NAIL BITING TIME FOR SOME FRESHMAN TV SHOWS / 21
SPORTSCHANNEL CHICAGO SUES BARS FOR $104 MILLION / 28
FCC FACES TOUGH TIMES WITH PRESIDENTIAL TRANSITION / 40

Everything's looking up for Maury!

THE
MAURY POVICH
SHOW

Nov.'92 4.5
Nov.'91 3.9
THE DRINKS ARE ON US.
To truly succeed in the ratings, you need to satisfy your biggest advertisers’ thirst for the right demos: the 12-34 consumers. They’re the viewers who made “Fresh Prince” #1 in its Monday night time period.

And they’re the hard to reach group that spends heavily in key categories, like soft drinks. That’s why competitors like Coca-Cola, Pepsi, 7-Up, Dr Pepper, Sprite and Mountain Dew all included “Fresh Prince” in their television buys.

With significant buying power and a taste for the kind of products that advertise the heaviest, the appeal of the 12-34 demo to your clients won’t go flat come Fall ’94. Making “Fresh Prince” a financial hit for you. And wouldn’t that be refreshing.

The Fresh Prince of Bel-Air
TWAIN MEET OVER VIDEO DIALTONE

Sammons cable and New Jersey Bell plan joint program delivery

By Rich Brown

Multi-system operator Sammons Communications and New Jersey Bell last week announced plans to jointly deliver programming via video dialtone beginning next year, a ground-breaking deal that could mark a turning point in the traditionally adversarial relationship between cable operators and telephone companies.

Pending FCC approval, New Jersey Bell will build a video dialtone system using fiber optic technology—supplied by BroadBand Technologies—that will provide phone service to 11,700 households in northern New Jersey and will provide Sammons with digital transport and distribution services for its more than 8,000 customers in the area. As part of their 10-year agreement, New Jersey Bell and Sammons will also work together to develop and test additional services over the same system, which will serve parts of Morris County in northern New Jersey.

The new fiber network, which will begin construction next spring and is targeted for completion in 1994, should be available to some subscribers as early as next year. The network will provide the platform for delivery of information services such as video-on-demand (enabling a viewer to select from a multitude of titles) and transaction services such as banking and home shopping. The network can also be upgraded to provide interactive access to education and health care.

New Jersey Bell will replace the existing copper telephone wiring in the targeted area with fiber optic cable, which will extend to a curbside location near each customer's home. Voice, video and data signals will then travel over a traditional pair of copper telephone wires and coaxial cable into the house. Sammons will pay New Jersey Bell a fee for delivery of its programming over the technology.

In keeping with its common carrier status, New Jersey Bell will make the additional channels on the fiber network available to other information service providers. Negotiations with several such providers are under way, according to the company, which would not elaborate.

Last week's agreement came just months after the FCC made its video dialtone decision, giving local telephone companies the ability to provide cable TV transport to cable companies and permitting phone companies to offer gateway access services to video information providers. The deal also follows years of trepidation between the cable companies and their potential telco competitors.

"There's so much rhetoric in the air, it becomes hard to imagine how we can work together," said James G. Cullen, president and CEO, New Jersey Bell, speaking to cable executives last month at the Atlantic Cable Show. "There are benefits to our working to-

Blueprint for the New Jersey Bell-Sammons fiber information system.
With everyone out there selling new talk shows, ask yourself a question: What’s their chance of success?

Remember, it’s easier to sell promises than to deliver reality. And, the odds of getting an overnight hit are slim!

That being the case, how much time and money can you invest waiting for their show to get its bearings and its host to get trained?

To really get an instant hit, what you need is a show that’s past its growing pains and proven in the trenches.

That show is...
JENNY JONES: PERFECT

The Talk Of New York.

<table>
<thead>
<tr>
<th>Program</th>
<th>Station</th>
<th>Time</th>
<th>HH Share</th>
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<tbody>
<tr>
<td>Jenny Jones</td>
<td>WWOR</td>
<td>1:00PM</td>
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<td>Geraldo</td>
<td>WPIX</td>
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<td>David Letterman</td>
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<td>Vicki</td>
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Tired of glowing promises of success that rarely pay off? Go with a proven performer. "Jenny Jones."

"Jenny Jones" has a year of growth behind it, and its turnaround performance has made it the talk of the new season.

With the new format, "Jenny Jones" has been electrifying time periods that never saw anything but hash marks, and delivering shares that put it out ahead of talk competitors.

The investment of time and money has already been made with "Jenny Jones." Now it's paying off big for those stations that stayed with it for the second season. And it's ready to do the same for you too!

SOURCE: NSP*ARB OVERNIGHTS OCT '92 SURVEY PERIOD.

* NSP - National Sales Promotion
  *ARB - Arbitron

The Talk Of San Francisco.

<table>
<thead>
<tr>
<th>Program</th>
<th>Station</th>
<th>Time</th>
<th>HH Share</th>
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<tbody>
<tr>
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<td>KTVU</td>
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<td>Tonight Show</td>
<td>KRON</td>
<td>11:00PM</td>
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<td>Maury Povich</td>
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<td>Montel Williams</td>
<td>KBHK</td>
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The Talk Of Detroit.

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<td>WDIV</td>
<td>11:30PM</td>
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<td>Arsenio Hall</td>
<td>WJBK</td>
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<td>Sally Jessy Raphael</td>
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<td>Geraldo</td>
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<td>Donahue</td>
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<td>Joan Rivers</td>
<td>WJBK</td>
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<tr>
<td>David Letterman</td>
<td>WDIV</td>
<td>12:30AM</td>
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<tr>
<td>Vicki</td>
<td>WKBD</td>
<td>1:00PM</td>
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gether with our complementary skills and perhaps our complementary networks.

"We’re not closing any doors here," Cullen said to his potential cable partners. "We’re trying to be as proactively open as we can be. We are both industries in turmoil.

New Jersey Bell parent Bell Atlantic leads other regional cable operators and their respective cable systems and all long-distance carriers except AT&T in laid fiber, said Cullen. The company already has 800,000 miles of fiber laid and plans to add 300,000 miles next year, he added. Bell Atlantic has been experimenting with video-on-demand in Virginia by using compressed data sent over traditional copper phone lines.

Bell Atlantic is also the parent company of Bell of Pennsylvania, Diamond State Telephone, and the C&P Telephone Companies serving Maryland, Virginia, Washington, D.C., and West Virginia.

Sammons Communications, based in Dallas, is one of the nation’s largest privately held cable multiple system operators, with 196 franchises with 44 cable systems in 18 states. The company serves more than 950,000 customers across the country.

### TOP OF THE WEEK

**ABC POISED FOR SWEEPS VICTORY**

Jackson family bio helps power network to expected first Nielsen win since 1978

*By Steve Coe*

ABC’s now-expected November sweeps victory was anything but expected prior to November, with the network last winning a November Nielsen sweeps 14 years ago.

ABC last won the Nielsen-measured sweeps in 1978, and their last Arbitron-measured November win was in 1981. Through last Thursday night, ABC was averaging a 13.5/22 according to Nielsen, versus CBS’s 12.6/20 average. NBC was third with an 11.8/19 and Fox was averaging an 8.2/13. Although the Nielsen-measured sweeps don’t end until Wednesday, Nov. 25, CBS has conceded defeat.

"There’s nothing I can see that’s going to erase a three-tenths-of-a-rating-point lead," said David Poltrack, senior vice president, planning and research, CBS Inc. "The only remaining unknown for us is ‘Lethal Weapon II’ on Tuesday night, but ABC has a Barbara Walters special on that night," he added.

This most recent victory came due to a successful five-hour miniseries based on the life of the musical Jackson family. The two-part movie averaged a 22.2/33 in its airings on Sunday, Nov. 15, and Wednesday, Nov. 18. TheJacksons: An American Dream’s performance versus the numbers pulled in by CBS’sSinatra, the other major sweeps program, turned out to be the difference between ABC and second-place CBS.

"We’re very pleased," said Alan Wurtzel, senior VP, marketing and research services, Capcities/ABC. "We thought we’d be competitive, so it wasn’t so much of a surprise." Obviously pleased with the ratings captured by The Jacksons miniseries, Wurtzel also pointed out the performance by other special programs. "It wasn’t just The Jacksons, we also had the Oprah special, Matlock and Barbara Walters as well as the performance of our regular shows, like Roseanne and Home Improvement.

"There’s nothing I can see that’s going to erase a three-tenths-of-a-rating-point lead."

CBS’s David Poltrack

"We’re surprised somewhat," said David Poltrack. "We’re not disappointed in our performance. We’re right on in our projections, and so was Sinatra. You’re always pleased when you come in on projections, although we would have liked to have done better. But we were most surprised by ABC and The Jacksons. We figured it would do the same as Sinatra. In this day and age it was an extraordinary rating," he said.

According to Poltrack, the ABC miniseries pulled in 4.7 more rating points in its five hours than theSinatra movie garnered in its five-hour span. Those five hours accounted for roughly 6% of each network’s total prime time sweeps schedule, and the 4.7 rating point differential translates to a three-tenths-of-a-rating-point value, the expected difference between first-place ABC and second-place CBS.

Despite ABC’s surprise performance, Poltrack said the strength of CBS’s core schedule versus ABC’s is what counts heading into the second half of the season. "The big story is they’re going to win [sweeps] but with big help from pre-emptions. With pre-emptions [stunting and specials] they were able to add about eight- or nine-tenths of a rating point to their schedule, bringing them to a 13.3 or 13.2 for the sweeps. Otherwise, they would be down about a 12.3 for their core schedule. Our core schedule during the sweeps is running about a 12.8, and we’ll probably add about one- or two-tenths of a rating point to that."

"Much of what we pre-empted with are series we own, like the two realities we scheduled on Monday and Matlock. I’ll grant you the Jacksons and other specials we used won’t be back next week, but in the sweeps you always try to maximize your strengths and minimize your weaknesses."

Poltrack said ABC’s all-out effort to win November is reminiscent of CBS’s strategy back when it was in third place. "They blew out a lot of [low-rated] shows in order to win the four weeks. They did a good job and I applaud them. When we were in third place we did the same thing in order to help the affiliates. Most important, though, is what happens now. When they go into the second half of the season and replace Monday Night Football, they’ll drop to about a 12.2. Our core schedule of 12.8 during the sweeps won’t drop during the second half of the season and will probably improve, especially on Monday night, with the absence of football."
ABC, SHOWTIME ENCOURAGED BY PPV RESULTS

By Steve McClellan

While the games didn't draw subscribers remotely approaching the buy rates of a title fight, ABC Sports and Showtime Event Television are encouraged with the results of an 11-week college football pay-per-view test and hope to do it again next season.

Executives last week said that final subscriber tallies for the games, packaged under the title Option Play, won't be available for another 60 to 90 days. But based on monitoring of systems with a total of about 1 million potential PPV subscribers, as well as the San Diego market, where ABC affiliate KGTV(TV) fed the games directly to cable systems, buy rates were probably under half a percentage point.

According to Don Lundy, KGTV program director, buy rates in the San Diego market were under 0.5%, with an average of about 200 subscribers a week. By comparison, ABC's over-the-air college games in the market averaged about a 5% rate, or 55,000 homes.

Showtime and ABC weren't expecting huge numbers from the outset. Boxing continues as PPV's best sports draw, as evidenced by the 5% buy rate ($40 million in retail sales) for the Riddick Bowe/Evander Holyfield heavyweight match two weeks ago.

"I don't think it was a runaway hit," said Lundy. "But the cable guys didn't think it was bad at all." Marty Youngman, PPV manager at Cox's San Diego system, dubbed Option Play a "success for a first-time experiment. I hope they do it again next year."

Scott Kurnit, president of SET, said buy rates appeared to grow over the course of the season, as operators adjusted to a PPV setup with far less lead time.

Tony Petitti, director of programming at ABC Sports, said the test went well from an operations standpoint: "We're encouraged to do it again next year."

A second-season slate of PPV games is subject to approval by participating football conferences and schools, including the Big 10, Pac 10 and College Football Association.

DIALTONE BREAKTHROUGH / 4

Cable MSO Sammons and New Jersey Bell are teaming up to deliver programming via a fiber-optic video dialtone system in northern New Jersey.

WESTINGHOUSE WOES / 12

Continuing troubles with its credit unit have raised speculation that Westinghouse Electric wants to sell its broadcast properties.

SHOWS ON THE EDGE / 21

ABC, NBC and Fox have delayed announcing the fate of several new shows, opting in the meantime for partial pickups.

SYNDICATION BY STATIONS / 24

Working Women, produced and distributed in 35 markets by Allbritten Communications' WJLA-TV Washington, demonstrates increasing moves by stations into first-run syndication.

GUNTHER-WAHL TRIES HARDER / 24

Despite tough competition for weekday space from big suppliers like Disney and Warner Bros. Animation, Gunther-Wahl Productions is aggressively pursuing two cartoon series for fall '93.

SYNDICATION H.E.A.T. / 26

All American Television, following up on its successful Baywatch, has sold Acapulco H.E.A.T., an hour-long action-adventure drama, in 50% of the U.S. for fall 1993 syndication.

Catherine Oxenberg stars in All America's new action-adventure, 'Acapulco H.E.A.T.' (p. 26).

CHICAGO BARS SUED / 28

With the help of 30 investigators, Sports-Channel Chicago identified nearly 100 bars that it says illegally aired its sports coverage. Some have settled, and 68 are being sued for $1.53 million each.

MORE, WITHOUT COMPRESSION / 29

Zenith Electronics released details last week of a new digital technique that will double the capacity of a 6-mhz cable channel without compressing the program source.

CHANGING CALLS / 30

Thanks to streamlined FCC rules, radio stations are finding it easy to change call letters when they switch formats.

HOLIDAY CHEER FOR TV / 36

Hopeful for an uptick in sales this holiday season, retailers seem ready to boost their TV spending this year. However, radio and promotion could suffer as a result.

TRANSITION TOLL AT FCC / 40

The exigencies of the Cable Act and changes to fin-syn rules are hitting the FCC at just the wrong time—when two commissioners and many key staffers are looking toward their next jobs.

BATTLE OF THE BANDS / 41

UHF and VHF broadcasters are split over the FCC's proposal to put all high-definition television channels on the UHF band and eventually take back the VHF band for non-broadcasting purposes.

DAB BLASTS / 42

Radio broadcasters filed comments at the FCC last week in opposition to a request by Satellite CD Radio for spectrum for establishing a satellite digital audio broadcasting service.

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Broadcasting Nov 23 1992
Baseball's World Series
What's the real American pastime? Judging from the numbers, it's STAR TREK: THE NEXT GENERATION. The #1 hour series on primetime with young adults, it outplayed the six-game average of the World Series with adults 18-49, adults 18-34 and men 18-34 (by as much as +23%). And on-deck is the January launch of Paramount's two new hours, STAR TREK: DEEP SPACE NINE and THE UNTOUCHABLES. It's a triple play that'll make believers out of skeptics. And further proof that in the new ball game of primetime television, Paramount is the league's new heavy hitter.
GROUP W FOR SALE?
KKR, CBS, Infinity, Shamrock possible buyers

By Sharon D. Moshavi

You can be sure, the saying went, if it's Westinghouse. What's unsure is how much longer the pioneering group owner's radio and TV stations can make that boast.

Reports that Westinghouse Electric needs to sell one or more of its businesses—to cover a $1 billion charge it will be forced to take in liquidating or selling its financially troubled credit unit—have spurred speculation that the company is going to sell some or all of its television and/or radio stations.

Westinghouse has retained two investment firms—Lehman Bros. and Goldman Sachs—to help dismantle the credit unit and restructure the company. Kohlberg, Kravis, Roberts & Co., which had been mentioned a year ago as a possible buyer of Group W's television and radio stations, is being mentioned again. According to one investment banker, the buy last year got bogged down when KKR refused, as part of the deal, to invest in parent Westinghouse Electric.

Westinghouse Electric is "looking at a wide variety of alternatives to resolve the problems at financial services. The company has said that one or more of its businesses will be sold to assist in that effort. Reports as to links with KKR are false. Westinghouse Broadcasting [Group W] is not being shopped at this time," said Gil Schwartz, Group W Broadcasting vice president, corporate communications.

Speculation on other potential interested parties is running to cash-rich Infinity and Shamrock for the radio stations, and there has been talk about CBS being interested in some of the television properties. Estimates on the combined worth of Westinghouse's TV and radio properties range from $1.5 billion to $2 billion, with the radio stations valued at roughly $500 million. In 1991, the broadcasting division (which also includes syndication and cable properties) had revenues of $832 million and operating profit of $136 million.

The talk about CBS's interest has centered on two scenarios. Several banking and television station sources report that a deal between Group W and CBS Radio had been looked at. The deal has Group W swapping KDKA-TV Pittsburgh and KPIX(TV) San Francisco (both CBS affiliates) for some CBS Radio properties. If that were to happen, though, it would put CBS—at 25.77%—just over the FCC's cap mandating that station groups may reach no more than 25% of U.S. households, forcing the group to sell a station or seek an FCC waiver.

But a swap would not give Westinghouse the cash it would need to cover the expected charge. The word last week was that CBS was interested in buying 49% of KPIX; a minority interest would not affect CBS's household reach, according to FCC rules. But that deal alone would not give Westinghouse enough cash to cover the expected $1 billion-plus charge. Said Group W's Schwartz: "These rumors [about Group W and CBS] are based on the idle speculation of creative minds." CBS had no comment.

With KPIX(TV) possibly in play, and Cox's KTVU(TV) up for sale, the San Francisco market is up in the air. Fox remains the leading contender to buy Fox affiliate KTVU(TV), which, according to one source (Cox is a private company and doesn't release such data), has $112 million in revenues and operating cash flow of $52 million. At eight times cash flow, that would put the price at less than $420 million. (Also for sale, Cox's WKBW(TV) in Buffalo is said to have $45 million in revenues and $11 million in cash flow, putting its worth at about $90 million.)

Although CBS and NBC have also been mentioned as possible buyers of KTVU(TV), station and banking sources say it would be easier and cheaper for CBS and NBC to try to fix their sometimes contentious relationships with their San Francisco affiliates, KPIX(TV) and KRON(TV), respectively, than go through the disruptive process of changing a healthy Fox station over to a network affiliate. Tribune and Chris-Craft are mentioned as the two other possible buyers. If it did buy KTVU, Chris-Craft would own both a U and a V in San Francisco, although a possible change in FCC rules might let it keep both.

The industry remains divided on why Cox is selling the stations. One knowledgeable source says the reason is that it needs to pare down debt incurred when it went private several years ago. "That couldn't be further from the truth," said Nicholas Trigony, president, Cox Broadcasting. The company is selling for exactly the reasons it has stated, he said—to figure out its market worth—and the stations will be sold only if the price is right. What does Cox want to do with the money? Some sources speculate that Cox wants to concentrate more on cable and radio than TV. Trigony, who said he can't speak for Cox's cable strategies, said: "Do we have plans to buy more TV and radio stations and expand? The answer is yes."

The possible sales of Cox and Group W stations do not seem to represent a turnaround in the station trading market as a whole. "It's still squishy," said analyst Alan Gottesman of Paine Webber. Some industry observers remain skeptical that Group W will actually sell its stations, particularly the TV's. Station broker Howard Stark is one who thinks it won't. TV especially is "one of the most valuable assets they have," he said. Still others disagree. Selling broadcasting "seems to me to be a very logical choice," said Argus Research analyst John Hilton, who follows Westinghouse Electric.
DIVIDED FCC RESPONDS TO FIN-SYN RULING

Proponents of '91 guidelines want court to keep them in effect during agency’s rewrite

By Harry A. Jessell

The controversy over the financial interest and syndication rules once again sharply divided the FCC last week as the agency offered conflicting advice to the U.S. Court of Appeals in Chicago on what it should do in the wake of its Nov. 5 ruling vacating the fin-syn rules.

The FCC majority—Andrew Barrett, Sherrie Marshall and Ervin Duggan—that adopted the rules in April 1991 urged the court to keep the rules in effect while it tried to rewrite them and the underlying rationale in a way acceptable to the court (BROADCASTING, Nov. 16). It said it would complete the rewrite proceeding by July 1993.

But the minority that has favored repeal of all rules—Chairman Alfred Sikes and James Quello—asked the court to free the networks from all fin-syn restrictions during the rulemaking (“Closed Circuit,” Nov. 16).

“While I do not object to reopening a proceeding to examine fin-syn issues, there is little to be gained by starting with rules that are unsupported by fact or logic,” said Quello in a brief in which Sikes concurred.

The commissioners also split on whether Judge Richard Posner, who wrote the court’s opinion for a unanimous three-judge panel, should disqualify himself from the case (see below). The majority supported the recusal motion made by the fin-syn proponents; Sikes and Quello said the FCC had no business even commenting on the matter.

As the FCC majority began its effort to salvage its 1991 rules, the redundant fin-syn consent decrees inclined toward elimination by U.S. District Court Judge Robert Kelleher in Los Angeles. Like the FCC rules, the consent decrees restrict the broadcast networks’ ability to acquire interest in and syndicate network programming.

The Justice Department urged Kelleher to eliminate the fin-syn restrictions. “No network possesses monopsony power in the acquisition of television programing, and no network is likely to possess monoply power in syndication if the decree restrictions at issue in these proceedings are removed.”

Justice’s petition followed Hollywood’s request that Kelleher defer any action until it appeals Kelleher’s motion denying Hollywood’s motion to intervene in the case.

In vacating the 1991 rules as “unreasoned and unreasonable,” the Chicago appeals court asked for advice on what, if any, rules should be in effect should the FCC decide to go ahead with another rulemaking. The options: the 1991 rules, the more restrictive 1970 rules, and the 1991 rules were meant to supplant, or no rules.

Like the FCC majority, Hollywood argued for keeping the 1991 rules. If the court simply vacates the 1991 rules, it said, the 1970 rules would, as the court itself feared, “spring back into effect.” But there is a simple fix, Hollywood said. The court “can remand rather than vacate the FCC’s order, thereby permitting the 1991 rule to remain in place while the FCC considers the issue on remand.”

Like the FCC minority, the networks urged the court to knock out the 1970 along with the 1991 rules. “Unless and until the commission supplies a reasoned basis for intervention in this market, the networks should be free to compete.”

“Whatever fate may await the new rules on remand, there is no conceivable justification for a return, even temporarily, to the more restrictive and admittedly outmoded regulatory regime of 1970,” agreed the Fox network.

A return to the 1970 rules, which apply to all networks airing more than 15 hours of programing a week, would be “devastating” to Fox, which is already in the network and syndication business, Fox said. Since Fox now airs between 32 and 34 hours a week, it said, it would have to cut its weekly schedule between 17 and 19 hours to avoid falling subject to the rules.

HOLLYWOOD SEEKS RECUSAL BY FIN-SYN JUDGE

Hollywood and independent broadcasters last week called upon the author of the Nov. 5 opinion of the U.S. Court of Appeals in Chicago striking down the FCC’s 1991 financial interest and syndication rules to disqualify himself from the case.

Their challenge of Judge Richard Posner, a fulfillment of threats made immediately after the ruling, is based on a 1977 affidavit Posner wrote for CBS arguing against the then-proposed consent decrees.

“Judge Posner’s prior participation as a legal expert who was privately retained by CBS in the consent decree litigation creates an appearance of partiality” that compels him to step aside, the motion argues.

The FCC, at the direction of the majority (Andrew Barrett, Ervin Duggan and Sherrie Marshall) that adopted the rules in April 1991, supported the recusal motion. The court last week asked all parties to comment on it by today (Nov. 23).

The broadcast networks, which challenged the rules, planned to file briefs urging Posner to stay on the case. “What they are doing is outrageous,” said Richard Cotton, executive vice president and general counsel, NBC. The motion has no merit, he maintained, since Posner’s arguments against the consent decrees, written while he was a professor at the University of Chicago, were based on a reading of antitrust law, while his fin-syn opinion turned on administrative and communications law.

What’s more, he said, the motion is too late. The fin-syn proponents knew of Posner’s work for CBS when they learned he had been assigned to the case on the day of oral arguments (Oct. 2). If they were going to mount a challenge, Cotton said, that was the time to do it, not after the judge had ruled against them. “I don’t think the court system can tolerate that kind of behavior on the part of a litigant.”

—HAJ
INFINITY SEeks Peace With FCC

Karmazin pays visit hoping to head off rumored trouble for Cook Inlet acquisition

By Joe Flint

The FCC is making Infinity Broadcasting sweat.

Infinity is worried that the FCC's outrage at the radio group's biggest star, Howard Stern, will derail or delay its pending $100 million acquisition of WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta from Cook Inlet Radio Partners.

FCC commissioners and staff are considering a variety of punitive measures including a hearing on Infinity's fitness to be a broadcast licensee. But the last word on Friday, after personal appeals by Infinity president Mel Karmazin, was that the FCC would approve the deal and either hit Infinity with an indecency fine for Stern broadcasts ranging from $315,000 to the maximum $750,000 or order hearings before an administrative law judge on the indecency complaints. The indecency fine would be for the same broadcasts that netted Greater Media's KLSX(FM) Los Angeles a $105,000 fine. The broadcasts also aired on three Infinity stations. The commission also has two other notices of inquiry for indecency against KLSX and is weighing action on indecency complaints against Infinity's WYSP(FM) Philadelphia and WJFK(FM) Washington.

Hoping to improve relations at the FCC, Karmazin visited with Commissioners James Quello and Ervin Duggan last week, and Infinity's counsel met with the staffs of Chairman Alfred Sikes and Commissioners Sherrie Marshall and Andrew Barrett.

Karmazin also sent Sikes a personal letter of apology for negative remarks Stern had made about the chairman's cancer operation. Neither Karmazin nor Infinity's counsel would comment on the meetings.

Some FCC officials have been talking tough about Infinity. "Repeated willful violations of federal statutes are traditionally a powerful indictment of the suitability of a license," said one high-level FCC staffer, adding that the application is being "very closely scrutinized."

But blocking the sale would be a drastic and, according to some high-level sources, unlikely step. "Stopping a sale is very serious," one commissioner said.

If there is going to be a push for a hearing on Infinity's fitness as a licensee, it would likely come from Sikes and Marshall. Barrett, Quello and Duggan are all said to be against such a proceeding. Marshall, sources said, is willing to play hardball with Infinity.

The hearing rumors may be just the FCC's way of trying to scare Infinity into toning Stern down. One FCC source thought the Cook Inlet deal could be approved within two weeks.

If part of the FCC's intent in playing hardball with Infinity is to rein in Stern, it appears to be working. Some Stern listeners at the commission noted that the air personality has backed away recently from attacks on the FCC.

One person apparently not noticing a change in Stern is Al Westcott, whose massive complaint led to the $105,000 fine against KLSX(FM). He is at it again.

Westcott told Broadcasting he is sending the FCC another indecency complaint against Stern. The complaint consists of over 70 hours of Stern transcripts.

GREAT-GOTTEN GAINS

A check for $25,000 brought these three people together in Broadcasting's New York offices last week. It represented the proceeds from last month's second annual Broadcasting Hall of Fame dinner and ceremonies, which were earmarked for the International Radio and Television Foundation. At right: Steve Labunski, IRTF executive secretary, who accepted the check from Broadcasting Publisher Peggy Conlon and Editor Don West. The donation will go to support IRTF's minority, college-related and young people's programs.
Broadcasting Abroad at the 1993 Monte Carlo TV Festival, February 8–12.

When it comes to covering the Monte Carlo TV Festival no publication delivers more vital news and more insights into what your key prospects are thinking than Broadcasting Abroad.

The February issue will highlight the new programing being offered, as well as features on the personalities who will be doing the buying and selling.

That's why Broadcasting Abroad is the perfect setting for your international sales message—and the best way to assure that you will be a winner at Monte Carlo.

Advertising deadline: January 20, 1993
Issue date: February 1993

Broadcasting Abroad
The International Authority
Published by Broadcasting Magazine, the leading U.S. weekly.
LOS ANGELES

MARCUS TO VIACOM?

Word from reliable sources last week had it that a third and final round of negotiations was in process between attorneys representing Viacom Entertainment and Mort Marcus, who has been offered the post of president of the company's distribution arm, Viacom Enterprises. Marcus was most recently the number-two executive at Buena Vista Television. "It'll either happen this time or not at all," said a source with knowledge of the talks. Among the issues in dispute is where Marcus would be based. He wants to remain in Los Angeles; Viacom Entertainment President Neil Braun wants him to relocate to New York, but has reportedly agreed to let him spend about half his time on the East Coast.

DBS STEPS TO PLATE

At the invitation of Major League Baseball, top executives of Hughes Communications' DirecTV laid out the company's DBS plans for about 50 team broadcasting and marketing executives in Phoenix. It was a presentation Senior Vice President Jim Ramo was happy to make. DirecTV hopes to secure rights to major professional and college sports so it can offer subscribers games on a pay-per-package or PPV basis.

MLB's David Alworth said baseball is interested in DirecTV, but any serious talk must wait until MLB cuts its new national broadcast and cable network deals sometime next year. DBS rights may or may not survive negotiations with the networks, he said.

IN THE PINK

According to a source close to MGM Television, the downsized studio is going to retain Claster for its planned revival of The Pink Panther animated series for strip syndication starting in fall 1993. Over the last two weeks, MGM has hired Mark Young, a former senior vice president of program development for Hanna-Barbera Productions, to head up a newly formed MGM animation division. A spokeswoman for Don Mirisch, senior vice president of Metro-Goldwyn-Mayer Inc., said "nothing has been finalized," but added that an announcement could be expected this week. Claster officials were unreachable for comment.

WASHINGTON

RATE REPORT

FCC still has a long way to go in establishing rate-regulation proposals for its Dec. 3 meeting. The Mass Media Bureau sent a white paper to the commissioners last week outlining what the guiding principals of rate regulation are and what the Cable Act asks for. The paper does not, however, provide specifics of what rates should be or which rate system will be used for cable. "It's a framework for how to do it; it is very preliminary," one staffer said. Bureau and commissioner staffers will spend the better part of the next two weeks working on specific formulas, which are not in the current paper.

SECOND THOUGHTS

Talk that the Clinton administration may impose rules preventing appointees from lobbying their agencies for up to five years after they leave office is discouraging some who had an eye on an FCC seat, particularly those now engaged in communications law. A five-year cooling-off period would effectively bar FCC commissioners from a post-FCC career in communications law, said one.

MUST READ

Required reading for broadcasting and cable executives looking for clues to the Clinton administration will be "Mandate for Change," the policy recommendations of the moderate Democratic Leadership Council. A DLC source said the work, due out next month, will contain a few proposals that would directly affect broadcasting and cable. The President-elect is a founding member of the group and chaired it for 18 months prior to beginning his run for the presidency last year. What's more, Clinton last week named DLC's current president, Al From, the transition team's domestic policy director.
PROMS
IN
DETROIT.

#1 IN ITS TIME PERIOD!

M-F 1:00AM

3.9/18 JANE
WHITNEY

3.8/17 ARSENO
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AMEN

2.5/11 THAT'S
AMORE
&
HUNTER

2.3/10 LETTERMAN
&
INSIDE
EDITION

1.7/8 ALL IN
FAMILY
&
MOVIE
WXON

WXYZ
WJBK
WKBD
WDIV

Why risk your bottom line by buying a pilot or presentation when you can have a proven success. The Jane Whitney Show. It's on the air. It's working. And it's available now!

JANE
WHITNEY
SHOW

A TELEPICTURES PRODUCTION
IN ASSOCIATION WITH
SCRIPPS-HOWARD
PRODUCTIONS

SOURCE: ARB OVERNIGHTS, OCT '92 SURVEY PERIOD

WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time-Warner Entertainment Company
© 1992 Warner Bros. All Rights Reserved.
Viacom and The Montel Williams Show are proud to announce the continuation of a rock-solid program. The Montel Williams Show, available now for the 1993-94 season.
'WORKING WOMEN' WORKS FOR CLEARANCES

Weekly magazine show from Allbritton Communications has attracted barter advertiser interest despite clearance in less than 50% of country

By Steve McClellan

Syndicators aren't the only ones rolling out new first-run programs over time, to try to build a track record and gain ratings and clearance momentum. Now stations are getting into the act. A recent example is Allbritton Communications' WJLA-TV Washington, which bought the rights to develop a Working Women magazine TV show.

The show debuted on WJLA last year and is now in 35 markets, including 10 of the top-20. By last fall, two major market stations, WLS-TV Chicago and KYW-TV Philadelphia, had picked up the weekly magazine show, hosted by Kathleen Matthews, who is also 5 p.m. news anchor at WJLA.

With reasonably good results in both markets (the show holds its lead-in in Philadelphia and improves it in Chicago), the show has gradually worked up to the 35-market level. For the first two weeks of the November sweeps, the show has averaged a 2.8/8 in 10 overnight markets, holding or improving its lead-in in a majority of markets.

After acquiring the rights from Working Women publisher Lang Communications in late 1990, Jane Cohen, then WJLA's vice president, programming and development, spent four months putting a show together before its February 1991 debut. "Initially it was done just for WJLA, with the idea that if it worked, we wanted to take it to syndication," says Cohen, who has since moved to co-owned Allbritton Television Productions, where she continues to supervise production of the show and works on other projects.

The show is offered to stations for barter, with Allbritton retaining two minutes per week, and stations getting four minutes. And after a year of working with advertising agencies and their clients, Cohen has persuaded barter advertisers to buy the show, even though it's cleared in less than half the country. Traditionally, advertisers tend to avoid barter shows cleared in less than 65%-70% of the country.

"We did not have a great deal of success selling the show nationally early on," says Cohen. "It's a very targeted, niche-oriented concept, for advertisers trying to reach working women at home on the weekends." But with persistence, the pitch has attracted advertisers, said Cohen, including Marshall's department store, Stouffer's, L'Oreal, Samsonite, Lens Express, Calgon, Nyquil, Cover Girl and Oil of Olay.

The fourth quarter is sold out, although the show is not making money at this point. "We hope to in the not-too-distant future," Cohen says. "We're playing catch-up. It's not an inexpensive show to produce," because it travels all over the country to profile women who have made it professionally and to film other features.

According to Cohen, a number of stations taking the show are putting it in new weekend morning news blocks, which many affiliates are creating to generate more local revenue. WTVT (TV) Tampa and WBZ-TV Boston are two stations using that strategy for the show.

At this point, says Cohen, there are no plans to expand the show to strip. "There are some roadblocks to [strip] clearances—schedules are filled and paid programing, quite frankly." But next year, she says, Allbritton hopes to produce Working Women specials targeted for weekend access and possibly some vignettes tied to the weekly series.

GUNTHER-WALL THROWS 'DIRT CLODS' AT ANIMATION GIANTS

Independent animator hopes that show and 'Earthship Pyramid' can grab some early fringe space from majors

By Mike Freeman

At a time when a handful of small, independent animation suppliers are looking to carve an ever-shrinking share of the weekend syndication market from such major suppliers as The Walt Disney Studios and Warner Bros. Animation, Gunther-Wahl Productions is proposing two fall 1993 series, Dirt Clods and Earthship Pyramid.

GWP founders and partners Michael Wahl and Lee Gunther are hoping to usher in an era of increased animated product from independent suppliers.

In an exclusive interview with BROADCASTING, Wahl, a former entertainment lawyer who made the tran-
sition into running the business affairs of such longtime animation houses as Hanna-Barbera Productions and Marvel Productions during the 1980's, says that Gunther-Wahl Productions has the financing for the production of the two proposed animated strips, plus a network series in development for the 1993-94 season.

In fact, Wahl estimates that next season’s production slate will likely exceed the privately held company’s current $16 million production slate, which has been committed to the production of freshman weekly series The Wild West C.O.W.-Boys of Moo Mesa (for ABC’s Saturday lineup) and syndicated strip The Adventures of T-Rex (which All American Television distributes domestically). However, as Wahl notes, foreign co-venture equity partnerships have been the key element in helping GWP mount the expanded production slate.

Wahl said pre-production has already begun on Dirt Clods, an ecology-based series that he describes as “the Snurfs meet ‘Gremlins,’ with Ren & Stimpy overtones.” The basic storyline follows the adventures of a pair of “dirt balls” who escape from a junkyard to promote recycling.

Although TV stations are on the lookout for programs that help meet the educational requirements of The Children’s Television Act of 1990, Wahl says Dirt Clods’ environmental message is not the primary objective. “To say it is pro-social or pro-environmental is a little too heavy-handed,” Wahl says. “It is a really off-the-wall concept that is intended to be fun and educational, but we’re going to produce it in the finest tradition of squash-and-stretch animation.”

Earthship Pyramid has a similar ecological element. When an alien race known as the Lonians has “destroyed its own planet [Lonia] through ecological neglect” and looks to take over 21st-century Earth, a team of Earth-based scientists builds a “pyramid-powered” spaceship to battle the encroaching aliens.

Wahl emphasizes that Earthship Pyramid is primarily a science-fiction series. Nonetheless, he adds, at the end of each episode, a minute-long “Data Bank” will discuss an environmental topic brought up in the program and how it affects Earth today.

GWP, based in Encino, Calif., is producing 52 half-hour episodes of Dirt Clods at a budget of approximately $260,000 per episode, according to Wahl. He estimates a similar budget for Earthship Pyramid, although a decision has yet to be made whether to produce it as a 52-episode strip or 26-episode weekly for its first season.

A major component in the financing of both series, Wahl revealed, comes from Creativité et Developpement (C&D) of France, which will have the overseas distribution rights to both projects, and several other international investment partners he declined to identify.

“We know it’s an uphill challenge, but we’re looking to get into early

Aviation Journalism Awards

The 1993 Max Karant Journalism Awards will be given for fair, accurate and insightful coverage of general aviation in general (non-trade) press and broadcast outlets.

$1,000 awards will be presented at AOPA Expo '93 at Disney’s Dolphin Hotel in Orlando, Florida.

Deadlines for entries to print, TV or radio categories is August 1, 1993. Judging is by independent panel of distinguished aviation journalists.

fringe [with both series], where there are two or three independent stations in the major markets," Wahl says. "In some of the smaller markets, we'll certainly be looking for the quality 6-8 a.m. clearances. I think that's a realistic expectation for us."

Wahl says that GWP, which employs 45 full-time staffers (and 15 freelance animators) during production, will handle all pre-production—scripting, storyboarding, cel drawing and voice-over recording—out of the company's Encino headquarters and branch production facility in Vancouver. The layout-through-camera work will be completed in the Far East by subcontracted companies, which Wahl declined to identify.

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GERALDO, JOAN MOVE TO WCBS-TV

Tribune's two talk shows, Geraldo and Joan Rivers, got a major boost last week with word they are moving from Tribune-owned independent WPXI(TV) New York to WCBS-TV there next year. In January, Geraldo will go to the CBS flagship's 4 p.m. time period. Currently, Inside Edition and Hard Copy air at 4-5 p.m. Speculation last week was that Hard Copy would return to the 7 p.m. slot, where the poor-rated You Bet Your Life currently airs—averaging a 3.8/7 (NSS/NTI) so far in the November sweeps. A year ago, Hard Copy averaged an 8.6/15 midway through the sweeps. According to one station source, Inside Edition was looking at a downgrading to the graveyard part of WCBS-TV's schedule, which would give KWP the option of shopping it around to competing stations. WCBS-TV has locked in Geraldo for two-and-a-half years, the parties said. Rivers will make the move to WCBS-TV next fall, occupying the 9 a.m. slot currently occupied by Warner Bros.' Jane Whitney.

SM

ALL AMERICAN TURNS ON THE 'H.E.A.T.'

'Baywatch' buddy to be shot in Acapulco; is already a go with 50%-plus

By Mike Freeman

Based on the growing ratings success of its two-year-old weekly syndicated series, Baywatch, All American Television is looking to build upon the tropical adventure motif with the launch of Acapulco H.E.A.T., an hour-long drama series to be produced in the Mexican tourist capital. Despite an influx of over a half-dozen weekly first-run dramas for 1993, All American executives say the companion piece has already been sold in 50% of the U.S. and is a firm go for distribution in fall 1993.

Paul Siegel, All America's senior vice president of programing and acquisitions, declined to identify the stations, but it is widely believed that the Chris-Craft/United Television group—including WOR-TV New York and KCOP(TV) Los Angeles—leads a list of major-market incumbent Baywatch stations opting for the companion piece.

Like Baywatch, which is cleared on over 168 stations (including 50 non-Fox affiliates and 53 Fox affiliates), Acapulco H.E.A.T. is being targeted for double-run plays; once in prime time on weekdays and another on weekends from 5-7 p.m.

With network compensation cutbacks over the last two years testing affiliate loyalty, All America's Tony Intellisano, executive vice president of distribution and marketing, estimated that over a dozen non-Fox affiliates pre-empt their respective network prime time shows to carry Baywatch. Of the stations that double-run Baywatch, Siegel added that 70% give the series at least one prime time exposure, usually on the weekends.

"We're basically looking for the best time period on affiliates as well as independents, but I want to add that the Baywatch stations will have right of first negotiation on Acapulco H.E.A.T.," Siegel said. "We realize that many stations will have both Star Treks [The Next Generation, Deep Space Nine] and the Warner Bros. independent consortium block [the Prime Time Entertainment Network on Wednesdays] to contend with in prime time, but Baywatch has proven it can hold its own."


Acapulco H.E.A.T., which is an acronym for Hemisphere Emergency Action Team, follows the exploits of undercover operatives who battle terrorists around the world under a top-secret mandate from the United Nations. Catherine Oxenberg, who was a regular on Dynasty, has been cast in the female lead, while Siegel says that the male lead is expected to be announced shortly. The series was created by Misha MacDonald and Dennis

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<td>57. FBI: Stories * 9.9/15</td>
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<td>53. Mad About You 10.4/16</td>
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<td>79. NBC Movie of the Week—The Hard Way 7.2/13</td>
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<td>21. Donahue: 25th Anniversary 14.6/22</td>
<td>57. Married w/Child 9.9/14</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
<td>32. Sisters 12.4/22</td>
<td>80. Herman's Head 7.1/10</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>21.1/31</td>
<td></td>
<td>32. Sisters 12.4/22</td>
<td>89. Flying Blind 4.5/7</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
<td>32. Sisters 12.4/22</td>
<td>92. woops! 3.5/6</td>
</tr>
</tbody>
</table>

**WEEK'S AVGS**

ABC 13.4/21
CBS 12.9/21
NBC 11.6/19
FOX 11.4/19

**SSN. TO DATE**

ABC 12.4/20
CBS 13.5/22
NBC 11.4/19
FOX 7.8/12

**RANKING/SHOW [PROGRAM RATING/SHARE]**

**SOURCE: Nielsen Media Research**

**YELLOW TINT IS WINNER OF TIME SLOT**

*PREMIERE*
CHICAGO BARS SUED OVER SIGNAL THEFT
SportsChannel looks to collect $1.53 million each from record 68 establishments

By Rich Brown

In what has been billed as the largest signal theft case ever filed, SportsChannel Chicago took 68 Chicago-area bars to federal court in Illinois last week in hopes of collecting more than $1.53 million from each.

"There has never been a case of this magnitude filed in one jurisdiction," said Jim Allen, director of the Office of Cable Signal Theft for the National Cable Television Association. Signal theft by commercial establishments is an ongoing concern for such sports programming services as Home Box Office and ESPN, and it is estimated by the NCTA that $3 billion is lost from the industry to signal piracy by residential and commercial users each year.

SportsChannel Chicago is charging the 68 bars with unlawfully intercepting, receiving and exhibiting Hawkvision, a pay-TV service that the programmer had set up to distribute exclusive coverage of 1992 Chicago Blackhawk home Stanley Cup playoff games.

IT'S SHOWTIME FOR SHOWTIME

Recently formed Showtime Entertainment Group has lined up a slate of projects for 1993 that will include a crime series by filmmaker Sydney Pollack and 16-20 movies with budgets mostly in the $2.5 million to $6 million range. Among projects in the works:

- Curacao, a thriller starring George C. Scott and the first title produced by Jones Entertainment, a division of MSO Jones Intercable.
- Chantilly Lace, an unscripted and improvised original drama starring Martha Plimpton, JoBeth Williams, Talia Shire, Lindsey Crouse, Jill Eikenberry, Ally Sheedy and Helen Slater.
- When a Stranger Calls Back, a co-production with MCA Television Entertainment that will star Charles Durning and Carol Kane in a sequel to the 1979 thriller When a Stranger Calls. Also in development is a sequel to Alfred Hitchcock's "The Birds.
- Body Bags, a 90-minute trilogy by horror director John Carpenter.
- The Wrong Man, Scam and Taking the Heat, three action titles from Viacom Pictures featuring such actors as Rosanna Arquette and Christopher Walken.
- Crack in the Kremlin Wall, a spy story co-produced by Viacom Pictures and Quinta Communications, the Paris-based firm in which Silvio Berlusconi owns a principal share.
- But Seriously Folks, a comical look at major events in U.S. history, executive produced by Rob Reiner for Castle Rock Entertainment.
- The Human Condition, a series of half-hour episodes from Chanticleer Films featuring first-time directorial efforts by actors Sally Field, Danny Glover, Laura Dern, Peter Weller, Don Johnson, Treat Williams, Andy Garcia and others.
- Marilyn Monroe: Life After Death, a documentary featuring one-hour of never-before-seen home movies and more than 300 unpublished photos of the late star.

SportsChannel Chicago has already had some success in pressing its suit against area bars in the case. Aside from the 68 bars in the suit, the programmer has settled out of court with 22 bars that the company had identified as illegally receiving the service. Two more settlements are pending.

The programmer was able to identify the 92 bars receiving the games through 30 investigators who were sent out in the field on the nights of the telecasts last spring. About 1,000 commercial establishments were monitored during the investigation, according to Cablevision Systems Corporation, security consultant on the project.

The investigation found that the level of fraud among commercial establishments in the area was about 10%, said Jeremy Margolis, an attorney representing SportsChannel Chicago. The national average is believed to be closer to 5%, according to the most recent NCTA data.

The SportsChannel Chicago complaint charges the bars with illegally obtaining Hawkvision in a variety of ways, including unscrambling satellite transmissions carrying Blackhawk home playoff games without authorization, or ordering the games at the lower residential price and then fraudulently showing the event in the commercial location. Many of the bars mentioned in the suit had been fingered by other commercial establishments that had paid the $100 commercial fee for legally receiving each playoff game (residential users paid $19.95 per game, or $16.95 when purchased as part of a package).

According to attorneys for SportsChannel Chicago, the maximum penalty that could be imposed on each defendant would be $1.53 million, plus court costs and fees, if found guilty of multiple violations of the Cable Communications Act of 1984.
**Reregulation Informs Western Show Agenda**

As the first industry gathering of this magnitude since passage of the 1992 Cable Act, the California Cable Television Association’s Western Cable Show in Anaheim, Calif., next week (Dec. 2-4) is expected to provide a sense of how the business will position itself in a newly reregulated environment.

Cable reregulation will clearly be the most talked-about topic of the show, beginning with the opening panel session on Wednesday. Moderator Linda Ellerbee will oversee a panel featuring Barry Diller, former chairman and chief executive officer, Fox Inc.; John Malone, president and CEO, Tele-Communications Inc., and Ted Turner, president and chairman of the board, Turner Broadcasting System Inc.

On tap later in the day will be an FCC-Washington update moderated by William Riker, president, Society of Cable Television Engineers, and featuring panelists Wendell Bailey, vice president, science and technology, National Cable Television Association; Susan Herman, president of the National Association of Telecommunications Officers and Advisers, and John Wong, assistant chief, cable television branch, FCC. Thursday will feature additional regulatory discussions, including “Cable: The View from Washington” and a series of public affairs roundtables. In his first major speech since cable reregulation was signed into law, NCTA President and CEO James Mooney will be Thursday’s luncheon keynoter.

Reregulation will continue to be a topic of discussion right up to Friday’s closing session on cable’s legislative future. Moderated by Falcon Cable TV Chairman and CEO Marc Nathanson, the panel will feature William B. Bradley, director of the office of telecommunications of the city of Denver; Steve Effros, president, Community Antenna Television Association, and Preston Padden, senior vice president, affiliates, Fox Broadcasting Company. Also on Friday will be a series of legal affairs roundtables on topics ranging from rate regulation and tiering to franchise renewals and transfers.

The emphasis on living with the new cable law has boosted preregistration figures, according to CCTA’s C.J. Hirshfield. She said total attendance is expected to top 10,000 this year, up from last year’s total of just under 10,000. There will be 220 exhibitors covering 123,000 square feet, as well as a multimedia exhibit featuring equipment from Microsoft, Digital Cable TV and Videoway.


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**Zenith Claims Extra Capacity Sans Compression**

Company says digital modulation system will double 6-mhz cable channel load

**By Randy Sukow**

The business prospects of pay per view for cable, which have been improved greatly in the last two years by the emergence of digital compression, may have improved even more last week as Zenith Electronics Corp., Glenview, Ill., released details of a new digital technique to double the capacity of a 6-mhz cable channel.

Zenith’s new 16-level vestigial sideband (16-VSB) modulation and transmission technology not only doubles the capacity of a cable channel, the company says, but does it without compressing (and therefore without slightly degrading) the video program source.

Using Zenith’s old modulation system, 4-VSB, together with Zenith’s Spectrum Compatible HDTV compression system, a 6-mhz cable system channel could transmit between four and 11 NTSC signals (depending on the level of compression) or one full HDTV signal. When combining Spectrum Compatible compression with 16-VSB, the capacity is increased to between nine and 23 NTSC channels or two full HDTV channels over the same 6-mhz carrier.

The 16-VSB technique is made even more attractive, Zenith says, because it could be used with other signal-compression systems besides Spectrum Compatible HDTV, including the other three digital transmission systems currently being considered for standardization by the FCC’s advisory committee on advanced TV service.

The new system will not be applicable, however, to terrestrial broadcast or satellite transmission, Zenith says. The complexity of 16-VSB would result in an overload of errors on anything other than a clean cable channel.

Most cable systems could support 16-VSB today, a Zenith spokesman said. The level of signal quality required on all cable systems under FCC technical standards expected to take effect in 1993 should provide headroom for 16-VSB everywhere, he said.

The 16-VSB approach was developed as an offshoot of HDTV system work. In the course of its compression experimentation, Zenith researchers found they could increase the data rate over NTSC carriers from 21.5 megabits-per-second (mbps) to 43 mbps by quadrupling the levels of digital data.

Zenith believes the system could be offered as a product on a parallel timetable with Spectrum Compatible HDTV or whichever digital compression system the FCC may choose next year. The cost of installation is expected to be equivalent to the cost of 16-level quadrature-amplitude modulation systems, which operate at less than half the data rate, Zenith claims.

Zenith will demonstrate the 16-VSB technique at the Western Cable Show in Anaheim, Calif., Dec. 2-4. Real-world experimentation on an operating cable system will be held at a so-far-undecided time and place.
RIDING GAIN

READING RUSH

“The Limbaugh Letter,” the monthly newsletter containing opinions of talk king Rush Limbaugh, is off to a remarkable start. EFM Media, which produces both Limbaugh’s program and the newsletter, reports that some 85,000 Limbaugh listeners have subscribed to the publication, which sells for $29.95 per year, or $49.95 for two years. Susan Moran, general manager of the newsletter, says roughly 25% of the subscriptions are for two years. That works out to an estimated $3 million in revenue since the newsletter was launched in September.

RADIO DOWNSIZING SEEN

Radio executives speaking to would-be broadcasters during a panel discussion in New York last week painted a somewhat gloomy picture of the future of radio employment. Speaking at a conference sponsored by the Center for Communication, station owner Robert F.X. Sillerman predicted that the industry will lose 25% of its current jobs over the next 10 years due to consolidation. “Although the industry is growing, it’s not likely to produce more jobs,” he said. Judy Ellis, general manager of WQHT-FM New York, agreed, adding, “The good businesses are looking to cut back and cut the fat.”

NEW TEAM AT WTEM

Bennett A. Zier, vice president and general manager at CBS O&O WODS(FM) Boston, is leaving to become general manager of Colfax Communications’ WTEM(AM) Washington. Zier will replace Steve Goldstein, who moves to president of Colfax. No replacement has been named for Zier at WODS.

CREDIT CARD TIME

A new payment service targeted to broadcasters suffering collection problems will allow advertisers to charge airtime to their Visa or MasterCard accounts. The new service, developed by Media Payment Services and CNET, will enable stations to collect in just two days, according to Henry Kavett of Media Payment Systems. Kavett says he believes it is the first payment system of its kind.

NEW RADIO GROUP

Add another name to the list of recently formed companies looking to acquire radio stations. Former CBS and NBC radio executive Robert B. Sherman, in partnership with Austin Venture and Stonehill Investment Corp., announced the formation of NewTex Communications, a holding company looking for radio stations or groups of stations in medium to large markets. “We view the radio industry as a sound business, and intend to be flexible and opportunistic in pursuing potential acquisitions,” Sherman says.

RAB SEMINAR EDUCATES 93

The Radio Advertising Bureau is calling its first-ever Certified Radio Sales Manager seminar an “unqualified success.” Some 93 sales managers attended the two-day seminar in Denver, which is an outgrowth of RAB’s Certified Radio Marketing Consultant program. The RAB has scheduled three more of the training programs for sales managers in 1993.

FORBES ON RADIO

Forbes magazine has plunged into the radio syndication business. John T. Brady & Associates recently announced an exclusive arrangement under which it will produce ten 90-second programs each week based on material published in Forbes. “The Forbes Report,” available via satellite, will also include commentary from Malcom S. Forbes Jr., president and editor-in-chief of Forbes.

NEW ACCURATINGS MARKETS

Strategic Radio Research’s new AccuRatings is coming to four more markets: New York, San Francisco, Philadelphia and Raleigh. Strategic put out summer books in three markets: Chicago, South Bend and San Diego.

USA OVERNIGHT DEBUTS IN DECEMBER

Dallas-based Elgar Entertainment is trying to boldly go where other syndicators fear to tread by producing a live overnight program. The show, titled USA Overnight, will debut on roughly 30 stations in December, according to Elgar President Rob Ellis. The program, created for adult contemporary and contemporary hit radio stations, combines hit songs with celebrity interviews, entertainment news, sports and live call-ins. Richard Stevens (Shadoe’s brother) will host. Says Ellis, “This is the perfect vehicle to turn unsold overnight inventory into profit.”

SUBURBAN NETWORK

Four suburban Los Angeles radio stations have joined forces to form a suburban network that will offer advertisers access to a rapidly growing audience of affluent baby-boomers. The stations are KJNO-FM Thousand Oaks, KBET-AM Santa Clarita, KUTY-AM Palmdale and KKBS-FM Oxnard/Ventura. Katz & Powell Radio will represent the group, to be called the “Greater Los Angeles Bedroom Radio Network.” The network is structured so that advertisers will receive a discount if they buy time on all four stations. Says Susan Laronge, manager at Katz & Powell: “The L.A. growth is pouring out to these markets. These communities represent an affluence unmatched anywhere else in Southern California.”

NPR HOSTS HOUSE PARTY

Satirists Nick Bakay and Steve Higgins of cable TV’s Comedy Central will host “Holiday House Party with Los Lobos,” featuring the Grammy award-winning group’s mix of traditional Mexican folk music, rock and soul, for airing on National Public Radio in December. Other featured guests on the two-hour show, recorded at Capitol Studios in Hollywood, are musicians Rickie Lee Jones, John Hiatt, Lalo Guerrero, Leo Kottke, Dave Alvin and Syd Straw, and comedian Paul Rodriguez.
This fall America chose its leader...
#1 with Kids 2-11 and 6-11!

GOOF TROOP takes local markets by a landslide in October sweeps.

- Goof Troop beats Batman head-to-head in K2-11 and K6-11.
- The Disney Afternoon beats the Fox Children's Network head-to-head in K2-11, winning show-for-show and holding an 18% share advantage for the two hours.
- And the Disney Afternoon makes it a clean sweep, claiming the four most popular animated strips!

### Top Animated Strips
October 1992
(Ranked by share)

<table>
<thead>
<tr>
<th>#1</th>
<th>K2-11 (rtg/shr)</th>
<th>K6-11 (rtg/shr)</th>
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<tr>
<td>GOOF TROOP</td>
<td>10/35</td>
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<tr>
<td>TALE SPIN</td>
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<td>CHIP 'N DALE</td>
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<tr>
<td>DARKWING DUCK</td>
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<td>Batman</td>
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<tr>
<td>Tiny Toons</td>
<td>9/31</td>
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</tr>
<tr>
<td>Tom &amp; Jerry</td>
<td>8/29</td>
<td>9/30</td>
</tr>
<tr>
<td>DUCKTALES</td>
<td>6/28</td>
<td>6/31</td>
</tr>
</tbody>
</table>

Source: Nielsen October 1992 weighted market average, all occurrences.
1 Weighted average all 12 occurrences Goof Troop vs Batman head-to-head.
2 Weighted average all 12 occurrences Disney Afternoon vs Fox Children's Network head-to-head.
HOPEFUL RETAILERS RETURN TO TV

Survey indicates spending likely to be up this season, with corresponding drop in radio

By Sharon D. Moshavi

Retailers are more optimistic about Christmas sales this season than they have been in recent Christmases past, and their attitude seems to be translating into increased television advertising—at the expense of radio and promotion.

According to a Deloitte & Touche national survey of 1,175 retailers conducted in October, more than one-third of respondents expect November and December sales and profits to be up more than 3% over the same period in 1991. About 41% expect sales to be flat or up at most 3%, and about a quarter expect sales to be down.

As a result, more retailers plan to increase television advertising budgets over last year. The number of retailers who say they are increasing holiday TV budgets over last year grew by six percentage points in the survey, from 11.2% to 17.8%; the number who say they will cut TV spending grew by three percentage points. And the proportion of retailers who say they will not use television is down from last year, from 67% in 1991 to 53% this year.

Plans to increase TV spending:
- Retailers in the Northeast are more inclined than those in other parts of the country to boost their Christmas TV advertising budgets—23.1% said they will increase their TV budgets this year, compared with 13.3% in 1991.
- In the Midwest, 18.8% plan to increase TV budgets, compared with 9.2% in 1991.
- In the South, the number grew from 11% to 18.2%.
- The optimism appeared not to carry as well to the West, where only 11.4% plan to increase TV spending, down from 11.9% in 1991.

According to Deloitte & Touche’s analysis, the increase in TV advertising is coming primarily at the expense of radio. While the percentage of advertisers decreasing their radio budgets has actually dropped slightly, fewer retailers will increase radio spending this season; the number of retailers who say they will not increase radio advertising grew by six percentage points, with the Midwest and South hit the hardest. One good note is that the percent of retailers decreasing their radio budgets is holding even with last year, at 13.6%.

Also apparently hurt by the rise in retail TV expenditures will be promotional activities, which the TV industry has long feared are taking dollars out of advertising. Fewer retailers across all regions of the country say they are increasing their co-op advertising, in-store promotions, and point-of-purchase promotions this holiday season than said so last year. The latter two categories in particular are seeing fewer increases in budget than they did in 1991.

Still, despite the increased move toward TV, retailers continue to put the bulk of their dollars into promotion-oriented measures rather than advertising. And the slight increases in TV expenditures are tempered by the fact that the period to which the plans are being compared—fourth quarter 1991—was a lousy time for retailers and TV advertising. “Retailer budgets are still way down from 1990,” says Jean Pool, senior vice president, director of local broadcast, J. Walter Thompson.

With retail sales still accounting for a relatively small portion of TV dollars both locally and nationally, spending by manufacturers during the Christmas season will play an important part in determining how TV stations and the networks fare this quarter.

Pool predicts a “dismal” fourth quarter on the local front. Fourth quarter is “wide open” now that regular advertisers who were bumped by political candidates in October have, for the most part, been given their make-goods, Pool says.

Things are more optimistic on the national scene. Unlike the past two years’ holiday seasons, advertisers are not cutting back on their media budgets, according to Bart McHugh, senior vice president, director of national TV and radio. “There’s not a lot of additional business, but at least things are holding steady,” he says.
PROPOSED STATION TRADES

This Week:

AM's □ $4,531,500 □ 6
FM's □ $4,387,000 □ 6
AM-FM's □ $1,915,000 □ 4
TV's □ $0 □ 0
Total □ $10,833,500 □ 16

1992 to Date:

AM's □ $185,964,784 □ 213
FM's □ $409,373,254 □ 266
AM-FM's □ $282,250,604 □ 158
tv's □ $1,394,888,087 □ 53
Total □ $2,722,476,729 □ 690

For 1991 total see Jan. 27, 1992 BROADCASTING.

WHRT-FM, Champaign-Urbana, Illinois has been sold by Champaign County Community Broadcasting, Inc., Adlai Stevenson, IV, Principal, to Great American Wireless, Dale A. Palovich, Principal.

Randall E. Jeffery, Jr. Broker

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Broadcasting Nov 23 1992
Broadcasting’s coverage of NATPE 1993 is going to be our biggest and best yet. It’s all designed to help you—our advertisers—make the most of your NATPE sales effort.

At its core are the January 18th and January 25th issues—two tabloid-size magazines—and a 60-minute video that will be your most potent sales tools at the NATPE convention.

The NATPE Power Package starts with Broadcasting’s “Television Today”—the 60-minute video that will be sent in advance of the convention to every television station GM. Jam-packed with information about what’s being offered at NATPE, interviews with some of the key players plus analyses of the latest trends in the syndication marketplace—it’s guaranteed to make your customers “NATPE Smart.” Your commercial within the context of this program is a brilliantly-targeted way for you to reach your most important potential buyers.

The Power Package continues with the regular January 11th issue of Broadcasting which will begin the magazine’s expanded news coverage of this major programming convention.

Things heat up on January 18th with the tabloid-size Pre-NAPTE issue. It’s the one that sets the stage for the selling and buying strategies of the convention. A great place for your sales message!

Then, it’s the January 25th tabloid—Broadcasting NATPE 1993—containing everything your customers will need to know about NATPE and its implications for the year ahead. Bonus distribution of this issue at the convention site dramatically extends the efficiency and potency of your media buy!

Finally, it’s the February 1st Post-NATPE issue—a summary of what happened at NATPE, and how the rest of the 1993 programming year is likely to look.
And the best part of all is that if you advertise in our special *Television Today* video you will receive a substantial discount when you advertise in either of the two special tabloids. Advertise in both of the tabloids—and you’ll receive a discount on the Pre-NATPE issue.
Call your *Broadcasting* rep for the details.

**BROADCASTING NATPE POWER PACKAGE**

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<th>Advertising Deadline</th>
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<td><em>Television Today</em></td>
<td>December 10, 1992</td>
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<td>February 1st issue</td>
<td>January 22, 1993</td>
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*Qualifies for special discounts*
TRANSITION TRANSLATES TO TOUGH TIMES FOR FCC

Change in administration means commissioners and staff are leaving agency right when workload is exploding due to fin-syn and Cable Act implementation

By Joe Flint

At a time when most government agencies are sleepwalking through the transition to the Clinton administration, the FCC is having to run full speed at less than full strength.

In addition to its normal workload, the FCC is trying to cope with enormous new responsibilities—the Cable Act and a reprise of the financial interest and syndication rulemaking—with two commissioners and a host of key staffers looking toward their next jobs and a shrinking professional and clerical corps.

Making matters worse: FCC Chairman Alfred Sikes, the agency's driving force, has been out since Oct. 29 recovering from surgery. And when he does return, he will have to start packing. He and Commissioner Sherrie Marshall are among the political appointees having to find new work following Bill Clinton's victory.

It's all taking a toll. "There is a situation brewing for serious policy gridlock," said one FCC official.

To process the Cable Act, the commission will have to go through 13 rulemaking proceedings—including must carry/retransmission consent and program access—which will no doubt be very contentious. It all has to be done by April, and Sikes has estimated it will cost $20 million to implement.

The FCC's Managing Director, Andrew Fishel, is drafting a request to Congress for a supplemental appropriation for the agency. House Energy and Commerce Committee Chairman John Dingell said he would help the commission obtain extra funds, but how much and how soon is unknown.

Revisiting the financial interest and syndication rules will be no picnic either. The last time around, they divided the commission and severely strained relationships among some of the commissioners.

Commissioner Barrett would like to get the new fin-syn rulemaking over with by June, which will also take time, staff and money—three things the commission is running short of.

Key bureaus are also understaffed at both the executive and clerical levels. A hiring freeze has been in effect for the past 14 months, and an average of six people leave the FCC each month.

As if that's not enough, commissioner Ervin Duggan said last week the FCC's budget crunch has become so severe that it may have to furlough workers for eight to 10 days. At the commission's opening Small Business Advisory Committee meeting, he noted that members had to finance their own way to the meeting.

Although many high-level FCC staffers say Sikes's absence has had little if any impact on the commission's agenda and ability to get things done, anytime a chief executive is out—whether it's at Time Warner or a government agency—work slows. "We have been running headless for a period of time; it's not good for the broadcasting industry," one high-level staffer said.

Another potential problem that could soon become real: Though both Sikes and FCC Commissioner Sherrie Marshall are expected to be exiting the commission in the next few months, their staffs may be looking to leave now, which would leave Sikes and Marshall under even more workload pressure when it comes to pursuing their respective agendas.

Commissioner Duggan is already operating with reduced staff, since his top legal adviser, Michelle Farquhar, left three weeks ago to join the Cellular Telecommunications Industry Association.

Where departures have really hurt the commission is in the Office of General Counsel. The position of chief has been vacant since Oct. 1, when Robert Pettit resigned; associate general counsel Lauren (Pete) Belvin is on assignment to Commissioner James Quello, and common carrier specialist Sara Seidman is on matern-
BROADCASTING carry proceedings Justice has asked for must-carry provision ongoing attorney decision the with AT&T from filing as exempted week.\h

V’S, U’S SPLIT OVER HDTV PLAN

UHF stations are all for parity; VHF’s fear devaluation

By Joe Flint

The FCC’s proposals to implement high-definition television are pitting VHF and UHF broadcasters against one another.

At issue is the commission’s plan to put all high-definition channels on the UHF band and take back the VHF spectrum for other (non-broadcasting) purposes. Comments on the proposal were filed at the FCC last week.

VHF broadcasters, the networks and the National Association of Broadcasters argue that an all-UHF HDTV scheme would reduce the value of their stations, cut down coverage and cause interference on a crowded UHF band. Instead, HDTV should be spread out on both the VHF and the UHF bands.

UHF broadcasters support the idea of an all-UHF band because it will put them on equal footing with rival VHF broadcasters.

The disagreement over how to proceed with implementing HDTV may also divide the FCC. Commissioner James Quello also has reservations about the all-UHF proposal. “People paid a higher price for a VHF and the influence [that goes with it] and should get comparable consideration for HDTV. It’s not fair to put everybody on one band,” Quello told BROADCASTING.

Calling the all-UHF proposal a “solution in search of a problem,” group owners GHTV Inc., SCI Television and Busse Broadcasting said the commission has not said “what, if any, demand exists for VHF spectrum.” Loss of VHF broadcasters, they argued, would severely hamper service in rural areas.

More direct was Fisher Broadcasting: “...the commission will, by mandating at this time an all-UHF service, run the risk of crippling substantially, if not fatally, the very broadcasting service to which it is committed.”

According to Fisher, network affiliates will risk losing their affiliation under such a system and would be unable to provide significant local news coverage. “Affiliations between networks and VHF stations would be disrupted, and in many cases would end, as a result of the relocation of these stations to high-numbered UHF channels that are by their nature more susceptible to interference and less conducive to full market-wide coverage.”

Arguing the opposite are broadcasters such as Paramount Communications, which owns six UHF stations. "With the advent of advanced television, the commission has a unique opportunity to achieve coverage parity for all local broadcast stations regardless of whether they currently broadcast in the UHF or VHF band," Paramount said, adding that the "UHF-VHF coverage disparity never reflected an affirmative commission or congressional policy, but rather was viewed as an unfortunate, but unavoidable, accommodation to then-existing technology limitations.”

While Fisher argues that an all-UHF world would hurt local news coverage, Paramount counters that coverage parity is in the public’s interest and will allow UHF stations to compete more effectively for advertising dollars.

"This will result in increased revenues for UHF stations, permitting them to devote greater resources to locally originated news and public affairs programming and thereby serve the public interest more effectively," Paramount said.

But is an all-UHF band technically feasible? The FCC’s Chief Engineer, Tom Stanley, said yes when the proposal was issued. In most markets, he said, no more than one or two HDTV channels could be placed on VHF without risking interference to the current services.

"If we put out a table that had this mixed U and V with just a few V’s in the big cities, you can imagine the negotiation fight over that," Stanley said when the proposal was issued last July.

VHF operators argue that the commission’s proposed 55-mile service area for all broadcasters is unrealistic and unachievable. "[P]roviding all stations with a 55-mile service area would entail substantial service penalties to a majority of stations," said the Joint Broadcasters??, which include the NAB, the Association for Maximum Service Television, the three
networks, Fox and about 95 broadcasters.

UHF supporters argue that with the proper steps, interference will not be a problem, and a one-band-fits-all scheme will also lower technical costs. "Use of a single band should promote efficiencies in the manufacture of television transmission and reception equipment," Paramount said.

The group also told the commission that HDTV allotments should pair existing channels with new advance channels by determination of the location of transmitter sites, service coverage area and potential interference. Random pairing, which has been proposed by the commission, the group said, "would entail substantial service penalties to a majority of stations."

The commission should also keep an open mind on what broadcasters can do with the spectrum for HDTV. "Throughout this proceeding, the FCC has referred to 'Advanced TV Systems' rather than HDTV.... The wisdom of the commission's approach is now being borne out, as it appears that a number of options in addition to HDTV may be available to broadcasters and consumers under the ATV umbrella," said GHTV Inc., SCI Television and Busse Broadcasting.

HDTV, they said, may not even be accepted by the public, especially if a big-screen TV is needed to tell the difference between it and the current NTSC system. "It may well be that improvements such as ghost-canceling, which would eliminate the last remaining imperfections in over-the-air television, and digital transmission, which would allow for multichannel broadcasts and sharper images, will satisfy consumer demand."

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**Broadcasters Blast Satellite DAB, Again**

*In comments to FCC, they oppose Satellite CD Radio's request for spectrum*

By Randy Sukow

Commercial radio broadcasters again mobilized to oppose Satellite CD Radio last week in the latest round of comments in the Washington-based company's two-year campaign to set aside spectrum and begin operating a satellite-delivered digital audio broadcasting (DAB) service to the continental U.S.

"This action is premature. It is prejudicial in the extreme," said the National Association of Broadcasters in a petition to deny Satellite CD's request. "It is a rush to judgment that does not comport with the pacing of the worldwide DAB situation, with sound policy development, with the demands of the marketplace or of other applicants or with the careful tending of localism and free over-the-air radio service."

But in spite of broadcaster opposition, about 60% of just under three dozen commenters last week supported the Satellite CD request. Support came from a wide range of sources, including satellite and audio equipment manufacturers, academicians and even noncommercial broadcasters.

"We're very pleased that there are so many that have responded favorably," said Satellite CD Radio President Robert Briskman. "Of the petitions and comments that we've seen that are negative, we believe we have appropriate responses."

The Satellite CD petition, filed last September, requests assignment of some of the 50 mhz of S band (3210-2360 mhz) spectrum allocated to the United States for satellite audio service last February by the World Administrative Radio Conference to establish a 30-channel menu of compact-disc-quality audio. The petition is being considered simultaneously with a formal FCC rule change proposal last month to establish a satellite DAB service in the U.S. (Broadcasting, Oct. 12).

Approval of the Satellite CD petition before acting on the general DAB proceeding would be premature, NAB argues. Key questions on the characteristics of S band (including whether it would "with rapidly developing technology, be suitable for terrestrial DAB") have yet to be answered, NAB said in its comments. The association also said international frequency coordination decisions should also be made before any service goes on line. A special WARC conference to settle such questions is scheduled for 1998.

Furthermore, NAB said no decision should be made hastily during the last months of 1992, but should be left "for a new administration and a new commission to reassess policy priorities."

"The [rulemaking] decisions will be made and made relatively soon by the commission," Briskman said in response to NAB's call for delay. Commission approval of the Satellite CD petition will allow the group to begin construction and launch plans for the satellite, which will take three years to complete. "If minor amendments have to be done as a result of further proceedings, we're willing to do it. We're willing to proceed at our own risk," Briskman said.

Broadcasters also asked the FCC to keep in mind the potential harmful results if local AM and FM stations, whose existence has been found by the FCC to be in the public interest, lose audience to national satellite radio. "Given the potential for disruption of the existing radio industry, it ill behooves the commission to take a precipitous action," said the Radio Operators Caucus, an informal organization of 40 radio group owners representing more than 300 stations.

Satellite CD's defenders tended to dwell on the potential advancement in consumer service a satellite service could provide that conventional AM and FM broadcasters do not now offer. "It would allow delivery of specialized, well-targeted programing to national audiences in an inexpensive manner," said Minnesota Public Radio.

Satellite radio "will provide a unique and valuable service to consumers traveling in recreation and other vehicles and to consumers residing in remote areas," said the Recreation Vehicle Industry Association.

"We believe the current broadcast technology for delivery of audio programming has serious deficiencies. Both AM and FM broadcast stations have very limited service areas where high-quality audio may be received," said Dolby Laboratories, San Francisco. "We believe a system like that proposed by Satellite CD Radio is feasible, and could be very successful."
FCC Chairman Alfred Sikes was due to make his first appearance at the FCC today (Nov. 23) since undergoing surgery for prostate cancer Oct. 29, an aide said last week. It was uncertain how many hours he would put in during the short Thanksgiving week, she said. Sikes hopes to return full time in early December, she said.

Sikes plans to resign shortly after Clinton's inauguration next January, clearing the way for the new President to appoint his own chairman. Since it will take several months to make the appointment, Clinton will likely name one of two Democrats now on the commission as acting chairman. Most believe that would be James Quello.

The Clinton administration may bring new life to TV Marti, the Voice of America's controversial television service for Cuba. Candidate Clinton promised Cuban-Americans in south Florida on at least two occasions that he not only favored the service's continuation but also its expansion. "For the same amount of money we are now spending, we could broadcast 24 hours a day," Clinton said following a fundraiser with Cuban-Americans on Cuban Independence Day (May 20). "And I think we ought to begin to do that to try to get the message there."

The two-year-old service airs just two-and-a-half hours of news and public affairs each day (3:30 a.m.-6 a.m.) from an antenna attached to a weather balloon 10,000 feet above Cudjoe Key Air Force Base, about 110 miles north of Havana.

Tony Navarro, director of Voice of America's Office of Cuba Broadcasting, said he was surprised by Clinton's commitment. "I was not aware Clinton was as informed of our activities as he apparently is or as convinced on its merits," he said. Prior to his May 20 comments, he said, "No one really knew how Clinton felt."

As a practical matter, Navarro said, it would be difficult to air more than eight hours a day. The Bush administration, guided by international broadcasting regulations, now restricts TV Marti to times when Cuba isn't using channel 13—that is, between 1 a.m. and 6 a.m., he said. Even if the Clinton administration authorizes broadcasts during other dayparts (despite the interference it would cause to Cuban programming), he said, there is not enough money in TV Marti's $18-million-a-year budget to produce more than about eight hours of programming a day. If need be, he said, programming could be repeated.

BHC Communications principal Mario Gabelli and the FCC Mass Media Bureau have reached a settlement that he hopes will clean up the regulatory mess created by BHC's $300 million purchase last summer of New York's WJW-TV Secaucus.

Under the settlement, which surfaced last week and is subject to the approval of FCC Administrative Law Judge Joseph Stirmer, Gabelli's investment group has agreed to comply with FCC ownership restrictions without admitting to have been in violation of any of them. The deal gives the group eight months from Stirmer's approval to set things right.

That the Gabelli group may have exceeded ownership limits came to light after BHC, one of many media holding companies in which the group has substantial interest, applied to buy WWOR-TV. The FCC approved the purchase in August, but launched an investigation into ownership allegations raised by Garden State Broadcasting, a rejected competing applicant for the station.

According to the settlement, the Gabelli group has "attributable" interest in 18 TV stations, six more than permitted under the national TV ownership cap. That two of those stations—WTOL-TV Toledo and WCMH(TV) Columbus, both Ohio—have overlapping signals puts the group in technical violation of the TV duopoly rule. And it also runs afoul of the local cable-broadcast crossownership ban due to Gabelli's interest in KMSP-TV Minneapolis and two cable systems in the market.

The Gabelli group has received a temporary waiver of the one-to-a-market rule to purchase WWOR-TV to accommodate Gabelli's interest in two New York radio stations, WRXL(AM) and WPSX-FM. Attached to the settlement agreement is a request for a permanent waiver, which the FCC routinely grants for large markets. How the group plans to rectify its other problems—through waivers or spinoffs—is yet unclear.

The FCC's newly formed Small Business Advisory Committee met for the first time at the FCC last Wednesday amid criticism from some of those it is meant to help.

The committee, established last September by FCC Chairman Al Sikes with input from Commissioner Andrew Barrett, is aimed at advising the commission on how its policies "impact small businesses" and eliminating obstacles to minority ownership and females from owning FCC-regulated media.

But in a letter to FCC Chairman Alfred Sikes, Jim Winston, executive director of the National Association of Black Owned Broadcasters, charged that the committee does "not fairly represent the interests of African American and other minority owners.... It appears that for many members on the committee, their only basis for being chosen to sit on the committee is a close relationship with the current Republican administration."

At a press conference following the conference, committee chairman Joshua Smith, chairman and chief executive officer of Maxima Corp., defended the makeup of the committee at a post-meeting press conference, noting that about three-fourths of the 19 members were minorities.

Required reading for broadcasting and cable executives looking for clues to the Clinton administration will be "Mandate for Change," the policy recommendations of the moderate Democratic Leadership Council. A DLC source said the work, due out next month, will contain a few proposals that would directly affect broadcasting and cable, but would not elaborate.

The opus, which covers issues ranging from health to the environment, will be must-reading for Clinton policy wonks. The President-elect is a founding member of the group and chaired it for 18 months prior to beginning his run for the presidency last year. What's more, Clinton last week named the DLC's current president, Al From, the transition team's domestic policy director.
LAST WEEK’S ACTIONS:

Discovery Communications Inc. filed suit in U.S. District Court in Washington challenging five provisions of the 1992 Cable Act: rate regulation, program access, must carry, channel positioning and leased-access regulation. The suit is similar to an earlier one filed by Time Warner on First Amendment grounds. Oral arguments on the TBS, Time Warner and other Cable Act suits are expected to begin in March 1993. Following is a complete list of the Cable Act proceedings (in the order in which they are expected to be addressed by the FCC) and tentative timetables for completion.

1. Must carry/retransmission consent. Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. FCC is instructed to consider impact retransmission payments may have on rates. Every three years, commercial TV stations must choose whether to negotiate retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retransmission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to third of capacity to broadcasters. With regard to programer’s claims to retransmission consent, FCC said it will seek comments on whether, if there is no language in programming contract dealing with retransmission consent, the broadcaster has to go back to the program supplier for permission. FCC current interpretation is not—broadcasters without clauses do not have to negotiate with programer. Tentative comment deadline: Jan. 19. Tentative reply deadline: Feb. 3. Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).

2. Indecency. All indecent programming submitted for leased-access channels is to be transmitted over one designated channel and scrambled unless specifically requested by subscriber. Indecent or obscene programs on public, educational and governmental (PEG) channels to be prohibited. Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: Feb. 2 (leased access) and April 3 (PEG).


4. Sports migration. Sport-by-sport study of national, regional and local sports programming from broadcast to basic and premium cable services and pay per view. Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: N/A. Congressional deadline for completion: July 1, 1993, and July 1, 1994 (interim reports to Congress).

5. Rate regulation. Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multichannel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas commission deems rates to be excessive. Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: April 3.


9. Ownership limits and carriage agreements. Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system’s franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.

10. Equal employment opportunity. Expansion of job categories covered by cable EEO rules from nine to 15, adding titles such as general manager and chief technician. Cable systems required to identify race, sex and job title within each category on EEO reports. Fines per violation increased from $200 to $500. Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: July 2. Congressional deadline for completion: July 2.

11. Electronic equipment compatibility. Rules insuring that special functions of new TV receivers and videocassette recorders are not rendered obsolete by changes in cable scrambling systems. FCC is given authority to determine circumstances when scrambling and encryption are appropriate. Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: April 5, 1994. Congressional deadline for completion: April 5, 1994.

12. Home shopping public-interest study. FCC will determine public-interest value of broadcast stations running 24-hour home shopping programming or several hours of program-length commercials and whether such stations should be eligible for must carry. Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: July 2. Congressional deadline for completion: July 2.

13. DBS public interest. FCC will set public-interest requirements of direct broadcast satellite (DBS) operators, including pricing rules and minimum noncommercial and educational channel carriage. Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: N/A. Congressional deadline for completion: None. —RMS

KEEPPING UP WITH CABLE REREG

ON THE AGENDA OF THE FCC

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See last page of Classified Section for rates, closing dates, box numbers and other details.

Classifieds

RADIO

HELP WANTED MANAGEMENT

General sales manager: Looking for an energetic GSM that can not only make things happen on his/her own, but also can develop a strong sales staff. For the right person, incentives and advancement opportunities are there. Location: Florida; $11 million radio market. 100,000 watt station. Reply to: PRADCO, 1100 Abernathy Road, Suite 625, Atlanta, GA 30328. EOE.

General manager for WOI-AM/FM; Iowa State University’s two public radio stations. Must have proven track record in programming and goal setting, planning, and goal setting, programming and production, budget management, fund-raising and regulatory relations. Needs to be aggressive leader who can balance tradition with change. Min. qualis: college degree. 7 years experience in radio (3 yrs. in public radio and 3 yrs. in major supervisory position). Send letter, resume, three references to Carole Custer, Search Chair, 110 Moriell Hall, ISU, Ames, IA 50011. Review of apps begins December 15. Affirmative action/equal opportunity employer.

Florida small market AM/FM seeking selling GM. Must be able to hire, train, & lead successful salespeople. Fax letter, resume, requirements to 813-780-9727. EOE.

Great combo in beautiful Adirondacks looking for creative, hard working sales manager to train and lead start to winning sales figures. Applicant must thrive on hands-on selling with a goal for long term. Send resume to General Manager, PO Box 928, Glens Falls, NY 12801. EOE.

HELP WANTED SALES

Sand, sun, surf Virgin Islands. Account executive/GSM, 3 FMs, 100 Kw each. “No beach bums please.” Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires, bonus goals. Priority Mall to Z RADIO’S, PO Box 333, Miami, FL 33260. EOE.

HELP WANTED TECHNICAL

Chief engineer needed for AM/FM combo in upper Midwest. Successful applicant must have experience with AM directional systems, FM transmitters, and general studio equipment. Starting salary of $35,000 with complete benefits package. One of Money magazine’s top twenty cities to live in . . . one of broadcasting’s great corporations. Send application along with references in complete confidence to Box R-19. EOE/AA.

HELP WANTED PRODUCING/PRODUCTION & OTHERS

Fun and games! Plus some serious community involvement as promotions director of group combo in the heartland. Proven, experienced professionals only. Resume, references and compensation needs in confidence to Jeff Clark, GM, KFHV/KKLX, 626 N Broadway, Wichita, KS 67214. EOE.

HELP WANTED PROGRAMMING

SITUATIONS WANTED MANAGEMENT


Successful GSM. Four years at major market talker, AOR combo. Sports marketing experience, sales LMA. Demonstrated leadership of staffs beyond revenue, cash flow objectives through hands-on involvement in inventory control, commission, incentive programs, accountability systems. Participate and lead staffs through sophisticated training. Use Chris Beck, exposed to Jennings, Pollack, Lontos, Goldsmith. Management & Planning, budgeting; qualitative, quantitative research duties. Seek major/large market GM, GSM position. All areas considered. I can make the difference if you make contact. Reply to Box R-33.

19 years in all areas of radio. I'm selling my station and looking for a good GM or GSM position in the Midwest. Stable, experienced & good record of achievement. Reply to Box R-34.

Turnaround jockey: All situations considered. Excellent track record and references. All inquiries strictly confidential. Reply to Box R-10.

Turnaround specialist: I've turned around 2 AM/FM combos in the past 3 years. From 200K revs with neg cash flow to over 500K revs and 150K+ cash flow each. Looking for next challenge. If you need help, I'd love to meet. Reply to Box R-35.

General manager 30 years experience, with turn around revitalization. Success ranges from top 50 to medium size markets. Strength includes sales, programming and administrative. Reply to Box R-36.

HELP WANTED ANNOUNCERS

Many years experience, mature, all formats. Speech trained college graduate, good habits, nonsmoker. Seeking permanent position. Please call Bill 904-220-5969.

HELP WANTED NEWS

You can hire the world's best broadcast journalist, but since Pete Jennings isn't available, you can hire me. I have eight years experience as anchor/reporter/news director, and am seeking morning news anchor slot. Reply to Box R-23.

HELP WANTED MANAGEMENT

Dominant top 50 Southeast TV station seeks an innovative general sales manager. Applicant must have 5 years of sales management and be knowledgeable with Jefferson Media. Send resume and reference to: WFAB/Markets Marketing, etc. Send letter with resume and salary history to Box R-24. EOE.

Local sales manager: Wanted for the Lansing market area. Successful candidate will have strong emphasis on local sales management. Must be a people motivator with excellent communication skills. Resume to: Bill Snider, WILX-TV, PO Box 30380, Lansing, MI 48909. EEO.

HELP WANTED SALES

Account executive: Strong NBC affiliate with prominent group ownership is seeking a proven developmental salesperson with ambition to upgrade to top 50 market. Established list for the right person. Send resume to: Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604-7127. No calls unless you are that good! WGAL 8 is an equal opportunity employer.

Marketing consultant: Are you ready to move up? ABC affiliate in 45th market has an opening for an AE who can put vendor & new business on the air while maximizing a traditional list. Skills include negotiations of ratings, Star and MMP helpful. Send cover letter and resume to: WHMT-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

Local account executive: South Carolina’s dominant NBC affiliate is seeking an innovative local account executive with a minimum 2 years documented successful media sales. Should be well versed in account development, applications, relationship marketing, and have sharp negotiation skills. Computer and competitive media knowledge a plus. Join a solid team at a top station in a beautiful market with great corporate support. Send written rationale to: David Harbert, GSM, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.
HELP WANTED NEWS

Tired of the rat race? We’re looking for an experienced, talented anchor with reporting and producing background, who wants to work for a small market station with a major market philosophy. We’re a great team with a great commitment to news (including an S-N-G), and best of all, we’re located in the best place, Rocky Mountain, Montana. If you’re good and are seeking a quality lifestyle, this could be the job for you. Send tape, resume and references to News Director, KECI-TV, 340 W. Main, Missoula, MT 59802. No calls. EEO.

HELP WANTED TECHNICAL

Chief engineer: Top 40 group owned VHF network affiliated station located in Greenville SC seeks an experienced professional with proven technical and leadership skills to supervise technical and production staff. Candidates must have a working knowledge of off-line editing, switching and studio equipment, plus ability to manage. Prefer previous chief engineer experience. SBE certification a plus. Send resume with salary requirements to VP/Administration, WPBT, PO Box 2, Miami, FL 33261. EOE, M/F/H/V.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production/programing manager: Requires several years experience producing and directing live news, commercials, and programs, preferably in a larger market. Supervises a busy staff, manages heavy news and local commercial production schedule and station’s day to day production. Knowledge of television proirgraming, traffic, syndication, station promotion and staff management is essential. Must be able to work with hands-on, highly motivated manager with great people skills at one of America’s finest middle market stations. Experience with Shaw or Atlantic Broadcasting or similar position at a medium sized station. Send resume and references to Bob Allen, Vice President and General Manager, KCRG-TV, Cedar Rapids, IA. EOE.

Promotion writer/producer: WOOD TV8 seeks a self-starting, creative person to write and produce advertising, promotion and public service announcements. This person needs to have a college degree with at least two years experience in advertising and promotion. Familiarity with Betacam EPF and computerized editing is a plus. Send resume, demo reel and writing samples to Jim Thomas, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. No telephone calls please. WOOD TV8 is an equal opportunity employer.

Hurry, this is a limited-time offer. Washington’s #1 station needs a top-notch promotion producer. If you have 3-5 years producing experience and a great work ethic, this fast-paced, stylish-edge news production position is for you! Send resume & tape immediately to: Dawn Rodeney, Promotion Manager, WUSA-TV, 4100 Wisconsin Avenue, NW, Washington, DC 20016. No phone calls please. EOE.

Productions manager: A major sports production company is seeking an experienced editor/producer with at least 3 years major market experience in sports production. Must have extensive experience in linear, live, studio and off-line editing. Experience in production and post-production supervision is required. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3967, Secaucus, NJ 07094-3367.

WNRW Fox 45, the Piedmont Superstation, is seeking a creative services director. Responsibilities include direction of on-air promotion, commercial production, and interfacing with marketing staff to provide value-added promotions, on-air contests, and kids club efforts. Minimum of 3-5 years hands-on experience, preferably in a major market. Please send resume to: Neil Goldstein, News Director, WGRG-TV, 1400 Battlown Rd., Niskayuna, NY 12309. EOE.

HELP WANTED MARKETING

Manager/program/technical sales: WPBT, public television in South Florida, is looking for a self-starting team player to develop, prepare, and execute funding plans for national programs including travel and presentations to corporations, foundations, governmental/quasi-governmental funders, distributors, etc. This position participates in the new program development process and strives to be in a position to provide exceptional sales assistance to the General Manager. Applicants should possess experience in financing/funding national television series with budgets in excess of one million dollars, and a strong background in public television experience helpful, but not required. Competitive salary, excellent benefits. Send resume to Box R-39.

Reporter: Experience is a must. Looking for a reporter who isn’t afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send resume and non-returnable tape to Veronica Groce, EEO Coordinator, WPBT, PO Box 1488, Lake Charles, LA 70602. No phone calls. EOE.

WSMV-TV is seeking a general assignment photojournalist. Minimum 2 years experience. We’re looking for a photojournalist who can produce stories with a beginning, middle, and an end. Don’t send live news shots, or disaster video and music montages. We want stories that you shot, you edited, and ideally you entered. Send resume and non-returnable tape to Pat Slattey, WSMV-TV, Chief Photographer, 5700 Knob Road, Nashville, TN 37205. No phone calls. EOE.

Situations wanted announcers/talets

Actor/writer/director for network television wishes to leave L.A. to be entertained rewrite/critic. Excellent talent. Need one actor/director to relocate. Send resume to: Renny Temple 217 16th St., Santa Monica, CA 90402. 310-394-9766.

Situations wanted technical


New York producer with producing idea (sports) seeking a New York area video production company to form partnership. 914-867-9070, 914-667-3043 (fax).

Attention: General managers, program directors: Have your important commercials, promos, even voice mail done by a nationally known freelancer. Call 813-866-1855.
Television production consultants: Improvise quality and save money on single program or departmental production operations. Clients include studios, syndicators, independents, corporations. Former network pro-ucer/director. Sandra Wei, Anchor Productions, Inc. 203-3293-3202.

Video equipment wanted: Progressive inner-city church caring for homeless and hungry needs used but serviceable video equipment for community outreach program. ENG cameras, VCRs, edit control. Call if you wish to purchase any of the equipment. Good cause. Good deed. Good tax deduction. 818-840-4107.

ALLIED FIELDS
HELP WANTED INSTRUCTION

Newhouse School/Syracuse University, Syracuse, NY 13244: The Newhouse School of Public Communications at Syracuse University has a full-time faculty of 45, an undergraduate population of 1700, and 130 graduate students. The school currently seeks applicants for two tenure-track faculty positions to begin mid-August 1993. Salaries and rank are negotiable for both positions. Radio and television news department: Primary teaching areas will include writing, reporting and producing radio and television news. Other teaching areas may include computer-assisted journalism and media ethics. The successful candidate will have substantial professional experience, the potential for scholarly (research/publication) or creative (long form reporting) work; the potential to be an outstanding teacher. Advanced degree preferred. Screening of applications will begin January 15, 1993. Applicants should send a letter of application, a detailed resume, and the names and phone numbers of four references to: Donna Hayes, Chair, RTN Search Committee, 377 Newhouse II, 215 University Place. Television, radio, and film department: Professorship involves teaching some combination of courses in the areas of electronic media management, research, programming and policy in the undergraduate and graduate curriculum of the department. Faculty are also expected to advise students, pursue research projects, and serve on school committees. Candidates should demonstrate the potential for scholarly or creative work that furthers the mission of the school. They should have a commitment to teaching that improves the performance of media practitioners and fosters public understanding of the role of media in society. A Ph.D is preferred. Deadline for applications is January 15, 1993. Applicants should send a letter of application, resume, and four references to: Chair of the Search Committee, Prof. Peter Mollter, SI Newhouse School of Public Communication, AA/EOE, women and minorities are encouraged to apply.

Telecommunications: Faculty position available Fall 1993 with specialty in video field production and editing, radio/TV writing, radio/TV sales or law. Minimum M.A. with completion of a doctorate from an accredited institution of higher education in Broadcast Telecommunications or related field of study (approved by department chairperson and college dean) by August 20, 1993. Preferred qualifications: At least one year teaching experience at college or university level; evidence of research, scholarship and/or experience in radio/TV. May teach sections from a combination of electronic news gathering and editing; writing, basic electronic production and/or video production, and communication law. Send resume, names, titles and phone numbers of four references and official transcripts to John Eiden, Administrative Manager, Department of Telecommunication, Ball State University, Muncie, IN 47306. Position open until filled; selection process will be held on or about December 15, 1992.

The Interconnection Committee will meet at 9:00 a.m. on December 9, 1992, at the Four Seasons Hotel in Austin, Texas. The tentative agenda includes satellite replacement, FY 94 interconnection budget, transponder utilization, and extension of service to unserved areas.

HELP WANTED PROGRAMMING
PROMOTION & OTHERS

DIRECTORY OF ADVERTISING
AND PROMOTION

CBS O&O, setting the pace for innovative, cutting edge on-air promotion, is looking for a top Creative Manager to succeed current Director recently promoted to Division responsibilities. The person we seek must have a strong interest and flair for news promotion and marketing, and must be equally adept in graphic design. Our marketing emphasis is bold and aggressive and is targeted toward day-of-air topical advertising and non-agency-created station-wide campaigns. This is a key department head position with wide responsibilities and solid growth potential. Leadership qualities and large market experience a must. Send letter, resume and tape of your best ORIGINAL work (no agency-created material, please) to General Manager, WBBM-TV, 630 North McClurg Court, Chicago, IL 60611. No phone calls, please. Equal Opportunity Employer.

Blind Box Response??

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

Please Do Not Send Tapes!
HELP WANTED MANAGEMENT

LOCAL SALES MANAGER

WHDH - TV seeks a positive, energetic, motivated and forward thinking sales professional with a minimum of 5 years of solid TV sales experience. Knowledge of the Boston market preferred. A strong background in qualitative and quantitative research as well as sales promotions and vendor programs is a must. You must have the ability to dynamically manage one of two local sales teams (5-10 people) on the agency, client and direct basis. College degree and supervisory experience preferred.

Send your resume in confidence to: Director of Human Resources, WHDH - TV, Inc., 7 Bulfinch Place, Boston, MA 02114. No Phone Calls. Please. An Equal Opportunity Employer, M/F/D/V.

WHHD-TV BOSTON

RADIO PRODUCTION ENGINEER

International radio broadcasting company seeks a qualified Radio Production Engineer to operate studio equipment for recording and transmitting radio programs; edit tape to eliminate errors and improve sound quality; and be responsible for the technical and artistic quality of programs. Must have demonstrated experience (in resume or cover letter) in the following:

- 2 years' full-time radio production experience
- OR
- 3 years' full-time radio production experience in a news environment.

Ability to speak one of the following languages (Russian, Polish, Ukrainian, Hungarian, Slovak, Romanian, Czech) and ability to repair/maintain studio equipment are desirable.

We offer an excellent salary and benefits package. Please send resume with cover letter to:

RFE/RL, INC.
U.S. Personnel Dept. (RPE)
1201 Connecticut Ave., NW
Washington, D.C. 20036

NO PHONE CALLS PLEASE

RADIO FREE EUROPE
RADIO LIBERTY

Equal Opportunity Employer

HELP WANTED PROGRAMING

SENIOR PRODUCER

Turner Broadcasting's newest venture, THE CARTOON NETWORK requires a creative powerhouse for production of entertainment and image promotion. Must have outstanding record of creative achievement in copywriting, video and film production, plus a demo reel that will crack us up. Background in graphics, music and live action plus. At least 4 years of experience, producer level or above. College degree required. Send resume and demo tape.

WRITER/PRODUCER

The on-air promotion dept. for Turner Broadcasting's newest venture THE CARTOON NETWORK requires a highly creative writer/producer. We need someone who works well under pressure and has a reel demonstrating comedic writing talents as well as outstanding production skills. 2 years solid experience in writing, producing and post-production required. Some experience in working with graphics a plus. College degree. Please send resume and demo tape to:

Top Cat
1050 Techwood Drive,
Atlanta, GA 30318

No phone calls please! EOE

HELP WANTED TECHNICAL

RADIO NETWORK

NATIONAL WEATHER NETWORK

"BROADCAST TELEVISION'S FIRST SATELLITE WEATHERCENTER"

WHDH delivers localized and customized TV weathercasts including THE ON-AIR METEOROLOGIST, 7 DAYS WEEKLY VIA SATELLITE.

"BREAKTHROUGH 24/7 GENERATION SERVICE" EXPERIENCE ON AIR TV METEOROLOGIST AND CUSTOM GRAPHICS

"POSITIONED AS YOUR OWN TV WEATHERCENTER" "MAIN NEWSCAST COVERAGE" "MORNING CUT-IN SERVICE" "WEEKEND COVERAGE" "START ALONE MODEL SERVICE" "LIVE INTERFACE CAPABLE" "OWNED AND OPERATED SATELLITE APPLICATION STUDIO" "LOW COST" "SAVE MONEY" "FILL THE NICHE" "MAINTAIN QUALITY" "TV WEATHER WORKSHOPS HELD MONTHLY FOR ASPIRING TALENT" "RADIO WEATHERCAST SERVICE STILL AVAILABLE SINCE 1982"

NATIONAL WEATHER NETWORK JACKSON TELEPORT INC.
ST. PETE BROADCASTING, A.O., Box 766, JACKSON, MS 39205 CONTACT: EDWARD SLOW 601-352-4673 CALL TODAY

Faxing Classified Advertising?
Fax to (202) 293-3278.
Please include your name, address and daytime telephone.
HELP WANTED MANAGEMENT

General Sales Manager: Looking for an energetic GSM that can not only make things happen on his/her own, but also can develop a strong sales staff. For the right person, incentives and advancement opportunities are there.
- Location: Florida
- $11 Million Radio Market
- 100,000 watt station

Reply to: PRADCO, 1100 Abernathy Road, Suite 625, Atlanta, Georgia 30328. EOE.

SITUATIONS WANTED CONSULTANTS

K & K CONSULTANTS
Over 70 Years Combined Experience
All Phases of Operations
Concepts * Negotiations * Acquisitions
Sales * Administration * Financial
Performance Based Pricing
Discover the Difference...
We're Broadcasters
Call Howard Keller (804) 272-3204
Limited Client List

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CORPORATE RADIO ENGINEER
SEEKS POSITION WITH BROADCAST GROUP
- 20+ YEARS EXPERIENCE
- FCC APPLICATIONS, CONSTRUCTION, MAINTENANCE AND ENGINEERING MANAGEMENT
- PRESS RELEASES
- REPLY TO BOX R-17

ALLIED FIELDS EMPLOYMENT SERVICES

1-900-40-RTNDA Radio and Television News Jobs
RTNDA Job Service
75 cents a minute. Job openings listed free.
Call 202-659-6510 (Fax 2-223-6407).

FOR SALE STATIONS

RADIO STATIONS' ASSETS FOR SALE BY RECEIVER

The Receiver of the assets of Citicom Radio of Pittsfield, Inc. ("Citicom") pursuant to the Order of the United States District Court for the District of Massachusetts dated August 23, 1991, effective August 26, 1991, as amended by order dated February 28, 1992, is offering for sale certain of the assets and the business of FCC-licensed radio stations WBEC-AM and WBEC-FM (the "Stations") located at 211 Jason Street, Pittsfield, Massachusetts 01202.

The assets offered for sale by the Receiver consist of the following personal property:
- Towers, transmitters, electronic equipment and devices, and other broadcasting necessities; records, tapes, compact discs, and other audio materials; advertising records and advertiser lists; promotional material; equipment, fixtures, transmitters, furniture, office furnishings, tools and similar property owned by Citicom; data processing programs, software programs, computer printouts, data bases and hardware and related items used in the conduct of the business of the Stations, including accounting, invoicing, auditing and other data processing bases and programs; copies of any and all tax returns and financial records;
- good will associated with the Stations;
- and the station names WBEC-AM and WBEC-FM.

FOR MORE INFORMATION, prospective purchasers should immediately contact:
ROBERT J. MACCINI, RECEIVER
Media Services Group, Inc.
1900 Hospital Trust Tower, Providence, RI 02903
(401) 454-3130

FOR SALE EQUIPMENT

FOR SALE
GRASS VALLEY KALEIDOSCOPE DPM-1
$79,000.00
CONTACT: DIANE STAFFORD
GREENE, CROWE & COMPANY
(818) 841-7821

WANTED TO BUY STATIONS

WANT TO BUY FMs
Commercial/NCE
Also CPs
Send Particulars
Write Box Q-14

HELP WANTED MANAGEMENT

EMPLOYMENT SERVICES CONTINUED

WANTED TO BUY STATIONS CONTINUED

RADIO ENGINEER

SITUATIONS WANTED CONSULTANTS

Media Grapevine
You heard it on the grapevine
Daily report in Television and Radio.
Information placed by stations directly.
Call when you want. No crazy subscription charges!
Since 1990 by Rauch and Associates, Inc.
1-900-787-7800
$1.55 per minute
117 W. harbor Blvd, Suite B., Box 1100, Grapevine, TX 76059
 Must have a touch tone phone and be 18 years or older

WANTED TO BUY EQUIPMENT

BID NOTICE
PBS released a Request for Proposals for detailed design, construction and installation of its new digital multichannel Technical Operations Center at PBS Headquarters. Interested parties may request a copy of the RFP from Linonel Hightower, Associate Director of Engineering (703) 739-5471. Proposals are due December 16, 1992.

FOR SALE EQUIPMENT

WANTED TO BUY STATIONS

GOT THE 900 NUMBER BLUES?
TRY MEDIALINE
TV's Job Listing Leader Since 1986
NO OUTLANDISH PHONE CHARGES
NO STALE, DEAD END LEADS
JUST LOTS MORE REAL JOBS FOR LOTS LESS MONEY
To subscribe call 800-237-8073/Caifornia 408-648-5200

THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

AM or FM Metro NY area. Required signal coverage 25-30 mile radius from Central Manhattan. Tel. 818-246-5832 Fax: 818-245-5029.

FOR SALE STATIONS

AIR TIME WANTED

AIR TIME LEASE

WANTED AIR TIME LEASE

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FOR MORE INFORMATION, prospective purchasers should immediately contact:
ROBERT J. MACCINI, RECEIVER
Media Services Group, Inc.
1900 Hospital Trust Tower, Providence, RI 02903
(401) 454-3130

FOR SALE STATIONS

FOR SALE EQUIPMENT

WANTED TO BUY STATIONS

WANTED TO BUY STATIONS CONTINUED

AIR TIME WANTED

WANTED AIR TIME LEASE

RADIO STATIONS' ASSETS FOR SALE BY RECEIVER

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ROBERT J. MACCINI, RECEIVER
Media Services Group, Inc.
1900 Hospital Trust Tower, Providence, RI 02903
(401) 454-3130
FOR SALE STATIONS CONTINUED

THE RADIO FINANCE SPECIALISTS

- New Financings
- Refinances
- Smaller Markets
- Restructures

SIGNAL PROPERTIES
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(718) 643-5823

FOR SALE 50KW AM AND CLASS C FM IN FAST GROWING SOUTHWESTERN TOP 50 MARKET CITY. SERIOUS BUYERS ONLY.
P.O. BOX 25670, HONOLULU, HAWAII 96825.

FOR SALE OR TRADE
100KW CENTRAL WYOMING AT 106.9 FM
FAX INTEREST AND QUALIFICATIONS 702-883-5704

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 (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and day/night 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: $60 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 as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: $136 per inch. Situations Wanted: $69 per inch. All other classifications: $138 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., NW, 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.
**NOVEMBER**


Nov. 23—Career Day sponsored by Center for Communication, Center, New York. Information: (212) 836-3050.


**DECEMBER**


Dec. 1—"Brave New World: Careers in Global Communications," seminar sponsored by Center for Communications, Center, New York. Information: (212) 836-3050.

Dec. 3—Ohio Association of Broadcasters sales workshop, Embassy Suites Hotel, Columbus, Ohio. Information: (614) 228-4052.


**MAJOR MEETINGS**

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


Jan. 16-19—National Association of Broadcasters winter board meeting and legislative forum. Ritz Carlton, Naples, Fla.


Feb. 4-7—Radio Advertising Bureau managing sales conference. Lewis Anchin’s Hotel, Dallas. Information: Gail Stiefe, (800) 722-7355.

Feb. 5-6—Society of Motion Picture and Television Engineers 27th annual Advanced Television and Electronic imaging conference, Sheraton Hotel and Towers, New York. Information: (914) 751-1110.


Feb. 24-26—Texas Cable Show sponsored by Texas Cable TV Association. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.


April 16-21—MIP-TV, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-6899.


June 6-9—National Cable Television Association annual convention. San Francisco. Information: (202) 775-3669.


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


MORE ON STERN

EDITOR: It’s a sad day for radio when BROADCASTING—"the book of record"—must publish a disclaimer before printing statements made over radio airwaves. Shame on the likes of Infinity’s Mel Karmazin and Howard Stern. They only give credence to opponents of deregulation who say that we in radio cannot control ourselves.—Terrell L. Metheny Jr., general manager, KCLD(FM)-KNSI(AM) St. Cloud, Minn.

RESPONSE TO A RESPONSE

EDITOR: We have read with fascination the Nov. 16 “Monday Memo” by Dolores Cody, general counsel of The Arbitron Co., which vituperatively responded to our views (in the Nov. 9 “Monday Memo”) that limited use of Arbitron data may not be an infringement of Arbitron’s copyright.

We have been studying, for over a year, the Feist decision, in which the United States Supreme Court wiped out the “sweat of the brow” theory of copyright protection. That legal theory had encrusted lower court decisions for decades. Casting off this misguided thinking, the Supreme Court reformed the fundamental concepts supporting the exclusive protection given by copyright. In doing so, the court clearly stated that facts, in themselves, are not subject to copyright protection.

In our commentary, we raised the question as to whether Arbitron data are facts that cannot be protected by copyright. (Because of space and other limitations, we did not even raise our concerns about whether the Arbitron grid pages have the originality required to receive protection as “compilations.”)

Instead of answering our argument with facts and logic, Arbitron used the bulk of its space to make unnecessary threats and personal attacks. If Arbitron’s position should ever be challenged in court, it will have to do much better than that.

To support its view that its rantings are not facts, Arbitron alludes to a 1962 FTC consent decree. That decree predates the Feist decision by almost 30 years. The decree also is taken out of context and, given the nature of a decree, was never fully litigated. Arbitron also refers to two lower court cases decided after the Feist decision. However, those decisions do not appear in the legal annals, and we suspect that they were decided without a full airing of the issues that we have raised.

As part of our intensive study of these issues, we have consulted with some of the country’s foremost authorities in the use of statistics and research methodology. Our law firm has a long history of advocating the rights of broadcasters. If Arbitron wants to test its position, we are willing to do just that.—Frederick A. Polner and John R. Fielding, Rothman Gordon Foreman & Groudine, Pittsburgh.

DAB-FM DISAGREEMENT

EDITOR: The two academicians quoted in the Oct. 26 “Monday Memo” were, in my opinion, way off base in some of their “conclusions.”

To say that a CD-to-tape transfer somehow “simulates” an actual DAB broadcast is pure bunk. I rode the NAB Eureka 147 demo bus in Las Vegas in an attempt to hear the difference between over-the-air DAB and FM. The technician on board announced each switching of DAB to FM, which impeded me from determining any quality or difference.

After everyone had left the bus, I insisted the technician allow me to “A/B” switch between DAB and FM directly without the in-between announcements. I swear that I could not perceive any qualitative difference between the two.

There’s no doubt that a lot of money will be made by the group whose licensed technology ultimately becomes the “standard.” I just wonder if all the worry and fuss over DAB is really worth it for we broadcasters who have to compete in a world where everything “new” is assumed to be progressive and desirable.

I think the digitizing of broadcast program material and its inherent flexibility is much more exciting with DAB than any minuscule enhancement to fidelity.

So let’s talk about digital in the context of how information is stored and distributed and forget about the puny gains, if any, in fidelity. To me, it’s a non-issue.—Sanford B. Cohen, president, KIXH-FM Prescott, Ariz.

GOLDEN OPPORTUNITY

EDITOR: As investment bankers who represent both the cable television and the broadcast television industries, it has occurred to us that the passage of the Cable Bill, and its provision for the negotiation of retransmission consent for cable system’s carriage of broadcast signals, may be an unintended catalyst for the formation of mutually beneficial alliances between cable television systems and broadcast television stations. We see the opportunity to solve several problems and add $2 billion to the market value of both cable television systems and television stations.

One of the cable industry’s problems is the decline of premium services’ cash flow growth. Adelphia Communications Corp.’s 1992 annual report detailed that “…premium services’ contribution to total operating cash flow declined from nearly 40% in 1987 to less than 15% today.”

One of the broadcast television station industry’s problems is the lack of advertising revenue growth. A few cents per subscriber paid to them
by area cable television systems for retransmission consent is not going to enhance their financial performance in a meaningful way.

As a solution to these problems, it has been suggested that consideration be given to promoting an advertising program utilizing broadcast television to advertise cable’s premium service sales, including pay per view. Television broadcasters could be picking up a previously non-existent advertising category worth up to $330 million per year.

Broadcasters within a DMA could join forces to pitch cable systems on the idea of using broadcast television to promote their premium services. Signal carriage by cable systems would be granted by broadcasters in consideration for a share of a broadcast television advertising budget equal to approximately $6 per year per subscriber. Non-participating cable systems and broadcasters would be offered less attractive terms by participants in an effort to get everyone on board. Part of the budget could be paid in exchange for channel positions on cable systems and with spots on cable program services.

According to Leading National Advertisers, the proposed advertising budget is approximately equivalent to the amounts spent for television advertising by McDonald’s, Toyota and Pepsi and therefore should have a similar impact. The proposed advertising budget is 62.6% of 1991 television budget spent by all of the Hollywood distributors for the promotion of theatrical releases, and yet pay TV and home video contribute more to Hollywood’s revenue than theatrical film rentals.

It is unlikely that promoting pay TV and PPV services would affect broadcasters’ audience levels. Only 29% of households currently subscribe to a pay TV service, and PPV users are not likely to pay $3.95 to see a movie more than once per week. The proposed advertising campaign should have the same effect on broadcast audience levels as the advertising campaigns for theatrical releases, and videocassette sales and rentals.

The broadcast networks and the studios feel they are entitled to a share of retransmission fees, which could make these fees less valuable to broadcasters. The networks have yet to suggest that they are entitled to a direct share of local broadcasters’ advertising revenues. The networks’ owned stations will get their share of the proposed advertising budget, and the studios will benefit from increased PPV and subscription pay TV sales.

Several of the broadcasters we have talked to about this idea considered the plan to be workable after they were able to overcome their initial resistance. From our perspective, television broadcasters would be adding 60%-70% of the $330 million television advertising budget to their cash flow and therefore be adding $1.8 billion to $2.2 billion to the value of their stations. Cable subscribers buying two more PPV movies per year or 10% more pay

You can guess what happened… the service manager tuned to the strongest local signal, heard no noise on that station, and told me that it was only AM and there was no problem. I was not surprised when he told me this was how the service people are trained to test the radio. There is a happy ending, though, thanks to radio sports and Mr. Rush Limbaugh. While talking about radio stations to the service manager, I found that he is a sports and Rush fan. When I mentioned that there is a distant (Miami) radio station that carries not only Rush Limbaugh but also around-the-clock sports, he jumped back in my truck, punched the buttons, and said: “Say, that is a problem. We’ll fix it right away.”

Thanks, Rush.

On the matter of FM perception, the article’s authors may have missed an important point in comparing FM to CD quality. Their term “actual FM broadcast…” implies that an over-the-air FM station was used for comparison. If so, it is likely that their subjects were reacting to the audio compression, clipping and deemphasis-required high frequency rolloff that any radio station must perform to remain competitive.

A similar DAB to FM comparison was made in the Eureka 147 “bus tour” demonstration at the Las Vegas NAB convention. While I did marvel at the ability to broadcast multipath-free digital audio via radio, what I remember hearing the most was the difference between the input (DAB) and output (FM) of an audio processor.

Will an in-or out-of-band DAB solution change this need for compression? In my view, it is not likely. Let me leave you with this not-so-distant-future scenario: my station and my competitor have both been granted a DAB license. We are both playing music via CD on the same popular brand of CD player, broadcast through the same brand of console. DAB has now insured that our listeners get the exact same digital reception whether they press button “A” (mine) or button “B” (theirs).

How many nanoseconds after we both sign on do you think it will take one station to say: “I want to be louder than the other guys; put the compressor on-line and turn it up!”?

—Paul E. Burt, chief engineer, WOLL-FM West Palm Beach, Fla.

“...we would like to see our friends in cable and broadcast industries work out their differences to their mutual benefits.”

John B. Tupper

TV units would add approximately $2 billion to the value of cable systems.

We would like to see our friends in cable and broadcast industries work out their differences to their mutual benefits. We also hope that increasing values of properties will stimulate the market for the sale of television stations.—John B. Tupper, president, Kepper, Tupper & Fugatt Inc., Ridgefield, Conn.

COMPETITION AND COMPRESSION

EDITOR: I enjoyed the Oct. 26 “Monday Memo” of Mr. Diamond and Mr. Sneegas on the perception problem of AM radio. Of course, there is always the reception problem: this morning I brought my new truck in for service, as the ignition noise was making AM unlistenable.
H.E.A.T.
Continued from page 26

Richards, based on a concept developed by Siegel and Max Keller, owner of Balenciaga Productions.

Because H.E.A.T. will be filmed in Acapulco, Siegel said All American will be able to run a non-union production. While he says Baywatch costs $900,000 per episode to shoot in Los Angeles, All American is budgeting H.E.A.T. at $800,000 an episode. All American will be offering 22 original episodes, along with a two-hour premiere presentation.

Siegel says that All American has received major portions of the upfront financing from overseas broadcast networks based in France, Germany, the United Kingdom and Canada that have purchased territorial distribution rights.

KASSEL HOPEs TO LAUNCH 'FAMILY CIRCLE' IN FALL '93

Hour strip based on magazine will enter market with some local inventory pre-sold

By Steve McClellan

Kassel Marketing, New York, is trying to get into the first-run syndication business with a one-hour strip based on Family Circle magazine. The show is targeted for fall 1993.

Kassel has signed news anchors Lauren Thierry, of KCAL-TV Los Angeles, and Larry Hoff, of WNYW-TV New York, to anchor the show. Thierry was an anchor and reporter at WBZ-TV Boston before joining KCAL in 1991, and Hoff came to WNYW-TV in 1988 from WCMH-TV Columbus, Ohio, where he was anchor-reporter.

Kassel acquired the rights to develop a program based on the magazine, published by the New York Times Co., several months ago, and has opted to go to syndication to exploit tie-in opportunities between local retailers and national packaged-goods advertisers, said Terry Kassel, president of Kassel Marketing.

If the strategy works, Kassel said, stations will buy into a show with some portion of local inventory pre-sold. "We're talking to local drug and grocery chains about running specials related to national packaged-goods advertisers that would be promoted in the magazine, the TV show and at the stores themselves," said Kassel. "It's a real sales tool."

One problem with the project, Kassel acknowledges, is that time is running short to get a fall 1993 project launched. At press time, Kassel had not signed a producer or a syndicator to knock on station doors. A demonstration tape will not be ready until early December.

Kassel is talking with several syndicators about distributing the show. Company executives declined to identify the syndicators by name, but Genesis Entertainment is one of them, said a source with knowledge of the talks.

But according to Kassel, response from potential clients who have heard the concept has been "positive, but they also tell us, 'Oh, boy, are you late.'" Kassel said the company would take the program to the NATPE convention in January, "and if we discover it's too late [for fall 1993], we'll target 1994 and take our time."

The show would not be day-and-date and would feature daily or weekly segments, including many that run in the print magazine, such as stories about family lifestyles, food and nutrition, and health and beauty. "We think it's a different blend of soft journalism and marketing," said Kassel. She said one of the pitches would be to use the show as counterprogramming to the more traditional talk show.

Kassel Marketing is primarily an advertising sales company. It sells barter time for Genesis's Whoop, This Week in Baseball and Weekend Travel Update. It also packages and sells un-wired networks for baseball and news inventory and sells the inventory in NBC Sports specials.

Broadcasting
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Title ___________________________
Company _______________________
Address _________________________
City __________________ State ______ Zip ______
Home? Yes ☐ No ☐
SBHA

Please help us by answering the following questions:

1. What best describes your type of business? (Check one)
   ☐ TV/Ad Sales  ☐ Radio/TV/Cable Service  ☐ Library/University  ☐ Student
   ☐ TV Network  ☐ Organization  ☐ Manufacturer of Radio/Video  ☐ Attorney/Corporation
   ☐ Radio Service  ☐ Cable Equipment  ☐ Manufacturer  ☐ Advertising Agency
   ☐ Radio Network  ☐ Advertising/Design/Agency  ☐ Other (please describe)

2. What best describes your title? (Check one)
   ☐ President/Owner/CEO  ☐ Program Director  ☐ Board of Directors  ☐ President
   ☐ Vice President  ☐ Director/Manager  ☐ Other/please describe  ☐ General Manager
   ☐ Director/Manager  ☐ Engineer/Technical  ☐ Other/please describe  ☐ Station Manager
   ☐ General Manager  ☐ Chief Engineer/Technical  ☐ Other/please describe

Nov 23 1992 Broadcasting
As compiled by Broadcasting from November 9 through November 13 and based on filings, authorizations and other FCC actions.

**OWNERSHIP CHANGES**

**Applications**
- KZKZ(FM) Greenwood, AR (BALH921104G; 106.3 mhz; 1.7 kw; ant. 433 ft.) — Seeks assignment of license from KZ Radio Ltd., because licensee is in possession, to GMX Communications Inc. for $326,000. Seller is headed by Louis E. Schaaf, and is last broadcast property held by licensee; it recently sold WXLX-AM-FM Gulfport-Biloxi, MS (“For the Record,” Sept. 7). KLLA(FM) Tioga, LA (“For the Record,” Sept. 14) and WJXX(FM) Ellsville, MS (“For the Record,” Oct. 26). Buyer is headed by Joe K. Shaw and Jack M. Norman. GMX Communications was parent company of four AMf and four FM’s, which were sold out of receivership this year; it has no other broadcast interests. Filed Nov. 4.
- WHBX(FM) Tallahassee, FL (BAPL921104G; 95.9 mhz) — Seeks assignment of license from Gary Burns Inc. to HVS Partners for $2.7 million; sale includes WLVW-FM Salisbury, MD (see “Changing Hands,” p. 37). Filed Nov. 4.
- WSIZ(AM) Ocilla, GA (BAPL921102EF; 1380 kHz; 5 kw-D) — Seeks assignment of license from Osceola Communications Inc. to Ben Hill-irvin Broadcasting Corp. for $11,500. Seller is headed by Curtis F. Rogers Jr., and recently sold WSIZ-FM Ocilla, GA (“For the Record,” Oct. 26). Buyer is headed by David R. O’Scott, and has no other broadcast interests. Filed Nov. 2.
- WSOY-AM-FM Decatur, IL (BAM: BALH921102H; 1340 kHz; 1 kw-U; FM: BALH92102HJ; 102.9 mhz; 54 kw; ant. 495 ft.) — Seeks assignment of license from SONY Decatur Inc. to Ballston Trust Services L.C. Assignment represents restructuring of debts owed to senior lender while permitting continued operation of stations. Seller is subsidiary of Pinnacle Broadcasting Co., headed by Philip D. Morella; assignment includes all Pinnacle Broadcasting licensees stations: WRNS-AM-FM Kinston and WDMC(AM)-WFMC(FM) Durham, both North Carolina; KLAL-AM-FM Lubbock and KAMA(AM)-FM.

**KZKZ(AM) El Paso, both Texas; WYNA-AM Evansville, IN, and WYAW(FM) Conway-Myrtle Beach, SC (see individual stations, below). Buyer is headed by Lee W. Shubert, who will serve as trustee and is former radio station manager. His transfer of WAVH(FM) Mobile, AL, was recently granted. Filed Nov. 2.
- WYNG-AM Evansville, IN (BALH92102G2; 105.3 mhz; 50 kw; ant. 480 ft.) — Seeks assignment of license from subsidiary of Pinnacle Broadcasting to Ballston Trust Services L.C. (see WSOY-AM-FM Decatur, IL, above). Filed Nov. 2.
- KWPC(AM) Muscle Shoals, AL (BAL921025EE; 105.7 kHz; 250 w-D, 8 w-N) — Seeks assignment of license from Flambo Broadcasting Inc. to Muscle Shoals Communications Inc. for $300,000 (see “Changing Hands,” Nov. 2). Filed Oct. 29.
- WNB5(AM) Murray, KY (BALH921028EA; 1340 kHz; 1 kw-U; FM: BALH92102HJ; 102.9 mhz; 54 kw; ant. 495 ft.) — Seller is headed by Joe Pat James, receiver, to Jackson Purchase Broadcasting Co. for $170,000. Seller has no other broadcast interests. Buyer is headed by Sam Parker, who has interests in WSPJ(AM)-WBLN-FM Murray, KY. Filed Oct. 28.
- KYTO(AM) Rayne, LA (BAPL92102CW; 105.7 mhz; 3 kw; ant. 326 ft.) — Seeks assignment of license from Simla Broadcasting to Broadcast Partners Inc. for $30,000. Buyer is headed by Simla B. Ellis, and has no other broadcast interests. Buyer is headed by Philip E. Lizotte, and has no other broadcast interests. Filed Oct. 28.
- WIDE(AM)-WSTG(FM) Biddeford, ME (AM: BALH921030HV; 1400 kHz; 1 kw-U; BALH921030HJ; 94.3 mhz; 13 kw; ant. 448 ft.) — Seeks assignment of license from Gold Coast Broadcasting Inc. to Fuller-Jeffrey Broadcasting Corp. for $600,000 (see “Changing Hands,” p. 37). Filed Oct. 30.
- WXCL-FM Lewiston, ME (BALH921104GE; 89.9 mhz; 27.5 kw; ant. 640 ft.) — Seeks assignment of license from Airborne Broadcasting Company, Inc. to Stephen E. Powell for $700,000. Buyer is headed by Harvey DeVane, receiver, and has no other broadcast interests. Buyer has 45% interest in license of WMOU(AM)-WZPK(FM) Berlin, NH. Filed Nov. 4.
- WLTV-FM Salisbury, MD (BALH921104G; 105.5 mhz; 2.1 kw; ant. 384 ft.) — Seeks assignment of license from Gary Burnt Inc. to HVS Partners for $2.7 million; sale includes WHB(FM) Tallahassee, FL (see “Changing Hands,” p. 37). Filed Nov. 4.
- WTVX(AM) Silver Spring, MD (Washington) (BALS921003EC; 1050 kHz; 1 kw-D, 43 w-N) — Seeks assignment of license from Broadcast Equities Inc. to Capital Kids Radio Company for $650,000 (see “Changing Hands,” p. 37). Filed Oct. 30.
- WTLS-AM-FM Hanover, NH (AM: BALH92102G2; 1400 kHz; 1 kw-U; FM: BALH92102BG; 92.3 mhz; 3 kw; ant. 326 ft.) — Seeks assignment of license from CM Communications Corporation to RJ Communications Inc. for $650,000. Buyer is headed by Darrell Clark, and has no other broadcast interests. Buyer is headed by Scott Roberts, and has interests in licensees of WKBK(AM)-WXOD(FM) Keene-Winchester, NH. Filed Oct. 28.
- WXMC(AM) Paralippany, NJ (BAL921029EG; 1310 kHz; 1 kw-D, 100 w-N) — Seeks assignment of license from Lakeland Broadcasting Corp. to James Chaladek for $200,000. Buyer is headed by Erick Pau, receiver, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 28.
- WYRK(AM) Burgaw, NC (BALH921104G; 99.9 mhz; 100 kw; ant. 520 ft.) — Seeks assignment of license from Jones Eastern of Wilmington Inc. to Sea-Comm Inc. for $800,000 (see “Changing Hands,” p. 37). Filed Nov. 4.

**STOCK MARKET PERFORMANCE AVERAGES FROM NOV 1991 TO NOV 17 1992**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Average</th>
<th>% Change</th>
<th>NASDAQ: 627.07 (-0.11%)</th>
<th>S&amp;P Ind.: 491.81 (+0.08%)</th>
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<td>13.16</td>
<td>0.01%</td>
<td>13.16</td>
<td>0.00%</td>
</tr>
<tr>
<td>Best + Other Interests</td>
<td>13.16</td>
<td>0.01%</td>
<td>13.16</td>
<td>0.00%</td>
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<tr>
<td>Programming</td>
<td>13.16</td>
<td>0.01%</td>
<td>13.16</td>
<td>0.00%</td>
</tr>
<tr>
<td>Equipment &amp; Engineering</td>
<td>13.16</td>
<td>0.01%</td>
<td>13.16</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

ALL % CHANGES FROM PRIOR WEEK
For the Record

Services of Pinnacle Broadcasting

Seller seeks assignment of license

Adieu

MA. Parker

Nov.

Bruce Whitehead. Vice president William WSOY

KOMS(AM)-KSHA(FM) Redding,

WCHO(FM) Camuy,

Inc.

1

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1

Atmor Properties

Broadcasting (see has interests

Hunt for

1490 khz; 10.

9.

830 kw -U; FM:

kw -N; FM:

kw -D; FM: BALH920831 HP; 1410 kw-


WZEP(AM) Defuniak Springs, FL

(BALSO1126GV; 1150 kw; 1 kw-U; FM:

KAIR(AM)-KKCZ1115 FM: 1000 kw; 1 kw-U)-Granted assignment of license to Delta Radio Co. to Blink Communications for $24,000 (see "For the Record," Oct. 5). Action Oct. 19.

KDG0(AM) Durango, CO

(BALSO2062E8; 1240 kw-U)-Granted assignment of license to Radio Broadcast Communications to Pinnacle Broadcasting Corp. for $85,000 ("For the Record," Oct. 20). Action Oct. 22.

WDBI(AM)-WWLV(FM) Daytona Beach, FL

(ALASO1126GV; 1460 kw; 2 kw-U; 186 kw-N)-Granted assignment of license to Roland J. Plowman Jr. is sold in license for $140,000 (see "For the Record," Oct. 20). Action Oct. 22.

KWCH(TV) Hutchinson

(Wichita), KS

(BALH920834CK; ch. 12; 316 kw-V; 63.1 kw-A; an. 1,522 ft.-Sells transfer of control of Smith Broadcasting Group Inc. assignment will transfer majority control with 55% of votes in license. Assignment includes satellite stations KBSD-TV Ensial, KS-BSH-TV Hays and KBSL-TV Goodland, KS (see "For the Record," Sept. 21). Action Oct. 26.

WQQD(FM) Hyden, KY

(BALH920848HP; 62.3 kw; 2.42 kw; an. 364 ft.)-Granted assignment of license from Joey L. Dick to Leslie County Broadcast Co. for $32,000 (see "For the Record," Aug. 24). Action Oct. 16.

WHRS(AM) Winchester, KY

(BALSO2091EC; 1380 kw, 2.5 kw-D, 40 kw-U)-Granted assignment of license from Hancock Communications Inc. to WKYK Inc. for $60,000 ("For the Record," Oct. 26). Action Nov. 3.

KLIC(AM) Monroe, LA

(BALSO2091E1; 1230 kw)-Granted assignment of license from KLIC Radio Inc. to Fountain of Love Ministries for $1 (see "For the Record," Oct. 26). Action Oct. 28.

WRNO-FM New Orleans

(ALH892011GR; 99.5 kw; 100 kw; an. 1,049 ft.)-Granted assignment of license from Gulf South Broadcasters Inc. to RWNO Inc. for $325,000 ("For the Record," Oct. 19). Action Nov. 3.

WHDH(AM) Boston

(BALSO2091E2; 850 kw; 50 kw-U)-Granted assignment of license from WHDH-AM Inc. to Atlantic Radio Corp. for $3 million (see "For the Record," Oct. 12). Action Oct. 29.

WSAR(FM) Fall River, MA

(BALSO2097E7; 1480 kw; 5 kw-U)-Granted assignment of license from Quality Radio Corp. to Bristol County Broadcast Inc. for $400,000 ("For the Record," Oct. 26). Action Aug. 31). Action Oct. 28.

WHTD(AM) Fall River, MA


WGAM(AM)-WRS(AM) Greenfield, MA

(ALH8920326G; 10 kw-D; FM: BALH8920326G; 95.3 kw; 320 w; an. 780 ft.)-Granted assignment of license from Robert J. MacMillan to Howard Broadcast Communications Corp., to Radio Skittim Inc. for $400,000 (see "For the Record," Sept. 14). Action Oct. 16.

WJUETV(BT) Battle Creek, MI

(TAP892027K; ch. 43) -Granted assignment of CP from Margaret Miller to Western Michigan Christian Broadcasting Inc. for $55,467 (see "For the Record," Sept. 14). Action Oct. 16.

WRQT(FM) Bear Lake, MI

(BALH892052G;
100.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Beacon investors Julie A. Ware-Nezki, Linda M. Morrison and Winona M. Van Brocklin for consideration not included in application (see “For the Record.”) June 18. Oct. 26.

■ WGRD-AM-FM Grand Rapids, MI (AM: BTC920109HE; 1410 kHz; 1 kw-D; FM: 97.9 mhz; 13 kw; ant. 590 ft.)—Granted assignment of license from Regional Broadcasters of Michigan to All Channel TV Service for no financial consideration (see “For the Record.”) Feb. 19, 1990. Oct. 9.

■ WBRI(AM) Mt. Clemens, MI (BAL920910ED; 1430 kHz; 500 w-D)—Granted assignment of license from Albert M. Papa and David Stone, co-trustees of Harley J. Robinson Estate, to Wolpin Broadcasting Co. for $1,005 (see “For the Record.”) Aug. 31. Oct. 5. Oct. 26.

■ KVIN(FM) Duluth, MN (BAPH920807GL; 101.7 mhz; 3 kw and 245 ft.)—Granted assignment of CP from AABG Inc. to Segue Communications Corp. for $40,000 (see “For the Record.”) Aug. 31. Action Oct. 2.

■ WMIN(AM) Maplewood (Minneapolis), MN (BAL920826EB; 1030 kHz; 50 kw-D, 1 kw-N)—Granted assignment of license from Voyageur Broadcasting Co. to Central Baptist Theological Seminary of Minneapolis for $1.5 million (see “For the Record.” Sept. 14, and WCTS-FM Minneapolis, below). Action Oct. 27.

■ WCTS-FM Minneapolis (BAL920820GG; 100.3 mhz; 92 kw; ant. 1,015 ft.)—Granted assignment of license from WBBM Broadcasting Co. to Commercial Broadcasting Co. of Minnesota to Radio 100 Ltd. for $10 million (see “For the Record.” Sept. 14, and WMIN(AM) Maplewood, MN, above). Action Oct. 27.

■ WLXS-AM-FM Biloxi-Gulfport, MS (AM: BAL920812HB; 1490 kHz; 1 kw-U; FM: BAL920821HC; 107.1 kHz; 3 mhz; ant. 328 ft.)—Granted assignment of license from KZ Radio Ltd. to LES Radio Corp. for $50,000 (see “For the Record.” Sept. 7). Action Oct. 21.

■ WQFX-AM-FM Gulfport, MS (AM: BAL910911HE; 1130 kHz; 500 w-D; FM: BAL910916HJ; 96.7 mhz; 3 kw; ant. 245 ft.)—Dismissed assignment of license from Steere Broadcasting Corp. to Urban Media Group Inc.; notes relating to indebtedness of assets of stations will be redrawn, principal amount to be in excess of $500,000 (see “For the Record.” Oct. 14, 1991). Action Oct. 23.

■ KZLS(FM) Billings, MT (BAL920909HK; 97.1 mhz; 35 kw; ant. 295 ft.)—Granted assignment of license from Mountain West Broadcast Investments Inc. to Faith of the Valley Inc. for $50,000 (see “For the Record.”) Sept. 14. Action Oct. 2.

■ KJSK(AM)-KLJR(FM) Columbus, NE (AM: BTC920141E; 900 kHz; 1 kw-D, 66 kw-N; FM: BTC920190E; 529 ft.; 1 kw-D, 100 kw-N)—Seek transfer of control of Roger P. Anderson et al., to Heartland Broadcasting for $850,000 (see “For the Record.”) Oct. 19. Action Oct. 27.

■ KZKX(AM)-KZKG(FM) Lincoln, NE (BAL920824HY; 100.9 mhz; 1 kw-D, 100 kw-N)—Granted assignment of license from KZKX Inc., subsidiary of Sherman Broadcasting Corp., to C.T. Robinson for $2.65 million (see “For the Record.”) Sept. 14. Action Oct. 15.

■ KORK(AM)-KYRM-FM Las Vegas (AM: BAL920917EA; 920 kHz; 5 kw-D, 500 kw-N; FM: BAL920917EB; 97.1 mhz; 50 kw; ant. 1,960 ft.)—Granted assignment of license from Anchor Media Ltd. to Lotus Broadcasting Corp. for $1.425 million (see “For the Record.”) Oct. 12. Nov. 4.

■ KIPP(FM) Mesquite, NV (BAL910121AG; 97.5 mhz; 100 kw-D, 295 ft.)—Dismissed application for assignment of license from A.G.P. Inc. to Southwestern Broadcasting Corp. for $49,000 (see “For the Record.”) Feb. 18, 1992. Action Oct. 29.

■ KPLY(AM)-KKMR(FM) Sparks, NV (AM: BTC920908EC; 1270 kHz; 5 kw-U; FM: BTC920908ED; 100.9 mhz; 2.9 kw; ant. 200 ft.)—Seeks transfer of control of Jonsson Communications Corp. to Trustees of the Jonsson Family Trusts for no cash consideration; application is filed to reflect change in company structure. Transfer includes KSA(AM) Sacramento, CA (see “For the Record.”) Oct. 5. Action Oct. 22.


■ WBZA(AM)-WAY(FM) Gills Falls-Hudson Falls, NY (AM: BTC920908EE; 1230 kHz; 1 kw-U; FM: BTC920908EF; 107.1 mhz; 280 kw; ant. 844 ft.; see WMXW(FM) Vestal, NY, below). Action Oct. 29.

■ WNEW(AM) New York (BAL920821EC; 1130 kHz; 50 kw-U)—Granted assignment of license from WNEW-AM Partnership to Bloomberg Communications Inc. for $13.58 million (see “For the Record.” Sept. 14). Action Nov. 4.

■ WJJL(AM) Niagara Falls, NY (BAL920904ED; 1440 kHz; 1 kw-D; FM: BAL920831GJ; 98.3 mhz; 1.6 kw; ant. 430 ft.)—Granted assignment of license from Altair Communications Inc. to Michael Washinton Jr. and Mary E. Washington for $500,000 (see “For the Record.”) Sept. 21. Action Oct. 14.

■ WMXW(FM) Vestal, NY (BTC920908EG; 103.3 mhz; 467 kw; ant. 2,791 ft.)—Granted transfer of control from Mix Radio Inc. to Northeast Broadcasting Inc. for exchange of shares; includes WBJA(AM)-WAY(FM) Gills Falls-Hudson Falls, NY (see “For the Record.”) Oct. 26. Action Oct. 29.

■ WWLL(AM) Wilmington, NC (BAL920915EC; 1490 kHz; 1 kw-U)— Granted assignment of license from Word of Faith Jacksonville Inc. to Family Radio Network Inc. for $35,000 (see “For the Record.”) Oct. 26. Action Oct. 28.

■ WKPX(AM) Kenoaih (Pittsburgh), PA (BAL920921EB; 1130 kHz; 1 kw-D, 70 kw-N)—Granted assignment of license from Salem Media of Pennsylvania Inc. to Pentecostal Temple Development Corp. as gift; assignee will lease transmitter site from assignor (see “For the Record.” Oct. 26). Action Nov. 3.

■ WSPF(AM) Shamokin, PA (BAL920917HH; 95.3 mhz; 900 kw; ant. 505 ft.)—Granted assignment of license from North Penn Broadcasting Inc. to Northeast Broadcasting Inc. to Northumberland Inc. for $425,000 (see “For the Record.”) Sept. 7. Action Oct. 16.

■ WAMG(AM) Galati, TN (BAL920622ED; 1130 kHz; 2.5 kw-D)—Dismissed application for assignment of license from Southern Broadcasters Inc. to Classic Broadcasting Inc. for $40,000 (see “For the Record.”) July 20. Action Oct. 27.

■ WIST(FM) Lobefello, TN (BAL920827GZ; 94.3 mhz; 33 kw; ant. 260 ft.)—Granted assignment of license from Coleman Broadcasting Co. to

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**SUMMARY OF BROADCASTING & CABLE**

<table>
<thead>
<tr>
<th>Service</th>
<th>ON AIR</th>
<th>CP's</th>
<th>TOTAL*</th>
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<tr>
<td>Commercial AM</td>
<td>4,963</td>
<td>184</td>
<td>5,147</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>4,742</td>
<td>927</td>
<td>5,669</td>
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<tr>
<td>Educational FM</td>
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<td>12,685</td>
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<tr>
<td>Commercial VHF TV</td>
<td>557</td>
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<td>570</td>
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<td>Commercial UHF TV</td>
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<td>Cable penetration</td>
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<tr>
<td>Pay cable penetration/basic</td>
<td>79%</td>
<td></td>
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</tr>
</tbody>
</table>

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

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting’s own research.
Seeks assignment BALH920611HI; BAL920611HH; tions Investment Corp. BALH920916ED; L920916EC; Oct. 29.
Lamb Standefer license from Divcon Associates mhz; 1440 khz; Broadcasting "For the Record," Wooten Broadcasting of license from Bakcor Broadcasting mhz; 100 khz; the Record," 250 kw; 213- 870 -9000.

KPOR-AM-FM Doanville, TX (BAL920611EC; 1340 khz; 1 kw-U; FM: BALH920816ED; 94.1 mhz; 40 kw; ant; 3,030 ft.)—Granted assignment of license from Communica-
tions Investment Corp. to Apollo Radio of Burlington, VT (AM: KMIQ(FM) Robstown, TX 78380. Applicant is headed by Humberto Lopez, and is 51% general partner in licensee of KMIQ(FM) Robstown, TX. Filed Oct. 22.

KZEN(AM) Littlefield, TX (BAL920916EA; 1490 khz; 1 kw-U)—Granted assignment of license from Lamb County Broadcasting Co. to Emil Macha for $46,000 (see "For the Record," Oct. 26). Action Oct. 29.

KALL-AM-FM Salt Lake City (AM: BAL920816ED; 5 kw-D; 1 kw-N; FM: BALH920816ED; 94.1 mhz; 40 kw; ant; 3,030 ft.)—Granted assignment of license from Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for $1.88 million (see "For the Record," Oct. 12). Action Oct. 30.

WDOT-AM-FM Burlington, VT (AM: BAL920611HH; 1390 khz; 5 kw-U; FM: BALH920611HH; 96.1 mhz; 3 kw; 4,000 ft.)—Seeks assignment of license from Nichols Radio Broadcasting Corp. to Radio Vermont Inc. for $643,000 (see "For the Record," June 29). Action Oct. 15.

KAAR(FM) Medical Lake, WA (BALH920701GH; 95.3 mhz; 1.3 kw; ant. 495 ft.)—Granted assignment of license from Sunnbrook Communications II Ltd. to The Word in Music Inc. for $300,000 and CP for KTSL(FM) Spokane, WA (see "For the Record," July 27, and KGS(JAM) Pueblo, CO, above). Action Oct. 21.

KCJL-FM Seattle (BAPCT91101KF, ch. 45)—Seeks transfer of control of CP from Allen E. Horn to North Pacific International Television, Inc. for no cash consideration (see "For the Record," Nov. 4, 1991). Action Nov. 3.

KTSU(FM) Spokane, WA (BAPH920701GP; 104.7 mhz; 3 kw; ant. 94 m.; see KAAR(FM) Medical Lake, WA, above).

KPDX(TV) Vancouver, WA (BALCT920803KF; ch. 49; 2,612 kw-V; 216 kw-A, ant. 1,785 ft.)—Granted assignment of license from Columbia River Television Inc. to Cannell Communications Ltd. for $15 million (see "For the Record," Aug. 24). Action Nov. 6.

WTRW(AM) Two Rivers, WI (BAL920923EA; 1590 khz; 13 kw, 33 w—Granted assignment of license from WTRW, Inc. to Wisconsin Great Lakes Broadcasting Inc. for $145,000 (see "For the Record," Oct.,) Action Nov. 5.

NEW STATIONS

Applications

AM

Carriere, TX (BPH921032MO)—Renovides Communications seeks 107.7 mhz; 50 kw; ant. 150 m. Address: 115 West Avenue D, Robstown, TX 78380. Applicant is headed by Humberto Lopez, and is 51% general partner in licensee of KMIQ(FM) Robstown, TX. Filed Oct. 22.

Ocasoa, MI (BPH921023MH)—C & S Broadcasting of Michigan seeks 95.7 mhz; 50 kw; ant. 150 m. Address: 240 N. Patterson, Wayland, MI 49348. Applicant is headed by general partner Richard L. Culppepper and John Seymour. Culppepper is licens-
ees of WKWM(AM) Kentwood and WMHG(FM) Mus-
kegon, both Michigan. Filed Oct. 23.

Actions


Oviedo, FL (BPH60310AH)—Dismissed app. of Seminole Broadcasting for 880 khz. Address: C 8 2nd St., URB El Retiro, Quebridas, PR 00742. Applicant is headed by Isidala Azuaga, and has no other broadcast interests. Action Oct. 27.
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<tr>
<th>Name</th>
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<th>Phone/Contact Information</th>
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<td>8601 Georgia Ave. #910 Silver Spring, MD 20910</td>
<td>(301) 589-8288 Member AFCCE</td>
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<td>Moffet, Larson &amp; Johnson, Inc.</td>
<td>Two Skyline Place, Suite 800 5203 Leesburg Pike Falls Church, VA 22041</td>
<td>(703) 824-5660 FAX:703-824-5877 Member AFCCE</td>
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<td>Phone: 517-278-7339</td>
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<td>CARL E. SMITH</td>
<td>AM/FM-TV Engineering Consultants</td>
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<td>Post Office Box 1888 Carson City, Nevada 89702 (702) 885-2400</td>
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<td>Consulting Radio Engineers</td>
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**PROFESSIONAL SERVICE DIRECTORY RATES**

- 52 weeks - $60 per insertion
- 26 weeks - $80 per insertion
- 13 weeks - $100 per insertion

There is a one time typesetting charge of $20. Call (202) 659-2340
Appointments at NBC News, Washington: Andrea Mitchell, chief congressional correspondent, named chief White House correspondent; Lisa Myers, national political correspondent, named chief congressional correspondent.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: Dan Kendall and Mark Stroman, associate directors, affiliate promotion, named director, affiliate promotion, and director, national promotion, respectively; Laura Lionetti Barton, advertising/marketing freelancer, Tampa, Fla., and Jane Saffell, national broadcast buyer/planner, Della Femia McNamee, Los Angeles, join as associate directors, affiliate promotion.


Michelle King Lautanen, director, business affairs, network television, Twentieth Television, Beverly Hills, Calif., named executive director.

F. Robert Kalthoff, director, government relations, Granite Broadcasting Corp., Duluth, Minn., joins WSVJ-TV South Bend/Elkhart, Ind., as VP/GM.


Elisabeth Murdoch, program vice president, Fox Television Station Group, Los Angeles, joins KSTU-TV Salt Lake City as director, programing.

Jim Flink, anchor/executive producer, WEVV-TV Evansville, Ind., joins WKJG-TV Fort Wayne, Ind., as co-anchor/assistant news director.


Appointments at KCAL-TV Hollywood: Michael Binkow, VP, development, Castle Rock Entertainment, there, joins as VP, programing, development; Barbara Zaneri, programing coordinator, named manager, program administration, operations.

Craig Impink, former head, foundation and government fund-raising, Wolf Trap Center for the Performing Arts, Washington, joins WETA-TV-FM Washington, as manager, foundation development.

Cindy Vincent, cosmetics manager, Savvy Woman magazine, New York, joins Hogan Communications, Yonkers, N.Y., as director, sales/marketing, East Coast.

Jim Botko, head, Thermal Entertainment, Los Angeles, joins Lorimar Television, Burbank, Calif., as manager, movies, miniseries.
Appointments at WPVI-TV Philadelphia: Ralph Major, account executive, WGBS-TV there, and Amy Rosinsky, director, advertising sales, Steve Rotfield Productions, Bala Cynwyd, Pa., join as account executives; Hermando Moya, technician, WHP-AM-FM Harrisburg, Pa., joins in same capacity; Greg Boston, director, KLTV-TV Tyler, Tex., joins as producer/director.

Mike Macomber, sales representative, Blair Television, Chicago, joins KSMO-TV Kansas City, Kan., as sports marketing director.

Grace Lee Nikkel, sports reporter, WUSA-TV Washington, joins WCCO-TV Minneapolis in same capacity.

RADIO


Thomas Hunt, GM, WGCI(AM)-WTTS-FM Bloomington, Ind., named president/GM and VP of parent, Sarkes Tarzian Inc., there.

Joe Lee, program director, WEAA-FM Baltimore, joins WAER-FM Syracuse, N.Y., in same capacity.

Steve Epstein, former western director, CBS Radio Network, Los Angeles, joins Media Star International there as VP, marketing.

William Clement, anchor/reporter, west region, there.


Mike Oakes, program director, KYMX-FM Sacramento, Calif., joins WJOI-FM Southfield, Mich., in same capacity.

Larry Kahn, research/marketing director, Taylor Communications, North Palm Beach, Fl., named VP.

Jason Malamud, sales manager, CD Media, New York, joins Katz Radio Group Syndication there in same capacity.

Steven Cross, VP/GM, WAB(AM) Arlington, Va., elected president, eastern chapter, National Religious Broadcasters.

Joe Cariffe, VP, sales, WZMX-FM Hartford, Conn., named VP/station manager.

CABLE

Joel Stillerman, executive producer, MTV Production, New York, named VP, production, MTV: Music Television, there.

Appointments at The Travel Channel, Atlanta: Clark Bosley, regional director, eastern region, named divisional director, eastern region; Kathleen Kane, LAS manager, southwest region, and Ann Johnston, LAS manager, northeast region, The Weather Channel, Atlanta, join as LAS managers.

Robin McMillan, director, public relations, West Coast, Showtime Networks Inc., Los Angeles, named VP.
Tom Kinney, GM, Paragon system, Time Warner Cable, National Division, Jamestown, N.Y., named GM, TWC's Charleston, W.Va., system.

Martha Gallahue, corporate pay-per-view manager, Benchmark Communications, Washington, joins Bravo, Woodbury, N.Y., as affiliate marketing manager, eastern region.

Julia Wang, manager, national promotions, The Family Channel, Virginia Beach, Va., named director.

Peggy Beldon, director, marketing, Capcities/ABC Radio Networks, New York, joins National Cable Advertising there as director, sales, regional news.

Ralph Cerenzo, national account executive, Rainbow Advertising Sales Corp., New York, named sales manager, News 12 Long Island, N.Y.

Alison Dexter, production manager, Nickelodeon Studios, Orlando, Fla., named director, production management.

Appointments at Cable Networks Inc., Los Angeles, Chicago: Edward Wocher, sales manager, XETRA Tijuana, Mexico, and Dennis Powell, sales manager, KBLA(AM) Los Angeles, joins as account executives there; Susan Patt, regional account executive, Cable Adnet, Dallas, joins as account executive, Chicago.

Marshall Seeze, on-air meteorologist, The Weather Channel, Atlanta, named account manager, national advertising sales, The Weather Channel/Travel Channel, there.

Craig Apatov, VP, marketing, Turner Home Entertainment, Atlanta, named VP, corporate marketing resources, Turner Broadcasting System, there.


Appointments at CNN, Washington: Charles Bierbauer, senior White House correspondent, named senior Washington correspondent; Wolf Blitzer, military affairs correspondent, Pentagon, named senior White House correspondent.

Hal Wolf, VP, field operations, diversified marketing and media services, Home Shopping Network, Denver, named VP, affiliate relations, St. Petersburg, Fla.

Catherine Woods, art director, Leo Burnett, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity.

Tony Petersen, regional account executive, KUZZ-TV Bakersfield, Calif., joins Seltel, Los Angeles, as account executive.

Joan Fortman, trainee, Seltel, Philadelphia, named account executive, Seltel, Chicago.

Nancy Moon, former director, communications, Madison Square Garden Enterprises, New York, forms Nancy Moon Public Relations there.

Burt Peretsy, former director, public relations, WCVB-TV Boston, joins Houston Effler & Partners there as senior VP, director, public relations.

Appointments at DDB Needham, Chicago: Charles Day, producer, named senior producer; Karla Eirinberg, media planner, named media supervisor.

Frank Svet, VP, engineering, Harris Allied Broadcast Division, Quincy, Ill., named VP, television products.

Keith Bandolic, VP/GM, Switchcraft, Inc., Chicago, named president.

Appointments at TV Answer, Weston, Va.: James Haywood, manager, network operations, named director; network operations, satellite division; Larry Kimball, manager, telecommunications, named director, telecommunications, telecommunications division.

DEATHS

Bryson Rash, 79, pioneer radio and TV broadcaster whose career spanned 40 years, died Nov. 10 of emphysema at his home in Washington. Rash was 12 years old when he went on the air in St. Louis as the voice of Buster Brown for the Brown Shoe Co. He moved to Washington in 1936. In 1945 he did a nationwide radio report from San Francisco on the founding of the United Nations. He is credited with persuading President Truman to make the first televised presidential address in 1947. Other career highlights include the first coast-to-coast broadcast on ABC of the U.S.-Japanese peace treaty signing (1951), and producing and reporting gavel-to-gavel coverage of the dispute between Senator Joseph McCarthy and the Army for ABC and WMAL(AM) Washington (1954). Rash began his Washington career with CBS and WJSV(AM). He joined WMAL(AM) there and ABC in the early 1940's. He was with WRC-TV and NBC from 1956 to 1977. His honors include three Emmys and a Peabody Award (1973) shared with WRC-TV reporter Lea Thompson for a series on home rule in Washington. He was a past president of the National Press Club. Survivors include his wife, Julie, and two daughters.

Leroy Strine, 74, retired national sales manager, WGal-TV Lancaster, Pa., and 40-year veteran of station parent Steinman Stations, died Oct. 5 of a stroke following bypass heart surgery at Lancaster General Hospital. He started his broadcasting career as the four voices of The Boys in the Back Room at WORK-AM York, Pa., in 1941. He eventually became general manager of the station in 1951. He moved to WGal-TV in 1953 as commercial manager and later did stints as GM of WSBA-TV York, Pa.; sales manager of WLYH-TV Lebanon, Pa., and served as a consultant to various stations. He retired in 1981. Survivors include his wife and three daughters.

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Thanks to Joe Abruzzese, CBS is looking at the world horizontally instead of vertically.

When Abruzzese took the helm at CBS Sales in March 1991, he brought with him ideas about restructuring the advertising sales force to help stronger dayparts support weaker ones by selling them in tandem. Instead of having salespeople sell their own dayparts blind to how other inventory was selling, Abruzzese created teams that sell horizontally across all dayparts, and gave them autonomy in making sales previously reserved for upper management. Then he made bonuses dependent on team rather than individual performance.

Abruzzese says he has also tried to change CBS Sales’s attitude about itself. “There was definitely a degree of arrogance,” he concedes, “and I’ve tried to rip that out.”

The old sales system and attitudes worked, says Abruzzese, when the networks were the only game in town and there were more ad dollars than network inventory. The new system is geared to the tougher challenge of attracting sponsors in the changing world of television advertising.

“We used to just be negotiators; we are getting to be salesmen,” says Abruzzese. Competition from Fox, cable and syndication has made his job tougher. To attract advertisers, many of whom are “looking to do more with it than just buy spots,” according to Abruzzese, the network is hawking everything from sponsorships (buying a minimum of one-quarter of a program’s inventory) to marketing partnerships, like those with Coke during the Olympics and Nabisco and K-Mart for the new season.

Abruzzese has been in the network advertising business for more than 20 years, the first half spent at NBC, the second at CBS. He got into the business when, as the cliche goes, he met a man in a bar. That man, Mike Sherlock, then NBC director of finance and now president of operations and technical services, offered Abruzzese a job on the spot. Abruzzese, unhappy selling and designing rainwear for the J.P. Stevens textile company, jumped at the chance.

After a decade at NBC, he did not make the switch to CBS at an auspicious time; moving in 1980, he went from one third-place network to another. Abruzzese says he has no regrets about leaving NBC when he did and missing its first-place heyday during the ’80s. But asked how he feels about being in first place finally, he says, “It feels great.”

Abruzzese spent much of his time at both networks selling sports inventory. He left NBC for CBS with the promise that after selling sports for a while, he could move over to prime time. But that never happened. Instead, he wound up as vice president, sports, at CBS and, until his present job, was never involved in prime time advertising.

Still, sports was the job he loved best. To a former college baseball catcher who got as far as a tryout with the Orioles, heading up sports sales was the next best thing to standing behind home plate at Memorial Stadium. “The greatest job is head of sports sales. It’s everything you thought of as a kid... You get to be in all facets [of sports],” he says. But what it does “is ruin you as a fan. Instead of rooting for a particular team, you root for a good game.”

Heading up daytime sales, his next step after sports, was probably what Abruzzese liked least. He found it hard to get a grasp on, hard to come up with innovative marketing approaches the way he had done in sports. He eventually got the hang of it, bringing in the first car advertiser to daytime television. In his present position, Abruzzese’s biggest headaches are morning news and late night. Selling third-place CBS This Morning is tough, but “we got enough business in prime time to support it,” he says. Late night is tough, too, with relatively low network clearances and low ratings, but thoughts and hopes of luring David Letterman to CBS are already whetting Abruzzese’s appetite.

Abruzzese also has the challenge of selling the oldest demographic of any network. But he says CBS has no plans to try to skew younger: “I’m not so sure we want to go after 18-49 only.” As baby boomers grow, more clients are looking for older demos—and they can get them on CBS, he says.

The first major test of Abruzzese’s tenure will be soon. The one-year anniversary of his restructured sales team is coming up, and the troops are going on retreat for two days to discuss its pros and cons, and perhaps make some changes. One media buyer, DDB Needham’s Bart McHugh, applauds the new structure and the new “senior management accessibility.” McHugh, who has dealt with his share of contentious network ad executives, says of Abruzzese, “it’s nice when a nice man succeeds.”


Broadcasting Nov 23 1992
Fox Broadcasting will expand its schedule to seven nights on Jan. 19, 1993, when it debuts Tuesday night programing with premiers of two one-hour dramas: Class of '36, depicting freshman life at a small Northeast college, at 8 p.m. ET, followed by Key West, a tale of a writer who moves to Key West, Fla., after winning the New Jersey lottery.

KASPAM-WKBQ(FM) St. Louis was sold by Evergreen Media to Saul Frischling for $7 million. Evergreen, headed by Scott Ginsburg, owns three AM's and seven FM's. Frischling also owns KHTK(FM) St. Louis and WLTJ(FM) Pittsburgh. Brokers: Blackburn & Co.


The Seattle Mariners announced a new exclusive three-year deal with ch. 11 independent Gaylord Broadcasting's KSTW(TV) for 1993-95. This year, games were split between KSTW and KIRO-TV. Next year KSTW will carry 65 games. The Mariners will produce and distribute the games and sell the ad time in house, the team said. The Mariners announced a new five-year radio with KIRO Radio in September.

King World reported fiscal 1992 profits of $94.9 million, up 5%, on revenues totaling $503.2 million, up 6%. KWP COO Stephen Palley said it was the eighth consecutive year of "record financial results" for the company.

Twentieth Television is claiming that The Bertice Berry Show has mounted the "fastest rollout in daytime talk show history," with the new strip sold in 41 markets representing over 57% of the U.S., including 21 of the top 25 markets. King World Productions may contest Twenty's "fastest rollout" claim, with The Les Brown Show proclaimed a firm go with over 50% of the country cleared, including eight of the top-10 markets.

Inside Edition, which is distributed by King World Productions, has named Bob Young co-executive of the news magazine. Young, who was previously producer of the show, created Inside Edition in 1989 with co-executive producer John Tomlin.

Following rumors that MGM Television would be looking to get into the development and production of programing for first-run syndication, the downsized Hollywood studio has named Hank Cohen senior VP of TV development. Cohen, who joined MGM one year ago as VP of comedy development, and development VP Ron Levinson (who will continue to oversee production of CBS's In the Heat of the Night) are said to be developing a new comedy-reality series with producer Neal Israel, a possible revival of its former network and syndicated series Fame, and a new animated version of The Pink Panther series. Mark Young, who was senior VP of animation development at Hanna-Barbera Productions, has been hired by MGM to head a new animation division that would produce The Pink Panther project.

Cable operators not paying their copyright fees, beware. The Motion Picture Association of America, which has already collected over $21 million in unpaid fees over the last six years, is now going after Cencom Cable. In a complaint filed in federal district court in St. Louis, MPAA charges the MSO with underpaying royalties on distant broadcast signals by $3 million. Cencom, the complaint alleges, avoided paying royalties by establishing a $2.95 basic tier containing all broadcast signals and not publicizing its availability. Cencom did not return calls last week.

After 12 years and 2,315 episodes in first-run syndication, Judge Joseph Wapner will hang up his black robe after this season, with his distributor, Warner Bros. Domestic Television Division, planning to offer the repeat episodes of People's Court on a straight barter basis starting next season. WBTD President Dick Robertson claimed that each of the original episodes had received no more than two exposures as repeats and that the ratings for its current The Best of People's Court repeats and originals are close to the same ratings level. Although it does not approach the robust ratings it enjoyed during the early 1980's, People's Court ranked 42nd among syndicated programs during the October
Jones Intercable's Mind Extension University (ME/U) will be providing up to 10% hours daily of European-produced news, educational and entertainment programming to its 21 million subscribers starting Jan. 1. A five-year, $3.1 million deal was unveiled last week at a Washington press conference by Jones Intercable CEO Glenn R. Jones (l) and Siegfried Berndt, managing director, television, Deutche Welle (r), a German nonprofit international distributor of shortwave, AM-FM radio and TV services. The deal also provides Deutche Welle with use of MEU's transponder on Satcom C4 for 24-hour programming of English-, German- and Spanish-language programs to a satellite footprint covering almost all of North America and part of South America.

sweeps (calendar weeks) with a healthy 2.9 rating nationally (NSS/NTI, Sept. 28-Oct. 25).

Four shows from Home Box Office have been awarded the most nominations in the 14th annual CableACE Awards competition. Top-nominated shows include: Dream On, HBO, with nine nominations; Citizen Cohn, HBO, with eight; Tales from the Crypt, HBO, and Sessions, HBO, both with seven, and A Private Matter, HBO, and Ashenden, Arts & Entertainment Network, each with six. Winners will be selected in 81 categories during a live televised ceremony Jan. 17, 1993, from Hollywood.

Pay-per-view revenue in 1992 would have been about $500 million higher if the same movie and event product had been available on systems everywhere, according to Edward Bleier, president of Warner Bros. pay TV, cable and network features. Bleier was responding to recent estimates that PPV revenue in 1992 will be flat at $327 million (Broadcasting, Nov. 16).

60 Minutes, which will soon celebrate its 25th anniversary on CBS, has been named to the NAB's Hall of Fame. The award is presented annually to prominent and historically significant individuals or programs. Past TV shows inducted have included The Honeymooners and last year's honoree, Star Trek. 60 Minutes Executive Producer Don Hewitt and several of the show's correspondents are likely to attend the induction ceremony on April 20, 1993, during the NAB's annual convention in Las Vegas.

George W. Bodenheimer, VP of national affiliate sales for ESPN since June 1991, has been promoted to VP of affiliate sales and marketing.

Joel Gallen, MTV VP of production, has quietly left the network to form his own production company, set to open on the West Coast later this year. Gallen, whose three-and-a-half-year tenure at MTV included the direction of such MTV hits as Springsteen Plugged and An Evening with Bon Jovi, is also expected to consult with MTV.

CMT Europe has reached agreements with cable operators that will place the overseas version of the 24-hour country music video service into more than one-third of all cable homes in the United Kingdom. The service, which was introduced in the UK on Oct. 19, reaches more than 123,000 cable households in England and Scotland.

Joint efforts to improve the pay TV category by Showtime Networks Inc. and Jones Intercable/SpaceLink in the last year have resulted in a 5% increase in premium units on the companies' systems. Efforts have included various combinations of price reductions, specific service packaging and added-value components.

Tele-Communications Inc. has signed a 10-year deal with Graff Pay Per View to distribute its adult-oriented SPICE programming service.

On Dec. 1, Bravo and AIDS awareness organization Cable Positive will present a public service announcement, "A Moment Without Television," which will air on 35 cable networks. A number of MSO's and cable systems have also agreed to air the PSA across all available local channels on that day.

MTV has begun preproduction on the second season of The Real World, the network's documentary series on young adults. Twenty-two new half-hour episodes will debut on MTV in June 1993.
THE PUCK STOPS HERE

SportsChannel Chicago is suing a record 68 sports bars for poaching its hockey playoff games and using them to attract customers (it has already settled with 20 other bars in the case). The bars used a variety of modi operandi for their crime, including unscrambling the satellite feed of the game and ordering the service at the lower residential price and then exhibiting the games for their commercial customers. SportsChannel Chicago's investigations found that about 10% of the area's bars were stealing the games. And nationwide, the National Cable Television Association estimates that the industry loses some $3 billion to signal pirates annually.

We think one of the major problems with this type of crime is perception. It is a problem shared by computer software manufacturers and phone companies. Picking up a TV show, or making a call, or copying software, doesn't feel like stealing. It has an intangible quality that distances the criminal from the crime. You don't have to leave home, and you don't leave your fingerprints on anything. For that reason it is particularly tough to discourage. And for that reason we hope the bars guilty of such theft in the Chicago case are fined every penny of the $1.53 million SportsChannel Chicago is asking for each offense. Given that it would have cost those bars at most a few hundred dollars to carry and exhibit the games above board and legal, it would impress upon them the seriousness—and stupidity—of this kind of fraud.

We hope the federal court case currently under way in Chicago sends a signal to sports bars—and residential pirates—across the country: Stealing is stealing.

OFF TARGET

The Department of Defense has proposed new rules that would restrict its national media pool. Some of the rules are unclear, and others would unnecessarily limit access to the pool. The Radio-Television News Directors Association has joined with the American Society of Newspaper Editors and the Newspaper Association of America to call for some clarification. We join in that call.

Among the suspect additions:
1. Guarantee of a pool "unless national security reasons suggest otherwise." Which roughly translates into: "We promise to provide access unless we decide not to." That national security caveat can cover a multitude of sins, and this one is the potential of dropping the pool if it becomes politically expedient. As a security issue, there are clearly restrictions short of exclusion.
2. Another new section would require that pool members "demonstrate a familiarity with the U.S. military" and have a correspondent who "visits military operational units, regularly attends Pentagon press conferences and interviews senior military and civilian DOD officials." (We're reminded of the reporter's comment that "most press officers at the Pentagon wouldn't tell you if your coat was on fire").
3. The new rules would exclude any news organizations not U.S.-owned. Such a rule would apparently exclude Fox Broadcasting (and BROADCASTING magazine, if it wanted to participate in such a pool), and suggests that a news organ is necessarily compromised if it has an overseas parent. News organizations free from foreign government subsidy or control should be allowed in the pool.

There are other points of contention, spelled out in the RTNDA et al. letter to the Pentagon's Pete Williams. But suffice it to say the rules, which were read into the Federal Register, said DOD, in hopes of "obtaining public comments which will enhance the deliberative process," should get plenty of comment from the Fourth and Fifth Estates.

INFLATED HOPES

We are bracing for a new assault on the TV Marti front. The Florida contingent enamored of the balloon-borne boondoggle, led by Cuban businessman Jorge Mas, feels it has ammunition in the campaign rhetoric of Bill Clinton, who, when in Rome (make that Miami), told a crowd that he was interested in turning up the heat on Communist Cuba and supported an expansion of TV Marti to 24 hours a day.

We recommend to the President-elect the great body of independent evidence finding TV Marti a large waste of time and money at its present two-and-a-half-hour format, much less 'round the clock. We hope that in the post-election light of day, present reality will win out over past rhetoric.
And it’s better than ever! Reorganized to best suit your needs, the 1993 edition of Broadcasting & Cable Yearbook now offers:

- State running heads at the top of every page.
- Thoroughly updated radio and TV station listings.
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