 50 MARKET CITY. SERIOUS BUYERS ONLY.

P.O. BOX 25670
HONOLULU, HAWAII 96825.

BROADCASTING'S CLASSIFIED RATES

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For information call (302) 659-2340 and ask for Mitzi Miller.

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For subscription information call 1-800-323-4345.
**SEPTEMBER**


Sept. 30—Deadline for entries in The Ohio State Awards. Any independent producers, cable outlets or broadcast organizations that produced and broadcast a radio or television program that aired between July 1, 1991, and June 30, 1992, are eligible. Information: Phyllis Maday, (614) 292-0185.

**OCTOBER**


Oct. 4-6—Minnesota Cable Communications Association annual meeting. St. Paul Hotel, St. Paul. Information: (612) 641-0268.


Oct. 6-8—Mid-America Cable Television Association 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.


Oct. 9-11—Oregon Association of Broadcasters annual convention. The Riverhouse, Bend, Ore. Information: (503) 257-3041.


Oct. 12-15—MIPCOM, international film and program market for TV, video, cable and satellite, Palais des Festivals, Cannes, France. Information: (9212) 699-6220.


Oct. 13-14—Atlantic Cable Show, 3rd Int. City, Convention Center, Atlantic City, N.J. Information: Jan Sharkey, (609) 484-1000.


Oct. 14-17—Society of Broadcast Engineers annual convention and exhibition. San Jose, Calif. Information: (408) 253-1640.


Oct. 16-17—Missouri Broadcasters Association fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.


**NOVEMBER**


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

Nov. 10-13—Society of Motion Picture and Television Engineers 134th technical conference and exhibition. Metro Toronto Convention Center, Toronto. Information: (416) 761-1100.


**DECEMBER-JANUARY 1993**


Dec. 2-4—Western Cable Show sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 426-2225.


mission, are “less confrontational” than “Radio Free China” or “Radio Free Asia.”

Although the majority favored BIB because of its experience in providing surrogate news programming in Eastern Europe, the minority opinion supporting VOA—which for the most part provides news about America abroad—did not go silently into the night, and the press conference announced the need for a new service turned into a debate over the report’s preparation and content.

BIB, according to Hughes, has more experience and is more independent than VOA. At times, Hughes said, VOA broadcasts have been subject to outside pressure by government officials, while BIB is more “insulated.”

However, Voice Of America supporters argued that the VOA’s existing China service, which is local, be strengthened, “saving time and money.” Commission member and former CBS Vice President Gene Mater said that the committee’s report “unfairly knocked” VOA’s services. Said the minority: “We believe that the years necessary not only to start a new service but to reach the listenership level already attained by VOA with succeeding generations of people in China would represent a most marginal return on investment and intent, with major changes anticipated in Asia before that point is reached.”

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**Open Mike**

**THANKS TO AM**

EDITOR: As owner of an eastern FM station, I am well aware of the dilemma facing all broadcasters, especially AM operators. I would like to share an experience that has convinced me of the art of AM.

Every summer, my wife, son and I head out from Pennsylvania to see the country for a couple of weeks by motorcycle. While this is a great way to see the U.S., it is not a great way to get through thunderstorms and tornadoes. This summer was a particularly bad summer for storms in the upper Midwest. As the sky darkened, I tuned around the FM dial for some weather. Just as FM is here in the East, the stations are music-intensive, with day-old weather all over the dial. I went to AM. During the approaching serious weather I wasn’t interested in stereo, NRSC processing or any other miracle cures that AM “needs,” I just wanted to know what I was facing. There they were, the real radio stations, not the satellite-programmed forgotten carriers that are so prevalent across the dial, but the real stations serving the public interest, convenience and necessity as the FCC used to demand when the commission was still in the business of regulating broadcasting.

Throughout the entire upper Midwest I was able to navigate around tornadoes and severe weather using information from these AM stations, many of which have their own weather radar.

I’m not saying that all FM or satellite-programmed stations are bad, but the information that was important to me was on these radio stations that know what service is. If more of the faltering AM people would get back to the grassroots of radio rather than playing a jukebox like much of FM does, there wouldn’t be the growing darkness on the dial. To be sure, it costs money to run a service-oriented station, but why let stations go down the drain?

In summary, I’d like to thank some of the stations that got my family and me across the country safely, all of them AM’s: KWOA, WNAX, KBHB and some that I don’t remember the calls of: 600 kHz in Jamestown, N.D., and 740 kHz somewhere in the middle of South Dakota. Thanks for keeping radio alive.—Ron Schacht, president, Mountain Broadcasting Inc., Dallas, Pa.

**IN-BAND CAVEAT**

EDITOR: Re your Aug. 31 “Closed Circuit,” “Doable Digital AM” on the CBS, Gannett and Group W in-band digital stereo systems: Frequency compression of voice and music audio waves is an old and scientifically justified field of research. But, as an old patentee (and a brand new patent holder) in the field, may I say “it ain’t all that easy” to meet promotional, managerial and National Association of Broadcasters committee-type deadlines, especially when “golden” or even “tin” ears are involved. Furthermore, “in-band” audio processing, unlike full digital transmission methods, adopts the strengths and weaknesses of the carrier system by which they are delivered—just like sending one of the new fancy birthday cards with the music chips—they still can be delayed, lost or even squashed in delivery.

Most important, efficient “in-band” signaling will dramatically change the occupied bandwidth of the associated transmission system. (For highest efficiency, such systems will greatly increase spectral density.) Thus, if you think certain AM (and FM) stereo signals are creating too much splatter now—you ain’t seen nothing yet. Better not throw out your old or brand-new transmitters yet. Certainly, your listeners will not throw out all their clock radios in your lifetime.—Leonard R. Kahn, president, Kahn Communications Inc., New York.

**DOWN ON STERN**

EDITOR: In your Aug. 3 story on the growth of talk on FM, you quote Ken Stevens of Infinity Broadcasting as saying: “The younger demo is clearly looking for talk programing that addresses their interests...to a talk show hosted by somebody they respect.”

Howard Stern—respect? Get real, Ken. The last time I heard Stern he was doing a “crotch check” on a female rock star and inviting her to eat a “doozy sandwich.”

Stern is an abomination.—Bill Wright Sr., Wrightway Productions, Malvern, Pa.
Broadcasting three AM's linger (vice president), and of license from Wodlinger Broadcasting WHOG(AM) Anniston, interests. Headed Northly purchased WLVE(FM) Miami Beach for $16 Seller 104.1 mhz; 100 kw; ant. 1000 receiver for one AM and four William Seller is headed by Lowell W. Paxson, who recently purchased WLVE(FM) Miami Beach for $18 million ('Changing Hands,' Aug. 17). Paxson owns five AM's and eight FM's. Buyer is headed by Jay Hoker, and also owns WMLX(AM) Cincinnati. Filed Sept. 10.

WQAI(AM) Fernandina Beach, FL (BAL920904EE; 1500 kw; 5 kw-D)—Seeks assignment of license from Be I & Communications Inc. to North East Florida Radio Inc. for $133,136. Seller is headed by Don Bruns, and has no other broadcast interests. Buyer is headed by Billy G. Hogan, and has no interests in WHIY(AM)-WXXI(AM) Moulton and WHOIG(AM) Anniston, AL. Filed Sept. 4.

WIXJ(FM) Naples Park, FL (BAL920900HH; 105.6 mhz; 990 w; ant. 584 ft.)—Seeks assignment of license from Wodlinger Broadcasting Co. of Naples Inc. to Naples Communications Systems Inc. for $3 million. Seller is headed by Michael H. Wodlinger (vice president), and has interests in KRMQ(AM)-KXBL(AM) Monett, MO, and is permitted of KZRR(FM) Cassville, MO. Buyer is headed by Ronald Shaffer, and is subsidiary of licensee of three AM's and four FM's. Filed Sept. 9.

WTMC(AM) Ocala, FL (BAL920902EC; 1290 kHz; 5 kw-D, 1 kw-covered)—Seeks assignment of license from Sunstar Telecom Inc., debtor-in-possession, to The American Network Group Inc. for $250,000. Seller is headed by Gary Cooper, and has no other broadcast interests. Buyer is headed by John J. Casey and Robert Williamson, and has controlling interest in WPTN(AM)-WGSQ(FM) Cookeville, TN. Williamson also has interests in WJTC(TV) Mobile, AL. Filed Sept. 2.

WGI(AM) Brunswick, GA (BAL920910EC; 1440 kHz; 5 kw-D, 1 kw-covered)—Seeks assignment of license from Brunswick Broadcasting Corp. to Ronald D. Griffin. He and shareholder Ron Yontz have interests in WTI(AM)-WYJ(AM) Tifton, GA. Yontz also has interests in WBLY(AM) Springfield, OH. Buyer is headed by Wayne Swart, and is permitted of WYNR(AM)-FM Darien, GA.

WDAX(AM) McRae, GA (BAL920381EB; 1410 kHz; 1 kw-D)—Seeks assignment of license from WDAX Inc. to John W. Davidson Sr. for no consideration. Davidson holds first mortgage on all physical facilities. Assignment includes WDAX-FM McRae, GA ("For the Record," Sept. 21). Seller is headed by Roy L. Woods, and has no other broadcast interests. Buyer interests in license of WCAM(AM)-WPUE-FM Camden, SC, and is partner in cable system in Pinehurst, NC. Filed Aug. 31.

KVDP(FM) Dry Prong, LA (BAE92082HHA; 89.1 mhz; 3 kw; ant. 195 ft.)—Seeks assignment of license of Dry Prong Educational Broadcasting Foundation for no cash consideration. Licensee, headed by Coy Edward, is converting company to tax-exempt corporation, and it has no other broadcast interests. Filed Aug. 28.

KYTV-AM-FM Wolf Point, MT (AM: BAL92081EC; 1450 kHz; 1 kw-U; FM: BAL92081EY; 92.7 mhz; 860 w; ant. 508 ft.)—Seeks assignment of license from Wolf Point Broadcasting Inc. to Wolf Town Wireless Inc. for $120,000. Seller is headed by Dennis Danielson, and has no other broadcast interests. Buyer is headed by Marvin Pressor, and has no other broadcast interests. Filed Aug. 31.

KWON(AM) Bartlesville, OK (BAL92082BA; 1400 kHz; 1 kw-U)—Seeks assignment of license from Moran Broadcasting Co. to KYFM Radio Inc. for $250,000. Seller is headed by R. J. Moran, and is licensee of one AM and two FM's. Buyer is headed by Galen O. Gilbert, and has interests in three AM's and five FM's. Filed Aug. 28.

WIST(FM) Lobelville, TN (BAL920827GZ; 94.3 mhz; 3 kw; ant. 280 ft.)—Seeks assignment of license from Coleman Broadcasting Co. Inc. to Good News Network Inc. for $92,000. Seller is headed by William R. Coleman Jr., and has no other broadcast interests. Buyer is headed by Glen Powers. Vice president Billy G. Pressen has interests in two FM's. Filed Aug. 27.

KLVT-AM-FM Levelland, TX (AM: BAL920902EF; 1230 kHz; 1 kw-U; FM: BAL920902EG; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from KLVT Radio Inc. to James D. Peeler for $400,000. Seller is headed by Clint Formby, and has interests in KPAN-AM-FM Heretford, KTEM(AM)/KPLE(FM) Temple and KSAM-AM-FM Huntsville, all Texas. Buyer also has interests in licensee of KPAN-AM-FM. Filed Sept. 2.

WPQH(FM) Exmore, VA (BA920902HE; 106.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Sea Shore Broadcasting Co. to Thomas E. Latimer for $20,000. Seller is headed by Albert Grimes. Partner John W. Harris has interests in WHWM(FM) Nags Head, NC. Buyer has no other broadcast interests. Filed Aug. 26.

WZKT(AM) Waynesboro, VA (BAL920902ED; 1490 kHz; 1 kw-U)—Seeks assignment of license from SloCoMedia Inc. to Hometown Media Inc. for $14,000. Seller is headed by Leon P. Harris, and has no other broadcast interests. Buyer is headed
**NEW STATIONS**

**Applications**

- Springdale, AR (BPTC920831KE)—Pharis Broadcasting Inc. seeks ch. 57; 3,209 kw; ant. 261 address: 204 N. Thompson, Springdale, AR 72764. Application is filed by William L. Pharis, and has no other broadcast interests. Filed Aug. 31.
- Richton, MS (BPD920631MB)—Richton School District seeks ch. 117.9 mhz; 29 kw; ant. 29 address: P.O. Box 568, Richton, MS 39476. Application is headed by Bobby R. DePeyser, and Otho Sellers, and has no other broadcast interests. Filed Aug. 31.

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**FACILITIES CHANGES**

**AM's**

- San Mateo, CA KOFY(AM) 1050 kHz—Granted app. of Pacific FM Inc. (BP-920420AD) for CP to increase nighttime power to 10 kw. Action Aug. 5.
- Elmwood Township, MI WLJN(AM) 1400 kHz—Granted app. of Good News Media Inc. (BP-920317MB) for CP to change TL to Morgan Hill, CA, M-72, 1.6 km W of M-22, Leelanau Co., MI; reduce power to 640 w and make changes in antenna system. Action Aug. 4.
- Redwood Falls, MN KLGR(AM) 1450 kHz—Granted app. of CO Broadcasting Corp. of Redwood Falls (BP-891130AC) for CP to reduce power to 470 w and night: correct coordinates to 44 32 36.95 07 57, make changes in antenna system. Action Aug. 4.
- Franklin, NC WJAJ(AM) 1480 kHz—Granted app. of Macon Broadcasting Co. (BP-920427AA) for CP to add night service with 13 w. Action Aug. 4.
- Dillon, SC WDNS(AM) 900 kHz—Granted app. of Banking Services Corporation (BP-911024AD) for CP to make changes in antenna system. Action Aug. 4.

**FM's**

- Fruthurst, AL WCKS(FM) 102.7 MHz—Granted app. of Steven L. Gradlak (BPBH-920317) for mod. of CP (BP-900231MF) to make changes: ERP: 1.35 kw (H/V); ant.: 200 ft.; TL: in Culebra Co., AL, 2.5 km S of interstate 20 and 1.4 km of Georgia state line; change directional antenna. Action July 30.
- Augusta, AR KABK(FM) 97.7 MHz—Forfeited and canceled app. of Harvey Fritts, receiver (BP-800915AJ) for CP; to make changes in antenna type: change Colline (ERI) GSCPM-2E, 2 sections circularly polarized, and change TPO. Action Aug. 3.
- Heber Springs, AR KAWW(FM) 96.7 MHz—Granted app. of Newport Broadcasting Company (BP-920521ID) for CP to make changes; change ERP: 50 kw (H/V); change freq, from 96.710 to 100.7; change to class C2 (per MM docket #87-563). Action Aug. 6.
- Hot Springs, AR KMBB(FM) 96.7 MHz—Return app. of Great American Broadcasting Co. of AR Inc. (BP-920622EH) for CP to make changes; ERP: 94 kw H/V, ant.: 246 ft.; TL: Trap Mountain, Hot Springs; and to change main studio location. Action Aug. 21.
- Jonesboro, AR KODE(FM) 100.3 MHz—Granted app. of TM Jonesboro Inc. (BMLH-910605KA) for mod. of license (BLH-970109KC) to change frequency: 100.3 mhz (per MM docket #87-563). Action Aug. 21.
- Avalon, CA KRCI(FM) 92.7 MHz—Granted app. of Catalina Radio Ltd. (BMPH-920612IF) for mod. of CP (BP-960629MC) to make changes: ERP: 3 kw (H/V), ant.: 49 ft.; TL: CATV tower near ord. 2.4 mi. ESE of Avalon. Action Aug. 24.
- Fort Collins, CO KIMI(FM) 107.9 MHz—Returned app. of University Broadcasting Company Ltd. (BP-970102ID) for CP to change ant.: 300.25 m; major environmental action as defined under section 1,1305. Action Aug. 13.
- Mariana, FL WN6FM(AM) 91.1 MHz—Returned app. of Mariana Educ. Broadcasting Foundation (BPEO-920420MB) for CP to make changes; change ERP: 4 kw (H/V), ant.: 103 kw; TL: 89.5 and 89.7 in channel 208. Action Aug. 12.
- Naples, FL WRQR(FM) 93.5 MHz—Forfeited and canceled app. of H and D Communications Ltd. (BP-9371214C) for CP to make changes; change ERP: 2.2 kw (H/V); ant.: 116 m. Action Aug. 24.
- Pensacola, FL WTKQ-FM 101.5 MHz—Forfeited and canceled app. of Holt Communications Corpo-
Broadcasting

SUMMARY OF BROADCASTING & CABLE

<table>
<thead>
<tr>
<th>Service</th>
<th>ON AIR</th>
<th>CP's</th>
<th>TOTAL*</th>
</tr>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>4,969</td>
<td>186</td>
<td>5,155</td>
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<tr>
<td>Commercial FM</td>
<td>4,723</td>
<td>933</td>
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<tr>
<td>Educational FM</td>
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<td>296</td>
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<td>Total Radio</td>
<td>11,253</td>
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<tr>
<td>Commercial VHF TV</td>
<td>557</td>
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<td>Commercial UHF TV</td>
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<td>Educational UHF TV</td>
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<td>Total TV</td>
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<td>VHF LPTV</td>
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<td>Total LPTV</td>
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<td>FM translators</td>
<td>1,913</td>
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<td>VHF transmitters</td>
<td>2,507</td>
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<tr>
<td>UHF transmitters</td>
<td>2,406</td>
<td>423</td>
<td>2,829</td>
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<tr>
<th>CABLE</th>
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<tr>
<td>Total subscribers</td>
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<tr>
<td>Homes passed</td>
</tr>
<tr>
<td>Total systems</td>
</tr>
<tr>
<td>Household penetration†</td>
</tr>
<tr>
<td>Pay cable penetration/basic</td>
</tr>
</tbody>
</table>

* includes off-air licenses. † penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting's own research.

For the Record 59
For the Record

Bethesda.

Forfeit- and canceled app. of Grasshopper Broadcasting Inc. (BPED-901221DE) (BMPH-9101221D) for change ERP: 1.8 kw (H&V); ant.: 130 m.; change class C3 (per MM docket #90-32); Action Aug. 3.

Surfside Beach, SC WYAF(FM) 103.1 mhz—Forfeited and canceled app. of Eastside Broadcasting Inc. (BPED-920319B) for change ERP: 12.5 kw (H&V); change class to C3 (per MM docket #89-32); Action Aug. 18.

Walterboro, SC WNTC(FM) 100.9 mhz—Returned app. of Grasshopper Communication Inc. (BPED-920710IC) for CP to make changes; TL: 18 km northeast of Red Oak Church on Red Oak Hwy., northeast of Cottageville, SC 29435 30; 207 64; and to change class: C3. Action July 27.

Memphis, TN WSM(FM) 91.7 mhz—Granted app. of Memphis State University (BMPED-920409IA) for mod. of CP (BPED-841211ID) to make changes: ERP: 25 kw (H&V); ant.: 120 m.; TL: 1138 Sycamore Rd., Memphis; amend directional antenna pattern. Action Aug. 7.

Austin, TX KMFA(FM) 89.5 mhz—Granted app. of Capitol Broadcasting Association Inc. (BPED-920414G) for mod. of CP (BPED-8702273W) to make changes: ERP: 65 kw (H&V); ant.: 250 m.;

For the Record

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AM FM TV Addresses, Mailing lists, Data Discs, Mailings to P.D.'s & General Managers. For details, call The Radio Mail 1-800-759-4561!
**CALL LETTERS**

**Grants Existing FM's**

- **KCCV-FM** KVOU Bott Broadcasting Company; Olathe, KS
- **KCKC-FM** KBON Arrowhead Broadcasting Corp.; Lake Arrowhead; CA
- **KFSO-FM** KFSO Americanism II; Visalia, CA
- **KGF(T)M** KATM Falcon Media Inc.; Pueblo, CO
- **KHHW-FM** KIPA-FM Big Island Broadcasting Company Inc.; Hilo, HI
- **KINT-FM** KEBZ-FM Paso del Norte Broadcasting Corp.; El Paso, TX
- **KIXT-FM** KIXT & R & Broadcasting Inc.; Grover City, CA
- **KLJU(FM)** KLUM-FM Lincoln University; Jefferson City, MO
- **KLAX-FM** KSSQ-FM Spanish Broadcasting System of Florida Inc.; Long Beach, CA
- **KMXX(FM)** KBT5-FM Genesis Broadcasting Inc.; Killeen, TX
- **KOSP(FM)** KZDC MO Inc.; Willard, MO
- **KQPM(FM)** KMRU Terrence P. Montgomery; Ukiah, CA
- **KSDL(FM)** KCBW Bick Broadcasting; Sedalia, MO
- **KZON(FM)** KXMM Sundance Broadcasting Inc.; Phoenix, AZ
- **WBCT(FM)** WJFM Radio Associates of Michigan Inc.; Grand Rapids, MI
- **WCMK(FM)** WRHE Family Stations Inc.; Kingston, NY
- **WHYB-FM** WJUL-FM Good Neighbor Broadcasting Inc.; Menominee, MI
- **WIVM(FM)** WEZW Phoenix Broadcasting Corp.; Elwood, IN
- **WJRQ-FM** WHYB Janet H. Collow; Peshigo, WI
- **WKHT(FM)** WXMA JKRC Central Commun. Ltd.; Bishopville, SC
- **WKNN(FM)** WFAV Radio Cordele Inc.; Cordele, GA
- **WKWS(FM)** WVNS West Virginia Radio Corp. of Charleston; Charleston, WV
- **WLHV-FM** WWDR Jessup Broadcasting Corp.; Hardeeville, SC
- **WMAX(WFM)** WUNI Saginaw Bay Broadcasting Corp.; Bay City, MI
- **WMMK(FM)** WPVI Radio Macon Inc.; Macon, GA
- **WMRR-FM** WQWO-FM Pathfinder Communications Corp.; Muskegon Heights, MI
- **WNEU(FM)** WMKG WWMY-FM Broadcasting Corp.; Muskegon Heights, MI
- **WRJL(FM)** WQHF Faith Broadcasters Inc.; Killeen, TX
- **W TXQO(FM)** WTCG Ashley N. Davis; Andalusia, AL

**ACTIONS**

- Commenced proceeding to implement congres- sionally mandated regulations which will prohibit commercial broadcasting of indecent programming (A) between 6 a.m. and 10 p.m. by any public broadcast station that goes off air at or before 12 midnight; (B) between 6 a.m. and 12 midnight for any other radio or TV, (MM docket 92-223), Report DC-2233, by Commission September 17 by NPRM [FCC 92-445].

- Denied Authority Access Project and Office of Communication of United Church of Christ to extend time for filing replies in this proceeding. (MM docket 91-221, by Order [DA 92-1266] adopted September 15 by Chief, Mass Media Bureau.)

- Denied TRAC request for declaratory ruling on the "McLaughlin Group" news exempt from "equal opportunities' requirement. (By MO & OFA-92-1267, by Order [DA 92-127] adopted September 10 by Enforcement Division, Field Operations Bureau.)

- Proposed updating and improving Emergency Broadcast System. (Dockets 91-301, 91-171, Report DC-2229 by Commission September 17 by NPRM and further NPRM [FCC 92-439].)

- Resolved, and in some cases reconsidered, number of outstanding issues and has solicited fur- ther comment on other issues fundamental to implemen-tation of advanced television (ATV) service in this country. (MM docket 87-268, Report DC-2232 by Commission September 17 by MOBO-

- Third NPRM Further NPRM [FCC 92-438].

- Florida EEO Compliants Upheld previous ac-tions concerning license renewals of WFSQ(FM) Tallahassee; WNBDA(AM)-WWLW(FM) Daytona Beach; WKLFM(AM)-WEZT-FM Lakeland and WMAB(AM)-WWGD(FM) Melbourne, all Florida. (By MO & OFA-92-425) adopted September 17 by Commission.)

- TCI Cablevision Denied requests, through sepa-rate orders, by TCI Cable of Maryland Inc. and TCI Cablevision of Colorado Inc. for reduction of forfeitures in amount of $23,750 each, for violation of Commission's rules regarding cable television signal leverage. (By MO & [FCC 92-423-424] adopted August 31 by Commission.)
TELEVISION

Ken Hawkins, general sales manager, KNOE-TV Monroe, La., joins WAKA-TV Montgomery, Ala., as general manager.

Robert Blagman, local sales manager, KCOP-TV Los Angeles, joins KCAL-TV Hollywood, as West Coast national sales manager.

Appointments at Saban International:

Noreen Parker, general sales manager, named VP, sales.

Appointments at WTVP-TX Tampa, Fla.: Karen King, anchor, KRKK-TV Sacramento, Calif., joins as co-anchor; Trina Robinson, anchor/reporter, WBHH-TV Fort Myers, Fla., joins in same capacity; Jerry Lambert, anchor/reporter, WTTV-TV Indianapolis, joins as general assignment reporter.

Appointments at Telemundo Group, Inc., New York: Horace Dawson, corporate counsel, named VP, assistant general counsel; Bruce Friend, director, program research and planning, Telemundo, Miami, named director, research.

Appointments at Hubbard Broadcasting, St. Paul-Minneapolis, Minn.: Gerald Deeney, VP, chief financial officer, elected to board of direc-

Michel Welter Cheryl McDermott Horace Dawson Steve Carlston Kevin Reilly

al, Burbank, Calif.: Michel Welter, VP, international business affairs, named senior VP; Cheryl McDermott, VP, administration, international television distribution, Turner Entertainment Co., Los Angeles, joins as VP, international legal affairs.


Steve Badeau, executive director, television research, Paramount Pictures, Los Angeles, joins MTM Entertainment, Studio City, Calif., as VP, research.

Appointments at WDAF-TV Kansas City, Mo.: Cheryl Kerns, general sales manager, named VP, sales; Mike McDonald, news director, named VP, news.

Kathy Belich, general assignment reporter, WTSP-TV St. Petersburg, Fla., joins WFTV Orlando, Fla., in same capacity.

Appointments at WTSP-TV St. Petersburg, Fla.: Barbara Sobocinski, director, promotion, programming, named VP, marketing, public affairs;

John Gudjohnsen, reporter/photographer, WFBA-TV Dallas, named news manager.

Therese Gamba, segment producer, Group W Productions' Vicki! pilot, named promotion manager.

Appointments at WNET-TV New York: Janis Abrams, worldwide marketing manager, United Media Licensing there, joins as director, national marketing; Stacey Gillis Webber, director, marketing, E.P. Systems there, joins as director, local corporate marketing.

Michael Pausic, manager, business development, Twentieth Television, Beverly Hills, Calif., named director.

Appointments at Fox Inc., Beverly Hills, Calif.: Celeste Metcalf, senior corporate auditor, named director, administration and community affairs; Laura Morton Rowe, manager, personnel, named associate director.

Jim Overbay, news director, KCTV Des Moines, Iowa, named station manager and news manager, Meredith Broadcasting there.

tors; Tom Newberry, controller, assumes additional responsibilities as VP.

Michael Jones, regional sales manager, WDAF-AM-FM Philadelphia, joins Corridor Broadcasting Corp., Washington, as VP/GM, WFTY-TV there.

Carolyn Sifferman, controller, Republic Pictures Corp., Los Angeles, assumes additional responsibilities as VP, finance.

Roberto Vizcon, producer, Hola, America, Univision, Miami, joins WSCV-TV there as executive news producer.

Steve Carlston, executive director, local advertising sales and marketing, Buena Vista Television, Burbank, Calif., joins KSTU-TV Salt Lake City as VP/GM.

Appointments at NBC Entertainment, Burbank, Calif.: Kevin Reilly, director, drama development, named VP; Vince Manze, VP, advertising, promotion, NBC-TV there, named senior VP, advertising, promotion.
Dianne Downey, team manager, MMT, Chicago, joins KVUE-TV Austin, Tex., as local sales manager.


Charlie Minn, former sports producer, anchor, WHLT-TV Hattiesburg, Miss., joins KQRE-TV Albuquerque, N.M., as weekend sports anchor.

Appointments at KAKE-TV Wichita, Kan.: James Warner, news producer, KATC-TV Lafayette, La., joins in same capacity; Evette Dabney, reporter, WJBF-TV Augusta, Ga., joins in same capacity; Merry Murray, graduate, Fort Hays University, Hays, Kan., joins as photographer; Robert Rodriguez, meteorologist, KLTV Tyler, Tex., joins in same capacity.

Tome Howe, special projects producer, WSVN-TV Miami, named creative services director.

Laurea Hale, special projects producer, KCTS-TV Seattle, joins University of North Carolina Center for Public Television, Research Triangle Park, N.C., as director.

Geralyn Stynes, account executive, KABC-TV Los Angeles, joins Columbia Pictures Television, there as division manager, northeast division.

Appointments at KBAK-TV Bakersfield, Calif.: Sean McClelland, news producer, KGET-TV there, joins in same capacity; Robert Haus, news producer/reporter, KHIZ-TV Victorville, Calif., joins as news producer; Maya Mody, reporter, Continental Cablevision, Los Angeles, joins as promotion, news writer; Heather Frazier, field producer, KTTV Los Angeles, joins as reporter; Ernesto Torres, camera operator, KVEA-TV Glendale, Calif., joins as photographer; Mark Stili, photographer, KGET-TV Bakersfield, Calif., joins in same capacity.

Terry Botwick, former head, original programming, The Family Channel, Virginia Beach, Va., joins Hearst Entertainment Distribution, New York, as president.

Deborah Service, VP, movies and miniseries, MGM Worldwide Televising, Los Angeles, joins TriStar Television, Culver City, Calif., in same capacity.

Mike Henry, VP, creative services, WFLD-TV Chicago, joins WRC-TV Washington as director, advertising, promotion.

Richard Intrator, senior VP, Kidder, Peabody & Co., New York, joins The Lodestar Group there as managing director.

James Parsons, executive VP, Fries Entertainment, Hollywood, joins Ocean Capital Corp., Los Angeles, as managing director.

William Adler, former senior consultant, Unvision, New York, joins The New York Times as director, corporate relations.

Pat Vitale, reporter/anchor, WJR(AM) Detroit, joins WWJ(AM) there in same capacity.

Al Tacca, VP, sales development, WINE(AM)-WRKL-FM Danbury, Conn., joins WSTC(AM)-WQQQ-FM Stamford, Conn., as general sales manager.

John Thomas, senior VP, Minnesota North Stars, joins KFAN(AM) Minneapolis as station manager.

Paul Barkay, air personality, WNCX-FM Cleveland, joins WXR-FM Woodbridge, Va., in same capacity.

David Bernstein, program director, WBZ(AM) Boston, joins WRKO(AM) there in same capacity.

Appointments at WEZ(AM)-FM Philadelphia: Ron Mayer, account executive, Focus magazine there, and Robin Federman, account executive WMGK-FM there, join as account managers.

Thomas Sly, sales manager, WKQF-FM Cincinnati, joins KQPI-FM Denver as general manager.

Don Griffin, general sales manager, WONE(AM)-WTUE-FM Dayton, Ohio, joins WVUD-FM there as general manager.
Upton Bell, host of Sports Beat on WSBK-TV Boston, assumes additional responsibilities as air personality WTAG(AM) Worcester, Mass.

Appointments at WCCO(AM) Minneapolis: Tom Skaja, office manager, CBS Radio Representatives there, joins as national sales manager; Andy Stavast, sales manager, KFAN(AM)-KEEY-FM there, joins as general sales manager.

Humble Harve, air personality, KRTH-FM Los Angeles, joins KCBS-FM there in same capacity.

Amy Wolfe, air personality KKRQ-FM Iowa City, Iowa, joins KWOA(AM) Worthington, Minn., as music director/afternoon personality.

CABLE

Appointments at MTV Networks, New York: Deborah Hayes Johns, former press secretary, House Majority Leader, Richard Gephardt (D-Mo.), joins as senior VP, communications; James Shaw, chief financial officer, named executive VP.

John Farris, national account executive, Chicago Cable Advertising, Chicago, named national sales manager.

Appointments at Time Warner Cable, Stamford, Conn.: Fred Dressler, VP, programming, named senior VP; Carl Rosetti, VP, new business, named senior VP, corporate development, Time Warner Cable Ventures; Gale Allaman, assistant controller, named VP, tax.

Sharan Wilson, chief operating officer, satellite division, and president, Netlink, Tele-Communications, Inc., Englewood, Colo., named VP, TCI Management Corporation.

Nancy Newman, reporter, The Sports Network, Toronto, joins CNN Sports, Atlanta, as anchor.

ADVERTISING

Timothy Kidwell, VP, creative director, Ross Advertising, St. Louis, named senior VP, creative director.

Appointments at Griffin Bacal, Inc., New York: Loretta Volpe, senior VP, media director, named executive VP, director, media, marketing communications; Richie Solomon, VP, creative director, named senior VP, group creative director; J. Edmund Keating, executive VP, account management, Backer Spielvogel Bates Worldwide, New York, joins as senior VP, group director.

Eliot Sekuler, senior VP, entertainment, Rogers & Cowan Inc., Los Angeles, named executive VP, entertainment.

Michael Raymond, former general manager WBAI(AM)-WYOS-FM Wilkes Barre, Pa., joins Putney & Associates there as director, media.

Sally Shoquist, media director, Jamison, Cawdrey, Benjamin, San Francisco, joins Abramson Ehrlich Manes, Washington, as senior media planner/buyer.

WASHINGTON

Doug Wills, manager, media relations, National Association of Broadcasters, as director.

Gail Garfield Schwartz, former deputy chairman, New York State Public Service Commission, Albany, N.Y., joins Teleport Communications Group, Staten Island, N.Y., as VP, government affairs.

TECHNOLOGY

Lon Neumann, field sales engineer, NVISION, Nevada City, Calif., named manager, regional sales, NVISION, Sherman Oaks, Calif.

Timothy O’Brien, sales manager, Presentation Technologies, Louisville, Ky., joins Nikon Electronic Imaging, Melville, N.Y., as system sales specialist.

DEATHS

William N. Udell, 71, veteran Indiana broadcaster and former owner of WIMS(AM) Michigan City, Ind., died Sept. 17 following a lengthy illness at his home in Lighthouse Point, Fla. Udell owned WIMS from 1949 until he sold it to M&M Broadcasting in 1989. He continued as owner, president and CEO of Northern Indiana Broadcasters, operating WKMA(AM) Goshen, Ind., and WZOW-FM Elkhart, Ind. He also owned former WTAFTV Marion, Ind., which is no longer on the air. Survivors include his wife, Jayne, and two daughters.

Otis S. Freeman, 71, pioneer in television engineering and former director of engineering, Tribune Broadcasting Co., and senior VP, engineering, WPX-F TV New York, (Broadcasting, April 20, 1987), died Sept. 17 at Anderson Memorial Hospital, Anderson, S.C., of complications from a recent heart attack. A native of Greenville, S.C., Freeman’s first job was at the Allen B. Dumont Laboratories and its experimental station W2xWV (now WNEW-TV New York). He found time to earn his engineering degree in 1966 at New York University, where he taught for seven years. He joined WPX-F TV in 1948 and became its chief engineer in 1953. He became VP, engineering, 1953-86; served on the board of directors, 1965-83. When plans were announced for the World Trade Center in 1965, Freeman (then president of the New York Television Broadcasters’ all-industry committee) was instrumental in convincing local stations to move their broadcasting antennas from the Empire State Building to the taller World Trade Center to reduce ghosting. Freeman was awarded the NAB Engineering Achievement Award in 1984, in part for his developmental work in on-screen graphics, switching techniques for remote feeds and instant replay. He also received an Emmy from the New York chapter of the National Academy of Television Arts and Sciences the same year. Survivors include his wife, Elizabeth, a daughter and two sons.

David N. Simmons, 83, former VP, general sales manager, Averys-Kendel Television, New York, died Sept. 17 of emphysema in his home in Roswell, N.M. He was founder of Simmons Associates, a radio station representative firm. Simmons served Averys-Kendel from 1962 until his retirement in 1973. He moved to Roswell and joined KBIM-TV there as VP, sales development, where he stayed until the station was sold to Lee Enterprises, Davenport, Iowa, in 1991. He has no immediate survivors.
The Second Annual Broadcasting Hall of Fame 1992

Twenty-one men and women of the Fifth Estate will be inducted into the Broadcasting Hall of Fame on Oct. 21 during a black-tie dinner in Washington’s Omni Shoreman Hotel. They join the 61 honorees inducted during the first year’s ceremony, which was timed to the magazine’s 60th anniversary.

The 1992 honor roll is displayed herewith. Their accomplishments and their meaning to the industry will be the principal subject of the Oct. 21 event.

The master of ceremonies: ABC News correspondent Sam Donaldson.

The evening’s entertainment: The Capitol Steps.

For reservations in New York, call Joan Miller, (212)340-9866

For reservations in Washington, call Patricia Vance, (202)659-2340
STEVEN ARNOLD BELL

Keeping Fox Television abreast of changes in the business appears to be Steve Bell’s mandate in taking over the studio’s television production activities. He says the network production business is now going through many of the changes that have buffeted the syndication market over the past four years, and only those companies that adapt to the changes will survive.

“You have to pick subject matter that is going to hold up,”’ says Bell, discussing the development process. “Subjects that will hold up first through 100 episodes on the network and then have an afterlife in syndication. There’s no question that you have to consider the back-end when a project is in development, and there are a lot of people in this town considering that. But there are just as many people, probably more, who are in denial right now. They’re probably hoping the old days are coming back and what we’re going through now is just temporary. Having gone through it in syndication, I saw the same denial five or six years ago.”

Bell, who spent 11 years as general manager of Los Angeles’s KTLA-TV before accepting the Fox job more than four months ago, says much of what he learned at the station level has to be integrated in the production of network television. “It’s a detail-oriented business in which every detail is supervised and watched, and I used to do that at KTLA. I couldn’t get over the fact it wasn’t happening here. It is happening now: Reading scripts, making suggestions, watching tape so that the product that goes out to the four networks is the best possible product we can produce.”

Bell says that his career in television was almost pre-ordained given his fascination with the medium as a small boy. “I always wanted to be in broadcasting. For me, that was my fantasy. I’m a child of television and I grew up with the death of network radio. I saw my first television in Boston in 1948, and it was love at first sight. I think everything I’ve done since then has in some way led up to what I’m doing at this moment.”

Five years working in promotion at the station level led to his appointment as vice president of programing for Petry Television. Petry brought him on board in the promotion area, but “I parlayed it into the job of vice president for programing.” It was in that capacity that Bell honed his skills in programing and scheduling. “It wasn’t like what any of the program people at the reps do today. I didn’t send out directives. I stuck my neck out and traveled—300,000-400,000 miles a year. I booked movies, I helped them put their schedules together and helped with their programing problems. It was the greatest experience you could have in this business because when I was given my first job running a station in 1975, I had the experience of programing other UHF stations in different markets.”

It was at WLVI-TV in Boston that Bell met Lucie Salhany, who was the station’s program director. The station was, as he describes it, “the fifth station in a four-station market. It had never made a dime, and I think its cumulative loss was about $40 million over nine years.” However, after spending almost five years consulting other stations while at Petry, “I wanted my own little garden to tend.”

“I knew it [WLVI-TV] was a sick, losing situation, but I also knew something might come of it. That’s where I met Lucie. When I got to Boston, here were the two of us thrown together in this absolutely horrendous challenge. But we did it. We turned the damn station around and made it profitable.” Based on his success in Boston, Bell was hired by Gene Autry to run KTLA-TV. “Los Angeles was kind of a fantasy market for me. I never thought I’d come out here, and never in a million years did I think I’d get the opportunity to run KTLA-TV. To me, it was the biggest surprise in my life, so I didn’t have to hesitate about accepting.”

Bell says his involvement with original productions while at the Tribune-owned KTLA-TV provided him with production experience he’s using now. “It gave me a whole new area to get involved in and learn about. So when Lucie called me earlier this year, I was ready because I’d gotten the bug.”

Salhany, who took over as chairman of Twentieth Television in July 1991, says the skills Bell developed while overseeing KTLA-TV and WLVI-TV, along with innate abilities, made him more than qualified for the job. “Steve is one of the best programers in the business. He knows what works, why and how best to exploit it.”

Despite his education at the station level, Bell says the process continues. “The learning curve in this job is straight up. It doesn’t quit.”

In Brief

Fox is delaying the launch of its new Tuesday night lineup, originally set for Oct. 27, until mid-December or early January. Fox apparently wants the extra time to promote the new lineup, consisting of two hour dramas, Class of 96 and Key West.

The Senate rejected, by a 75-19 vote, an amendment to the tax bill that would have weakened a provision allowing amortization of intangible assets, including acquired FCC licenses and government franchises.

Supermarket chain Food Lion Inc. filed suit against Capital Cities/ABC and Prime Time Live Producer Lynne Litt alleging that Litt fraudulently obtained employment with Food Lion using fake applications and—after she was hired—engaged in illegal activities. While an employee (but still employed by Prime Time) Litt, according to Food Lion, concealed and used various video and audio recording devices for use on the show. Food Lion says it believes the reason for ABC’s interest is an outgrowth of a battle between the supermarket chain and the United Food and Commercial Workers Union. ABC declined to comment on the suit or the segment, which has yet to air and currently has no air date.

In a restructuring that Cablevision Systems says could result in its subsidiary Rainbow Programing Holdings Inc. becoming an independent public company, the cable operator has made two executive appointments. James L. Dolan, son of Cablevision Systems Chairman Charles Dolan, has been named Rainbow CEO. Dolan most recently headed up Cablevision/NBC’s Olympics Triplecast. Rainbow President Sharon Patrick has been named COO of the subsidiary. According to Cablevision, Dolan and Patrick will be members of a team that will examine the feasibility of taking the company, which co-owns cable networks with NBC and Tele-Communications Inc., public.

George Bush and Ronald Reagan during their respective 1988 and 1984 presidential campaigns, has signed an expanded agreement to provide marketing and strategic planning to Paramount Domestic Television Distribution. Ailes has been a marketing consultant to Paramount’s The Maury Povich Show since its launch in September 1991. He will continue in that position while also working on Paramount’s other first-run syndicated strips, including Entertainment Tonight and Hard Copy. Ailes is also executive producer of Multimedia Entertainment’s Rush Limbaugh.

Despite a disappointing start in the metered markets, Television Program Enterprises announced that it is committed to 52 weeks of production on the new strip version of Star Search. Season-to-date, Star Search has averaged a 2.8 rating/6 share metered market average (NSI, Sept. 7-23), four share points below its lead-in programming and four share points behind the time period levels.

Cannell Distribution Co.’s hour-long first-run Renegade action series triggered in 19 metered markets the weekend of Sept. 19-20, averaging a 4.3 rating (ARB, Sept. 19-20).

Pandora International Entertainment Group reports that theatrical release, “Dirty Dancing,” has been sold in 175 markets—including 48 of the top 50—representing 95% of the U.S.

More than two years after Roller-Games was dropped from syndication after the bankruptcy of Australian/U.S. distributor, Qintex Entertainment, David Sams Industries will be resurrecting the series (as Roller-games ’92) with four regional cable sports network and 68 TV stations representing 55% of the U.S. DSI is

NSS POCKETPIECE
(Nielsen’s top ranked syndicated shows for the week ending Sept. 6. Numbers represent aggregate rating average/stations.% coverage)

1. Wheel Of Fortune 10.6/221/96
2. Oprah Winfrey Show 10.0/222/96
4. Star Trek 8.7/242/99
5. Entertainment Tonight 7.6/174/94
6. Married...With Children 7.5/176/95
7. Current Affair 6.8/174/96
10. Cosby Show 5.9/194/96
11. Marilyn Files 5.8/169/93
12. Good Time Launch Special 5.7/178/94
13. Donahue 5.4/215/97
14. Wheel of Fortune 5.1/132/64
15. Sally Jesse Raphael 4.7/206/90

Broadcasting
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repackaging the original episodes with new interview segments and has hired new play-by-play announcers Jim McInerney and Paul Greenwood to dub over the old episodes.

**Tektronix Inc. named Delbert Yocam president-CEO.** Yocam was executive VP/COO for Apple Computer, 1986-88, and most recently, president of Apple Pacific. Tektronix reported first-quarter 1992 earnings (ending Aug. 29) of $9,482,000 (32 cents per share), compared with $9,625,000 (33 cents per share) a year ago. Net sales, $304,624,000, were up 6% from first-quarter 1991. Results were affected by accounting changes, including a one-time $3,325,000 (11 cents per share) deferred tax benefit. Sales to U.S. customers increased by 13%; computer graphics sales rose 27%; television systems sales rose 10%, and test and measurement sales dropped 4%, from the same 1991 period.

ABC agreed last week to purchase 60 Ikegami HD-377 studio/field CCD cameras for $5 million over two years. Ikegami Electronics says it will first deliver six studio versions of the "ultra-wideband" systems, each capable of delivering 900 lines of resolution at baseband.

The first of the kids 2-11 demographic ratings had Fox Children's Network's *Batman: The Animated Series*, with a 6.4 rating (NTI/NSS, Sept. 7-11), outscoing Buena Vista Television's debuting *Goof Troop*, which had a 6.3 rating. Also, in the teen demographic category, *Batman* received a major spike with a 4.8 rating, while *Goof Troop* averaged a 3.5 rating. During the week of Sept. 14-18, *Batman* continued to grow with a 6.8 rating in the kids 2-11 demo group. *Goof Troop*'s demo ratings for that week will not be released until this Tuesday.

**Charter advertisers signed on for USA Networks' Sci-Fi Channel include Wrigley, Kraft General Foods, GamePro, Grand Metropolitan, Universal, Procter & Gamble and Sony Pictures. Among first-night sponsors appearing on the network during last Thursday's launch were American Express, Frito-Lay, General Nutrition Centers, Sony Pictures, Kinko's, Ocean Spray, Mattel, P&G, Universal Pictures, Warner Bros. and *OMNI* magazine.**

With Fay Vincent out as commissioner of *Major League Baseball*, the realignment swapping the Chicago Cubs and St. Louis Cardinals from the National League East to the West for the Cincinnati Reds and Atlanta Braves has been scrapped. The Tribune Co.-owned Cubs had protested the move because it feared lost ad revenues for superstation WGN-TV since games on the West Coast would air later.

**Playboy Entertainment Group acquired the last of 24 transponders on Hughes Communications Galaxy V satellite.**
RAZOR’S EDGE

It’s a terrible thing to go to press not knowing how the cable bill will come out, and a worse thing still that we’ll likely go to press in the dark again next week. What this piece of legislation needs is a coup de grace.

The odds, of course, favor the bill’s passage. But it’s sure not an even-money bet, and cable (and the President) could still pull it out at the eleventh hour. Moreover, there are two houses of Congress to be dealt with, and if cable has the problem of turning votes around, the broadcasters and their allies have the problem of seeing that their votes show up to be counted, perhaps over a weekend. We’ve said for weeks that this could come down to one vote. We just haven’t said which way.

For all the apocalyptic rhetoric that has accompanied the lobbying effort, neither industry will do or die as a result of the cable bill. Cable will be discombobulated, certainly, but it’s momentum is still great enough to carry it through. Broadcasting, of course, has only up to go, although it’s still not clear that retransmission consent will return real revenues to the individual station owner.

If the bill fails, it all starts again next year—probably with telco entry attached. If it passes, we’re all in for months of FCC rulemakings and court appeals. The winner in any event: the federal communications bar.

IN THE PUBLIC INTEREST, CONVENIENCE & NECESSITY

BROADCASTING’s special report detailing the relief efforts spearheaded or buttressed by the Fifth Estate (see page 40) following the devastation of Hurricane Andrew exceeded even the editors’ expectations in the volume of submissions and scope of the relief effort (although given the industry’s track record in emergencies, it probably shouldn’t have). Over a hundred stations and cable systems are represented in the special, and our list is by no means exhaustive. The source of that help was not confined to the immediate Florida or Louisiana areas, but included stations in Wisconsin, New Hampshire, Ohio, New York, Maryland and Virginia, to name a few. Anyone driving down Interstate 95 in the weeks immediately following Andrew could not help but notice the caravans of trucks heading toward Florida, often including a station news van. The extent of that effort was demonstrated in our survey, which was dominated by stories of collecting and trucking literally millions of pounds of food and supplies to the affected areas.

From telethons to food and supply drives to helplines to much more, station response was immediate and effective. An anecdote illustrating that point came from WWL-TV New Orleans, which said that within a week of its airing pleas for help from storm victims and community leaders and scenes of collection points, the communities “had more than they needed and began to return some of the clothing donations.”

Well done.

MIXED SIGNALS

The issue of film labeling keeps cropping up like a brush fire on the legislative landscape, fueled by filmmakers who have cultivated a blind spot for the inseparable marriage of commerce and creativity that shapes all movies. When the issue does flare up, as it did in a Senate Judiciary Committee hearing last week on the proposed Film Disclosure Act, we do our part to throw on a bucket of water before broadcasters and copyright holders get burned. Since the bill still has backers and could get an early markup in the next session, we herewith bring out the bucket yet again.

The bill would require a disclaimer on any film that had been “materially altered” if that change were objected to by the writer, director or some other member of the creative team. Those alterations, in addition to panning and scanning and colorizing, include editing to fit or comply with indecency standards. If we read that last part correctly, that means the government, which requires stations to edit out potentially indecent content, would then penalize those stations for doing so. Talk about mixed signals.

We’ve got a label for this bill: Misguided.

"We are proud to present you with this award for outstanding reporting during Hurricane Andrew."

Drawn for BROADCASTING by Jack Schmidt
This well-documented overview of the newest technological advances in broadcasting audio systems covers on-air mixers, production & post-production mixers, satellite pass-throughs and other system control consoles, analog and digital recording formats, and a wide variety of microphones and headsets.

In addition to describing the special capabilities of many of these different units, the report will look at costs, the effect on personnel, and the expandibility and compatibility with future technologies. The report will also try to establish criteria to match the equipment's features with a station's particular needs.

This Special Report is a must-read for the management of radio stations as well as television stations who want to sound as good as they look.
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